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Salesforce Certified Platform User Experience Designer Sample Questions (Q192-Q197):

NEW QUESTION # 192

A UX Designer at Cloud Kicks (CK) is going to conduct discovery phase research to understand more about the customers' purchasing habits. They are interested in remotely observing customers' buying patterns over the course of a 2-month period. Which research methodology should be used?

- A. Focus Group
- B. Usability Study
- C. Survey
- **D. Diary Study**

Answer: D

Explanation:

A diary study is a research methodology that involves asking participants to record their thoughts, feelings, behaviors, and activities over a period of time, usually in response to prompts or questions from the researcher¹. A diary study is suitable for Cloud Kicks (CK) to conduct discovery phase research to understand more about the customers' purchasing habits, as it will allow them to remotely observe customers' buying patterns over the course of a 2-month period. A diary study will also provide rich and contextual data on the customers' needs, preferences, motivations, and pain points, as well as the factors that influence their purchasing decisions¹. Salesforce User Experience Designer Exam Guide, Diary Studies: How to Conduct from Start-to-Finish

NEW QUESTION # 193

A UX Designer is hired to help create a brand new app for the AppExchange with a human-centered approach. Which strategy will most likely strengthen employee relationships the most?

- A. Create a first draft in a design team and then share it for feedback with employees.
- B. Send an anonymous survey to collect ideas from across the whole company.
- **C. Invite employees from different departments and create a journey map together.**

Answer: C

Explanation:

A journey map is a visual representation of the steps, emotions, and pain points that a user goes through when interacting with a product or service. A journey map can help the UX Designer understand the user's needs, goals, expectations, and frustrations, and identify opportunities for improvement or innovation^{1,2}. Creating a journey map together with employees from different departments is a strategy that can strengthen employee relationships the most, because it can:

Foster collaboration and communication: Inviting employees from different departments to create a journey map can help them share their perspectives, insights, and ideas, and learn from each other. This can also help them align on a common vision and goal, and build trust and respect among the team members^{3,4}. **Increase engagement and ownership:** Inviting employees from different departments to create a journey map can help them feel more involved and invested in the design process and the outcome. This can also help them develop a sense of ownership and responsibility for the product or service, and increase their motivation and satisfaction^{3,4}. **Enhance creativity and innovation:** Inviting employees from different departments to create a journey map can help them generate more diverse and creative solutions, as they can leverage their different skills, experiences, and backgrounds. This can also help them challenge their assumptions and biases, and explore new possibilities and opportunities^{3,4}. **Create a first draft in a design team and then share it for feedback with employees:** This is not a strategy that can strengthen employee relationships the most, because it can create a sense of exclusion and hierarchy among the employees. The design team may appear to be the sole authority and decision-maker, while the other employees may feel like passive observers or critics. This can also limit the diversity and quality of the feedback, as the employees may not have enough context or understanding of the design process and the user's needs^{3,4}. **Send an anonymous survey to collect ideas from across the whole company:** This is not a strategy that can strengthen employee relationships the most, because it can reduce the interaction and connection among the employees. An anonymous survey may not allow the employees to express their thoughts and feelings fully, or to receive any feedback or recognition for their contributions. This can also make the employees feel detached and indifferent about the design process and the outcome^{3,4}. **Create a Journey Map Unit | Salesforce Trailhead How to Create a Customer Journey Map - UX Mastery How to Use Journey Mapping to Improve Employee Engagement How to Use Journey Mapping to Drive Collaboration and Innovation**

NEW QUESTION # 194

Cloud Kicks (CK) is implementing its brand style guide using out-of-the box Experience Builder features. CK wants to avoid custom solutions.

Which declarative option could be used?

- A. Apply brand fonts and colors.
- B. Update global CSS.
- C. Use a different template.

Answer: A

Explanation:

To implement a brand style guide using out-of-the box Experience Builder features, the best option is to apply brand fonts and colors. This can be done by using themes and branding sets in Experience Builder. Themes are collections of information that define the visual flow of a site, such as colors, fonts, and spacing. Branding sets are groups of assets that can be applied to a theme, such as logos, images, and icons. By using themes and branding sets, CK can customize the look and feel of their site without coding or using a different template. Add Style to Your Experience Builder Site with Themes, Use Branding Sets in Experience Builder

NEW QUESTION # 195

Cloud Kicks wants to plan out the strategy for an upcoming discovery phase.

Which three practices should be considered?

Choose 3 answers

- A. Establish the research plan and timeline.
- B. Determine user acceptance criteria.
- C. Understand the problem before moving to solutions.
- D. Gather insight from end users.
- E. Consider platform-based before custom solutions.

Answer: A,C,D

Explanation:

The discovery phase is a crucial stage in any UX design project, as it helps to understand the user needs, business goals, and technical constraints of the problem. The discovery phase typically involves various research methods, such as interviews, surveys, observations, and analytics, to gather data and insights about the users and the context of use. The outputs of the discovery phase are artifacts that synthesize and communicate the findings and insights from the research. Some of the practices that should be considered for planning out the strategy for an upcoming discovery phase are:

Gather insight from end users: One of the main objectives of the discovery phase is to empathize with the end users and understand their goals, motivations, pain points, behaviors, and preferences. This can be done by conducting user research, such as interviews, surveys, focus groups, or usability tests, to collect qualitative and quantitative data from the target audience. Gathering insight from end users helps to validate the assumptions and hypotheses about the problem and the solution, as well as to identify the user requirements and expectations for the design.

Establish the research plan and timeline: Before conducting any user research, it is important to establish a clear and realistic research plan and timeline. The research plan should define the research objectives, questions, methods, participants, and deliverables. The research timeline should specify the duration, frequency, and sequence of the research activities, as well as the deadlines and milestones for the deliverables. Establishing the research plan and timeline helps to ensure that the discovery phase is well-organized, efficient, and effective, as well as to communicate the expectations and responsibilities to the stakeholders and the team members.

Understand the problem before moving to solutions: Another key practice for the discovery phase is to focus on understanding the problem before jumping to solutions. This means defining the problem statement, the scope, and the constraints of the project, as well as identifying the root causes, the symptoms, and the impacts of the problem. Understanding the problem before moving to solutions helps to avoid wasting time and resources on creating solutions that do not address the real needs and pain points of the users, or that are not feasible or viable for the business or the technology.

The other two options, considering platform-based before custom solutions and determining user acceptance criteria, are not practices that should be considered for planning out the strategy for an upcoming discovery phase. Considering platform-based before custom solutions is a practice that belongs to the design phase, not the discovery phase, as it involves choosing the best solution option based on the user research findings and the design principles. Determining user acceptance criteria is a practice that belongs to the testing phase, not the discovery phase, as it involves defining the criteria that the solution must meet to be accepted by the users and the stakeholders.

For Cloud Kicks' upcoming discovery phase, the three practices that should be considered are:

A) **Understand the Problem Before Moving to Solutions:** Establishing a clear understanding of the problem and what the desired outcomes are before beginning the discovery phase is essential for successful project planning. This can be done by gathering data and insights from end users, conducting research, and understanding how the problem is currently being addressed.

B) **Gather Insight from End Users:** Gathering insights from end users is a crucial step in the discovery phase. End users provide valuable feedback and insights into the problem and how a potential solution may work. This feedback can help shape the overall

project plan and help identify potential solutions.

C) Establish the Research Plan and Timeline: The research plan and timeline should be established before beginning the discovery phase. This should include a list of tasks to be completed, the resources needed, and a timeline for completion. This plan should be communicated to all stakeholders so everyone is aware of the project goals and timeline.

NEW QUESTION # 196

Which criteria should the designer consider when selecting users for testing?

- A. Traits similar to friends and family
- B. traits of the most common demographic and ability
- C. Traits similar to customer personas
- D. Traits dissimilar to customer personas

Answer: C

Explanation:

The designer should consider the traits similar to customer personas when selecting users for testing. Customer personas are fictional representations of the target users of a product or service, based on user research and data. Customer personas help the designer to understand the needs, goals, behaviors, and preferences of the users, as well as their pain points and challenges. Customer personas also help the designer to empathize with the users and design solutions that meet their expectations and requirements. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas] When selecting users for testing, the designer should aim to recruit users who match the traits of the customer personas as closely as possible. This ensures that the users who participate in the testing are representative of the actual or potential users of the product or service, and that the feedback and insights gathered from the testing are valid and reliable. Selecting users who have traits similar to customer personas also helps the designer to evaluate the usability and user experience of the product or service from the user's perspective, and to identify and prioritize the areas for improvement. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation] Traits dissimilar to customer personas, traits similar to friends and family, and traits of the most common demographic and ability are not criteria that the designer should consider when selecting users for testing. These criteria can lead to biased or inaccurate results, as they do not reflect the diversity and complexity of the user population. Users who have traits dissimilar to customer personas may not have the same needs, goals, or expectations as the target users, and may provide feedback that is irrelevant or misleading. Users who have traits similar to friends and family may not be objective or honest in their feedback, and may have a different level of familiarity or expertise with the product or service than the target users. Users who have traits of the most common demographic and ability may not account for the variations and differences among the target users, and may exclude or marginalize the users who have special needs or preferences. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation][UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas], [UX Designer Certification Prep: User Testing and Evaluation]

NEW QUESTION # 197

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