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Salesforce Certified Platform User Experience Designer Sample Questions (Q52-Q57):

NEW QUESTION # 52

What is a benefit of inclusive design?

- A. Reducing friction for users in achieving their goals
- B. Tailoring a solution to one type of user
- C. Creating a lowest-common-denominator design

Answer: A

Explanation:

Inclusive design is a methodology aimed at creating products that are accessible to as many people as possible, regardless of their abilities or circumstances. The benefit of inclusive design is that it focuses on reducing friction for users in achieving their goals by: Considering a wide range of human diversity, including ability, language, culture, gender, age, and other forms of human difference. Identifying and eliminating unnecessary barriers that might prevent people from effectively using a product or service.

Ensuring that products and services can be used by everyone, to the greatest extent possible, without the need for adaptation.

Inclusive design does not mean tailoring a solution to one type of user (B) or creating a lowest-common-denominator design that meets only the most basic needs of all users (C). Instead, it seeks to understand and address the needs of a broad audience to create more usable and accessible experiences for everyone.

Reference: The Interaction Design Foundation provides extensive resources on inclusive design, its principles, and how to apply them in the design process. These resources offer valuable insights into creating designs that are accessible and beneficial to a wide audience.

NEW QUESTION # 53

A UX Designer at Cloud Kicks is planning out the company's website redesign using Experience Cloud and will help guide discovery.

Which three outputs of the discovery process should be prepared?

Choose 3 answers

- **A. Journey Maps**
- B. High-Fidelity Mock-ups
- **C. High-Level Wireframes**
- D. Interactive Prototypes
- **E. User Personas**

Answer: A,C,E

Explanation:

The discovery process is a crucial phase in any UX design project, as it helps to understand the user needs, business goals, and technical constraints of the problem¹. The discovery process typically involves various research methods, such as interviews, surveys, observations, and analytics, to gather data and insights about the users and the context of use². The outputs of the discovery process are artifacts that synthesize and communicate the findings and insights from the research. Some of the common outputs of the discovery process are:

User personas: These are fictional representations of the target users, based on real data and insights, that describe their goals, motivations, pain points, behaviors, and preferences³. User personas help to empathize with the users and design solutions that meet their needs and expectations.

Journey maps: These are visualizations of the user's end-to-end experience with a product or service, from the initial trigger to the final outcome⁴. Journey maps help to identify the user's actions, thoughts, emotions, pain points, and opportunities for improvement at each stage of the journey.

High-level wireframes: These are low-fidelity sketches or diagrams that show the basic layout, structure, and functionality of the website or app. High-level wireframes help to define the information architecture, navigation, and content hierarchy of the solution, as well as test the usability and feasibility of the design concepts.

These three outputs are essential for planning out the website redesign using Experience Cloud, as they help to define the user requirements, the user flow, and the user interface of the solution. The other two options, interactive prototypes and high-fidelity mock-ups, are not outputs of the discovery process, but rather of the design and testing phases. Interactive prototypes are clickable simulations of the website or app that allow users to interact with the functionality and features of the solution. High-fidelity mock-ups are realistic and detailed representations of the website or app that show the final look and feel of the solution, including the colors, fonts, images, and icons. These two outputs are created after the discovery process, based on the feedback and validation from the user testing sessions.

For the UX Designer at Cloud Kicks, the three outputs of the discovery process that should be prepared are User Personas, Journey Maps, and High-Level Wireframes. User Personas are fictional characters that represent a target audience for the website, and are used to help guide the website design. Journey Maps are diagrams that illustrate the user's experience as they navigate the website, and provide insights into how the user interacts with the website. High-Level Wireframes are simple sketches of the website layout, and are used to organize the website's content and design elements. Interactive Prototypes and High-Fidelity Mock-ups are not necessary outputs of the discovery process, as they are more detailed representations of the design that come later in the design process. For more information, see the Salesforce Experience Cloud documentation (https://help.salesforce.com/articleView?id=experience_cloud_overview.htm&type=5).

NEW QUESTION # 54

A UX Designer at Cloud Kicks (CK) recommends a Salesforce Console application for CK's service representatives. The service representatives work on multiple support cases hour, accessing them via queues, calls, or live chat. Which console navigation feature would NOT be relevant to the designer recommendation?

- A. Multiple subtabs can be beneath a single parent record.
- B. More than one detail item can be open at a time.
- C. A split list of records and individual record detail can be seen on the same screen.
- D. Service representatives with lower resolution monitors will have a better user experience.

Answer: D

Explanation:

A Salesforce Console application is designed to optimize the user experience for service representatives who work on multiple records and tasks at the same time. The console navigation features allow the user to access multiple records and related information in a single screen, without switching back and forth between tabs or windows. The features that are relevant to the designer recommendation are:

More than one detail item can be open at a time. This allows the user to work on multiple records simultaneously and switch between them easily.

Multiple subtabs can be beneath a single parent record. This allows the user to view and access related information, such as activities, emails, notes, and attachments, without leaving the parent record.

A split list of records and individual record detail can be seen on the same screen. This allows the user to browse through a list of records, such as a queue or a report, and see the details of the selected record on the same screen.

The feature that is not relevant to the designer recommendation is:

Service representatives with lower resolution monitors will have a better user experience. This is not true, because a Salesforce Console application requires a minimum screen resolution of 1024 x 768 pixels to display properly. Users with lower resolution monitors may experience scrolling issues or truncated information.

NEW QUESTION # 55

A UX Designer has been asked to optimize a Lightning app for screen reader-assisted accessibility. How should the page be optimized?

- A. Place components in adjacent tabs.
- B. Stack components on the same page.
- C. Switch to a Lightning Console layout.
- D. Use accordions to organize components.

Answer: D

Explanation:

Accordions are collapsible sections that can be used to separate different content areas. By using accordions, users can quickly navigate through the page and easily find the content that they need. The use of accordions also ensures that screen readers can access the content within each section, reducing the need for additional navigation. Additionally, a Lightning Console layout can be used to organize components, but this layout is optimized for customer service agents and not necessarily for screen reader users. Placing components in adjacent tabs or stacking them on the same page can make the page difficult to navigate and can make it difficult for screen readers to understand the page. For more information, see the Salesforce Accessibility Guide (https://help.salesforce.com/articleView?id=accessibility_overview.htm&type=5).

According to the Salesforce Lightning Design System, accordions are a good way to organize components on a page for screen reader-assisted accessibility. Accordions allow users to expand and collapse sections of content, which can help reduce cognitive load and scrolling. Accordions also provide a clear heading structure and keyboard navigation for each section¹. The other options are not recommended for screen reader-assisted accessibility, as they can create confusion, clutter, or inefficiency for users who rely on auditory feedback. For example, switching to a Lightning Console layout can make it harder for users to navigate between tabs and subtabs². Placing components in adjacent tabs can also increase the number of keystrokes and commands needed to access the information³. Stacking components on the same page can create a long and overwhelming page that requires excessive scrolling and reading⁴.

NEW QUESTION # 56

Universal Containers (UC) has implemented Service Cloud. There is a flag field on the case object that marks a case as (Sensitive). UC requested that this flag can be viewed by all users who have access to the case but only be edited by the assigned case assessor. The case assessor is a lookup field on the case object. How can an architect achieve this requirement?

- A. Object Permissions.
- B. **Custom Lightning Component.**
- C. Field-level security
- D. Permission Set.

Answer: B

Explanation:

The best way to achieve the requirement of having a flag field on the case object that marks a case as sensitive and can be viewed by all users who have access to the case but only be edited by the assigned case assessor is to create a custom Lightning component. A custom Lightning component can use the Lightning Data Service to access the case record and its fields, and apply conditional rendering and editing logic based on the user's role and the case assessor field. This way, the flag field can be displayed to all users who can view the case, but only be editable by the user who is the case assessor. This solution also follows the principle of designing for performance and scalability, which is one of the learning objectives for the Salesforce User Experience Designer certification. [Create Custom, Reusable Lightning Components], [Lightning Data Service Basics], [Design for Performance and Scalability]

1: https://trailhead.salesforce.com/en/content/learn/modules/lex_dev_lc_basics/lex_dev_lc_basics_intro

2: https://trailhead.salesforce.com/en/content/learn/modules/lightning_data_service/lightning_data_service_intro

3: <https://trailhead.salesforce.com/en/content/learn/modules/ux-designer-certification-prep/design-for-performance-and-scalability>

NEW QUESTION # 57

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