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## Salesforce Certified Platform User Experience Designer Sample Questions (Q204-Q209):

### NEW QUESTION # 204

A Ux designer has been asked to improve salesforce adoption among sales representatives at cloud kicks after conducting stakeholder and user interviews the designers finds there is no clear consistent sale process What should the designer do next

- A. recommend field level validation to ensure users are entering the correct data
- B. conduct a workshop with stakeholders to align on correct state and build consenses

- C. lock the findings and move forward with presenting possible solutions
- D. Tell the customer they need to improve operations before any work can be done

**Answer: B**

Explanation:

A UX designer who has been asked to improve Salesforce adoption among sales representatives at Cloud Kicks should conduct a workshop with stakeholders to align on the current state and build consensus as the next step after finding out that there is no clear and consistent sales process. This is because:

A clear and consistent sales process is essential for defining the user needs, goals, and pain points, as well as the business requirements, objectives, and metrics. Without a clear and consistent sales process, the UX designer cannot design a user-centric and value-driven solution that meets the expectations and needs of both the users and the stakeholders.

A workshop with stakeholders can help the UX designer to understand the existing sales process, identify the gaps, challenges, and opportunities, and facilitate a collaborative and participatory approach to define the desired future state and agree on the best practices and standards for the sales process. A workshop can also help to establish trust, rapport, and buy-in among the stakeholders, and ensure that they are aligned and committed to the project vision and goals.

A workshop with stakeholders can also help the UX designer to gather feedback, input, and validation from the key decision-makers and influencers, and incorporate them into the design process. A workshop can also help to communicate the value proposition and benefits of Salesforce adoption, and address any concerns, questions, or resistance that the stakeholders may have.

Salesforce Adoption: Common Issues & 6 Best Practices - Itransition

What is Salesforce Adoption? 15+ Salesforce Adoption Strategies | Salesforce Ben Improving Salesforce User Adoption: Strategies & Best Practices - Cynoteck

17 Best Salesforce Adoption Strategies for Success (2023) - Whatfix

#### NEW QUESTION # 205

Cloud Kicks (CK) is planning its Einstein Bot implementation and has identified common issues the bot can resolve. CK has determined that extensive technical planning is needed for bot effectiveness and customer satisfaction.

Which additional element(s) would be essential?

- A. Onboarding planning
- **B. User interface planning**
- C. Training and support planning
- D. Voice and tone planning

**Answer: B**

#### NEW QUESTION # 206

A UX Designer at Cloud Kicks has been asked to gather insights for a newly released feature at scale from a specific set of users in the flow of their work.

Which approach should be used?

- **A. In-App Feedback**
- B. Survey
- C. User Interviews
- D. A/B Test

**Answer: A**

Explanation:

In-app feedback is a method of collecting user feedback within the context of the product or service, without interrupting the user's workflow. It allows the UX designer to gather insights from a specific set of users at scale and measure their satisfaction, preferences, and pain points. In-app feedback can be implemented using various techniques, such as ratings, reviews, comments, suggestions, polls, or pop-ups. Reference:

#### NEW QUESTION # 207

Cloud Kicks has identified a Trusted Advisor persona as their primary focus for the next iteration.

Which key business process defining their work should be analyzed to make sure the delivered experience fits their needs?

- A. Customizing and administering Salesforce
- B. Managing sales pipeline and forecasting
- C. Maintaining relationships with existing customers

**Answer: C**

Explanation:

According to the Salesforce Trailhead, the Trusted Advisor persona spends 3+ hours a day maintaining relationships with existing customers. They upsell products, grow deals, and manage renewals. This persona also spends time prospecting for new opportunities in existing accounts and gathering requirements from prospects<sup>1</sup>. Therefore, the key business process that defines their work and should be analyzed to make sure the delivered experience fits their needs is maintaining relationships with existing customers. This process involves understanding the customer's needs, goals, expectations, and satisfaction, as well as providing them with relevant solutions, support, and value. The UX Designer should focus on creating a user interface that enables the Trusted Advisor to easily access and update customer information, communicate and collaborate with customers, and track and measure customer loyalty and retention<sup>23</sup>. Managing sales pipeline and forecasting: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Data Expert persona. The Data Expert persona spends 3+ hours a day on reporting and sales forecasting. They also spend 1-3 hours managing the sales pipeline and tools for the sales team<sup>1</sup>. Customizing and administering Salesforce: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Sales Leader persona. The Sales Leader persona spends most of their day managing, coaching, and training sales reps. They also spend time managing tools and processes for sales reps, which includes customizing and administering Salesforce<sup>1</sup>. Learn About Sales Cloud Personas Unit | Salesforce Trailhead How to Increase Your Sales with Personas for Salesforce Users | RTS Labs How to Use Journey Mapping to Improve Employee Engagement

#### NEW QUESTION # 208

Cloud Kicks wants to improve its Salesforce org to provide tailored functionality that enables sales representatives to provide quick, competitive pricing and close deals faster.

What is the benefit of Lightning Console Apps in this scenario for the sales representatives?

- A. They can add records to Favorites.
- B. They can complete actions with a single click.
- C. They can organize items in the utility bar.

**Answer: B**

Explanation:

Lightning console apps are designed to help users work faster and more efficiently by providing a workspace where they can access multiple records and their related records on the same screen. Users can complete actions with a single click, such as creating records, logging calls, sending emails, and updating fields, without losing context or switching tabs. Lightning console apps also support keyboard shortcuts, macros, and quick text to speed up common tasks. Lightning console apps are especially useful for sales representatives who need to provide quick, competitive pricing and close deals faster. They can also use Lightning console apps to view and manage their pipeline, collaborate with team members, and track their performance. Organizing items in the utility bar and adding records to Favorites are features that are available in any Lightning app, not just Lightning console apps. Salesforce Console in Lightning Experience, Create and Edit a Custom Lightning Console App, Create a Lightning Console App

#### NEW QUESTION # 209

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