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UX-101) exam on the first try, whether or not it will be worthwhile, and will it provide the necessary Plat-UX-101 Questions.

## **Salesforce Certified Platform User Experience Designer Sample Questions (Q95-Q100):**

### **NEW QUESTION # 95**

Cloud Kicks (CK) wants to determine whether or not the Experience Cloud site it is launching is intuitive. CK's UX Designer is going to conduct a usability study.

What should be one of the first steps when planning this study?

- A. Design the information architecture.
- B. Design changes to the site.
- **C. Define the goals of the study.**
- D. Analyze the results of the study.

**Answer: C**

Explanation:

A usability study is a method of evaluating how easy and intuitive a product or service is to use by observing real users performing specific tasks. It can help identify usability issues, user needs, and user satisfaction. One of the first steps when planning a usability study is to define the goals of the study, which are the questions that the UX designer wants to answer or the hypotheses that they want to test. The goals of the study will guide the selection of the participants, the tasks, the metrics, and the methods of the study. For example, if the goal of the study is to find out how users navigate the Experience Cloud site, the UX designer might choose to use a task-based usability test with eye-tracking and think-aloud techniques. Reference:

### **NEW QUESTION # 96**

Which two considerations should be made when conducting a Consequence Scanning workshop?

Choose 2 answers

- A. Prioritize marketing opportunities when designing features of a product.
- **B. Bring together a cross-function group with varied experiences.**
- C. Examine a product for potential inclusivity after it has been built
- **D. Consider design ramifications to prevent misuse and protect communities.**

**Answer: B,D**

Explanation:

Consequence Scanning is a workshop method that helps teams to identify and mitigate the potential positive and negative impacts of their products or services on users, society, and the environment. When conducting a Consequence Scanning workshop, two important considerations are:

Consider design ramifications to prevent misuse and protect communities: This means that teams should think beyond the intended use cases and benefits of their products or services, and also consider the possible unintended or harmful consequences that may arise from their design choices. For example, teams should ask themselves how their products or services could be misused, abused, or exploited by malicious actors, or how they could affect vulnerable or marginalized groups, or how they could contribute to environmental or social issues. By considering these design ramifications, teams can proactively address and mitigate the ethical risks and challenges that may emerge from their products or services, and protect the well-being and interests of their users and communities.

Bring together a cross-function group with varied experiences: This means that teams should involve diverse and relevant stakeholders in the Consequence Scanning workshop, such as product managers, designers, developers, researchers, testers, marketers, legal experts, ethicists, users, or representatives from affected communities. By bringing together a cross-function group with varied experiences, perspectives, and backgrounds, teams can gain a more holistic and comprehensive understanding of the potential impacts of their products or services, and avoid blind spots, biases, or assumptions that may limit their vision or judgment. A cross-function group can also foster more creative and collaborative problem-solving, and generate more inclusive and responsible solutions.

How To Run a Consequence Scanning Workshop

Consequence scanning: How to mitigate risks in your service

Incorporate Ethics by Design Concepts

### NEW QUESTION # 97

A UX Designer at Cloud Kicks wants to utilize a design thinking approach for the design of new customer services. Which approach combination encourages more creative problem-solving?

- A. Divergent and convergent
- B. Agile and efficient
- C. Simple and innovative

**Answer: A**

Explanation:

A design thinking approach is a human-centered method for solving complex problems and creating innovative solutions. It involves understanding the needs and desires of the users, generating and testing multiple ideas, and iterating on the feedback and results. A design thinking approach can be divided into two types of thinking: divergent and convergent. Divergent thinking is the process of generating many possible solutions to a problem without judging or filtering them. It encourages creativity, exploration, and experimentation. Convergent thinking is the process of evaluating, selecting, and refining the best solution to a problem. It involves analysis, logic, and criteria. Divergent and convergent thinking are complementary and cyclical. They help the designer to expand the solution space and then narrow it down to the most feasible and desirable option. By using both types of thinking, the designer can encourage more creative problem-solving and avoid premature convergence or fixation on a single idea. Therefore, the best approach combination for the UX Designer at Cloud Kicks is divergent and convergent thinking. Trailhead: Design Thinking Trailhead: Salesforce User Experience Designer Certification Prep, Divergent and Convergent Design Thinking

### NEW QUESTION # 98

A UX Designer is working on a series of custom Salesforce components for a new website. In which way could the designer accelerate the visual design process?

- A. A Leverage the Salesforce Lightning Design System (SLDS) using UI kits or plugins.
- B. Use separate stylesheets to make implementation easier.
- C. Build a custom layout in Salesforce and export the underlying code.

**Answer: A**

Explanation:

The Salesforce Lightning Design System (SLDS) is a collection of design guidelines, components, and resources that enable developers and designers to build consistent, high-quality, and responsive user interfaces across the Salesforce platform. The SLDS provides UI kits and plugins for popular design and prototyping tools, such as Sketch, Adobe XD, and Figma, that allow designers to quickly create mockups and wireframes using the SLDS components and styles. By leveraging the SLDS, the designer can accelerate the visual design process and ensure alignment with the Salesforce brand and best practices. Reference:  
[Salesforce Lightning Design System]  
[UI Kits and Plugins]  
[UX Designer Certification Prep: Visual Design]

### NEW QUESTION # 99

A UX Designer has completed usability testing on a newly designed case management system and has gathered many observations from the test participants.

What should the UX Designer consider while presenting the findings?

- A. Be specific about the issues testers encountered.
- B. Include the names of participants in the report.
- C. Report only the new issues, and omit already known bugs.

**Answer: A**

Explanation:

A usability testing report is a document that summarizes the findings and insights from a usability test, which is a method of evaluating a product or service by observing how real users interact with it. A usability testing report should provide clear and actionable recommendations for improving the user experience and usability of the product or service. One of the best practices for presenting the findings of a usability testing report is to be specific about the issues testers encountered. This means describing the problems in detail, explaining how they affected the user's performance and satisfaction, and providing evidence from the data collected, such as

quotes, screenshots, videos, or metrics. Being specific about the issues helps to illustrate the severity and impact of the problems, as well as to justify the need for improvement2.

The other two options, reporting only the new issues and omitting already known bugs, and including the names of participants in the report, are not good practices for presenting the findings of a usability testing report. Reporting only the new issues and omitting already known bugs can create a biased and incomplete picture of the usability test results, as it can overlook the recurring and persistent problems that may still affect the user experience and usability of the product or service. Including the names of participants in the report can violate the ethical and legal principles of user research, such as confidentiality, anonymity, and informed consent, which require protecting the privacy and identity of the users who participate in the research3.

## NEW QUESTION # 100

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