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Salesforce Certified Platform User Experience Designer Sample Questions (Q191-Q196):

NEW QUESTION # 191

A UX Designer is limited to one standard Order record page layout in Sales Cloud. It is shared between internal and external users. Which page layout feature should be used to control the visibility between users?

- A. Audience Targeting

- B. Dynamic Forms
- C. Field-Level Security

Answer: A

Explanation:

Audience targeting is a page layout feature that allows admins to create different versions of a Lightning page for different audiences, such as user profiles, roles, or permissions. Audience targeting can be used to control the visibility of the entire page or specific components on the page, such as tabs, fields, or sections. Audience targeting can help create personalized and relevant experiences for different types of users, and reduce the need for multiple page layouts¹.

Audience targeting is the most suitable feature for the UX Designer to use in this case, because it can help them customize the Order record page layout for internal and external users, without creating separate page layouts. For example, the UX Designer can use audience targeting to show or hide certain fields, sections, or tabs based on the user's profile or permission set. This way, the UX Designer can ensure that each user sees only the information that is relevant and appropriate for them.

Field-level security is a feature that allows admins to restrict the access and editability of fields for different users, based on their profiles or permission sets. Field-level security can help protect sensitive or confidential data, and enforce data quality and integrity. However, field-level security does not affect the visibility of fields on the page layout, only the access and editability. Field-level security also does not apply to other components on the page, such as tabs or sections².

Dynamic forms is a feature that allows admins to add, group, and reorder fields and sections on a Lightning page using the Lightning App Builder. Dynamic forms can help create flexible and dynamic page layouts that can adapt to different contexts and scenarios.

Dynamic forms also support visibility rules, which can be used to show or hide fields or sections based on filters or conditions.

However, dynamic forms are not available for all standard objects, and they do not support audience targeting. Dynamic forms also do not affect the visibility of other components on the page, such as tabs^{3,4}.

NEW QUESTION # 192

A UX Designer at Cloud Kicks has the requirements and some user scenarios but wants to test how a new feature will be received by the user.

What should the designer create and show to the user to test the content and structure of the new feature?

- A. Task Analysis
- B. Dairy Study
- C. Heuristic Review
- **D. Wireframe Prototype**

Answer: D

Explanation:

A wireframe prototype is a low-fidelity representation of the content and structure of a new feature, without any visual design or branding elements. It is used to test the usability and functionality of the feature with the user, and to gather feedback and iterate on the design. A wireframe prototype can be created using tools like Sketch, Figma, or Adobe XD, and can be interactive or static. Reference:

[Salesforce Certified User Experience Designer Exam Guide], Section 2.2: Design and test prototypes

[UX Designer Certification Prep: Prototyping], Unit 2: Wireframes and Prototypes

[Prepare for Your UX Designer Credential], Trailmix: Prototyping

NEW QUESTION # 193

A UX Designer wants to communicate the value of diversity, inclusion, and equality in design.

Which three business outcomes represent these values?

Choose 3 answers

- **A. Greater market share**
- B. Critical investing
- **C. Economic growth**
- **D. Less employee turnover**
- E. Fewer workplace debates

Answer: A,C,D

Explanation:

Diversity, inclusion, and equality in design are values that can lead to positive business outcomes, such as less employee turnover, greater market share, and economic growth. These values can help create a more inclusive and innovative workplace, where employees feel valued, respected, and engaged, and where customers feel understood, represented, and satisfied. Some of the benefits of these values are:

Less employee turnover: Diversity, inclusion, and equality in design can reduce employee turnover by fostering a culture of belonging, trust, and collaboration, where employees can thrive and grow. According to a Salesforce report¹, employees who feel a sense of belonging at work are 5.3 times more likely to feel empowered to perform their best work, and employees who feel their voice is heard at work are 4.6 times more likely to feel empowered to perform their best work. Moreover, employees who feel valued and included are more likely to stay loyal to their employer, reducing the costs and risks of hiring and training new staff.

Greater market share: Diversity, inclusion, and equality in design can increase market share by expanding the customer base, enhancing the customer experience, and improving the brand reputation. According to a McKinsey report², companies in the top quartile for ethnic and cultural diversity on executive teams were 36% more likely to experience above-average profitability than companies in the fourth quartile. Moreover, companies that design products and services that meet the needs and preferences of diverse customers can gain a competitive edge and increase customer loyalty and retention.

Economic growth: Diversity, inclusion, and equality in design can contribute to economic growth by boosting productivity, innovation, and social impact. According to a World Bank report³, increasing women's labor force participation and earnings could add \$172 trillion to global wealth. Moreover, companies that leverage the diverse perspectives and experiences of their employees can generate more creative and effective solutions, and companies that support social causes and environmental sustainability can create positive change and attract more customers and investors.

[Our 2023 Annual Equality Update: Where We Are and Where We're Going - Salesforce]¹

[Diversity wins: How inclusion matters | McKinsey]²

[Women, Business and the Law 2020 | World Bank]³

NEW QUESTION # 194

Cloud Kicks is launching a new Salesforce org and wants to test its levels of accessibility, including keyboard navigation. Which detail could be verified by testing keyboard navigation for accessibility?

- A. Keyboard actions provide audio feedback.
- B. Actionable items are highlighted in a specific color.
- C. Tabbing order is logical.

Answer: C

Explanation:

Keyboard navigation is a way of interacting with a web application using only the keyboard, without a mouse or a touch screen. Keyboard navigation is essential for users who have visual impairments, motor disabilities, or other accessibility needs. Keyboard navigation also benefits users who prefer to use the keyboard for efficiency or convenience. One of the aspects of keyboard navigation that can be tested for accessibility is the tabbing order, which is the order in which elements on a page receive focus when the user presses the Tab key. The tabbing order should be logical, meaning that it follows the natural reading order of the page and the expected user workflow. A logical tabbing order helps users navigate the page easily and intuitively, without skipping or repeating elements. A logical tabbing order also helps screen readers announce the elements in a meaningful sequence. Therefore, testing the tabbing order for logic is a way of verifying keyboard navigation for accessibility. The other options are not related to keyboard navigation. Keyboard actions do not provide audio feedback by default, although some screen readers may have this feature. Actionable items are not highlighted in a specific color, although they may have a visible focus indicator, such as a border or an outline, to show which element has focus. The color of the focus indicator is not a factor for keyboard navigation, as long as it is distinguishable from the background. Keyboard Shortcuts, Use Lightning Experience with a Screen Reader, Accessibility in LWR Sites

NEW QUESTION # 195

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 # 196

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