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## Salesforce Certified Platform User Experience Designer Sample Questions (Q40-Q45):

### NEW QUESTION # 40

What is a goal of usability testing?

- A. A Learning about the user's behavior and preferences

- B. Showing users how to use the design in the right way
- C. Identifying the best variation of a page

**Answer: A**

Explanation:

Usability testing is a method of evaluating how easy and intuitive a product or service is to use by observing real users performing specific tasks. It can help identify usability issues, user needs, and user satisfaction. A goal of usability testing is to learn about the user's behavior and preferences, such as how they interact with the design, what they expect from the design, what they like or dislike about the design, and what they find confusing or frustrating about the design. By learning about the user's behavior and preferences, the UX designer can gain insights and feedback that can help improve the design and enhance the user experience. Reference:

1: User Experience Designer Certification Prep: Module 6: Validate User Interfaces

2: What is Usability Testing?

**NEW QUESTION # 41**

Cloud Kicks wants to modify one of its custom Lightning Web Components so that its administrators can change the look and feel depending on what type of Lightning page is used in.

Which feature should be recommended?

- A. SLDS utility classes
- B. CSS loaded as a static resource
- C. Styling hooks
- **D. App Builder styling property**

**Answer: D**

Explanation:

An App Builder styling property is a feature that allows a Lightning web component to expose CSS properties that can be set by an administrator in the Lightning App Builder. This way, the administrator can customize the look and feel of the component depending on the context and use case. For example, a component can have a styling property for the background color, the font size, or the border radius. The administrator can then change these values in the App Builder without modifying the code of the component. Reference:

[Create App Builder Styling Properties]

**NEW QUESTION # 42**

A UX Designer creates a set of patterns and guidelines for including visual indicators letting a user know which form fields are required.

Which Usability Heuristic is being used in this case?

- A. Error diagnosis and recovery
- B. User Control and Freedom
- **C. Visibility of system status**

**Answer: C**

Explanation:

Visibility of system status is the usability heuristic that is being used in this case. Visibility of system status means that the system should always keep users informed about what is going on, through appropriate feedback within reasonable time. One way to apply this heuristic is to use visual indicators to let users know which form fields are required, such as asterisks, labels, or colors. This helps users to understand the expectations and requirements of the system, and to avoid errors or confusion. By providing clear and timely feedback, the system enhances the user experience and satisfaction. Learn About User Experience Design Unit | Salesforce Trailhead, [10 Usability Heuristics for User Interface Design], Salesforce User Experience (UX) Designer Certification Guide & Tips

**NEW QUESTION # 43**

A UX Designer has recently released a feature on experience Cloud and wants to know if the feature was successful and track usability over time.

Which research methodology should be used?

- A. Quantitative
- B. Qualitative
- C. Quantizing
- D. Qualification

**Answer: A**

Explanation:

Quantitative research methodology should be used to measure the success and usability of a feature on Experience Cloud.

Quantitative research involves collecting and analyzing numerical data that can be measured, compared, or statistically tested.

Quantitative research can help answer questions such as:

How many users are using the feature?

How often are they using it?

How long does it take them to complete a task with the feature?

How satisfied are they with the feature?

How does the feature affect key performance indicators, such as conversion rates, retention rates, or revenue?

Quantitative research methods can include surveys, analytics, A/B testing, usability testing, and benchmarking. These methods can provide objective and reliable data that can be used to evaluate the impact and effectiveness of a feature on Experience Cloud.

Qualitative research methodology, on the other hand, involves collecting and analyzing non-numerical data that can reveal users' attitudes, behaviors, motivations, and preferences. Qualitative research can help answer questions such as:

Why are users using or not using the feature?

What are their pain points, needs, and goals with the feature?

How do they feel about the feature?

What are their expectations and feedback for the feature?

How does the feature fit into their context and workflow?

Qualitative research methods can include interviews, focus groups, observations, diary studies, and card sorting. These methods can provide rich and detailed insights that can be used to understand the user experience and identify opportunities for improvement.

Both quantitative and qualitative research methods are valuable for UX design, but they serve different purposes and answer different types of questions. In this case, the UX designer wants to know if the feature was successful and track usability over time, which are questions that can be best answered by quantitative research methods.

#### NEW QUESTION # 44

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

Which business outcomes represent these values?

- A. Economic growth, greater market share, and less employee turnover
- B. Critical investing, more employee turnover, and greater market share
- C. Inclusive recruitment, lower market share, and less employee turnover

**Answer: A**

Explanation:

Diversity, inclusion, and equality in design are values that aim to create products, services, and environments that are accessible, welcoming, and fair for all people, regardless of their age, gender, ethnicity, disability, sexual orientation, religion, or other characteristics. Diversity, inclusion, and equality in design can also bring positive business outcomes, such as economic growth, greater market share, and less employee turnover<sup>12</sup>.

Economic growth is a business outcome that represents the increase in the value of goods and services produced by an organization or a country over time. Economic growth can be influenced by various factors, such as innovation, productivity, efficiency, and competitiveness. Diversity, inclusion, and equality in design can contribute to economic growth by fostering creativity, innovation, and problem-solving, as well as by attracting and retaining diverse talent, customers, and partners<sup>12</sup>.

Greater market share is a business outcome that represents the percentage of sales or customers that an organization has in a particular market or industry. Greater market share can indicate the success and competitiveness of an organization, as well as its potential for growth and profitability. Diversity, inclusion, and equality in design can help achieve greater market share by expanding the reach and appeal of products, services, and environments to diverse and underserved markets, as well as by enhancing customer satisfaction, loyalty, and advocacy<sup>12</sup>.

Less employee turnover is a business outcome that represents the rate at which employees leave an organization and are replaced by new ones. Less employee turnover can indicate the stability and quality of an organization, as well as its ability to retain and develop its human capital. Diversity, inclusion, and equality in design can help reduce employee turnover by creating a positive and inclusive

work culture, where employees feel valued, respected, and engaged, as well as by providing opportunities for learning, development, and career progression12.

## NEW QUESTION # 45

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