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Salesforce Certified Platform User Experience Designer Sample Questions (Q61-Q66):

NEW QUESTION # 61

Cloud kicks wants to incorporate human-centered design across its organization. Which two practices should be adopted?

- A. Observing user behavior
- B. Creating requirements based business leaders' priorities
- C. Putting oneself in the situation of the end user
- D. Including Innovative ideas to showcase technology

Answer: A,C

Explanation:

Human-centered design is a practice where designers focus on people and their context, and seek to understand and solve the right problems for them. Human-centered design involves the following elements:

Empathy. Designers need to genuinely care about the people they design for, and build empathy by immersing themselves in the community that will use their products or services.

Creativity. Designers need to find creative ways to solve users' problems, and generate multiple ideas and prototypes that can be tested and refined.

Business needs. Designers need to make their products or services commercially successful, and align them with the goals and values of the organization.

To incorporate human-centered design across its organization, Cloud Kicks should adopt the following two practices:

Observing user behavior. Designers should conduct user research and communicate with their users regularly, to understand their needs, motivations, challenges, and goals. Observing user behavior can help designers to identify the pain points and opportunities for improvement, and to validate their assumptions and hypotheses.

Putting oneself in the situation of the end user. Designers should empathize with their users, and try to see the world from their perspective. Putting oneself in the situation of the end user can help designers to create products or services that are relevant, useful, and desirable for them.

The following two practices are not aligned with human-centered design, and should be avoided:

Including innovative ideas to showcase technology. Designers should not prioritize technology over people, and should not include features or functions that are not necessary or beneficial for the users. Including innovative ideas to showcase technology can lead to products or services that are complex, confusing, or frustrating for the users.

Creating requirements based on business leaders' priorities. Designers should not ignore the voice of the users, and should not create products or services that only satisfy the business needs. Creating requirements based on business leaders' priorities can lead to products or services that are irrelevant, useless, or undesirable for the users.

NEW QUESTION # 62

How would a UX Designer Differentiate between voice and tone?

- A. Voice reflects the expression and tone is the way one designs.
- B. Voice reflects the frequency and tone is one's pitch.
- C. Voice reflects the personality and tone is the way one speaks.
- D. Voice reflects the character and tone is one's strength.

Answer: C

Explanation:

Voice and tone are two important aspects of UX writing that affect how users perceive and interact with a product. According to the Salesforce User Experience Designer Exam Guide, voice and tone are defined as follows:

Voice reflects the personality of the brand or product. It is consistent and does not change depending on the context or situation.

Voice conveys the values, mission, and identity of the brand or product through the choice of words, phrases, and style of communication.

Tone reflects the way the voice speaks to the users. It is context-specific and can change depending on the user's mood, goal, and situation. Tone conveys the attitude, emotion, and empathy of the voice through the use of punctuation, grammar, and formatting.

For example, Mailchimp is a brand that has a distinctive voice and tone. Their voice is friendly, humorous, and quirky. Their tone varies depending on the user's experience, such as congratulating them for a successful campaign, or apologizing for an error. They use a tone map to guide their writers on how to adjust their tone for different scenarios.

1: [Salesforce User Experience Designer Exam Guide]

2: [Voice and Tone | Salesforce Style Guide for Documentation and UX Writing]

3: [Voice and Tone | Salesforce Trailhead]

4: [UX writing 101: A beginner's guide to mastering tone of voice]

5: [Tone of Voice and User Experience | UX Magazine]

6: [Things I learned designing the voice and tone for our company]

7: [How to use voice and tone in UX writing]

8: [Voice and Tone | Mailchimp Content Style Guide]

NEW QUESTION # 63

What would it mean for the user when designing perceivable content?

- A. The content should only be presented In a visual format.
- B. The content should only be presented In an audio format.
- C. The content should be presented in a way that can be convertible between different formats.

Answer: C

Explanation:

Designing perceivable content means that the content should be presented in a way that can be convertible between different formats, so that users with different sensory abilities can access it. For example, providing text alternatives for images and videos, captions and transcripts for audio, and audio descriptions for visual content. This way, users who are blind, deaf, or have low vision or hearing can perceive the content using assistive technologies, such as screen readers, braille keyboards, or captions. The content should not only be presented in a visual format (A) or an audio format (B), as that would exclude users who cannot see or hear the content. The content should be adaptable to different formats and devices, and follow the Web Content Accessibility Guidelines (WCAG) principle of perceivability¹². Reference:

Perceivable - Accessibility | MDN

What Is Perceivability in Web Accessibility? WCAG Principles Explained

NEW QUESTION # 64

A UX Designer at Cloud Kicks is having difficulty getting its developers to see why the design changes would improve the user experience.

How should the designer help mitigate pushback from developers?

- A. Hand them a printout of the design
- B. Invite them to user testing.
- C. Let them know the designer is the expert.
- D. Ask a manager or superior to do it.

Answer: B

Explanation:

Inviting developers to user testing is a good way to help them see the value of the design changes and understand the user needs and pain points. User testing is a method of evaluating a product or service by observing how real users interact with it and collecting feedback. By witnessing the user testing sessions, developers can see how the design changes improve the user experience, such as increasing usability, satisfaction, engagement, or conversion. User testing can also help developers empathize with the users and collaborate better with the designer. Reference:

[User Testing]

NEW QUESTION # 65

Cloud Kicks (CK) allows its partners to manage leads and opportunities. CK's relationship manager has requested that partners are able to quickly browse and see their opportunities segmented by key attributes:

If the opportunity is closing within 2 weeks If it is valued at more than \$100,000 Which approach should be used in Experience Builder to enable this?

- A. Create a custom Lightning Web Component using a data table for each key attribute.
- B. Configure a pre-filtered opportunity list view for each key attribute with the partner group.
- C. Allow each user to create a filter for each key attribute and link to the opportunities list view.

Answer: B

Explanation:

The best approach to enable partners to quickly browse and see their opportunities segmented by key attributes is to configure a pre-filtered opportunity list view for each key attribute with the partner group. This way, the partners can easily access the list views that show only the opportunities that match the criteria, such as closing within 2 weeks or valued at more than \$100,000. Creating a custom Lightning Web Component using a data table for each key attribute (A) might be too complex and time-consuming, and it might not be compatible with the Experience Builder. Allowing each user to create a filter for each key attribute and link to the

opportunities list view (B) might be too tedious and inconsistent, and it might not provide a quick and easy way to browse the opportunities. Configuring a pre-filtered opportunity list view for each key attribute with the partner group is a simple and effective solution that leverages the existing functionality of the Experience Builder and the list view component¹². Reference:
List View Component | Salesforce Experience Cloud
Create and Edit List Views | Salesforce Help

NEW QUESTION # 66

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