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Salesforce Certified Platform User Experience Designer Sample Questions (Q199-Q204):

NEW QUESTION # 199
Cloud Kicks marketing development representatives need to process incoming leads. Understanding the typical lead to opportunity is essential to the design.
Which three new records would typically be created when they convert a lead?

Choose 3 answers

- A. Converted Lead
- B. Account
- C. Contact
- D. Opportunity
- E. Activity

Answer: B,C,D

Explanation:
When a lead is converted in Salesforce, three new records are typically created: a contact, an account, and an opportunity. A contact is a person who is associated with an account and has a role in a sales process. An account is a company or organization that is a potential or existing customer. An opportunity is a sales deal that is in progress or has been closed. These records are linked together and use the information from the lead record. The lead record becomes read-only and is marked as converted.Reference: Converting Leads
Lead Conversion in Salesforce

NEW QUESTION # 200
Cloud Kicks wants to create an external facing site where users can:
* Manage and submit cases via the web.
* Browse and search Knowledge Base articles.
* Contact Support via lice chat.
Which cloud should be used to design an appropriate solution for CK's users?

- A. Sales Cloud
- B. Service Cloud
- C. Experience Cloud
- D. Marketing Cloud

Answer: C

Explanation:
Experience Cloud is the best cloud to design an appropriate solution for Cloud Kicks' users. Experience Cloud allows the business to create an external facing site where users can manage and submit cases via the web, browse and search Knowledge Base articles, and contact Support via live chat. Experience Cloud also provides branding options, personalization features, and collaboration tools to enhance the user experience and engagement. Experience Cloud integrates with Service Cloud, which is the cloud that provides the case management, knowledge base, and live chat functionalities. Therefore, Experience Cloud is the cloud that enables the design of the user interface, while Service Cloud is the cloud that enables the backend service processes.[Experience Cloud Overview] (https://www.getapp.com/operations-management-software/a/salesforce-1-service-cloud/compare/salesforce-community-cloud/), [Service Cloud Overview] (https://titandxp.com/salesforce-experience-cloud-vs-service-cloud/)

NEW QUESTION # 201
A UX Designer wants touse Paths to provide guidance about which activities sales representatives should be doing at each stage of the opportunity lifecycle.
Which two elements could be used in the Path's Guidance for Success sections?

- A. Lightning Component
- B. Rich Text
- C. Progress Indicator
- D. Images and Links

Answer: B,D

Explanation:
The Path's Guidance for Success sections can include the following two elements:
Images and Links: Images and links can be used to provide visual cues and additional resources for the sales representatives. For example, an image of a checklist or a link to a best practice document can help the reps complete the required tasks at each stage. Images and links can be added using the rich text editor in the Path Settings page.

Rich Text: Rich text can be used to provide text-based guidance, such as tips, reminders, instructions, or motivational messages. For example, a rich text guidance can tell the reps what information they need to gather from the customer or what actions they need to take to move the opportunity forward. Rich text can be formatted using the rich text editor in the Path Settings page.Reference:

:Set Up a Path
:Considerations and Guidelines for Creating Paths
:Optimize Sales Processes with Path in Salesforce

The two elements that can be used in the Path's Guidance for Success section are Images and Links and Rich Text. Images and Links can be used to provide visual elements to the Guidance for Success section, while Rich Text can be used to provide text-based explanations and instructions. In addition, a Progress Indicator can be used to show the user's progress through the Path.

Images and Links can be used to provide visual elements to the Guidance for Success section. For example, if the user needs to read an article, a link to the article can be included, as well as an image of the article cover. Similarly, if the user needs to view a video, a link to the video and an image of the video can be included.

Rich Text can be used to provide text-based explanations and instructions. This can include explanations of what the user should be doing at each stage of the Path, as well as any other helpful information.

Finally, a Progress Indicator can be used to show the user's progress through the Path. This can help the user understand where they are in the Path and how far they have left to go.

NEW QUESTION # 202

A UX Designer wants to plan and communicate the intended page layouts of a community portal.
Which tool should they use?

- A. Personas
- B. Journey Mapping
- C. Process Flows
- D. Wireframes

Answer: D

Explanation:
The tool that the UX Designer should use to plan and communicate the intended page layouts of a community portal is wireframes. Wireframes are low-fidelity sketches or diagrams that show the basic structure, content, and functionality of a web page or app screen. Wireframes help the UX Designer to visualize the layout of the portal, arrange the elements according to their importance and relevance, and communicate the design concept to the stakeholders and developers. Wireframes are one of the learning objectives for the Salesforce User Experience Designer certification1.[Wireframes - Lightning Design System]
https://careerfoundry.com/en/blog/ux-design/website-app-wireframe-examples/

NEW QUESTION # 203

A Sales team is having trouble interacting with Contact records in Sales Cloud. They cannot find the information they need, and many of the visible record fields are not relevant to sales activities. On top of that, they complain the page load time is very long.
Which approach should be recommended to improve their experience?

- A. Move all unused fields to a separate section at the bottom of the page.
- B. Run the Salesforce Optimizer App to identify fields not in use.
- C. Implement In-App Guidance to help users focus on the most important fields.

Answer: B

Explanation:
The best approach to improve the Sales team's experience with Contact records in Sales Cloud is to run the Salesforce Optimizer App to identify fields not in use.The Salesforce Optimizer App is a free tool that scans the Salesforce org and provides a diagnostic report on the performance and health of the org1.It analyzes how the org uses various features, such as fields, triggers, layouts, profiles, reports, and more, and suggests customizations and improvements based on best practices1. By running the Salesforce Optimizer App, the Sales team can find out which fields are not being used or are redundant, and remove or hide them from the Contact record page.This way, they can simplify the page layout, reduce the page load time, and focus on the fields that are relevant to their sales activities2.

Moving all unused fields to a separate section at the bottom of the page is not a good option, as it does not solve the problem of having too many fields on the page. It would still affect the page load time and the user experience, as the users would have to scroll down to see the entire page.Moreover, it would not help the users to find the information they need, as the fields would not be organized in a logical or meaningful way3.

Implementing In-App Guidance to help users focus on the most important fields is also not a good option, as it does not address the root cause of the problem, which is having too many fields on the page.In-App Guidance is a feature that allows admins to create custom prompts and walkthroughs to guide users through tasks or processes on Salesforce Lightning pages4. It can be useful for user training, onboarding, or adoption, but it cannot replace the need for a clean and efficient page layout.In fact, having too many prompts or walkthroughs on the page can be distracting and annoying for the users, especially if they are not relevant or helpful4.Reference:

Run the Salesforce Optimizer App

Improve Your Implementation with Salesforce Optimizer

Page Layouts

In-App Guidance in Lightning Experience

NEW QUESTION # 204

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