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Salesforce Certified User Experience Designer Sample Questions (Q118-Q123):

NEW QUESTION # 118

An organization must be digitally accessible to enable social opportunity.

What are three core principles of Web Content Accessibility Guidelines (WCAG)?

Choose 3 answers

- A. Delightful
- B. Operable
- C. Abundant
- D. Robust
- E. Understandable

Answer: B,D,E

Explanation:

Explanation

These are three of the four core principles of Web Content Accessibility Guidelines (WCAG), which provide a set of standards and best practices for making web content accessible to people with disabilities. The fourth principle is Perceivable, which means that the information and user interface components must be presented in ways that users can perceive. The principles are further divided into 13 guidelines and three levels of conformance (A, AA, and AAA). References:

[Web Content Accessibility Guidelines (WCAG) Overview]

[WCAG 2.1 at a Glance]

NEW QUESTION # 119

A UX Designer has been asked to improve Salesforce adoption among salesrepresentatives at Cloud Kicks.

After conducting stakeholder and user interviews, the designer finds there is no clear, consistent sales process.

What should the designer do next?

- A. Tell the customer they need to improve operations before any work can be done.
- B. Log the findings and move forward with presenting possible solutions.
- C. Recommend Field Level Validation to ensure users are entering the correct data.
- D. Conduct a workshop with stakeholders to align on the current state and build consensus.

Answer: D

Explanation:

Explanation

A UX designer's role is not only to design solutions, but also to facilitate collaboration and communication among stakeholders and users. A clear, consistent sales process is essential for Salesforce adoption, as it defines the steps and actions that sales representatives need to take to close deals. Without a common understanding of the sales process, the UX designer cannot design a Salesforce solution that meets the needs and expectations of the users and the business. Therefore, the designer should conduct a workshop with stakeholders to align on the current state and build consensus on the desired future state. A workshop is an interactive session where the designer can use various techniques, such as journey mapping, persona creation, user stories, and prioritization, to elicit the pain points, goals, and requirements of the stakeholders and users. A workshop can also help the designer to establish trust and rapport with the participants, and to gain their buy-in and feedback for the proposed solution¹². References: Salesforce Adoption Strategies | Salesforce Trailhead, 6 Guiding Principles to Maximize Your Salesforce Adoption | Salesforce Admins

NEW QUESTION # 120

Cloud Kicks (CK) is going to conduct some interviews surveys with users to better understand their Purchasing habits. CK's UX Designer wants to get the most accurate view of customers' purchasing behaviors using these research methods.

Which two response biases should the designer be aware of when interviewing or surveying users?

Choose 2 answers

- A. Randomized Bias
- B. Objectivity Bias
- C. Social Desirability Bias
- D. Recency Bias

Answer: C,D

Explanation:

When interviewing or surveying users, the UX designer should be aware of the following response biases that can affect the accuracy of the data collected:

* Social desirability bias: This is the tendency of respondents to answer questions in a way that they think will make them look good or conform to social norms and expectations. For example, when asked about their purchasing habits, respondents may underreport their spending on luxury items or impulse buys, or overreport their spending on charitable causes or environmentally friendly products. Social desirability bias can be reduced by ensuring anonymity and confidentiality, using indirect or less sensitive questions, or using implicit measures¹².

* Recency bias: This is the tendency of respondents to recall and emphasize the most recent events or experiences, rather than the ones that occurred earlier or more frequently. For example, when asked about their purchasing habits, respondents may base their answers on their last purchase or the last month, rather than their average or typical behavior over a longer period of time. Recency bias can be reduced by using specific and clear time frames, using multiple sources of data, or using longitudinal methods³⁴.

References:

- * : [What Is Response Bias? | Definition & Examples]
- * : [Types of User Research Bias and How to Avoid It in Your UX Design]
- * : [Social Desirability Bias: Definition, Examples, and Solutions]
- * : [Recency Bias: Definition, Examples, and Solutions]
- * : [Recency Bias in User Research]
- * : [Social Desirability Bias in Survey Research]

NEW QUESTION # 121

How would a UX Designer Differentiate between voice and tone?

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

Answer: A

Explanation:

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.

References:

- 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 # 122

A UX Designer is using the human-centered design approach to redesign a portal that medical staff use to report on patient demographics.

Which activity should come first in the process?

- A. Designing a mockup of how the new portal will look
- B. Estimating the cost to complete development of the portal
- C. Observing the medical staff while they use their existing portal
- D. Writing technical requirements for how the portal should function

Answer: C

Explanation:

Explanation

The human-centered design approach is a problem-solving technique that puts real people at the center of the development process, enabling designers to create products and services that resonate and are tailored to the audience's needs. The human-centered design approach typically involves four stages: clarify, ideate, develop, and implement¹. The first stage, clarify, is dedicated to collecting data and observing the users to clarify the problem and how to solve it. Rather than developing products based on assumptions, designers conduct user research and assess user needs to determine what the users want. The clarify stage requires empathy—the capability of understanding another person's experiences and emotions. Designers need to consider the users' perspectives and ask questions to determine what products they're currently using, why and how they're using them, and the challenges they're trying to solve².

Therefore, the activity that should come first in the human-centered design process is observing the medical staff while they use their existing portal. This activity will help the UX designer to understand the context, the goals, the pain points, and the preferences of the medical staff, as well as to identify the opportunities for improvement and innovation. The other activities, such as estimating the cost, writing technical requirements, and designing a mockup, belong to the later stages of the human-centered design process, after the problem and the user needs have been clearly defined.

References: What is Human-Centered Design? - updated 2023 | IxDF and What Is Human-Centered Design?

| HBS Online

The first activity in the process when using a human-centered design approach to redesign a portal that medical staff use to report on patient demographics should be observing the medical staff while they use their existing portal. This is a critical step in the process, as it helps to identify user needs, preferences, and behaviors so that the design of the new portal can be tailored to meet their specific needs.

Observing the medical staff while they use the portal will help to identify any existing problems and highlight areas where the portal can be improved. This can include issues with usability, functionality, and accessibility. Additionally, observing how the medical staff interact with the portal can help to identify any potential areas of improvement and uncover any hidden requirements or user needs.

References:

[1] <https://www.salesforce.com/blog/2019/02/human-centered-design.html> [2] <https://uxplanet.org/human-center>

NEW QUESTION # 123

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