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a. Chọn quyết định khi mà lợi ích cản biến lớn hơn chi phí cản biến.

b. làm thay đổi hành vi của các chủ doanh nghiệp dựa vào thay đổi cản biến

c. Hoặc (a) hoặc (b) hoặc Cả (a) và (b)

c. Tất cả đều đúng ngoại trừ a

c. cả (a) và (b)

d. b và c

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Salesforce Certified Platform User Experience Designer Sample Questions (Q148-Q153):

NEW QUESTION # 148

Cloud Kicks (CK) has hired a UX Designer to help with the design of its Experience Cloud site. CK wants to understand the structure and layout of the navigation menu.

Which activity should the designer use while card sorting?

- A. Compare two versions of the navigation menu mockups to see which performs better.
- B. Arrange pages in the navigation menu by alphabetical order.
- C. Have users sort the cards based on similar categories or groups.

Answer: C

Explanation:

Card sorting is a UX research method used to discover how people understand and categorize information. In a card sort, participants group ideas or information written on cards into different categories in a way that makes sense to them. The designer can use virtual cards, pieces of paper, or an online card sorting tool. Card sorting can help the designer to:

Assess the information architecture (IA) of a website or homepage

Learn how people understand different concepts or ideas, and how they feel about them. Understand where users expect certain content to be found. Get inspiration for labeling and grouping content or ideas. In this case, the designer wants to understand the structure and layout of the navigation menu for the Experience Cloud site. The designer can use card sorting to learn how users would group and label the pages or features of the site, and what categories or subcategories they would expect to see in the navigation menu. This can help the designer to create a user-friendly and intuitive IA that matches the users' mental models and expectations.

To conduct a card sorting activity, the designer should:

Define the goal and scope of the card sort

Choose the type of card sort (open, closed, or hybrid)

Choose the format of the card sort (moderated or unmoderated)

Select the cards and categories to use

Recruit and screen the participants

Run the card sort sessions

Analyze and interpret the results

Apply the findings to the design

The correct answer is B, have users sort the cards based on similar categories or groups. This is the main task of a card sorting activity, where users are asked to group the cards (representing the pages or features of the site) into categories or groups that make sense to them. The designer can then analyze the results to see how users organize and label the information, and use that to inform the design of the navigation menu.

NEW QUESTION # 149

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

- A. observing user behavior
- B. creating requirements based on 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 process that starts with the people you are designing for and ends with new solutions that are tailor-made to suit their needs. It involves understanding the problem from the perspective of the end-users, empathizing with their needs and preferences, and creating solutions that are desirable, feasible, and viable. To incorporate human-centered design across an organization, two practices that should be adopted are:

Observing user behavior: This involves watching how users interact with a product or service, what they do, say, think, and feel.

Observing user behavior can help identify pain points, needs, goals, motivations, and emotions that drive user behavior. It can also reveal insights that users may not be able to articulate or may not be aware of themselves. Observing user behavior can be done through methods such as user interviews, contextual inquiry, usability testing, and analytics.

Putting oneself in the situation of the end-user: This involves imagining or experiencing what the user goes through when using a product or service, and how they perceive and respond to it. Putting oneself in the situation of the end-user can help build empathy, understand the user's context and environment, and generate ideas that address the user's needs and expectations. Putting oneself in the situation of the end-user can be done through methods such as personas, scenarios, journey maps, and empathy maps.

- 1: [What is Human-Centered Design?]
- 2: [Human-Centered Design: The Definitive Guide]
- 3: [UX Research: What is User Behavior?]
- 4: [Observing the User Experience: A Practitioner's Guide to User Research]
- 5: [UX Research Methods: Observation]
- 6: [Empathy in Design Thinking]
- 7: [UX Research Methods: Empathy]

NEW QUESTION # 150

Cloud Kicks has an existing customer Experience Cloud portal that is performing well. Which has the highest probability of increasing customer engagement?

- A. Choosing personalized branding
- B. Customizing page layouts
- C. Recognizing peers with badges

Answer: C

Explanation:

In the context of an existing Customer Experience Cloud portal that is already performing well, the goal is to further increase customer engagement by adding elements that encourage interaction and participation. Recognizing peers with badges is a highly effective way to achieve this because:

Personalization and Gamification: Badges introduce an element of gamification and personalization, which can significantly increase engagement. Users are motivated to participate and contribute to the community when they see a tangible recognition of their efforts and achievements.

Community Building: Recognizing contributions with badges helps in building a stronger community by highlighting active members and encouraging others to contribute. It fosters a sense of belonging and appreciation among users.

While personalized branding (option A) and customizing page layouts (option B) can enhance the user experience, they do not directly incentivize user interaction and contribution as effectively as recognizing contributions through badges does.

Reference: For insights on implementing badges and gamification strategies in Salesforce Experience Cloud portals, Salesforce's official documentation and community resources offer guidelines and best practices. These resources discuss various ways to enhance user engagement and community building within the Salesforce ecosystem.

NEW QUESTION # 151

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

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

Answer: A,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:

- 12: 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 experience³.

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 experience⁴. 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 # 152

A UX Designer at Cloud Kicks (CK) recommends a Salesforce Console application for CK's service representatives.

The service representatives work on multiple support cases hour, accessing them via queues, calls, or live chat.

Which console navigation feature would NOT be relevant to the designer recommendation?

- A. Service representatives with lower resolution monitors will have a better user experience.
- B. More than one detail item can be open at a time.
- C. A split list of records and individual record detail can be seen on the same screen.
- D. Multiple subtabs can be beneath a single parent record.

Answer: A

Explanation:

A Salesforce Console application is designed to optimize the user experience for service representatives who work on multiple records and tasks at the same time. The console navigation features allow the user to access multiple records and related information in a single screen, without switching back and forth between tabs or windows. The features that are relevant to the designer recommendation are:

More than one detail item can be open at a time. This allows the user to work on multiple records simultaneously and switch between them easily.

Multiple subtabs can be beneath a single parent record. This allows the user to view and access related information, such as activities, emails, notes, and attachments, without leaving the parent record.

A split list of records and individual record detail can be seen on the same screen. This allows the user to browse through a list of records, such as a queue or a report, and see the details of the selected record on the same screen.

The feature that is not relevant to the designer recommendation is:

Service representatives with lower resolution monitors will have a better user experience. This is not true, because a Salesforce Console application requires a minimum screen resolution of 1024 x 768 pixels to display properly. Users with lower resolution monitors may experience scrolling issues or truncated information.

NEW QUESTION # 153

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