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Salesforce Certified Platform User Experience Designer Sample Questions (Q162-Q167):

NEW QUESTION # 162

A UX Designer at Cloud Kicks is having difficulty getting its developers to see why the design changes would improve the user experience.

How should the designer help mitigate pushback from developers?

- A. Hand them a printout of the design
- B. Let them know the designer is the expert.
- C. Ask a manager or superior to do it.
- D. Invite them to user testing.

Answer: D

Explanation:

Inviting developers to user testing is a good way to help them see the value of the design changes and understand the user needs and pain points. User testing is a method of evaluating a product or service by observing how real users interact with it and collecting feedback. By witnessing the user testing sessions, developers can see how the design changes improve the user experience, such as increasing usability, satisfaction, engagement, or conversion. User testing can also help developers empathize with the users and collaborate better with the designer. Reference:

[User Testing]

NEW QUESTION # 163

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

Answer: A

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 # 164

The UX Designer at Cloud Kicks is considering using a custom Lightning component to fulfill a specific business requirement.

Which two best practices should be considered?

Choose 2 answers

- A. Exhaust the list of available base Lightning component in the component Library.
- B. Find the closest Salesforce Lightning Design System (SLDS) Blueprint to help inform the custom Lightning component.
- C. Create HTML markup and link the SLDS stylesheet via static Resource.
- D. Prioritize Aura markup even if there is a Lightning Web Component (LWC) available.

Answer: A,B

Explanation:

Two best practices that should be considered when using a custom Lightning component to fulfill a specific business requirement are: Find the closest Salesforce Lightning Design System (SLDS) Blueprint to help inform the custom Lightning component. The SLDS is

a collection of design guidelines, UI components, and code samples that help you create consistent and beautiful user interfaces for Lightning applications. The SLDS Blueprints are examples of common UI patterns and components that are built with the SLDS and follow the design principles and best practices. The Blueprints can help you inform the custom Lightning component by providing inspiration, guidance, and code snippets that you can modify and reuse. The Blueprints can also help you ensure that the custom Lightning component is compatible and consistent with the rest of the Lightning application and the Salesforce platform. [UX Designer Certification Prep: Salesforce Design System], Lightning Design System Website Exhaust the list of available base Lightning components in the Component Library. The base Lightning components are a set of pre-built UI components that you can use to create custom Lightning components. The base Lightning components are built with the SLDS and provide the functionality and interactivity that you need for common UI elements, such as buttons, icons, forms, tables, charts, and more. The base Lightning components also handle the accessibility, security, and performance aspects for you, so you don't have to worry about them. The Component Library is a reference guide that provides documentation and examples for the base Lightning components, as well as other Lightning web components and Aura components. The Component Library can help you explore the list of available base Lightning components and see how they work and how to use them. The Component Library can also help you avoid reinventing the wheel and save time and effort by using the base Lightning components as much as possible, and only creating custom Lightning components when there is no suitable base Lightning component for your requirement. [UX Designer Certification Prep: User Testing and Evaluation], Developer Center's Lightning Component Library Prioritizing Aura markup even if there is a Lightning Web Component (LWC) available, and creating HTML markup and linking the SLDS stylesheet via static resource are not best practices that should be considered when using a custom Lightning component to fulfill a specific business requirement. These practices can lead to suboptimal performance, maintainability, and compatibility issues for the custom Lightning component. Aura markup is the older syntax for creating Aura components, which are the predecessor of Lightning web components. Lightning web components are the newer and faster way of creating custom UI components for Lightning applications, using modern web standards and best practices. Lightning web components also have better interoperability and compatibility with Aura components and other web components, as well as with the base Lightning components and the SLDS. Therefore, it is recommended to use Lightning web components over Aura components whenever possible, and to use LWC markup instead of Aura markup for creating custom Lightning components. [UX Designer Certification Prep: User Testing and Evaluation], Lightning Web Components Developer Guide Creating HTML markup and linking the SLDS stylesheet via static resource is also not a recommended practice for creating custom Lightning components, because it can create unnecessary complexity and duplication for the custom Lightning component. A static resource is a file or a collection of files that can be referenced by a Lightning component, such as images, style sheets, JavaScript libraries, or fonts. However, linking the SLDS stylesheet via static resource means that you have to manually download and upload the SLDS files to your org, and update them whenever there is a new version of the SLDS. This can create maintenance and compatibility issues for the custom Lightning component, as

NEW QUESTION # 165

Cloud Kicks marketing development representatives need to process incoming leads. Understanding the typical lead to opportunity is essential to the design.

Which three new records would typically be created when they convert a lead?

Choose 3 answers

- A. Opportunity
- B. Account
- C. Converted Lead
- D. Activity
- E. Contact

Answer: A,B,E

Explanation:

When a lead is converted in Salesforce, three new records are typically created: a contact, an account, and an opportunity. A contact is a person who is associated with an account and has a role in a sales process. An account is a company or organization that is a potential or existing customer. An opportunity is a sales deal that is in progress or has been closed. These records are linked together and use the information from the lead record. The lead record becomes read-only and is marked as converted. Reference: Converting Leads

Lead Conversion in Salesforce

NEW QUESTION # 166

Which criteria should the designer consider when selecting users for testing?

- A. Traits dissimilar to customer personas

- B. traits of the most common demographic and ability
- C. Traits similar to friends and family
- **D. Traits similar to customer personas**

Answer: D

Explanation:

The designer should consider the traits similar to customer personas when selecting users for testing. Customer personas are fictional representations of the target users of a product or service, based on user research and data. Customer personas help the designer to understand the needs, goals, behaviors, and preferences of the users, as well as their pain points and challenges. Customer personas also help the designer to empathize with the users and design solutions that meet their expectations and requirements. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas] When selecting users for testing, the designer should aim to recruit users who match the traits of the customer personas as closely as possible. This ensures that the users who participate in the testing are representative of the actual or potential users of the product or service, and that the feedback and insights gathered from the testing are valid and reliable. Selecting users who have traits similar to customer personas also helps the designer to evaluate the usability and user experience of the product or service from the user's perspective, and to identify and prioritize the areas for improvement. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation] Traits dissimilar to customer personas, traits similar to friends and family, and traits of the most common demographic and ability are not criteria that the designer should consider when selecting users for testing. These criteria can lead to biased or inaccurate results, as they do not reflect the diversity and complexity of the user population. Users who have traits dissimilar to customer personas may not have the same needs, goals, or expectations as the target users, and may provide feedback that is irrelevant or misleading. Users who have traits similar to friends and family may not be objective or honest in their feedback, and may have a different level of familiarity or expertise with the product or service than the target users. Users who have traits of the most common demographic and ability may not account for the variations and differences among the target users, and may exclude or marginalize the users who have special needs or preferences. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation][UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas], [UX Designer Certification Prep: User Testing and Evaluation]

NEW QUESTION # 167

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