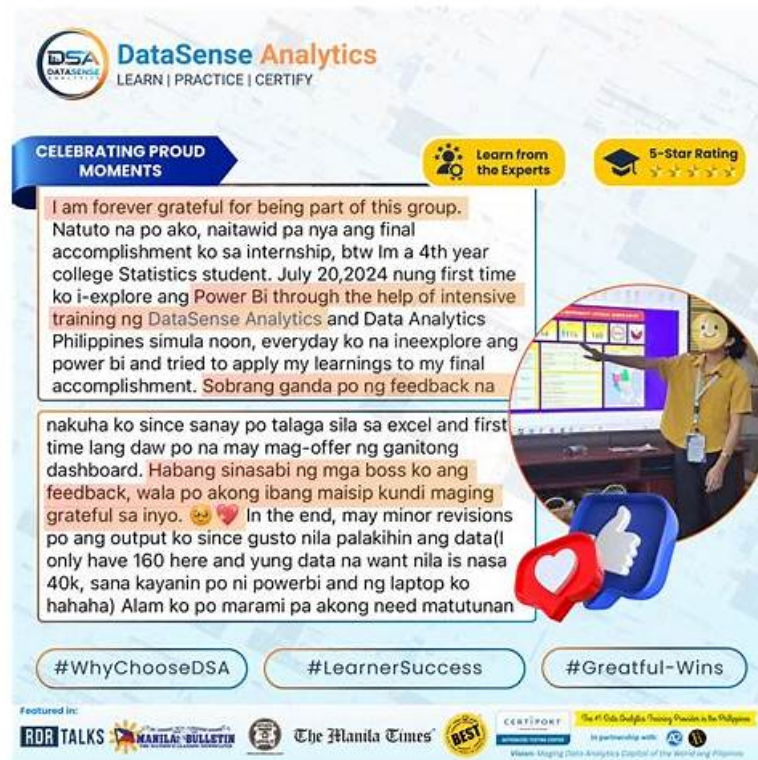


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Salesforce Certified Business Analyst Exam Sample Questions (Q248-Q253):

NEW QUESTION # 248

Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers. The business analyst (BA) leading this project needs to validate that the requirements meet the goal.

What should the BA do to ensure alignment?

- A. Survey customers to confirm whether the new site meets their requirements.
- **B. Circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off.**
- C. Conduct a whiteboarding session to ensure the requirements are accurate.

Answer: B

NEW QUESTION # 249

The business analyst (BA) for Cloud Kicks' new Experience Cloud project needs to research behavioral differences across its customers. The BA must identify which behaviors unify customers so that the development team can use these behavioral nuances to anchor their app design.

What is the output of the BA's research?

- A. Characters
- B. Archetypes
- **C. Personas**

Answer: C

Explanation:

Personas are the standard output for capturing behavioral differences and unifying traits among customers:

* Definition of Personas: Personas are fictional representations of customer segments based on behavior, goals, and pain points.

Salesforce emphasizes personas as a key deliverable to guide user-centric design in projects like Experience Cloud.

* Role in Development: Personas help the development team design and anchor app functionality to meet user needs effectively, ensuring the solution is tailored to the real-world behavior of the target audience.

* Alignment with Best Practices: Salesforce projects encourage the creation of personas during the discovery phase to align features and workflows with user expectations, driving engagement and satisfaction.

By delivering personas, the BA ensures the project team has a clear understanding of customer behavior to inform design decisions.

NEW QUESTION # 250

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App.

Which approach should a business analyst take to begin this process?

- A. Develop the project plan and finalize the release date.
- **B. Schedule a meeting with stakeholders and create a journey map.**
- C. Partner with Salesforce account executives to complete discovery.

Answer: B

Explanation:

Explanation

The approach that the business analyst should take to begin this process is to schedule a meeting with stakeholders and create a

journey map. A journey map is a tool that creates a visual representation of the steps or stages that a user goes through when interacting with a system or solution. A journey map helps to understand and document the user's experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. A journey map also helps to identify any gaps or opportunities for improvement or innovation in the user journey. The business analyst should schedule a meeting with stakeholders and create a journey map by asking questions, collecting feedback, drawing diagrams, and validating information.

Scheduling a meeting with stakeholders and creating a journey map helps to begin this process by engaging and involving them in defining and designing the new client onboarding process. References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-di>

NEW QUESTION # 251

Northern Trail Outfitters (NTO) is undergoing a Salesforce implementation for Service Cloud. The business analyst is currently working with the development team as they build features in the sandbox. NTO wants to test these features before the changes are deployed to the production environment.

As part of the Application lifecycle Management (ALM) process, which three development models does Salesforce support?

- A. Rapid Application Development, Org Development Package Development
- **B. Change Set Development, Org Development, Package Development**
- C. Salesforce DX, Flow Builder, Rapid Application Development

Answer: B

Explanation:

Explanation

The three development models that Salesforce supports as part of Application Lifecycle Management (ALM) process are Change Set Development, Org Development, and Package Development. Change Set Development is a model that uses change sets to deploy metadata changes from one org to another org. Org Development is a model that uses scratch orgs to create and test metadata changes in isolated environments before deploying them to other orgs. Package Development is a model that uses unlocked packages to bundle and distribute metadata changes across orgs as modular applications. Rapid Application Development, Flow Builder, and Salesforce DX are not development models supported by Salesforce as part of ALM process.

References:

<https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-accepta>

<https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models>

NEW QUESTION # 252

The business analyst at Cloud Kicks is using a checklist to assess the quality of user stories for an upcoming Experience Cloud implementation.

Which characteristics make a user story successful?

- A. Actionable., Concise, Testable, Solution-oriented, Defined
- B. Clean Direct, Concise, Cross Functional, Configurable
- **C. Independent, Negotiable, Valuable, Estimable. Small, Testable**

Answer: C

Explanation:

Explanation

these are the characteristics that make a user story successful, according to the INVEST acronym. A user story should be independent of other user stories, negotiable in terms of scope and details, valuable to the user or customer, estimable in terms of effort and time, small enough to fit in a sprint or iteration, and testable with clear acceptance criteria.

References:<https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories>

NEW QUESTION # 253

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