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Salesforce Certified Platform User Experience Designer Sample Questions (Q60-Q65):

NEW QUESTION # 60

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

Answer: B

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.² 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.³ 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.⁴ 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 # 61

Cloud Kicks (CK) wants to adopt a human-centered design process in the redesign of its Salesforce journeys and processes. In which order should CK's UX Designer undertake the steps of this process to achieve maximum impact?

- **A. Observation > Ideation > Prototyping > User Feedback > Iteration > implementation**
- B. Implementation > Observation > User Feedback > Prototyping > Ideation > Iteration
- C. Ideation > Iteration > Prototyping > Implementation > User Feedback > Observation
- D. Prototyping > Iteration > Observation > Ideation > Implementation > User Feedback

Answer: A

Explanation:

A human-centered design process is a creative approach to solving people's problems that begins with identifying their needs and ends with creating solutions that meet those needs.¹ A human-centered design process typically involves the following steps in this order:^{2,3}

Observation: This step involves researching and understanding the users, their context, their goals, their pain points, and their behaviors. Observation methods include interviews, surveys, ethnography, contextual inquiry, and data analysis.

Ideation: This step involves generating and exploring a wide range of possible solutions that address the users' needs and problems. Ideation methods include brainstorming, sketching, mind mapping, affinity diagramming, and storyboarding.

Prototyping: This step involves creating and testing low-fidelity or high-fidelity representations of the proposed solutions, such as mockups, wireframes, or interactive models. Prototyping methods include paper prototyping, digital prototyping, and rapid prototyping.

User Feedback: This step involves collecting and analyzing feedback from the users on the prototypes, such as their opinions, preferences, satisfaction, and suggestions. User feedback methods include usability testing, user testing, focus groups, and surveys.

Iteration: This step involves refining and improving the prototypes based on the user feedback, and repeating the prototyping and user feedback steps until the optimal solution is achieved. Iteration methods include agile development, design sprints, and A/B testing.

Implementation: This step involves deploying and launching the final solution to the users, and monitoring and evaluating its performance and impact. Implementation methods include release management, change management, and analytics.

The order in which CK's UX Designer should undertake the steps of the human-centered design process to achieve maximum impact is Observation > Ideation > Prototyping > User Feedback > Iteration > Implementation. This allows the designer to take into account the user's preferences and needs from the very beginning, as well as provide the user with feedback throughout the entire process. The order of steps for a human-centered design process is as follows:

Observation: Observing user behaviour and interactions to gain insights into their needs and preferences.

Ideation: Coming up with ideas for potential solutions based on the insights from the observation phase.

Prototyping: Creating a prototype of the potential solution to test out with users.

User Feedback: Gathering feedback from users on the prototype and making changes based on their feedback.

Iteration: Iterating on the prototype based on the feedback from users.

Implementation: Implementing the final solution.

For more information on the human-centered design process, please see the following Salesforce documentation:https://trailhead.salesforce.com/en/content/learn/modules/ux_design_process

NEW QUESTION # 62

Cloud Kicks wants to prevent its sales agents from being able to save a new account unless they have entered the phone number in the correct format and with the correct number of digits. A validation rule would then prevent the new account from saving. Which method should be used to improve the user experience in the simplest way while preventing errors?

- A. Set field-level error message to display on the page.
- B. Mark the field as Required.
- C. Set a prompt to display on the page using In-App Guidance.

Answer: A

Explanation:

A field-level error message is a message that appears next to a specific field when the user enters invalid data or omits required data. It helps the user to correct the error and proceed with the action. A field-level error message is more user-friendly than a validation rule, which displays a generic message at the top of the page and prevents the user from saving the record. A field-level error message can also provide guidance on the correct format and number of digits for the phone number field. Marking the field as required would not ensure that the user enters the phone number in the correct format and with the correct number of digits. Setting a prompt to display on the page using In-App Guidance would not prevent the user from entering invalid data or omitting required data. [Field-Level Error Messages], [Validation Rules], [In-App Guidance]

NEW QUESTION # 63

Cloud Kicks (CK) is going mobile and wants to ensure its Salesforce app aligns with company branding. Which element could be customized in the Salesforce app to match CK's branding?

- A. Background image and focus link color
- B. Search bar layout and loading page background
- C. Brand color and loading page logo

Answer: C

Explanation:

The Salesforce app allows administrators to customize the brand color and the loading page logo to match the company's branding. The brand color affects the key user interface elements such as the header, buttons, and search bar. The loading page logo is the image that appears after a mobile user logs in. These elements can be customized from Setup by entering Salesforce Branding in the Quick Find box, then selecting Salesforce Branding. The other elements, such as the search bar layout, the background image, and the focus link color, are not customizable in the Salesforce app. Reference:

Customize Salesforce Mobile App Branding

How Salesforce App Branding Works

NEW QUESTION # 64

What are three benefits of asking the user to think aloud during a user task? Choose 3 answers

- A. Flexibility
- B. Unbiased behavior
- C. Raw stream of thought
- D. No special equipment needed
- E. Natural process

Answer: A,C,D

Explanation:

Asking the user to think aloud during a user task has the following benefits¹²:

A) No special equipment needed. Thinking aloud is a simple and low-cost method that does not require any special equipment or software. The user only needs a microphone or a phone to record their voice, and the tester only needs a way to listen and observe

the user's actions.

D) Flexibility. Thinking aloud is a flexible method that can be applied to various types of tasks, products, and platforms. It can also be conducted remotely or in-person, synchronously or asynchronously, moderated or unmoderated, depending on the needs and preferences of the tester and the user.

E) Raw stream of thought. Thinking aloud provides a raw and rich stream of data that reveals the user's thoughts, feelings, expectations, assumptions, motivations, and frustrations as they interact with the product. It can help the tester to understand the user's mental model, decision-making process, and satisfaction level.

NEW QUESTION # 65

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