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Salesforce Certified Platform User Experience Designer Sample Questions (Q99-Q104):

NEW QUESTION # 99

Cloud Kicks wants to create a site for its customers to manage events regardless of the device they are using.

Which best practice should be used to provide this experience?

- A. Launch two different interfaces from the same page.
- B. Develop a separate native mobile app for Android and iOS.
- **C. Create a responsive user interface.**

Answer: C

Explanation:

A responsive user interface is a type of user interface that adapts to different screen sizes, resolutions, orientations, and devices, such as desktops, laptops, tablets, and smartphones. It uses flexible layouts, grids, images, and media queries to optimize the user experience and ensure usability, accessibility, and performance across different devices. A responsive user interface can help Cloud Kicks create a site for its customers to manage events regardless of the device they are using, as it can provide a consistent and seamless experience that meets the user needs and expectations. A responsive user interface can also reduce the development and maintenance costs and efforts, as it can use the same code base and content for different devices, rather than creating separate versions for each device. Reference:

1: User Experience Designer Certification Prep: Module 5: Design User Interfaces

2: User Experience Designer Certification Prep: Module 7: Implement User Interfaces

3: What is Responsive Web Design?

To create a site for its customers to manage events regardless of the device they are using, Cloud Kicks should use the best practice of creating a responsive user interface. A responsive user interface is one that adapts to the screen size and orientation of the device, providing an optimal viewing and interaction experience for the user. A responsive user interface can use the same code base and content for different devices, reducing the development and maintenance costs and ensuring consistency and accessibility. A responsive user interface can also leverage the features and capabilities of the device, such as touch, gestures, camera, etc., to enhance the user experience.

Responsive User Interface

NEW QUESTION # 100

Cloud Kicks' Sales team needs in-App Guidance for key functions and processes so they can maximize their time.

In which three ways should a UX Designer customize the Salesforce Help Menu to meet this request? Choose 3 answers

- **A. Add links to printable tipsheets or training videos.**
- **B. Provide access to specific Trailhead or MyTrailhead content.**
- C. Provide the user with a site map of all the content.
- **D. Create a just-in-time pop-up content based on new feature rollouts.**
- E. Add links to a company dictionary or glossary of key terms.

Answer: A,B,D

Explanation:

A UX Designer can customize the Salesforce Help Menu to meet the request of providing in-app guidance for key functions and processes for the Cloud Kicks' Sales team in the following ways:

Add links to printable tipsheets or training videos: This can help the Sales team to learn and review the key functions and processes at their own pace and convenience. The tipsheets or videos can be hosted on internal or external websites, and can be added to the custom help menu section in the Help Menu settings¹. The links can have descriptive labels and icons to make them easy to identify and access.

Create a just-in-time pop-up content based on new feature rollouts: This can help the Sales team to get familiar with the new features and functionalities that are introduced in the app. The pop-up content can be created using the In-App Guidance Builder², which allows the UX Designer to define the content type, style, placement, timing, and audience of the pop-up. The pop-up content can include text, images, videos, or links to more resources.

Provide access to specific Trailhead or MyTrailhead content: This can help the Sales team to gain skills and knowledge on the key functions and processes in a gamified and interactive way. The Trailhead or MyTrailhead content can be customized to match the business goals and branding of Cloud Kicks³. The content can be added to the custom help menu section in the Help Menu settings¹, or embedded in the app using the Trailhead Component⁴.

Customize the Help Menu in Lightning Experience

Create In-App Guidance for Your Users

Customize Your Learning Experience with MyTrailhead

Add the Trailhead Component to Your App

NEW QUESTION # 101

Cloud Kicks (CK) wants gamified learning content for its internal users and leadership. CK wants to create a custom product training as a part of the experience.

What should be recommended?

- A. In-app prompts to provide access to video content
- B. Sandbox to experiment with the product
- C. Enablement Site to build and assign custom modules

Answer: C

Explanation:

An Enablement Site is a custom-branded site that allows users to access learning content, such as modules, trails, and trailmixes, from Trailhead. It also allows admins to create and assign custom modules that are specific to their organization's needs and goals. An Enablement Site can be used to gamify the learning experience by adding badges, points, and leaderboards. An Enablement Site can also provide analytics and reports on the learners' progress and performance. Therefore, an Enablement Site is the best option for Cloud Kicks to create a gamified learning content for its internal users and leadership, as well as a custom product training. Reference:

[Trailhead: Enablement Site Basics]

[Trailhead: Create Custom Modules for Your Enablement Site]

[Trailhead: Gamify Your Enablement Site]

NEW QUESTION # 102

A UX designer has been asked to improve Salesforce adoption among sales representatives at Cloud Kicks after conducting stakeholder and user interviews. The designer finds there is no clear consistent sales process. What should the designer do next?

- A. recommend field level validation to ensure users are entering the correct data
- B. lock the findings and move forward with presenting possible solutions
- C. conduct a workshop with stakeholders to align on current state and build consensus
- D. Tell the customer they need to improve operations before any work can be done

Answer: C

Explanation:

A UX designer who has been asked to improve Salesforce adoption among sales representatives at Cloud Kicks should conduct a workshop with stakeholders to align on the current state and build consensus as the next step after finding out that there is no clear and consistent sales process. This is because:

A clear and consistent sales process is essential for defining the user needs, goals, and pain points, as well as the business requirements, objectives, and metrics. Without a clear and consistent sales process, the UX designer cannot design a user-centric and value-driven solution that meets the expectations and needs of both the users and the stakeholders.

A workshop with stakeholders can help the UX designer to understand the existing sales process, identify the gaps, challenges, and opportunities, and facilitate a collaborative and participatory approach to define the desired future state and agree on the best practices and standards for the sales process. A workshop can also help to establish trust, rapport, and buy-in among the stakeholders, and ensure that they are aligned and committed to the project vision and goals.

A workshop with stakeholders can also help the UX designer to gather feedback, input, and validation from the key decision-makers and influencers, and incorporate them into the design process. A workshop can also help to communicate the value proposition and benefits of Salesforce adoption, and address any concerns, questions, or resistance that the stakeholders may have.

Salesforce Adoption: Common Issues & 6 Best Practices - Itransition

What is Salesforce Adoption? 15+ Salesforce Adoption Strategies | Salesforce Ben Improving Salesforce User Adoption: Strategies & Best Practices - Cynoteck

17 Best Salesforce Adoption Strategies for Success (2023) - Whatfix

NEW QUESTION # 103

Cloud Kicks wants to drive engagement on its website.

Which two Salesforce features should boost engagement?

Choose 2 answers

- A. MyTrailhead
- B. Automated Invitations

- C. Einstein Bots
- D. Salesforce Connect

Answer: B,C

Explanation:

Einstein Bots and Automated Invitations are two Salesforce features that can boost engagement on Cloud Kicks' website. Einstein Bots are chatbots that can provide automated and personalized responses to customers' questions and requests on the website. They can also escalate complex cases to human agents, collect feedback, and provide recommendations. Einstein Bots can help Cloud Kicks to improve customer satisfaction, reduce wait times, and increase conversions¹. Automated Invitations are pop-up messages that invite website visitors to start a chat or video call with a service agent. They can be triggered by various criteria, such as time spent on the website, page visited, or customer profile. Automated Invitations can help Cloud Kicks to proactively engage with potential customers, offer assistance, and generate leads². [Einstein Bots Basics] (<https://ascendix.com/blog/salesforce-sales-engagement/>), [Set Up Automated Chat Invitations] (<https://bing.com/search?q=Salesforce+features+to+boost+engagement>)

NEW QUESTION # 104

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