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## **Salesforce Certified Platform User Experience Designer Sample Questions**

## (Q106-Q111):

### NEW QUESTION # 106

It is recommended to carefully consider which demographic data and for what purpose is fed into an AI model. Which reason explains this?

- A. To avoid unconscious confirmation bias
- **B. To avoid societal bias**
- C. To avoid interaction bias

**Answer: B**

Explanation:

Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems. Societal bias is the bias that results from the social norms, values, and expectations of a society or a culture. Societal bias can influence how people perceive, judge, and behave toward others, especially those who are different from them. Societal bias can also be embedded in the data that is used to train or validate AI models, which can then propagate or amplify the bias in the AI outputs or decisions. Therefore, it is recommended to carefully consider which demographic data and for what purpose is fed into an AI model, to avoid societal bias and its negative consequences. Salesforce AI Associate: How to Avoid Bias from Demographic Data in AI Models, Recognize Bias in Artificial Intelligence Unit | Salesforce Trailhead, Designing Personalized User Experiences with Data AI | Salesforce

### NEW QUESTION # 107

Cloud Kicks asks its UX Designer to create a B2B sales portal that can easily integrate customer relationship management. Which Salesforce solution should be used?

- **A. Experience Cloud**
- B. Commerce Cloud
- C. Sales Cloud

**Answer: A**

Explanation:

Experience Cloud is the Salesforce solution that enables businesses to create engaging and personalized digital experiences for their customers, partners, and employees. Experience Cloud can easily integrate customer relationship management (CRM) data from Sales Cloud, Service Cloud, and other Salesforce products to provide a seamless and consistent experience across different touchpoints. Experience Cloud can also leverage the power of Commerce Cloud to create B2B sales portals that allow buyers to browse, order, and pay for products online. Experience Cloud offers various templates, components, and tools to design and build customized and branded B2B sales portals that meet the needs and expectations of the target audience. Experience Cloud Overview, Learn About B2B Commerce, Salesforce B2B Commerce Basics

### NEW QUESTION # 108

Cloud Kicks (CK) wants to provide employees with quick access to apps, objects, and other items in the Salesforce mobile app. Which navigational feature should CK use?

- **A. Personalized Navigation Tabs**
- B. Utility Bar
- C. Console Navigation

**Answer: A**

Explanation:

Personalized Navigation Tabs are a navigational feature that allows the users to customize the navigation bar of the Salesforce mobile app with the items that they use most frequently. Users can add, remove, and reorder the tabs in the navigation bar, and access them with a single tap. Users can also mark their favorite items with a star icon, and access them from the Favorites tab. Personalized Navigation Tabs can help Cloud Kicks (CK) employees to quickly access the apps, objects, and other items that they need in the Salesforce mobile app. Console Navigation is a navigational feature that allows the users to work with multiple records and

objects on a single screen in the Salesforce desktop app. Console Navigation is not available in the Salesforce mobile app, and it is not suitable for providing quick access to apps, objects, and other items<sup>3</sup> Utility Bar is a navigational feature that allows the users to access common productivity tools, such as notes, history, or macros, from a fixed footer at the bottom of the Salesforce desktop app. Utility Bar is not available in the Salesforce mobile app, and it is not suitable for providing quick access to apps, objects, and other items<sup>4</sup> Personalize Your Navigation Bar in the Salesforce Mobile App - Salesforce Help Personalize Your Navigation Bar in the Salesforce Mobile App Unit | Salesforce Trailhead Console Navigation - Salesforce Help Utility Bar - Salesforce Help

### NEW QUESTION # 109

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

**Answer: A**

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 # 110

A UX Designer is considering the design of a record creation screen for the custom object Appointment.

Appointment records have to record types: Virtual and In-Person, Virtual appointments may have different virtual meeting software options, each with fields specific to it.

Which two considerations should be made when creating this record using Dynamic Forms?

Choose 2 answers

- A. The form will not be available on mobile devices.
- B. All software option sections of the form will always be visible.
- C. The use of tabs when creating the record is not allowed.
- D. Fields can be organized into sections.

**Answer: C,D**

Explanation:

Dynamic Forms is a feature that allows users to customize the form fields and sections displayed to users on a page layout. Dynamic Forms can be used to create user-centric, intuitive, and dynamic record creation screens for custom objects, such as Appointment. When creating a record using Dynamic Forms, the UX designer should consider the following two aspects<sup>12</sup>: The use of tabs when creating the record is not allowed. Dynamic Forms does not support the use of tabs within the form, as tabs are not compatible with the record creation process. Tabs are only available for viewing or editing existing records, not for creating new ones. Therefore, the UX designer cannot use tabs to separate the fields for different record types or software options on the record creation screen.

Fields can be organized into sections. Dynamic Forms allows the UX designer to group fields into sections, and place them anywhere on the page layout. Sections can have labels, collapsible headers, and visibility rules. The UX designer can use sections to create a logical and clear structure for the form, and to show or hide fields based on user input, data, or profile. For example, the

UX designer can create a section for each software option, and use visibility rules to display only the relevant section based on the user's selection.

The following two aspects are not true when creating a record using Dynamic Forms, and should be disregarded:

The form will not be available on mobile devices. Dynamic Forms is compatible with mobile devices, and the UX designer can preview and test the form on different device sizes and orientations. The form will automatically adjust to the screen size and layout of the mobile device, and provide a responsive and consistent user experience<sup>3</sup>.

All software option sections of the form will always be visible. Dynamic Forms allows the UX designer to use visibility rules to control the visibility of fields and sections on the form. Visibility rules can be based on user input, data, or profile. The UX designer can use visibility rules to show or hide software option sections based on the user's selection of the record type or the software option. This can reduce the clutter and complexity of the form, and provide a personalized and flexible user experience<sup>4</sup>. Get Started with Dynamic Forms Unit | Salesforce Trailhead, Salesforce Dynamic Forms: Overview & Deep Dive Tutorial, Dynamic Forms and Actions FAQ | Salesforce Help, Create Dynamic Forms with Visibility Rules | Salesforce Trailhead

## NEW QUESTION # 111

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