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Exam Code: Certified User Experience Designer

Exam Name: Certified User Experience Designer

Exam A

QUESTION 1
Cloud Kicks has requested feature enhancements as a result of user acceptance testing.
In which three ways could the changes be effectively analyzed and implemented?
Choose 3 answers

A. Determine the change in scope and impact of each enhancement request.
B. Develop and deploy all enhancement requests before going live.
C. Reduce unexpected results by configuring and testing in & sandbox.
D. Deploy enhancements with the feature and adjust scope accordingly.
E. Create a prioritization list and perform a feasibility analysis.

Correct Answer: A, C, E
Section:
Explanation:
The best ways to analyze and implement feature enhancements as a result of user acceptance testing are:
A) Determine the change in scope and impact of each enhancement request.This will help to evaluate the feasibility, priority, and effort of each request, and to communicate the expectations and trade-offs to the stakeholders1.
C) Reduce unexpected results by configuring and testing in a sandbox.A sandbox is a copy of the production environment that allows testing and development without affecting the live data and users2.By using a sandbox, the feature enhancements can be tested and validated before deploying them to the production environment3.
E) Create a prioritization list and perform a feasibility analysis.This will help to rank the enhancement requests based on their value, urgency, and complexity, and to determine which ones are feasible to implement within the given time and budget constraints4.

QUESTION 2
During discovery, a UX Designer finds that most sellers like the idea of using the utility bar for easy access and productivity.
Which three standarduse cases could be recommended for using the utility bar to enhance the user experience? Choose 3 answers

A. Quick access to Lightning Dialer
B. Perform common tasks without navigating away from page
C. Access to view a list of records favorited for quickaccess
D. Access to a consistent custom help menu across the org for all users
E. Access at any time to a customized set of items specific to an app

Correct Answer: B, C, E
Section:
Explanation:
The utility bar is a fixed footer that gives users quick access to productivity tools, such as notes, history, and recent items. It can be customized for each Lightning app to enhance the user experience and efficiency. Some of the standard use cases for using the utility bar are:
Perform common tasks without navigating away from the page: Users can use the utility bar to perform tasks such as creating notes, logging calls, or sending emails without leaving their current context. This reduces the need for switching tabs or opening new windows, and saves time and clicks.
Access to view a list of records favorited for quick access: Users can use the utility bar to access their favorites, which are records, lists, groups, or other items that they have marked with a star icon for easy access. This allows users to quickly navigate to the items they use most frequently, and organize them in a personalized way.
Access at any time to a customized set of items specific to an app: Users can use the utility bar to access items that are relevant and useful for the app they are using. For example, in the Sales app, users can access the Lightning Dialer, the Assistant, or the Today's Events utility. In the Service app, users can access the Omni-Channel, the Macros, or the Case Timer utility. The utility bar can be configured to show different items for different

apps, depending on the user's needs and preferences.
: User Experience Designer Certification Prep: Module 5: Design User Interfaces
: Lightning App Builder: Utility Bar

QUESTION 3
The service team at Cloud Kicks has complained about the quantity of list views available, ,making it hard find the relevant ones.
In which two ways should their experience be improved? Choose 2 answers

A. Request users to create and share their list views.
B. Share list views to Public Groups and only add relevant users.
C. Remove irrelevant public list views.
D. Recommend using related lists instead of list views.

Correct Answer: B, C
Section:
Explanation:
To improve the experience of the service team at Cloud Kicks, their UX Designer should do the following12:
B) Share list views to Public Groups and only add relevant users. This will help to organize and manage the list views based on the roles and responsibilities of the service team members, and to avoid cluttering their list view menu with unnecessary or irrelevant list views.Public Groups are collections of users, roles, or other groups that can be used to share list views, reports, dashboards, and other records3.
C) Remove irrelevant public list views. This will help to reduce the number of list views available, and to make it easier for the service team members to find the relevant ones. Irrelevant public list views are those that are outdated, duplicated, unused, or not applicable to the service team's needs or goals.

QUESTION 4
Cloud Kicks wants to implement its company colors in all UIcomponents, like buttons and icons, using a custom themes.
How does the Salesforce Lightning Design System (SLDS) ensure the UI components align with the theme?

A. Design tokens prefixed with 'brand'
B. JS libraries loaded from a static resource
C. CSS Hexcolors
D. Builder panels

Correct Answer: A
Section:
Explanation:
The Salesforce Lightning Design System (SLDS) is a set of design guidelines and resources for creating consistent and beautiful user experiences on the Salesforce platform. It provides UI components, icons, fonts, colors, and more that follow the best practices and accessibility standards of Salesforce. One of the features of SLDS is the ability to create custom themes that reflect the brand identity and personality of a company or an app. Custom themes can be implemented using design tokens, which are variables that store the values of the UI elements, such as colors, sizes, spacing, fonts, etc. Design tokens can be overridden or customized to change the appearance of the UI components without modifying the CSS or HTML code. To implement the company colors in all UI components, such as buttons and icons, using a custom theme, the UX designer should use the design tokens prefixed with ''brand'', such as$brand-primary,$brand-secondary,$brand-accessible, etc. These design tokens control the color scheme of the UI components and can be assigned the values of the company colors. For example, to change the color of the primary button to the company's blue color, the UX designer can use the following design token:
$brand-primary: #0070d2;
: User Experience Designer Certification Prep: Module 7: Implement User Interfaces
: Salesforce Lightning Design System: Customization
: Salesforce Lightning Design System: Design Tokens

QUESTION 5
Cloud Kicks' website serves two primary authenticated audiences: suppliers and installers. Their overall experience is the same, but the presentations for the audience should have a unique look and feel. Experience Builder will used to create a unique for each audience that includes colors, image, and typography.
Which out-of-the-box design approach should be recommended?

A. Use custom CSS to override the default template and Theme panel styles.
B. Create branding sets and assign them to each audience using audience targeting.
C. Use unique sites under digital experiences for each audience and tailor the look and feel of each.
D. Create a custom theme for each audience and apply it to the same site.

Correct Answer: B
Section:
Explanation:
To create a unique experience for each audience that includes colors, images, and typography, the recommended out-of-the-box design approach is to use branding sets and assign them to each audience using audience targeting. Branding sets are collections of branding attributes, such as logos, fonts, colors, and images, that can be applied to a site or a page to customize its look and feel. Audience targeting is a feature that allows the designer to deliver different content and experiences to different groups of users based on criteria such as profile, location, or behavior. By creating branding sets and assigning them to each audience using audience targeting, the designer can easily create a unique and consistent experience for each audience without creating separate sites or custom themes.Reference: : Branding Sets | Salesforce Help : Audience Targeting | Salesforce Help : UX Designer Certification Prep: Designing with Experience Builder | Trailhead
The best approach for Cloud Kicks to create a unique look and feel for each audience is to create branding sets and assign them to each audience using audience targeting. With this approach, the same website can be used for both audiences, whilethe look and feel of each page can be tailored to each audience.
Branding sets allow you to create unique designs and apply them to specific audiences. You can create unique colors, images, and typography for each audience and then target them to the appropriate audiences using the audience targeting feature. This will ensure that each audience has a unique look and feel that meets their needs.

QUESTION 6
When designing a custom component that includes this clickable icon in a Lookup field:
What should be used as the alternative (alt) text?

A. Image of a search button
B. Search
C. Search button
D. Image of a magnifying glass

Correct Answer: C
Section:
Explanation:
The alternative (alt) text is a short block of text that describes the content and function of an image or other non-text element on a web page. The alt text is read aloud by screen readers and other assistive technologies to provide access to people who cannot see the image.The alt text also helps with search engine optimization and displays on the page if the image fails to load1.
When designing a custom component that includes a clickable icon in a Lookup field, the alt text should be concise, descriptive, and meaningful. The alt text should convey the purpose and action of the icon, rather than its appearance or format. Therefore, the best option for the alt text of the icon is ''Search button'', as it describes what the icon does and how the user can interact with it. The other options are not suitable for the alt text, as they either include unnecessary words, such as ''image of'' or ''photo of'', or omit important information, such as ''button''. For example, the option ''Image of a search button'' is redundant, as the screen reader will already announce that the element is an image. The option ''Search'' is incomplete, as it does not indicate that the element is a button that can be clicked. The option ''Image of a magnifying glass'' is irrelevant, as it describes the appearance of the icon, rather than its function.

QUESTION 7
A UX Designer wants touse Paths to provide guidance about which activities sales representatives should be doing at each stage of the opportunity lifecycle.
Which two elements could be used in the Path's Guidance for Success sections?

A. Lightning Component
B. Images and Links
C. Progress Indicator
D. Rich Text

Correct Answer: B, D
Section:
Explanation:
The Path's Guidance for Success sections can include the following two elements:
Images and Links: Images and links can be used to provide visual cues and additional resources for the sales representatives. For example, an image of a checklist or a link to a best practice document can help the reps complete the required tasks at each stage. Images and links can be added using the rich text editor in the Path Settings page.
Rich Text: Rich text can be used to provide text-based guidance, such as tips, reminders, instructions, or motivational messages. For example, a rich text guidance can tell the reps what information they need to gather from the customer or what actions they need to take to move the opportunity forward. Rich text can be formatted using the rich text editor in the Path Settings page.Reference:
:Set Up a Path
:Considerations and Guidelines for Creating Paths
:Optimize Sales Processes with Path in Salesforce
The two elements that can be used in the Path's Guidance for Success section are Images and Links and Rich Text. Images and Links can be used to provide visual elements to the Guidance for Success section, while Rich Text can be used to provide text-based explanations and instructions. In addition, a Progress Indicator can be used to show the user's progress through the Path.
Images and Links can be used to provide visual elements to the Guidance for Success section. For example, if the user needs to read an article, a link to the article can be included, as well as an image of the article cover. Similarly, if the user needs to view a video, a link to the video and an image of the video can be included.
Rich Text can be used to provide text-based explanations and instructions. This can include explanations of what the user should be doing at each stage of the Path, as well as any other helpful information.
Finally, a Progress Indicator can be used to show the user's progress through the Path. This can help the user understand where they are in the Path and how far they have left to go.

QUESTION 8
A branding and marketing team wants to customize the theme in the externalcustomer support site to match the style guide requirements?
What should be the recommended next step?

A. Create a custom-scoped CSS style sheet.
B. Configure the Experience Builder Theme panel.
C. Override conflicting Salesforce Lightning Design System (SLDS) styles.
D. Link a company style sheet.

Correct Answer: B
Section:
Explanation:
To customize the theme in the external customer support site to match the style guide requirements, the recommended next step is to configure the Experience Builder Theme panel. The Theme panel allows the designer to customize the look and feel of the site by setting the logo, colors, fonts, and other branding elements. The designer can also create custom themes and assign them to different pages or audiences. The Theme panel is the preferred way to apply consistent branding across the site without writing any code or overriding any styles.Reference: : Theme Panel | Salesforce Help : UX Designer Certification Prep: Designing with Experience Builder | Trailhead

QUESTION 9
Cloud Kicks has asked its UX Designer to optimize its Salesforce instance to help the IT help desk team quickly resolve queued Case. The requirements include:
* The ability to view their Case queue while working a particular Case.
* A persistent place to create Notes.
Which two Salesforce configuration features should be recommended?
Choose 2 answers

A. Docked Utility Bar
B. List View - Split View
C. Dynamic Forms
D. Activity Timeline

Correct Answer: A, B
Section:

Explanation:
A docked utility bar is a Salesforce configuration feature that allows users to access common productivity tools, such as notes, history, or macros, from a fixed footer at the bottom of the screen1.A list view - split view is a Salesforce configuration feature that allows users to see a list view and a record side by side in a split-screen layout2. These two features can help the IT help desk team quickly resolve queued cases by providing them with a persistent place to create notes and the ability to view their case queue while working a particular case. Dynamic forms and activity timeline are not relevant for this scenario, as they do not address the requirements of the IT help desk team.

QUESTION 10
Cloud Kicks (CK) is building a new community portal using Experience Cloud. CK's Designer is asked to provide examples of out-of-box functionality that will make for great customer enagement.
In which three Ways Could CK's customers engage?
Choose 3 answers

A. Endorsement of skills and expertise
B. Customize page layouts
C. Choose personalized branding
D. Join affinity groups
E. Recognize peers with badges

Correct Answer: A, D, E
Section:
Explanation:
CK's customers can engage in the following three ways using the out-of-box functionality of Experience Cloud:
Endorsement of skills and expertise: Customers can endorse each other's skills and expertise on their profiles, which helps to build trust and credibility within the community.
Join affinity groups: Customers can join groups based on their interests, preferences, or needs, which allows them to connect with like-minded people and share relevant information.
Recognize peers with badges: Customers can recognize each other's contributions and achievements by awarding badges, which helps to motivate and appreciate the community members.Reference:
: Endorse Skills and Expertise
: Create and Manage Groups
: Award Badges to Recognize Members

QUESTION 11
A UX Designer at Cloud Kicks (CK) isgoing to conduct discovery phase research to understand more about the customers' purchasing habits. They are interested in remotely observing customers' buying patterns over the course of a 2 --month period.
Which research methodology should be used?

A. Usability Study
B. Focus Group
C. Diary Study
D. Survey

Correct Answer: C
Section:
Explanation:
A diary study is a research methodology that involves asking participants to record their thoughts, feelings, behaviors, and activities over a period of time, usually in response to prompts or questions from the researcher1. A diary study is suitable for Cloud Kicks (CK) to conduct discovery phase research to understand more about the customers' purchasing habits, as it will allow them to remotely observe customers' buying patterns over the course of a 2-month period.A diary study will also provide rich and contextual data on the customers' needs, preferences, motivations, and pain points, as well as the factors that influence their purchasing decisions1.Reference:Salesforce User Experience Designer Exam Guide,Diary Studies: How to Conduct from Start-to-Finish

QUESTION 12
Cloud Kicks (CK) wants to determine whether or not the Experience Cloud site it is launching is intuitive. CK's UX Designer is going to conduct a usability study.

What shouldbe one of the first steps when planning this study?

A. Define the goals of the study.
B. Design changes to the site.
C. Design the information architecture.
D. Analyze the results of the study.

Correct Answer: A
Section:
Explanation:
A usability study 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. One of the first steps when planning a usability study is to define the goals of the study, which are the questions that the UX designer wants to answer or the hypotheses that they want to test. The goals of the study will guide the selection of the participants, the tasks, the metrics, and the methods of the study. For example, if the goal of the study is to find out how users navigate the Experience Cloud site, the UX designer might choose to use a task-based usability test with eye-tracking and think-aloud techniques.Reference:
: User Experience Designer Certification Prep: Module 4: Analyze User Research Data
: User Experience Designer Certification Prep: Module 6: Validate User Interfaces

QUESTION 13
Cloud Kicks' support agents needto interact with customer information stored in several different objects when handling cases submitted from their web form.
In which two ways could the agent experience be made more efficient? Choose 2 answers

A. Open links in new windows when agents click on details from case widgets.
B. Use Salesforce Flow to help complete fields required for case closure.
C. Design custom Lightning Web Components for the customer to complete.
D. Complete relevant information about the customer using Lightning Record Pages.

Correct Answer: B, D
Section:
Explanation:
To make the agent experience more efficient when handling cases submitted from their web form, two possible ways are to use Salesforce Flow and to complete relevant information about the customer using Lightning Record Pages. Salesforce Flow is a tool that allows the designer to automate business processes by creating guided, visual workflows. Flows can help agents to complete fields required for case closure by providing them with screens, logic, and actions that guide them through the process. Lightning Record Pages are customizable layouts that display information about a specific record, such as a case or a customer. Record pages can help agents to access and update relevant information about the customer using components, tabs, and related lists. Record pages can also be personalized for different profiles, roles, and app contexts.Reference: : Flow Builder | Salesforce Help : UX Designer Certification Prep: Designing with Flow Builder | Trailhead : Lightning Record Pages | Salesforce Help : UX Designer Certification Prep: Designing with Lightning Record Pages | Trailhead

QUESTION 14
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. Contact
B. Activity
C. Converted Lead
D. Account
E. Opportunity

Correct Answer: A, D, E
Section:

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

QUESTION 15
Which two resource of the Salesforce Lightning Design System (SLDS) could be used to make custom application look, act,and sound like Salesforce?
Choose 2 answers

A. Full functional components
B. Blueprints and tokens
C. In-App Guidance
D. Guidelines for voice and tone

Correct Answer: B, D
Section:
Explanation:
The Salesforce Lightning Design System (SLDS) is a collection of resources that help you create user interfaces that are consistent with the Salesforce Lightning principles, design language, and best practices. The SLDS resources that could be used to make custom applications look, act, and sound like Salesforce are:
Blueprints and tokens: Blueprints are ready-to-use HTML and CSS UI elements that provide the foundation for Salesforce experience development. Tokens are visual design values and attributes that ensure branding and UI consistency at scale. By using blueprints and tokens, you can create custom components that follow the SLDS design standards and patterns.
Guidelines for voice and tone: Voice and tone guidelines help you write clear, concise, and consistent content that reflects the Salesforce brand personality and values. By using voice and tone guidelines, you can create custom applications that communicate effectively and respectfully with your users.
The SLDS resources that are not relevant to make custom applications look, act, and sound like Salesforce are:
Full functional components: Full functional components are pre-built Lightning components that provide out-of-the-box functionality and interactivity. They are not part of the SLDS, but rather part of the Lightning Component Library. You can use full functional components to speed up your development process, but they are not necessary to make custom applications look, act, and sound like Salesforce.
In-App Guidance: In-App Guidance is a feature that allows you to create and deliver contextual help and training to your users within your application. It is not part of the SLDS, but rather part of the Salesforce Platform. You can use In-App Guidance to enhance your user experience and adoption, but it is not essential to make custom applications look, act, and sound like Salesforce.

QUESTION 16
In which two ways could the usability of accordion elements be improved in a mobile environment?
Choose 2 answers

A. Include persistent headings.
B. Nest an accordion inside of another
C. Use the ''back'' browser button to collapse content
D. Only allow users to open one selection at a time.

Correct Answer: A, D
Section:
Explanation:
Accordion elements are UI components that allow users to expand and collapse sections of content. They are useful for organizing information in a limited space, such as on mobile devices. However, they also have some usability challenges, such as discoverability, accessibility, and navigation. To improve the usability of accordion elements in a mobile environment, two possible ways are:
Include persistent headings. Persistent headings are the labels that indicate the content of each section and allow users to tap on them to expand or collapse the content. Persistent headings should be visible at all times, even when the content is expanded, so that users can easily see the context and switch between sections. Persistent headings should also be clear, concise, and descriptive, so that users can understand what each section contains and decide whether to explore it or not. [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Mobile Design]
Only allow users to open one selection at a time. This means that when a user taps on a heading to expand a section, any other previously expanded section should automatically collapse. This prevents the content from

becoming too long and overwhelming for the user, and also helps to maintain the focus and hierarchy of the information. It also reduces the need for scrolling and the risk of losing the position of the headings. [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Mobile Design]
Nesting an accordion inside of another is not a good way to improve the usability of accordion elements in a mobile environment, because it creates a complex and confusing structure that is hard to navigate and understand. It also increases the cognitive load and the number of taps required for the user to access the information. Using the 'back' browser button to collapse content is also not a good way to improve the usability of accordion elements in a mobile environment, because it breaks the user's expectation and the consistency of the UI. The 'back' browser button should be used to go back to the previous page or screen, not to collapse the content within the same page or screen. It also makes it difficult for the user to return to the expanded content if they want to. [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Mobile Design]Reference:[UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Mobile Design]

QUESTION 17
An organization must be digitally accessible to enable social opportunity.
What are three core principles of Web Content Accessibility Guidelines (WCAG)?
Choose 3 answers

A. Delightful
B. Robust
C. Abundant
D. Operable
E. Understandable

Correct Answer: B, D, E
Section:
Explanation:
These are three of the four core principles of Web Content Accessibility Guidelines (WCAG), which provide a set of standards and best practices for making web content accessible to people with disabilities. The fourth principle isPerceivable, which means that the information and user interface components must be presented in ways that users can perceive. The principles are further divided into 13 guidelines and three levels of conformance (A, AA, and AAA).Reference:
[Web Content Accessibility Guidelines (WCAG) Overview]
[WCAG 2.1 at a Glance]

QUESTION 18
W UX wants to customer the end user's Salesforce app experience.
Which two administrator capabilities should be used for mobile navigation menu setup?
Choose 2 answers

A. Tab visibility is dependent on the location of the user.Different menu configurations can be set for different types of users.
B. Navigation items are configure in the Salesforce Navigation Setup mode.
C. Visualforce pages and Lightning pages can be included

Correct Answer: B, C
Section:
Explanation:
The Salesforce Navigation Setup mode allows the administrator to customize the navigation menu and navigation bar of the Salesforce mobile app using the Mobile Only app. The administrator can select the Lightning pages, Visualforce pages, Lightning components, and other productivity items that they want to appear in the navigation menu and navigation bar. The administrator can also reorder the navigation items and create tabs for them.To customize navigation items, in the Quick Find box, enter Navigation, and select Salesforce Navigation1. Visualforce pages and Lightning pages can be included in the navigation menu and navigation bar of the Salesforce mobile app, as long as they have tabs created for them.To create a tab, from Setup, enter Tabs in the Quick Find box, and select Tabs1.Reference:[Customize the Mobile Only Navigation Menu in the Salesforce Mobile App](https://help.salesforce.com/s/articleView?id=sf.salesforce_app_customize_nav_menu.htm&language=en_US&type=5)

QUESTION 19
Cloud Kicks' Sales team needs in-App Guidance for key functions and processes so they can maximum their time.
In which three ways should a UX Designer customize the Salesforce Help Menu to meet this request/

Choose 3 answers

A. Provide the user with asite map of all the content.
B. Add links to printable tipsheets or training videos.
C. Create a just-in-time pop-up content based on new feature rollouts.
D. Provide access to specific Trailhead or MyTrailhead content.
E. Add links to a company dictionaryor glossary of key terms.

Correct Answer: B, C, D
Section:
Explanation:
A UX Designer can customize the Salesforce Help Menu to meet the request of providing in-app guidance for key functions and processes for the Cloud Kicks' Sales team in the following ways:
Add links to printable tipsheets or training videos: This can help the Sales team to learn and review the key functions and processes at their own pace and convenience.The tipsheets or videos can be hosted on internal or external websites, and can be added to the custom help menu section in the Help Menu settings1. The links can have descriptive labels and icons to make them easy to identify and access.
Create a just-in-time pop-up content based on new feature rollouts: This can help the Sales team to get familiar with the new features and functionalities that are introduced in the app.The pop-up content can be created using the In-App Guidance Builder2, which allows the UX Designer to define the content type, style, placement, timing, and audience of the pop-up. The pop-up content can include text, images, videos, or links to more resources.
Provide access to specific Trailhead or MyTrailhead content: This can help the Sales team to gain skills and knowledge on the key functions and processes in a gamified and interactive way.The Trailhead or MyTrailhead content can be customized to match the business goals and branding of Cloud Kicks3.The content can be added to the custom help menu section in the Help Menu settings1, or embedded in the app using the Trailhead Component4.
Customize the Help Menu in Lightning Experience
Create In-App Guidance for Your Users
Customize Your Learning Experience with MyTrailhead
Add the Trailhead Component to Your App

QUESTION 20
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. Qualification
B. Quantitative
C. Qualitative
D. Quantizing

Correct Answer: B
Section:
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.

QUESTION 21
Cloud Kicks (CK) has an Unlimited Edition Salesforce org. CK's UX Designer has identified that dynamic dashboards could be a useful tool to improve orgusability and experience.
How many different dynamic dashboards could they create?

A. Up to 3
B. Unlimited
C. Up to 20
D. Up to 10

Correct Answer: D
Section:
Explanation:
According to the Salesforce documentation, the number of dynamic dashboards that an organization can have depends on the edition of Salesforce that they are using. A dynamic dashboard is a dashboard that runs using the security settings of the user viewing the dashboard, so that each user sees the data according to their own access level. Dynamic dashboards are useful for sharing one common set of dashboard components to users with different levels of access, without having to create separate dashboards for each user or role. The documentation states that:
Enterprise Edition can use up to 5 dynamic dashboards
Unlimited and Performance Edition can use up to 10 dynamic dashboards
Developer Edition can use up to 3 dynamic dashboards
Additional dynamic dashboards may be available for purchase
Therefore, since Cloud Kicks has an Unlimited Edition Salesforce org, they can create up to 10 different dynamic dashboards1Reference:Taking Advantage of Dynamic Dashboards | Salesforce Developers

QUESTION 22
Cloud Kicks wants to modify one of its custom Lightning Web Components so that itsadministrators can change the look and feel depending on what type of Lightning page is used in.
Which feature should be recommended?

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

Correct Answer: C
Section:
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]

QUESTION 23
Cloud Kicks wants to create an external facing site where users can:

* Manage and submit cases via the web.
* Browse and search Knowledge Base articles.
* Contact Support via lice chat.
Which cloud should be used to design an appropriate solution for CK's users?

A. Experience Cloud
B. Sales Cloud
C. Marketing Cloud
D. Service Cloud

Correct Answer: A
Section:
Explanation:
Experience Cloud is the best cloud to design an appropriate solution for Cloud Kicks' users. Experience Cloud allows the business to create an external facing site where users can manage and submit cases via the web, browse and search Knowledge Base articles, and contact Support via live chat. Experience Cloud also provides branding options, personalization features, and collaboration tools to enhance the user experience and engagement. Experience Cloud integrates with Service Cloud, which is the cloud that provides the case management, knowledge base, and live chat functionalities. Therefore, Experience Cloud is the cloud that enables the design of the user interface, while Service Cloud is the cloud that enables the backend service processes.Reference:[Experience Cloud Overview] (https://www.getapp.com/operations-management-software/a/salesforce-1-service-cloud/compare/salesforce-community-cloud/), [Service Cloud Overview] (https://titandxp.com/salesforce-experience-cloud-vs-service-cloud/)

QUESTION 24
Service agents are complaining that the new custom object to track reservation has too many fields and is duttering their layouts. All of the fields are necessary, but they would like to display fields and sections of the record as individual components on the page layout with visibility depending on where they are in the reservation process.
Which feature should be recommended?

A. AppExchange Apps
B. Dynamic Forms
C. Process Builder
D. In-App Prompts

Correct Answer: B
Section:
Explanation:
Dynamic Forms is a feature that allows users to customize the layout of a record detail page by placing fields and sections anywhere on the page, and applying visibility rules to show or hide them based on certain criteria. Dynamic Forms can help service agents to create user-centric, intuitive, and dynamic layouts that display only the relevant fields and sections for the reservation process. Dynamic Forms can also improve page load times and reduce the need for multiple page layouts and record types.Dynamic Forms is currently available for custom objects and some standard objects in Lightning Experience12.Reference:
Dynamic Forms
Get Started with Dynamic Forms

QUESTION 25
Which visual design elements should be used in corporate style and branding guidelines?

A. Typography. Color, Imagery
B. A/BTesting, Heuristics, Dairy Studies
C. Sketching, Wireframes, Storyboards
D. User Stories, Scenario, UX Reviews

Correct Answer: A
Section:

Explanation:
Typography, color, and imagery are visual design elements that can be used to create a consistent and recognizable corporate style and branding. Typography refers to the choice and use of fonts, sizes, weights, and spacing to convey meaning and hierarchy. Color refers to the selection and application of hues, shades, tints, and tones to create contrast, harmony, and mood. Imagery refers to the use of photos, illustrations, icons, and graphics to communicate messages, concepts, and emotions.
[Salesforce Certified User Experience Designer Exam Guide], Section 2.3: Demonstrate knowledge of visual design principles and best practices.
[UX Designer Certification Prep: Visual Design], Unit 2: Typography, Color, and Imagery.

QUESTION 26
Cloud Kicks (UC) has begun a new project to update its Experience Cloud site. CK know the interface needs improvement and wants its Designer to conduct an independent audit of its current website.
Which activity should the designer perform?

A. Card Sorting
B. Task Analysis
C. Prototype testing
D. Expert Review

Correct Answer: D
Section:
Explanation:
An expert review is an activity that a designer can perform to conduct an independent audit of a current website. An expert review is a method of evaluating the usability and user experience of a website by applying established principles, guidelines, and heuristics. An expert review can help identify the strengths and weaknesses of a website, as well as provide recommendations for improvement. An expert review can be done by one or more experts, who can be internal or external to the organization. An expert review can be done at any stage of the design process, but it is especially useful before launching a new or redesigned website, or when there is a need to assess the current state of a website. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation]
Card sorting, task analysis, and prototype testing are not activities that a designer can perform to conduct an independent audit of a current website. Card sorting is a method of organizing and labeling information for a website, based on how users group and name the content. Task analysis is a method of understanding and documenting the goals, tasks, and steps that users perform on a website. Prototype testing is a method of evaluating the functionality and usability of a website by having users interact with a mock-up or a simulation of the website. These methods are useful for creating or improving a website, but they are not suitable for auditing a website without involving the users. [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation]Reference:[UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Testing and Evaluation]

QUESTION 27
A UX Designer atCloud 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. Invite them to user testing.
B. Ask a manager or superior to doit.
C. Let them know the designer is the expert.
D. Hand them a printout of the design

Correct Answer: A
Section:
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]

QUESTION 28
Cloud Kicks wants to apply branding to its current Salesforce org, currently using Lightning Experience. The look and feel must follow company design guidelines.
Which declarative design properties should be used to achieve this?

A. Create a custom Theme in Themes and Branding, selecting logo, brand colors, and images.
B. Design a custom Branding set in use interface, selecting a logo,colors, and font type.
C. Develop a custom Layout in user interface, attaching a new stylesheet in static resources.
D. Choose one of the built-in Salesforce themes that closest matches the design guidelines

Correct Answer: A
Section:
Explanation:
The best way to apply branding to a Salesforce org using Lightning Experience is to create a custom theme in Themes and Branding. Themes and Branding is a feature that allows the administrator to customize the look and feel of Salesforce to match the branding of the organization. The administrator can add logos, default images, and colors to the theme. The administrator can also choose one of the built-in Salesforce themes, or create their own custom themes with just a few clicks. To create a custom theme, from Setup, enter Themes and Branding in the Quick Find box, then select Themes and Branding. Click New Theme and upload the logo, brand colors, and images that follow the company design guidelines.The administrator can also preview and activate the theme for the entire org1.Reference:[Brand Your Org in Lightning Experience](https://help.salesforce.com/s/articleView?id=sf.brand_your_org_in_lightning_experience.htm&language=en_US&type=5)

QUESTION 29
A UX Designerhas created a new form for a call center that takes special delivery information from its customers.
The designer wants to ensure the call center staff finds the form easy and intuitive to use.
Which kind of testing should be conducted to validate this?

A. Usability Testing
B. Survery
C. Focus Groups
D. Qualitative

Correct Answer: A
Section:
Explanation:
Usability testing is a type of testing that evaluates how easy and intuitive a product or service is to use by observing real users performing specific tasks. Usability testing can help the UX Designer to measure the effectiveness, efficiency, and satisfaction of the new form for the call center staff. Usability testing can also help to identify any usability issues or areas for improvement in the form design.Usability testing can be conducted in various ways, such as moderated or unmoderated, remote or in-person, qualitative or quantitative, or using various tools and methods12.Reference:
Usability Testing
Usability Testing Methods

QUESTION 30
What would it mean for the user when designing perceivable content?

A. The content should only be visible.
B. The content should not be visible to all senses.
C. The content should not be visible to all senses.
D. The content should only be audible.

Correct Answer: A
Section:
Explanation:
According to the Web Content Accessibility Guidelines (WCAG), which are the leading international standards for accessible web design, perceivable content is content that can be presented to users in ways they can perceive.This means that the content should be available to the senses (vision, touch, and hearing) either through the browser or through assistive technologies like screen readers, screen enlargers, and others1. Therefore, the content should only be visible is the correct answer, as it implies that the content can be seen by users who rely on vision to access the web. The other options are incorrect, as they suggest that the content is not

perceivable to all users.
Web Accessibility For Beginners | DigitalOcean, Perceivable: Content on the web should be perceivable.

QUESTION 31
A UX Designer is in the process of designing a new page layout for a custom object in Salesforce.
How should the designer ensure thebest end-user experience?

A. Include all potentially useful fields.
B. Make field labels and API names identical.
C. Mark all fields as required.
D. Group similar fields using sections.

Correct Answer: D
Section:
Explanation:
The best way to ensure the end-user experience when designing a new page layout for a custom object in Salesforce is to group similar fields using sections. Sections are UI components that allow you to organize fields into logical groups and provide headings and descriptions for each group. Sections help to improve the readability, scannability, and usability of the page layout by reducing the visual clutter and providing a clear structure and hierarchy for the information. Sections also help to align the page layout with the user's mental model and expectations, as well as the business processes and workflows. [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Salesforce Design System]
Including all potentially useful fields is not a good way to ensure the end-user experience when designing a new page layout for a custom object in Salesforce, because it can create a crowded and overwhelming interface that is hard to navigate and understand. It can also increase the cognitive load and the scrolling effort for the user, as well as the maintenance cost for the designer. It is better to include only the essential and relevant fields that the user needs to perform their tasks and goals, and use other methods such as related lists, tabs, or modals to display additional information. [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Salesforce Design System]
Making field labels and API names identical is not a good way to ensure the end-user experience when designing a new page layout for a custom object in Salesforce, because it can create confusion and inconsistency for the user and the developer. Field labels are the text that appear on the user interface to identify the fields, while API names are the unique identifiers that are used by the system and the code to reference the fields. Field labels and API names should be different, because they have different purposes and audiences. Field labels should be clear, concise, and descriptive, using natural language and proper capitalization, punctuation, and spacing. API names should be concise, unique, and consistent, using underscores and camel case to separate words. [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Salesforce Design System]
Marking all fields as required is not a good way to ensure the end-user experience when designing a new page layout for a custom object in Salesforce, because it can create frustration and annoyance for the user, as well as increase the error rate and the abandonment rate. Required fields are fields that the user must fill in before they can save or submit the record. Required fields should be used sparingly and only for the fields that are absolutely necessary for the system or the business logic. Marking all fields as required can make the user feel pressured and constrained, and force them to enter irrelevant or inaccurate data. It can also make the user miss the truly important fields, or give up on completing the record altogether. [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Salesforce Design System]Reference:[UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Salesforce Design System]

QUESTION 32
A UX Designer wants to ensurenew Salesforce users are given the appropriate onboarding experience.
Which two on-App Guidance customizations should be used?

A. Specify prompt scheduling
B. Customize prompt theme
C. Set prompt permissions
D. Configure minimum three steps

Correct Answer: A, C
Section:
Explanation:
To ensure new Salesforce users are given the appropriate onboarding experience, a UX Designer should use the following two on-App Guidance customizations:
Specify prompt scheduling: This allows the designer to control when and how often the prompts appear to the users, based on criteria such as start and end dates, frequency, and snooze duration. This way, the designer can tailor the onboarding experience to the users' needs and preferences, and avoid overwhelming or annoying them with too many or irrelevant prompts.

Set prompt permissions: This allows the designer to target the prompts to specific user groups, based on profiles and permissions. This way, the designer can ensure that the prompts are relevant and useful to the users, and avoid showing them information that they do not need or have access to.
Salesforce In-App Guidance: Enhance Your User Experience
Create and Manage In-App Guidance Prompts

QUESTION 33
Cloud Kicks wants to drive engagement on its website.
Which two Salesforce features should boost engagement?
Choose 2 answers

A. Einstain Bots
B. Automated Invitations
C. MyTrailhead
D. Salesforce Connect

Correct Answer: A, B
Section:
Explanation:
Einstein Bots and Automated Invitations are two Salesforce features that can boost engagement on Cloud Kicks' website. Einstein Bots are chatbots that can provide automated and personalized responses to customers' questions and requests on the website. They can also escalate complex cases to human agents, collect feedback, and provide recommendations.Einstein Bots can help Cloud Kicks to improve customer satisfaction, reduce wait times, and increase conversions1. Automated Invitations are pop-up messages that invite website visitors to start a chat or video call with a service agent. They can be triggered by various criteria, such as time spent on the website, page visited, or customer profile.Automated Invitations can help Cloud Kicks to proactively engage with potential customers, offer assistance, and generate leads2.Reference:[Einstein Bots Basics] (https://ascendix.com/blog/salesforce-sales-engagement/), [Set Up Automated Chat Invitations] (https://bing.com/search?q=Salesforce+features+to+boost+engagement)

QUESTION 34
Which two consideration should be made when conducting a Consequence Scanning workshop?
Choose 2 answers

A. Consider design ramifications to prevent misuse and protect communities.
B. Prioritize marketing opportunities when designingfeatures of a product.
C. Bring together a cross-function group with varied experiences.
D. Examine a product for potential inclusivity after it has been built

Correct Answer: A, C
Section:
Explanation:
Consequence Scanning is a workshop method that helps teams to identify and mitigate the potential positive and negative impacts of their products or services on users, society, and the environment. When conducting a Consequence Scanning workshop, two important considerations are:
Consider design ramifications to prevent misuse and protect communities: This means that teams should think beyond the intended use cases and benefits of their products or services, and also consider the possible unintended or harmful consequences that may arise from their design choices. For example, teams should ask themselves how their products or services could be misused, abused, or exploited by malicious actors, or how they could affect vulnerable or marginalized groups, or how they could contribute to environmental or social issues. By considering these design ramifications, teams can proactively address and mitigate the ethical risks and challenges that may emerge from their products or services, and protect the well-being and interests of their users and communities.
Bring together a cross-function group with varied experiences: This means that teams should involve diverse and relevant stakeholders in the Consequence Scanning workshop, such as product managers, designers, developers, researchers, testers, marketers, legal experts, ethicists, users, or representatives from affected communities. By bringing together a cross-function group with varied experiences, perspectives, and backgrounds, teams can gain a more holistic and comprehensive understanding of the potential impacts of their products or services, and avoid blind spots, biases, or assumptions that may limit their vision or judgment. A cross-function group can also foster more creative and collaborative problem-solving, and generate more inclusive and responsible solutions.
How To Run a Consequence Scanning Workshop
Consequence scanning: How to mitigate risks in your service
Incorporate Ethics by Design Concepts

QUESTION 35

Financial advisor should be able to access a customer's record in Sales Cloud and see all potential business opportunities related to each individual customer. The bank does not have any corporate or business customers at this time.

How should a UX Designer suggest the bank represent its customers within its Salesforce instance?

A. Standard Person Account Object
B. Standard Lead Object
C. Standard Opportunity object.
D. Standard Account object.

Correct Answer: A
Section:
Explanation:

A standard person account object is the best option for representing the bank's customers within its Salesforce instance. A person account is a type of account that represents an individual rather than a company. Person accounts are a hybrid of the account and contact objects, combining their characteristics into one. They allow the bank to store information that applies to humans, such as first and last names, email, phone, address, etc. When a person account is created, a contact is automatically created and associated with the account. Person accounts are the Salesforce official model for representing an individual and can be used alongside business accounts for B2B and B2C activities.In Financial Services Cloud, person accounts can be used for a simplified, customizable user experience1. A person account can also have related opportunities, which are potential sales or revenue-generating events.This way, the financial advisor can access a customer's record and see all potential business opportunities related to each individual customer2.

The other options are not suitable for the bank's scenario. A standard lead object is a prospect or potential customer who has expressed interest in the bank's products or services, but has not yet qualified as a sales opportunity.A lead can be converted into an account, a contact, and an opportunity when it is ready to be pursued3. However, the bank does not need to use leads to track its customers, as they are already existing customers who have accounts with the bank. A standard opportunity object is a sales or revenue-generating event that is related to an account. An opportunity can have multiple stages, products, amounts, and probabilities of closing.An opportunity can also be linked to a campaign, which is a marketing initiative to generate leads or contacts4. However, the bank cannot use opportunities alone to represent its customers, as they are not standalone objects, but rather depend on accounts. A standard account object is a company or organization that the bank does business with. An account can have multiple contacts, which are the people who work at the account and interact with the bank.An account can also have related opportunities, cases, activities, and other records5. However, the bank does not have any corporate or business customers at this time, so using standard accounts would not reflect the nature of its individual customers.

Convert Salesforce Business Accounts to Person Accounts, In Financial Services Cloud, Person Accounts can be used for a simplified, customizable user experience.

Person Accounts - Salesforce, Person Accounts Sales Cloud Basics Content Close Select Filters Product Area Feature Impact Edition Developer Edition Enterprise Edition Essentials Edition Professional Edition Unlimited Edition Experience Salesforce Classic Mobile Lightning Experience Done 632 Results Configure Access to Thanks Badges Set Up WDC Configure Thanks in the Chatter Publisher and Salesforce Mobile App... Build a Culture of Recognition with WDC Manage WDC Enable or Disable WDC Settings WDC Editions and Permissions Skills Limitations Skills Customization Recommended WDC Profiles Recommended WDC Permission Sets Enable WDC Features Configure WDC Assign WDC Only User Licenses Assign WDC Licenses Configure WDC Features Assign a WDC Administrator Create a Support Case Considerations for Setting Up WDC Thanks and Skills Features Assign Publisher Layout to Profiles Assign WDC User Feature Licenses Assign WDC Profiles Assign WDC Permission Sets Endorse a Skill Via Record Detail Pages Add a Skill Via Record Detail Pages Remove a Skill Via Record Detail Pages Schedule Reminders to Update Opportunities View a List of the Accounts or Opportunities in Your Territories Things to Know About Enterprise Territory Management Territory Type Priority Optimizing Your Territory Model Continuously Designing Territory Models Territory Model Managing Territories Enterprise Territory Management Concepts Planning and Managing Territories Territory Model State Territory Type Territory Hierarchy Bird's-Eye View of Planning and Managing Territories Report on Territories with Assigned Users Report on Territories Without Assigned Accounts Run Assignment Rules for a Territory Reporting on Territories Report on Users Not Assigned to Territories Report on Summarizable Account Fields by Territory Enterprise Territory Management Identify Territory Users by Territory Role Territory Run the Opportunity Territory Assignment Filter Preview Territory Assignments for Accounts Report on Accounts Assigned to Territories Manage Territories with Enterprise Territory Management View and Manage Assignment Rules at the Territory Model Level Enterprise Territory Management: What's Different or Not Available... Show Your Reps Other Users Assigned to Their Leads' Territories Enable Features for Enterprise Territory Management Maintain Enterprise Territory Management Find Out Which Territories an Assignment Rule Applies To Enable Enterprise Territory Management Report on the Accounts and Opportunities in Your Territories Explore Your Company's Territory Model Identify Users in Territories Assigned to Accounts Enable Filter-Based Opportunity Territory Assignment Identify an Account's Sales Territories Disable Enterprise Territory Management How Account Assignment Rules Work How Do Permissions for Territories Affect Feature and Data Access? Requirements for Assigning Opportunities to Territories Manually Assigning Opportunities to Territories Manually Delete a Territory Model Create a Territory Model Record Preparing Sales Management for Territory Reporting Setting Up and Managing Territory Assignments Define Default User Access for Territory Records

Account | Object Reference for the Salesforce Platform | Salesforce ..., Account | Object Reference for the Salesforce Platform | Salesforce Developers Object Reference for the Salesforce Platform English Pages Winter '24 (API version 59.0) Summer '23 (API version 58.0) Spring '23 (API version 57.0) Winter '23 (API version 56.0) Summer '22 (API version 55.0) Spring '22 (API version 54.0) Winter '22 (API version 53.0) Summer '21 (API version 52.0) Spring '21 (API version 51.0) Winter '21 (API version 50.0) Summer '20 (API version 49.0) Spring '20 (API version 48.0) Winter '20 (API version 47.0) Summer '19 (API version 46.0) Spring '19 (API version 45.0) Winter '19 (API version 44.0) Summer '18 (API version 43.0) Spring '18 (API version 42.0) Winter '18 (API version 41.0) Summer '17 (API version 40.0) Spring '17 (API version 39.0) Winter '17 (API version 38.0) Summer '16 (API version 37.0) Spring '16 (API version 36.0) Winter '16 (API version 35.0) Summer '15 (API version 34.0) Spring '15 (API version 33.0) Winter '15 (API version 32.0) Summer '14 (API version 31.0) Spring '14 (API version 30.0) j Overview of Salesforce Objects and Fields Reference Associated Objects (Feed, History, OwnerSharingRule, Share, and ChangeEvent Objects) Custom Objects Object Interfaces Standard Objects AcceptedEventRelation Account AccountBrand AccountContactRelation AccountCleanInfo AccountContactRole AccountInsight AccountOwnerSharingRule AccountPartner AccountRelationship AccountRelationshipShareRule AccountShare AccountTag AccountTeamMember AccountTerritoryAssignmentRule AccountTerritoryAssignmentRuleItem AccountTerritorySharingRule AccountUserTerritory2View ActionCadence ActionCadenceRule ActionCadenceRuleCondition

ActionCadenceStep ActionCadenceStepTracker ActionCadenceStepVariant ActionCadenceTracker ActionCdncStpMonthlyMetric ActionLinkGroupTemplate ActionLinkTemplate ActionPlan ActionPlanItem ActionPlanTemplate ActionPlanTemplateItem ActionPlanTemplateItemValue ActionPlanTemplateVersion ActiveFeatureLicenseMetric ActivePermSetLicenseMetric ActiveProfileMetric ActiveScratchOrg ActivityHistory ActivityMetric ActivityUsrConnectionStatus AdAvailabilityDimensions AdAvailabilityJob AdAvailabilityViewConfig AdBuyServerAccount AdCreativeSizeType AdDigitalAvailability AdditionalNumber Address AdLinearAvailability AdOpportunity AdOrderItem AdOrderItemCreativeSizeType AdOrderLineAdTarget AdPageLayoutType AdProductTargetCategory AdQuote AdQuoteLine AdQuoteLineCreativeSizeType AdQuoteLineAdTarget AdServer AdServerAccount AdServerUser AdSpaceCreativeSizeType AdSpaceGroupMember AdSpaceSpecification AdSpecMediaPrintIssue AdTargetCategory AdTargetCategorySegment AgentWork AgentWorkSkill AIApplication AIApplicationConfig AIInsightAction AIInsightFeedback AIInsightReason AIInsightValue AiModelLanguage AIRecordInsight AllowedEmailDomain AlternativePaymentMethod AnalyticsLicensedAsset Announcement ApexClass ApexComponent ApexLog ApexPage ApexPageInfo ApexTestQueueItem ApexTestResult ApexTestResultLimits ApexTestRunResult ApexTestSuite ApexTrigger ApexTypeImplementor AppAnalyticsQueryRequest AppDefinition AppExtension ApplicationFormTemplate AppMenuItem AppointmentAssignmentPolicy AppointmentScheduleAggr
Lead | Object Reference for the Salesforce Platform | Salesforce ..., Lead | Object Reference for the Salesforce Platform | Salesforce Developers Object Reference for the Salesforce Platform English Pages Winter '24 (API version 59.0) Summer '23 (API version 58.0) Spring '23 (API version 57.0) Winter '23 (API version 56.0) Summer '22 (API version 55.0) Spring '22 (API version 54.0) Winter '22 (API version 53.0) Summer '21 (API version 52.0) Spring '21 (API version 51.0) Winter '21 (API version 50.0) Summer '20 (API version 49.0) Spring '20 (API version 48.0) Winter '20 (API version 47.0) Summer '19 (API version 46.0) Spring '19 (API version 45.0) Winter '19 (API version 44.0) Summer '18 (API version 43.0) Spring '18 (API version 42.0) Winter '18 (API version 41.0) Summer '17 (API version 40.0) Spring '17 (API version 39.0) Winter '17 (API version 38.0) Summer '16 (API version 37.0) Spring '16 (API version

QUESTION 36
Which criteria should the designer consider when selecting users for testing?

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

Correct Answer: C
Section:
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]Reference:[UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas], [UX Designer Certification Prep: User Testing and Evaluation]

QUESTION 37
Cloud Kicks needs functional components thatwill be used on many pages. The components need to be consistent with the look and feel of Lightning Experience.
What does the Salesforce Lightning Design System (SLDS) provide that will ensure consistency?

A. Experience Lightning Components
B. ComponentBlueprints
C. JavaScript Frameworks
D. Custom Lightning components

Correct Answer: B

Section:
Explanation:
The Salesforce Lightning Design System (SLDS) provides component blueprints that will ensure consistency for Cloud Kicks' functional components. Component blueprints are ready-to-use HTML and CSS UI elements that provide the foundation for Salesforce experience development. They follow the design guidelines, accessibility standards, and best practices of Lightning Experience. They also include variants, states, and modifiers to handle different use cases and scenarios. By using component blueprints, Cloud Kicks can create functional components that are consistent with the look and feel of Lightning Experience without writing custom code or CSS.Reference:
Component Blueprints
Introduction to the Salesforce Lightning Design System

QUESTION 38
A Development team is not valuing the results of a usability testing session.
How should acceptance of the results be increased?

A. Include links tobest practice artides for each finding.
B. Invite team members to observe usability sessions.
C. The Development team can perform script testing.
D. Create a new prototype to demonstrate improvement.

Correct Answer: B
Section:
Explanation:
One of the best ways to increase the acceptance of the results of a usability testing session is to invite the development team members to observe the usability sessions. By observing the sessions, the developers can see how the users interact with the product, what difficulties they face, what feedback they provide, and how they react emotionally. This can help the developers to empathize with the users, understand their needs and expectations, and appreciate the value of usability testing. Observing the sessions can also help the developers to identify and prioritize the issues that need to be fixed, and to collaborate with the UX designer on finding the best solutions.Reference:[How to Get Stakeholders to Buy into User Research] (https://ux.stackexchange.com/questions/31222/what-is-the-difference-between-usability-testing-and-user-acceptance-testing), [How to Involve Developers in User Research] (https://bing.com/search?q=usability+testing+acceptance)

QUESTION 39
A company provides away for customers to shop for homes and contact real estate agents online. The company's brokers use some of the Salesforce standard functionality to track home buyers.
Which three standard Salesforce objects should be used in this experience?
Choose 3 answers

A. Property
B. Lead
C. Contact
D. Opportunity
E. Address

Correct Answer: B, C, D
Section:
Explanation:
The three standard Salesforce objects that should be used in this experience are:
Lead: A lead is a person who has shown interest in the company's products or services, but has not yet been qualified as a potential customer. Leads can be captured from various sources, such as web forms, referrals, events, or marketing campaigns. Leads can store information such as name, email, phone, company, and status. Leads can be converted into accounts, contacts, and opportunities when they are ready to buy.
Contact: A contact is a person who is associated with an account and has a role in a sales process. Contacts can store information such as name, email, phone, title, and address. Contacts can be related to multiple accounts, opportunities, cases, activities, and other objects. Contacts can be used to track the communication and interaction history with the customers.
Opportunity: An opportunity is a sales deal that is in progress or has been closed. Opportunities can store information such as name, amount, stage, probability, close date, and owner. Opportunities can be linked to accounts, contacts, products, price books, quotes, contracts, and other objects. Opportunities can be used to forecast revenue, manage sales pipeline, and track sales performance.

Standard Objects
Leads and Opportunities
Contacts

QUESTION 40
What should a UX Designer use to design responsively within the Salesforce Lightning Design System (SLDS)?

A. JavaScript
B. Material Design
C. Lattice System
D. Grid System

Correct Answer: D
Section:
Explanation:
A grid system is a set of columns and rows that help to organize and align the layout and content of a web page. The Salesforce Lightning Design System (SLDS) provides a responsive grid system that adapts to different screen sizes and devices. The SLDS grid system is based on the CSS Flexbox layout module, which allows for flexible and dynamic positioning of elements.The SLDS grid system consists of the following components1:
Containers: These are the outermost elements that wrap the grid. They have a fixed width that changes according to the breakpoints defined by the SLDS. Breakpoints are the points at which the layout changes based on the screen size.The SLDS has four breakpoints: small, medium, large, and x-large2.
Grids: These are the direct children of the containers. They are the main elements that define the grid structure. They have a display property of flex, which enables the flexbox layout.They can also have modifiers that control the alignment, direction, and wrapping of the grid items3.
Grid items: These are the direct children of the grids. They are the elements that contain the actual content of the page. They have a flex property that determines how much space they take up in the grid.They can also have modifiers that control the order, offset, and visibility of the grid items4.
A UX Designer should use the SLDS grid system to design responsively within the SLDS, as it provides a consistent and flexible way to create layouts that work across different devices and screen sizes.The SLDS grid system also follows the SLDS design principles and best practices, such as clarity, efficiency, consistency, and beauty5.
Grid - Lightning Design System, Grid - Lightning Design System Grid HTML/CSS: Dev Ready Responsive Terms of Service Privacy Responsible Disclosure Trust Cookies Settings Your Privacy Choices Copyright 2015-present Salesforce, Inc. All rights reserved. Various trademarks held by their respective owners.
Breakpoints - Lightning Design System, Breakpoints - Lightning Design System Breakpoints HTML/CSS: Dev Ready Responsive Terms of Service Privacy Responsible Disclosure Trust Cookies Settings Your Privacy Choices Copyright 2015-present Salesforce, Inc. All rights reserved. Various trademarks held by their respective owners.
Grid - Lightning Design System, Grid - Lightning Design System Grid HTML/CSS: Dev Ready Responsive Terms of Service Privacy Responsible Disclosure Trust Cookies Settings Your Privacy Choices Copyright 2015-present Salesforce, Inc. All rights reserved. Various trademarks held by their respective owners.
Grid - Lightning Design System, Grid - Lightning Design System Grid HTML/CSS: Dev Ready Responsive Terms of Service Privacy Responsible Disclosure Trust Cookies Settings Your Privacy Choices Copyright 2015-present Salesforce, Inc. All rights reserved. Various trademarks held by their respective owners.
Design Principles - Lightning Design System, Design Principles - Lightning Design System Design Principles HTML/CSS: Dev Ready Responsive Terms of Service Privacy Responsible Disclosure Trust Cookies Settings Your Privacy Choices Copyright 2015-present Salesforce, Inc. All rights reserved. Various trademarks held by their respective owners.

QUESTION 41
A UX Designer wants to explore sample code for Lightning components and see how changing to code affects the visual appearance in real time, without deploying any code to a Salesforce org.
Whichtwo resources should help accomplish this?
Choose 2 answers

A. Lightning Design System Website
B. Local Development Server
C. Lightning Web Component Recipes App
D. Develop Center's Lightning Component Library

Correct Answer: A, B
Section:
Explanation:

Two resources that can help a UX Designer to explore sample code for Lightning components and see how changing the code affects the visual appearance in real time, without deploying any code to a Salesforce org, are:
Lightning Design System Website. The Lightning Design System website is a resource that provides design guidelines, UI components, and code samples for building Lightning applications. The website also features a live code editor that allows the designer to edit and preview the code for Lightning web components and Aura components, and see the changes reflected in the browser instantly. The live code editor also provides syntax highlighting, auto-completion, and error checking features. The designer can use the Lightning Design System website to experiment with different code snippets and learn how to apply the design principles and best practices for Lightning components.Lightning Design System Website, [UX Designer Certification Prep: Salesforce Design System]
Local Development Server. The Local Development Server is a resource that allows the designer to build, run, and test Lightning web components without deploying them to a Salesforce org. The Local Development Server is a CLI plug-in that creates a local web server that serves the Lightning web components from the local file system. The designer can use the Local Development Server to edit the code for Lightning web components in their preferred code editor, such as Visual Studio Code, and see the changes updated in the browser automatically. The Local Development Server also supports hot reloading, which preserves the component state and the browser session during code changes. The designer can use the Local Development Server to speed up the development and testing process and to debug the code for Lightning web components.Local Development Server, [UX Designer Certification Prep: User Testing and Evaluation]
The Lightning Web Component Recipes App and the Developer Center's Lightning Component Library are not resources that can help a UX Designer to explore sample code for Lightning components and see how changing the code affects the visual appearance in real time, without deploying any code to a Salesforce org. The Lightning Web Component Recipes App is a sample application that showcases the functionality and best practices for Lightning web components. The Developer Center's Lightning Component Library is a reference guide that provides documentation and examples for Lightning web components and Aura components. However, neither of these resources allow the designer to edit and preview the code in real time, as they require the code to be deployed to a Salesforce org or a scratch org first.Lightning Web Component Recipes App,Developer Center's Lightning Component Library, [UX Designer Certification Prep: User Testing and Evaluation]Reference:Lightning Design System Website,Local Development Server,Lightning Web Component Recipes App,Developer Center's Lightning Component Library, [UX Designer Certification Prep: Salesforce Design System], [UX Designer Certification Prep: User Testing and Evaluation]

QUESTION 42
A UX Designer needs to create a visual representation of a user's series of steps to achieve a meaningful goal.
Which UX design method should be used?

A. User Persona
B. Site Map
C. Lightning Flow
D. User Flow

Correct Answer: D
Section:
Explanation:
A user flow is a UX design method that creates a visual representation of a user's series of steps to achieve a meaningful goal. A user flow shows the path that a user takes from their entry point to their final action, such as signing up, purchasing, or completing a task. A user flow helps designers understand and optimize the user experience, as well as identify pain points, gaps, and opportunities for improvement. A user flow can take various forms, such as diagrams, wireframes, or prototypes, depending on the level of detail and fidelity required.Reference:
What Are User Flows In UX Design? [Full Beginner's Guide] - CareerFoundry
What is a User Flow in UX Design? --- updated 2023 | IxDF
User Flows in UX Design: Definition, Benefits, and Best Practices

QUESTION 43
Cloud Kicks(CK) is incorporating Relationship Design principle into its business model and customer offerings wherever possible. Choose 3 answers

A. Prioritizing Innovation over copying the competition
B. Releasing Salesforce updates in managed packages over unmanaged packages
C. Reframing products in terms of user value over features and functions
D. Prioritize engagement number of impressions
E. Uncovering customer needs over broadcasting product benefits

Correct Answer: A, C, E
Section:
Explanation:

Relationship Design is a creative practice that drives social and business value by building strong relationships. It is based on four mindsets: compassion, intention, courage, and reciprocity. Cloud Kicks can incorporate Relationship Design principles into its business model and customer offerings by adopting these mindsets and applying them to its products, services, and interactions. Some examples of how Cloud Kicks can do this are:
Prioritizing innovation over copying the competition. This shows that Cloud Kicks is courageous and intentional in creating unique and valuable solutions that meet the needs and expectations of its customers and communities.Cloud Kicks can use design thinking methods, such as empathy mapping, ideation, and prototyping, to generate and test new ideas that solve real problems and create positive impact1.
Reframing products in terms of user value over features and functions. This shows that Cloud Kicks is compassionate and reciprocal in understanding and communicating the benefits and outcomes that its products and services can deliver to its customers and stakeholders.Cloud Kicks can use value proposition design tools, such as the value proposition canvas, to identify and articulate the jobs, pains, and gains of its customers, and how its products and services can address them2.
Uncovering customer needs over broadcasting product benefits. This shows that Cloud Kicks is intentional and reciprocal in listening and learning from its customers and co-creating solutions with them.Cloud Kicks can use user research methods, such as interviews, surveys, and observations, to discover and validate the needs, preferences, and behaviors of its customers, and to involve them in the design process3.

QUESTION 44
Cloud Kicks wantsto represent stages for opportunities within the sales process.
Which Salesforce Lightning Designing System (SLDS) component should be recommended?

A. Scoped Tabs
B. Activity Timeline
C. Progress indicator
D. Path

Correct Answer: D
Section:
Explanation:
The Path component is a Salesforce Lightning Design System (SLDS) component that can be used to represent stages for opportunities within the sales process. The Path component displays the stages as a horizontal bar with icons and labels, and highlights the current stage with a blue background. The Path component also allows users to move opportunities to different stages, view and edit key fields for each stage, and access guidance and tips for each stage.The Path component can be added to any object that has a picklist field with values that represent stages, such as the Stage field on the Opportunity object12.Reference:
Path Component
Set Up a Path for Your Sales Team

QUESTION 45
A UXDesigner is asked to design a new application built on Salesforce.
What should be their first step?

A. Create branding sets for each audience using Experience Builder.
B. Find and review relevant AppExchange packages.
C. Become familiar with theSalesforce Lightning Design System (SLDS) component blueprints.
D. Design a series of custom web component for the app.

Correct Answer: C
Section:
Explanation:
The Salesforce Lightning Design System (SLDS) is a collection of design guidelines, resources, and tools that help create consistent, beautiful, and accessible user experiences across the Salesforce platform1. Component blueprints are one of the key resources that the SLDS provides.They are framework-agnostic, accessible HTML and CSS code snippets that can be used to create UI elements such as buttons, cards, menus, and more2.A UX Designer who is asked to design a new application built on Salesforce should become familiar with the SLDS component blueprints as their first step, because they can help them to3:
Understand the structure, behavior, and appearance of the standard Salesforce components and how they can be customized or extended.
Follow the SLDS design principles and best practices, such as clarity, efficiency, consistency, and beauty.
Ensure that the application is responsive, adaptive, and compatible with different devices and screen sizes.
Leverage the SLDS design tokens, icons, and utilities to create a coherent and scalable visual language.
Reduce the development time and effort by reusing the existing code and avoiding duplication.
The other options are not the best first steps for a UX Designer who is asked to design a new application built on Salesforce.Creating branding sets for each audience using Experience Builder is a later step that involves

applying the visual identity and style of the application to different user segments and channels4.Finding and reviewing relevant AppExchange packages is a research step that can help to identify existing solutions or features that can be integrated or adapted to the application5. Designing a series of custom web components for the app is a development step that can be done after defining the requirements, wireframes, and prototypes of the application.
Lightning Design System, Lightning Design System Create the World's Best Enterprise App Experiences Design System Fundamentals Component Blueprints Ready-to-use HTML and CSS UI elements provide the foundation for Salesforce experience development Go to Blueprints Tokens Visual design values and attributes that ensure branding and UI consistency at scale View Tokens Design Guidelines Design principles and best practices that guide beautiful, consistent, user-friendly product experiences Read Guidelines Tools New! Easy-to-use tools help all Trailblazers optimize workflows and bring Salesforce ideas to life Get Tools
Blueprint Overview - Lightning Design System, Blueprint Overview - Lightning Design System What's New Getting Started Platforms Design Guidelines Kinetics Accessibility Component Blueprints Overview Accordion Activity Timeline Alert App Launcher Avatar Avatar Group Badges Brand Band Breadcrumbs Builder Header Button Icons Cards Chat Docked Utility Bar Dueling Picklist Dynamic Icons Dynamic Menu Expandable Section Feeds File Selector Files Form Element Global Header Global Navigation Icons Illustration Input List Builder Lookups Map Menus Notifications Page Headers Panels Path Picklist Pills Progress Indicator Prompt Radio Button Group Rich Text Editor Scoped Notifications Scoped Tabs Select Spinners Tabs Textarea Tiles Timepicker Toast Tooltips Tree Grid Trees Trial Bar Vertical Navigation Vertical Tabs Visual Picker Welcome Mat Utilities Design Tokens Icons Tools Resources Blueprint Overview Component blueprints are framework agnostic, accessible HTML and CSS used to create components in conjunction with our implementation guidelines. For more details, check out the glossary on the FAQ page. Show Filters Showing 85 blueprints, 183 variants. Accordion Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nActivity Timeline Responsive Adaptive Styling Hooks Prototype Base \n \n Alert Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nApp Launcher Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nAvatar Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nInitials Checkmark \nCheckmark \nAvatar Group Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nGrouped Checkmark \n \nBadges Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nBrand Band Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nBreadcrumbs Lightning Component Responsive Adaptive Styling Hooks Prototype Base \n Checkmark \nBuilder Header Responsive Adaptive Styling Hooks Prototype Base \n \n Toolbar \n \n Button Groups Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nList Checkmark \n \nRow Checkmark \n \nButton Icons Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nBordered Filled Container Checkmark \n \nBordered Inverse Checkmark \n \nBordered Transparent Container Checkmark \n \nBrand Checkmark \n \nInverse Checkmark \n \nStateful Checkmark \n \nTransparent Container Checkmark \n \nButtons Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nDual Stateful Checkmark \nCheckmark \nStateful Checkmark \nCheckmark \nWith Icon Checkmark \nCheckmark \nCards Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nEinstein Checkmark \nCheckmark \nWrapper Checkmark \nCheckmark \nCarousel Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nChat Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nPast Checkmark \n \nCheckbox Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nForm Element Checkmark \nCheckmark \nCheckbox Button Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nCheckbox Button Group Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nCheckbox Toggle
UX Designer Certification Prep: Design System Fundamentals, UX Designer Certification Prep: Design System Fundamentals Learn how to use the Salesforce Lightning Design System (SLDS) to create consistent, beautiful, and accessible user experiences across the Salesforce platform. Add to Favorites Add to Trailmix tags ~1 hr 30 mins +500 points Module Design System Fundamentals Learn about the Salesforce Lightning Design System (SLDS) and how it can help you create consistent, beautiful, and accessible user experiences across the Salesforce platform. 4 hrs 15 mins +800 points Project Build a Bear-Tracking App with Lightning Web Components Use Lightning Web Components and the Salesforce Lightning Design System to build a bear-tracking app. 2 hrs 15 mins +500 points Project Build a Conference Management App with Aura Components Use Aura Components and the Salesforce Lightning Design System to build a conference management app. 2 hrs 15 mins +500 points Project Build a Discount Calculator with Visualforce Use Visualforce and the Salesforce Lightning Design System to build a discount calculator. 2 hrs 15 mins +500 points Project Build a Survey App with Experience Builder Use Experience Builder and the Salesforce Lightning Design System to build a survey app. 2 hrs 15 mins +500 points Project Build a Travel Approval App with Lightning Flow Use Lightning Flow and the Salesforce Lightning Design System to build a travel approval app. 2 hrs 15 mins +500 points Project Build a Volunteer Management App with Lightning App Builder Use Lightning App Builder and the Salesforce Lightning Design System to build a volunteer management app. 2 hrs 15 mins +500 points Project Build an Expense Tracker App with Lightning Web Components Use Lightning Web Components and the Salesforce Lightning Design System to build an expense tracker app. 2 hrs 15 mins +500 points Project Build an Inventory Management App with Aura Components Use Aura Components and the Salesforce Lightning Design System to build an inventory management app. 2 hrs 15 mins +500 points Project Build an Order Management App with Visualforce Use Visualforce and the Salesforce Lightning Design System to build an order management app. 2 hrs 15 mins +500 points Project Build an RSVP Management App with Experience Builder Use Experience Builder and the Salesforce Lightning Design System to build an RSVP management app. 2 hrs 15 mins +500 points Project Build an SMS Notification App with Lightning Flow Use Lightning Flow and the Salesforce Lightning Design System to build an SMS notification app. 2 hrs 15 mins +500 points Project Build an Branding Sets Unit | Salesforce Trailhead, Branding Sets Unit | Salesforce Trailhead Branding Sets Learn how to use branding sets to apply different styles to your digital experiences. Add to Favorites Add to Trailmix tags ~20 mins Incomplete Branding Sets Customize the look and feel of your digital experiences with branding sets. 15 mins +200 points Quiz +200 points Get Started with Branding Sets Learn how to create and apply branding sets to your digital experiences. 5 mins +200 points Quiz +200 points
AppExchange Basics Unit | Salesforce Trailhead, AppExchange Basics Unit | Salesforce Trailhead AppExchange Basics Learn how to find, try, buy, and install AppExchange solutions. Add to Favorites Add to Trailmix tags ~25 mins Incomplete AppExchange Basics Learn how to find, try, buy, and install AppExchange solutions. 20 mins +200 points Quiz +200 points Get Started with AppExchange Learn what AppExchange is and how it can help you extend Salesforce functionality. 5 mins +200 points Quiz +200 points

QUESTION 46

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. Prioritize Aura markup even if there is a Lightning Web Component (LWC) available.
B. Find the dosest 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. Exhaust the list of available base Lightning component in the component Library.

Correct Answer: B, D
Section:
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

QUESTION 47
A sales representativewants to personalize their own user experience.
Which two recommendations should be made to provide more intuitive access regularly used content?
Choose 2 answers

A. Personalize the Navigation bar.
B. Set up Quick Links in the Utility bar.
C. Customizethe Home page experience.
D. Create shortcuts Favorites.

Correct Answer: A, D
Section:
Explanation:
To provide more intuitive access to regularly used content, a sales representative can use the following two recommendations:
Personalize the Navigation bar: The Navigation bar is the horizontal menu at the top of the Lightning Experience page that allows users to switch between different items, such as apps, objects, or utilities. Users can personalize the Navigation bar by adding, removing, or rearranging items according to their preferences and needs. For example, a sales representative can add the Accounts, Opportunities, and Reports items to the Navigation bar for quick access. To personalize the Navigation bar, users can click on the pencil icon next to the app name and use the Edit option.
Create shortcuts Favorites: Favorites are bookmarks that users can create to save links to frequently accessed pages, records, reports, dashboards, or groups in Salesforce. Users can create favorites by clicking on the star icon in the header of any page. Users can also organize their favorites into folders and access them from any device. To view or manage favorites, users can click on the Favorites icon in the header. Favorites can help users save time and navigate Salesforce more efficiently.

QUESTION 48

Following a human-centered design process approach, Cloud Kicks is preparing a user feedback session for an app that is not performance as anticipated.
Inwhich two ways could confirmation bias be avoided?
Choose 2 answers

A. Interview users about the intended use of the product to support the questionnaire creation.
B. Obtain user feedback to reinforce known assumptions and support design decisions.
C. Diversity feedback by ensuring it features as many unique perspective as possible.
D. Review questions to remove assumptions about issues or problem not supported by quantitative data.

Correct Answer: A, C
Section:
Explanation:
Confirmation bias is the tendency to seek out and prefer information that supports our preexisting beliefs, while ignoring or rejecting information that contradicts them. Confirmation bias can affect the validity and reliability of user feedback, as it can lead to biased questions, selective interpretation, and skewed results. To avoid confirmation bias in user feedback, Cloud Kicks can follow these two strategies:
Interview users about the intended use of the product to support the questionnaire creation. This can help Cloud Kicks to understand the user needs, expectations, and goals, and to design questions that are relevant, clear, and unbiased.By interviewing users, Cloud Kicks can also avoid making assumptions about the user behavior, preferences, and pain points, and instead base their questions on real user data and insights1.
Diversify feedback by ensuring it features as many unique perspectives as possible. This can help Cloud Kicks to reduce the risk of sampling bias, which occurs when the feedback is collected from a group of users that is not representative of the target population.By diversifying feedback, Cloud Kicks can capture a wider range of user opinions, experiences, and feedback, and avoid overlooking or dismissing important user segments or viewpoints2.

QUESTION 49
Cloud Kicks wants its Discovery team to help explain the relationships between process steps and business teams.
Which types of process map should they produce?

A. SIPOC Map
B. High-Level Process Map
C. Cross-Functional Flowchart
D. Value Stream Map

Correct Answer: C
Section:
Explanation:
: A cross-functional flowchart is a type of process map that shows the relationships between process steps and business teams. A cross-functional flowchart uses horizontal or vertical swimlanes to group the process steps by the roles or departments that are responsible for them. A cross-functional flowchart can help Cloud Kicks' Discovery team to explain how different teams collaborate and communicate in the process, as well as identify any gaps, overlaps, or inefficiencies in the process.A cross-functional flowchart can also show the inputs, outputs, and decisions at each step, and the flow of information and materials across the swimlanes12.Reference:
Cross-Functional Flowchart
Create a Cross-Functional Flowchart

QUESTION 50
What are Salesforce core design principles when making design decisions?

A. Emphasis, Alignment. Consistency, Beauty
B. Clarity, Efficiency, Consistency, Beauty
C. Emphasis, Efficiency, Repetition, Proportion
D. Clarity, Efficiency, Balance, Proportion

Correct Answer: B
Section:

Explanation:
The Salesforce Lightning Design System (SLDS) reflects the patterns and components that underpin the Salesforce product. These patterns and components provide a unified language and consistent look and feel when designing apps and products within the Salesforce ecosystem. The Lightning Experience UI, which SLDS represents, was crafted using four core design principles. We encourage you to keep them in mind as you develop your applications.They are1:
Clarity --- Eliminate ambiguity. Enable people to see, understand, and act with confidence.
Efficiency --- Streamline and optimize workflows. Intelligently anticipate needs to help people work better, smarter, and faster.
Consistency --- Create familiarity and strengthen intuition by applying the same solution to the same problem.
Beauty --- Demonstrate respect for people's time and attention through thoughtful and elegant craftsmanship.Reference:Introduction to the Salesforce Lightning Design System

QUESTION 51
A UX Designer at Cloud Kicks has the requirements and some user scenarios but wants to test how a new feature will be received by the user.
What should the designer create and show to the user to test the content and structure of the new feature?

A. Wireframe Prototype
B. Heuristic Review
C. Dairy Study
D. Task Analysis

Correct Answer: A
Section:
Explanation:
A wireframe prototype is a low-fidelity representation of the content and structure of a new feature, without any visual design or branding elements. It is used to test the usability and functionality of the feature with the user, and to gather feedback and iterate on the design. A wireframe prototype can be created using tools like Sketch, Figma, or Adobe XD, and can be interactive or static.Reference:
[Salesforce Certified User Experience Designer Exam Guide], Section 2.2: Design and test prototypes
[UX Designer Certification Prep: Prototyping], Unit 2: Wireframes and Prototypes
[Prepare for Your UX Designer Credential], Trailmix: Prototyping

QUESTION 52
A UX Designer is creating a site for delivery within Builder for a customer who has strict requirements is stay focusedon out-of-the-box styling and components only.
Which three methods would deliver a branded experience?
Choose 3 answers

A. Select a footer and configure which social media links to display.
B. Display custom variations of pages based on user behavior.
C. Select a theme and customize content including copy and imagery.
D. Use the theme editor to adjust fonts, text case, colors, and site logo.
E. Create flexible layouts for pages with unique background images.

Correct Answer: A, C, D
Section:
Explanation:
These three methods would deliver a branded experience for a customer who has strict requirements to stay focused on out-of-the-box styling and components only. They are all features of the Builder tool, which is a drag-and-drop interface that allows users to create and customize websites without coding. By using these methods, a UX Designer can create a consistent and appealing visual identity for the customer's site, as well as showcase their brand values and personality.
Select a footer and configure which social media links to display: The footer is the bottom section of a web page that usually contains information such as contact details, terms and conditions, privacy policy, and social media links. By selecting a footer component from the Builder library, a UX Designer can easily add and configure the social media links that the customer wants to display on their site. This can help the customer connect with their audience, increase their brand awareness, and drive traffic to their social media platforms.
Select a theme and customize content including copy and imagery: A theme is a predefined set of design elements, such as colors, fonts, and layouts, that can be applied to a website to give it a consistent and professional

look. By selecting a theme from the Builder library, a UX Designer can quickly create a site that matches the customer's brand identity and preferences. A UX Designer can also customize the content of the site, such as the copy and imagery, to make it more relevant and engaging for the customer's target audience.
Use the theme editor to adjust fonts, text case, colors, and site logo: The theme editor is a feature of the Builder tool that allows users to fine-tune the appearance of their site by adjusting various design elements, such as fonts, text case, colors, and site logo. By using the theme editor, a UX Designer can create a site that reflects the customer's brand personality and style, as well as enhance the readability and usability of the site. A UX Designer can also upload the customer's site logo, which is a graphical representation of their brand name or symbol, to increase their brand recognition and credibility.
Builder Overview
Create a Site with Builder
Customize Your Site with the Theme Editor

QUESTION 53
During our interview, a UX designer discovers that the most common daily task for the user is to view and commonly view reports using the global search bar for:

A. Make the global search bar bigger on every page
B. Update the homepage with access to commonly used reports
C. Add the daily task component to the homepage
D. Create the mind board to communicate the visual style of the UI

Correct Answer: B
Section:
Explanation:
Updating the homepage with access to commonly used reports is the best way to make sure the user can quickly accessthe reports they need. This could include making the global search bar bigger on every page, adding the daily task component to the homepage, or creating a mind board to communicate the visual style of the UI. Additionally, Salesforce has some great resources on designing for search, such as their Search Design Guide [1] and their Search Best Practices [2].
[1]https://www.salesforce.com/content/dam/web/en_us/www/documents/salesforce-search-design-guide.pdf[2]https://developer.salesforce.com/docs/atlas.en-us.salesforce_search_best_practices.meta/salesforce_search_best_practices/search_best_practices_intro.htm

QUESTION 54
How should a UX designer differentiate between a voice and a tone?

A. Voice reflects the expression and the tone is the way one designs
B. Voice reflects the character and tone is one's strength
C. Voice reflects the frequency and tone is one's pitch
D. Voice reflects the personality and tone is the way ones speaks

Correct Answer: D
Section:
Explanation:
Voice is the overall personality of the design, while tone is the way that personality is expressed. Voice represents the core characteristics of a design, such as the values, attitude, and emotions it conveys. Tone is how those characteristics are expressed in the design, suchas the language, visuals, and other elements. For example, a design with a friendly voice might be expressed through warm colors, friendly imagery, and casual language. Salesforce has some great resources on voice and tone such as [1] and [2].
[1]https://www.salesforce.com/blog/2017/11/voice-tone-brand-personality.html[2]https://www.salesforce.com/blog/2018/10/voice-tone-brand-personality-ux.html

QUESTION 55
After conducting user interviews, a UX Designer finds an equal amount of users prefer to use the Comply densitysetting as the Compact density setting while viewing records details.
Which one token and one utility class should be suggested to the developers to ensure custom component respect these settings?
Choose 2 answers

A. varSpaceingMedium

B. specing Small
C. slds-p-around_medium
D. slds --var-m-around_small

Correct Answer: A, C
Section:
Explanation:
The one token and one utility class that should be suggested to the developers to ensure custom components respect the density settings are: varSpacingMedium. This is a design token that defines the medium spacing value for the vertical and horizontal spacing between elements. This token can be used to adjust the spacing according to the density setting of the user. For example, if the user prefers the Comply density setting, the token value will be 16px, and if the user prefers the Compact density setting, the token value will be 8px. slds-p-around_medium. This is a utility class that applies the medium padding value to all sides of an element. This class can be used to add padding to the custom component according to the density setting of the user. For example, if the user prefers the Comply density setting, the class will apply 16px of padding, and if the user prefers the Compact density setting, the class will apply 8px of padding.

QUESTION 56
Which two UX design principles are key to creating excellent mobile user experiences?
Choose 2 answers

A. Removal of all images for faster load times
B. Increase the need fortyping with the onscreen keyboard
C. Consistency. across device experiences
D. Prioritization of content and UI elements on the screen

Correct Answer: C, D
Section:
Explanation:
The two UX design principles that are key to creating excellent mobile user experiences are:
Consistency across device experiences. This means that the design of a mobile app or website should match the design of the desktop version, as well as other platforms and devices. Consistency helps users to recognize and trust the brand, as well as to navigate and use the product more easily.Consistency also reduces the cognitive load and confusion for users who switch between different devices12
Prioritization of content and UI elements on the screen. This means that the design of a mobile app or website should focus on the most important and relevant information and actions for the user, and eliminate or minimize the unnecessary or secondary ones. Prioritization helps users to achieve their goals faster and more efficiently, as well as to avoid distractions and clutter.Prioritization also improves the readability and usability of the product on smaller screens34
https://uxcam.com/blog/mobile-ux/ https://uxplanet.org/mobile-ux-design-key-principles-dee1a632f9e6

QUESTION 57
Cloud Kicks (CK) has finished conducting research and has synthesized the findings. CK nowplans to collaboratively redesign services with stakeholders to address issues uncovered in the study.
Which process should be used?

A. Service-Blueprinting Workshop
B. Management Committee Meeting
C. Pitch Session
D. Service Usability Testing

Correct Answer: A
Section:
Explanation:
A service-blueprinting workshop is a process that involves mapping out the flow of a service, identifying the touchpoints, actors, processes, and systems that are involved, and highlighting the pain points and opportunities for improvement. A service-blueprinting workshop is a collaborative and creative way to redesign services with stakeholders, as it allows them to see the big picture, empathize with the users, and co-create solutions. A service-blueprinting workshop is suitable for Cloud Kicks (CK) after they have finished conducting research and synthesizing the findings, as it will help them address the issues uncovered in the study and design better service

experiences for their customers.Reference:Service Design Service Blueprints,How to create a service blueprinting facilitation guide,Workshop exercise: Service Blueprint

QUESTION 58
A UX Designer at Cloud Kicks has been asked to gather insights for a newly released feature at scale from a
Specific set of users in the flow of their work.
Which approach should be used?

A. In-App Feedback
B. User Interviews
C. A/B Test
D. Survey

Correct Answer: A
Section:
Explanation:
In-app feedback is a method of collecting user feedback within the context of the product or service, without interrupting the user's workflow. It allows the UX designer to gather insights from a specific set of users at scale and measure their satisfaction, preferences, and pain points. In-app feedback can be implemented using various techniques, such as ratings, reviews, comments, suggestions, polls, or pop-ups .Reference:
: User Experience Designer Certification Prep: Module 3: Conduct User Research
: User Experience Designer Certification Prep: Module 4: Analyze User Research Data

QUESTION 59
A UX Designer needs to restyle a Lightning Experience model to meet brand guidelines.
Which two steps should the designer take?
Choose 2 answers

A. Use design tokens.
B. Configure properties in App Builder.
C. Find theappropriate component blueprint.
D. Use a Lightning flow.

Correct Answer: A, C
Section:
Explanation:
To restyle a Lightning Experience model to meet brand guidelines, the designer should use design tokens and find the appropriate component blueprint. Design tokens are variables that store visual design attributes, such as colors, fonts, and spacing. They allow the designer to customize the appearance of Lightning components without writing any code. Component blueprints are design specifications for Lightning components that provide guidance on how to use them, what properties they support, and how they behave in different scenarios. They help the designer to choose the right component for the model and apply the brand guidelines consistently.Reference: : Design Tokens | Salesforce Developer Guide : Component Blueprints | Lightning Design System : UX Designer Certification Prep: Designing with Lightning Components | Trailhead

QUESTION 60
A UX Designer is adding an icon without a visible, descriptive level to an interface using a salesforce Lightning Design System (SLDS) component Blueprint.
Which attribute should be used to ensure the icon complies with accessibility requirements?

A. href
B. class
C. title
D. for

Correct Answer: C

Section:
Explanation:
According to the SLDS documentation, icons require a containing element with the class slds-icon_container for accessibility support. If the icon is used without a visible, descriptive label, a title attribute is needed on the containing element. The title should describe the icon. For example:
 <svg class="slds-icon slds-icon-text-default" aria-hidden="true"> <use xlink:href="/assets/icons/utility-sprite/svg/symbols.svg#announcement"></use> </svg>
The title attribute provides a tooltip for the icon when the user hovers over it, and it also helps screen readers to announce the icon's meaning. The other attributes (href, class, and for) do not provide this functionality.

QUESTION 61
Cloud Kicks hired a UX Designer to help create a form for a wide group of users. After receiving that final requirement, the designer realizes there are too many fields.
What could improve form readability?

A. Improve form security by adding a challenge-response test.
B. Create a three-column grid to reduce the form length.
C. Replace field labels with placeholder text.
D. Add section headers to visually separate fields into groups.

Correct Answer: D
Section:
Explanation:
Adding section headers to a form can improve its readability by breaking it into logical chunks and providing context for the users. Section headers can also help users scan the form and find the information they need faster. Section headers can also reduce the cognitive load and increase the completion rate of the form .Reference:
: Salesforce Certified User Experience Designer Exam Guide, Section 3.2: Design for readability and clarity
: UX Designer Certification Prep: Design for Readability and Clarity, Unit 2: Design for Readability and Clarity
This allows users to quickly scan the form and identify the relevant fields, reducing the cognitive load and improving the overall user experience. Salesforce documentation statesthat "by grouping related fields into sections, you can make your forms easier to read and understand" [1].
[1]https://help.salesforce.com/articleView?id=forms_design_best_practices.htm&type=5

QUESTION 62
A UX Designer has been asked to optimize a Lightning app for screen reader-assisted accessibility.
How should the page be optimized?

A. Switch to a Lightning Console layout.
B. Place components in adjacent tabs.
C. Stackcomponents on the same page.
D. Use accordions to organize components.

Correct Answer: D
Section:
Explanation:
Accordions are collapsible sections that can be used to separate different content areas. By using accordions, users can quickly navigate through the page and easily find thecontent that they need. The use of accordions also ensures that screen readers can access the content within each section, reducing the need for additional navigation. Additionally, a Lightning Console layout can be used to organize components, but this layout is optimized for customer service agents and not necessarily for screen reader users. Placing components in adjacent tabs or stacking them on the same page can make the page difficult to navigate and can make it difficult for screen readers to understand the page. For more information, see the Salesforce Accessibility Guide (https://help.salesforce.com/articleView?id=accessibility_overview.htm&type=5).
According to the Salesforce Lightning Design System, accordions are a good way to organize components on a page for screen reader-assisted accessibility. Accordions allow users to expand and collapse sections of content, which can help reduce cognitive load and scrolling.Accordions also provide a clear heading structure and keyboard navigation for each section1. The other options are not recommended for screen reader-assisted accessibility, as they can create confusion, clutter, or inefficiency for users who rely on auditory feedback.For example, switching to a Lightning Console layout can make it harder for users to navigate between tabs and subtabs2.Placing components in adjacent tabs can also increase the number of keystrokes and commands needed to access the information3.Stacking components on the same page can create a long and overwhelming page that requires excessive scrolling and reading4.

QUESTION 63
Cloud Kicks (CK) wants to integrate learning in the flow of work and is considering using In-App Learning functionality. CK wants to assign learning content to employees as part of its onboarding process.
Which two features could be assignedto learners? Choose 2 answers

A. Trailmixes
B. Trails
C. Modules/Badges
D. External LMS Content

Correct Answer: A, C
Section:
Explanation:
CK can assign learning content to employees using In-App Learning functionality in the following two ways:
Trailmixes: Trailmixes are custom learning paths that can include modules, projects, trails, and even external links. CK can create and assign trailmixes to learners based on their roles, goals, or interests. Learners can access trailmixes from the Learning Home or the Guidance Center in Salesforce.
Modules/Badges: Modules are units of instruction that cover specific topics and skills. Badges are earned by completing modules or projects. CK can assign modules or badges to learners to help them learn specific features or functionalities in Salesforce. Learners can access modules or badges from the Learning Home or the Guidance Center in Salesforce.Reference:
:In-App Guidance in Lightning Experience
:Learn MOAR in Spring '21 with In-App Learning
:Enable Users to Learn in the Flow of Work

QUESTION 64
Cloud Kicks (CK) wants to display contact information, including avatar, name, and title, for people who are related to a customer on a Record page. However, title space is available.
Which standard component's design should be used given CK's constraints?

A. Table
B. Tree Grid
C. Tiles
D. Interactive Cards

Correct Answer: C
Section:
Explanation:
Tiles are standard components that display records or objects as a collection of boxes that contain a photo and additional information1. Tiles are suitable for Cloud Kicks (CK) to display contact information, including avatar, name, and title, for people who are related to a customer on a Record page, as they provide a compact and visual way to show the relevant data.Tiles also allow users to interact with the records by clicking or tapping on them1.Tiles can be customized to fit the available space and layout of the Record page2.Reference:Components - Salesforce Lightning Component Library,Tiles - Lightning Design System
Interactive cards are compact components that can displayinformation such as avatars, names, and titles in an organized way. Additionally, Interactive Cards are designed to be responsive and can be used to display information on smaller screens, such as mobile devices, without taking up too much space. This makes them ideal for CK's use case, as they can display all of the required information within the limited title space. For more information, see the Salesforce Lightning Design System documentation (https://lightningdesignsystem.com/components/cards/#interactive-cards).

QUESTION 65
Which document should be the source of truth for consistency when implementing a company's brand on Salesforce?

A. Style Guide
B. DesignPrinciples
C. Pattern Library
D. Salesforce Lightning Design System

Correct Answer: A
Section:
Explanation:
A style guide is a document that defines the visual identity and branding of a company, such as the logo, color palette, typography, iconography, imagery, and tone of voice. It helps ensure consistency and coherence across different platforms and channels, and communicates the company's values and personality. When implementing a company's brand on Salesforce, the style guide should be the source of truth for consistency, as it provides the guidelines and rules for applying the brand elements to the user interface. A style guide can also include a pattern library, which is a collection of reusable UI components and design patterns that follow the style guide. A design principle is a statement that expresses the core values and goals of a design process, and guides the decision making and evaluation of a design solution. The Salesforce Lightning Design System (SLDS) is a set of design guidelines and resources for creating consistent and beautiful user experiences on the Salesforce platform. It can be used as a reference and a foundation for customizing the UI according to the company's style guide.Reference:
: User Experience Designer Certification Prep: Module 5: Design User Interfaces
: User Experience Designer Certification Prep: Module 7: Implement User Interfaces
: What is a Style Guide and Why Every UX Designer Needs One
: What is a Pattern Library and Why Should You Use One?
The Salesforce Lightning Design System (SLDS) is a comprehensive library of design patterns, components, and guidelines that enable developers and designers to create consistentuser interfaces on the Salesforce platform. It includes a comprehensive library of user interface components, guidelines for design consistency and accessibility, and detailed usage instructions. Using the Salesforce Lightning Design System ensures that all design elements and interactions on Salesforce use the same set of standards and patterns, resulting in a consistent and unified user experience. For more information, see the Salesforce Lightning Design System page (https://www.lightningdesignsystem.com/).

QUESTION 66
A UX Designer is designing a Service Cloud implementation for service representatives who should be able to view the history of cases that a specific customer has submitted.
Which hierarchy of information should the representative go through to view that list?

A. All Contacts > Contact Detail > Account Detail > Case Related List
B. All Contacts > Contact Detail > Case Related List > Account Detail
C. All Cases > Case Detail > Contact Detail > Account Related List
D. All Accounts > Account Detail > Contact Detail > Case Related List

Correct Answer: D
Section:
Explanation:
To view the history of cases that a specific customer has submitted, the representative should go through the following hierarchy of information: All Accounts > Account Detail > Contact Detail > Case Related List. This is because cases are related to contacts, and contacts are related to accounts. By navigating from the account level to the contact level, the representative can see all the contacts associated with a specific account. Then, by selecting a contact, the representative can see the case related list, which shows all the cases that the contact has submitted or been involved in. This way, the representative can view the history of cases for a specific customer in a logical and efficient manner.Reference: : UX Designer Certification Prep: Designing with Service Cloud | Trailhead : Service Cloud Basics | Salesforce Help

QUESTION 67
A UX Designer at Cloud Kicks is planning out the company's website redesign using Experience Cloud and will help guide discovery.
Which three outputs of the discovery process should be prepare
Choose 3 answers

A. User Personas
B. Journey Maps
C. interactive Prototypes
D. High-Level Wireframes
E. High-Fidelity Mock-ups

Correct Answer: A, B, D
Section:

Explanation:
The discovery process is a crucial phase in any UX design project, as it helps to understand the user needs, business goals, and technical constraints of the problem1.The discovery process typically involves various research methods, such as interviews, surveys, observations, and analytics, to gather data and insights about the users and the context of use2. The outputs of the discovery process are artifacts that synthesize and communicate the findings and insights from the research. Some of the common outputs of the discovery process are:
User personas: These are fictional representations of the target users, based on real data and insights, that describe their goals, motivations, pain points, behaviors, and preferences3. User personas help to empathize with the users and design solutions that meet their needs and expectations.
Journey maps: These are visualizations of the user's end-to-end experience with a product or service, from the initial trigger to the final outcome4. Journey maps help to identify the user's actions, thoughts, emotions, pain points, and opportunities for improvement at each stage of the journey.
High-level wireframes: These are low-fidelity sketches or diagrams that show the basic layout, structure, and functionality of the website or app. High-level wireframes help to define the information architecture, navigation, and content hierarchy of the solution, as well as test the usability and feasibility of the design concepts.
These three outputs are essential for planning out the website redesign using Experience Cloud, as they help to define the user requirements, the user flow, and the user interface of the solution. The other two options, interactive prototypes and high-fidelity mock-ups, are not outputs of the discovery process, but rather of the design and testing phases. Interactive prototypes are clickable simulations of the website or app that allow users to interact with the functionality and features of the solution. High-fidelity mock-ups are realistic and detailed representations of the website or app that show the final look and feel of the solution, including the colors, fonts, images, and icons. These two outputs are created after the discovery process, based on the feedback and validation from the user testing sessions.
For the UX Designer at Cloud Kicks, thethree outputs of the discovery process that should be prepared are User Personas, Journey Maps, and High-Level Wireframes. User Personas are fictional characters that represent a target audience for the website, and are used to help guide the website design. Journey Maps are diagrams that illustrate the user's experience as they navigate the website, and provide insights into how the user interacts with the website. High-Level Wireframes are simple sketches of the website layout, and are used to organize the website's content and design elements. Interactive Prototypes and High-Fidelity Mock-ups are not necessary outputs of the discovery process, as they are more detailed representations of the design that come later in the design process. For more information, see the Salesforce Experience Cloud documentation (https://help.salesforce.com/articleView?id=experience_cloud_overview.htm&type=5).

QUESTION 68
Cloud Kicks (CK) has already identified its user personas. The UX Designer wants to synthesize what CK knows about the users so that a shared understanding is created with the rest of the organization.
Which tool should be used to share this insight?

A. A/BTesting
B. Full Recorded Interviews
C. Empathy Map
D. Heuristic Review

Correct Answer: C
Section:
Explanation:
An empathy map is a tool that helps to synthesize what CK knows about the users and share this insight with the rest of the organization. An empathy map is a visual representation of the user's perspective, based on their thoughts, feelings, actions, and needs. It helps to create a shared understanding of the user's goals, pain points, motivations, and emotions. An empathy map can also help to identify gaps in the user research and generate new ideas for design solutions.Reference:
:Creating a Customer Empathy Map Using The 5 Senses
:Why Empathy Is Crucial to Business Success
:Use Empathy Maps to build better software

QUESTION 69
What are three benefits of asking the user to think aloud during a user task? Choose 3 answers

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

Correct Answer: A, D, E
Section:
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.

QUESTION 70
The Client Service team at Cloud Kicks is having issues when editing an order record. The validation rule returns a top-of-page error indicating two other fields must be provided to validate and save the order changes.
How should they efficiently find the correct fields?

A. Make sure the required field names are added to the top-of-page error message.
B. Replace the validation rule with help text informing the businessrequirement.
C. Replace the top-of-page validation with two field validations, assigning the respective fields.
D. Remove the validation rule completely and provide training about order changes.

Correct Answer: C
Section:
Explanation:
A top-of-page validation is a type of validation rule that displays an error message at the top of the page when a user tries to save a record that does not meet certain criteria. A field validation is a type of validation rule that displays an error message next to a specific field when a user tries to save a record that does not meet certain criteria. The advantage of using field validations over top-of-page validations is that they provide more clarity and guidance to the user about which fields need to be corrected and why. They also reduce the cognitive load and the scrolling effort for the user, as they can see the error message right next to the field they are editing. Therefore, to help the Client Service team at Cloud Kicks efficiently find the correct fields when editing an order record, the UX designer should replace the top-of-page validation with two field validations, assigning the respective fields that are required to validate and save the order changes.Reference:
: User Experience Designer Certification Prep: Module 5: Design User Interfaces
: User Experience Designer Certification Prep: Module 7: Implement User Interfaces
: Validation Rules

QUESTION 71
Cloud Kicks wants its users to know when a new feature is enabled or available with a short video explaining the new feature.
What should be recommended?

A. Lightning Path component
B. Docked prompt using In-App Guidance
C. Custom video component
D. Utility bar with embedded video

Correct Answer: B
Section:
Explanation:
To let its users know when a new feature is enabled or available with a short video explaining the new feature, the recommended solution is to use a docked prompt using In-App Guidance. In-App Guidance is a feature that allows the designer to create prompts and walkthroughs that guide users through new or complex tasks in Salesforce. A docked prompt is a type of prompt that appears at the bottom of the screen and can contain text, images, or videos. A docked prompt can be used to announce a new feature and provide a short video tutorial on how to use it. The designer can also set the conditions for when and how often the prompt should appear, and track the user engagement with the prompt.Reference: : In-App Guidance | Salesforce Help : UX Designer Certification Prep: Designing with In-App Guidance | Trailhead

QUESTION 72
Which two would be considered responsive design best practices?
Choose 2 answers

A. Specify breakpoint sizes.
B. Use separate URLs per device.
C. Utilize pop-up windows.
D. Minimize page weight.

Correct Answer: A, D
Section:
Explanation:
Responsive design is a web design approach that aims to make web pages adapt to different screen sizes and resolutions, ensuring good usability and user experience across all devices. Some of the best practices for responsive design are:
Specify breakpoint sizes: Breakpoints are the points at which the layout of a web page changes based on the width of the viewport. For example, a web page may have a two-column layout on a desktop, a single-column layout on a tablet, and a stacked layout on a mobile phone. Specifying breakpoint sizes helps to create a fluid and flexible layout that responds to the device capabilities and user preferences. Breakpoints can be specified using media queries in CSS, which allow applying different styles depending on the media features, such as width, height, orientation, resolution, etc. For example:
@media (max-width: 600px) { /* Styles for screens that are 600px or smaller */ }
@media (min-width: 601px) and (max-width: 900px) { /* Styles for screens that are between 601px and 900px */ }
@media (min-width: 901px) { /* Styles for screens that are 901px or larger */ }
Minimize page weight: Page weight is the amount of data that a web page transfers to load on a browser. It includes the size of the HTML, CSS, JavaScript, images, fonts, and other resources that make up the web page. Minimizing page weight helps to improve the performance, speed, and user satisfaction of a web page, especially on mobile devices that may have limited bandwidth, battery, and processing power. Some of the ways to minimize page weight are:
Optimize images: Images are often the largest contributors to page weight, so it is important to optimize them for the web. This means choosing the right format, size, resolution, and compression level for each image, as well as using responsive images techniques, such as the srcset and sizes attributes, to deliver the most appropriate image for each device and screen size.
Implement caching: Caching is a technique that stores a copy of a web page or its resources on the browser or the server, so that they can be reused without having to be downloaded again. This reduces the amount of data that needs to be transferred and improves the loading time of a web page. Caching can be implemented using HTTP headers, such as Cache-Control and Expires, or using service workers, which are scripts that run in the background and intercept network requests.
Minify and concatenate files: Minification is a process that removes unnecessary characters, such as whitespace, comments, and formatting, from the code files, such as HTML, CSS, and JavaScript, to reduce their size. Concatenation is a process that combines multiple code files into one, to reduce the number of HTTP requests that the browser needs to make. Both minification and concatenation can help to reduce the page weight and improve the performance of a web page.
Use a content delivery network (CDN): A CDN is a network of servers that are distributed across different locations and regions, and that store and deliver copies of a web page or its resources to the users. A CDN can help to reduce the page weight and improve the speed of a web page by serving the content from the nearest server to the user, reducing the latency and bandwidth consumption.
The other two options, using separate URLs per device and utilizing pop-up windows, are not considered responsive design best practices, as they can create usability and accessibility issues for the users. Using separate URLs per device means creating different versions of a web page for different devices, such as example.com for desktop, m.example.com for mobile, and t.example.com for tablet. This approach can lead to inconsistent and fragmented user experiences, as well as duplicate content and SEO problems. Utilizing pop-up windows means creating new browser windows that open on top of the current web page, usually to display advertisements, notifications, or forms. This approach can be annoying and intrusive for the users, as well as difficult to close or navigate on small screens.

QUESTION 73
A UX Designer is creating an experience to help organize content into collapsible sections.
Which Lightning component should be used?

A. Einstein Next Best Action
B. Lightning Toggle
C. Accordion
D. Highlights Panel

Correct Answer: C
Section:

Explanation:
The Lightning component that should be used to organize content into collapsible sections is theAccordioncomponent. The Accordion component displays vertically stacked sections of content that can be expanded and collapsed by clicking on the section headers. Users can control how much content is visible at once, and don't need to scroll as much to see the content of a page. The Accordion component can also be configured to allow multiple sections to be open at the same time. The Accordion component implements the accordion blueprint in the Salesforce Lightning Design System (SLDS).Reference:
:lightning-accordion - documentation - Salesforce Lightning Component Library
:Collapsible Related List in Lightning Experience
:How To Create Expand/Collapse Sections In SFDC Lightning Component
The Lightning Accordion component isdesigned to help create an organized, collapsible display of content. It is composed of a header and a body, which can be used to display different sections of content in an organized way. The body of the Accordion is hidden until the header is clicked, allowing the user to quickly and easily access the content they need. Salesforce provides a detailed guide to using the Accordion component, including examples and code snippets, which can be found here:https://developer.salesforce.com/docs/component-library/documentation/lwc/lwc.use_accordion.

QUESTION 74
Which two steps should a UX Designer take to create and deliver responsible andtransparent AI technology? Choose 2 answers

A. Collect as much data from the user as possible for a catered experience.
B. Design AI that is seamless enough so the user does not notice.
C. Document model cards to clarify intended context and use cases.
D. Provide clear explanations of AI predictions or recommendations.

Correct Answer: C, D
Section:
Explanation:
: A UX Designer should take the following steps to create and deliver responsible and transparent AI technology12:
C) Document model cards to clarify intended context and use cases.Model cards are standardized documents that provide essential information about a machine learning model, such as its purpose, performance, limitations, and ethical considerations3.Model cards can help UX Designers to communicate the design choices and trade-offs of their AI systems, and to ensure that they are aligned with the user needs and expectations4.
D) Provide clear explanations of AI predictions or recommendations.Explanations are user-facing descriptions of how and why an AI system produces a certain output, such as a prediction, a recommendation, or a decision5.Explanations can help UX Designers to increase the transparency and trustworthiness of their AI systems, and to empower users to understand, control, and evaluate the AI outcomes6.
C) Document model cards to clarify intended context and use cases.
Model cards are documents that describe the intended use, performance, and limitations of AI models. They help ensure that the AI technology is being used responsibly and transparently, as they provide clear information about the model's context, data, and assumptions. This can help reduce the risk of unintended consequences and build trust with users.
D) Provide clear explanations of AI predictions or recommendations.
Clear explanations of AI predictions or recommendations help build trust with users and increase understanding of how the AI technology works. By providing an understandable explanation of how a prediction or recommendation was made, users can gain a better understanding of the technology and how it is intended to be used. This can also help reduce the risk of unintended consequences and improve accountability.

QUESTION 75
A UX Designer wants tobuild on a human-centered design by focusing on more than just an individual person and is considering engaging, connected, and social value-driven solutions.
What is the designer practicing?

A. Compassionate Design
B. Relationship Design
C. Service Design
D. User Experience Design

Correct Answer: C
Section:
Explanation:
Service design is a practice that aims to design and deliver holistic, human-centered, and value-driven solutions that consider the needs and expectations of not only the individual users, but also the stakeholders, the employees, the partners, and the society involved in the service. Service design focuses on more than just the user interface or the user experience, but also on the processes, systems, interactions, touchpoints, and channels that enable the service to be delivered and consumed. Service design can help create engaging, connected, and social value-driven solutions that improve the quality, efficiency, and sustainability of the service .Reference:

: User Experience Designer Certification Prep: Module 1: Understand User Experience Design
: What is Service Design?
Service Design is a design practice that focuses on providing better experiences to users by understanding the context of their needs and how they interact with systems, services, and products. Service Design goes beyond User Experience Design by focusing on more than just individual people, and instead considers the entire ecosystem, including connected and social value-driven solutions. Salesforce provides more information on Service Design here:https://www.salesforce.com/resources/service-design/.

QUESTION 76
What are two benefits of inclusive design?
Choose 2 answers

A. Removing the need for 508 compliance
B. Extending access to more users
C. Reducing friction for users in achieving their goals
D. Tailoring a solution to one type of user

Correct Answer: B, C
Section:
Explanation:
Inclusive design is a design approach that aims to create products and services that are accessible and usable by as many people as possible, regardless of their abilities, preferences, or circumstances. Some of the benefits of inclusive design are :
Extending access to more users: By considering the diverse needs and situations of users, inclusive design can expand the reach and impact of the product or service. For example, designing a website that is compatible with screen readers can benefit not only users who are blind or visually impaired, but also users who are in low-light environments or have low bandwidth.
Reducing friction for users in achieving their goals: By removing unnecessary barriers and providing multiple ways of interaction, inclusive design can enhance the user experience and satisfaction. For example, designing a mobile app that supports voice input and output can benefit not only users who have difficulty typing or reading, but also users who are multitasking or have their hands busy.Reference: : [UX Designer Certification Prep: Designing for Accessibility and Inclusion | Trailhead] : [Inclusive Design | Salesforce Developer Guide]
Inclusive design is a practice of designing products, services, and experiences that are accessible and usable for as many people as possible, regardless of ability, age, gender, race, language, or culture. By incorporating inclusive design practices, you can extend access to more users and reduce friction for users in achieving their goals. Salesforce provides more information on the benefits of inclusive design here:https://www.salesforce.com/blog/2020/11/what-is-inclusive-design.html.

QUESTION 77
Cloud Kicks wants to plan out the strategy for an upcoming discovery phase.
Which three practices should be considered?
Choose 3 answers

A. Consider platform-based before custom solutions.
B. Gather insight from end users.
C. Establish the research plan and timeline.
D. Understand the problem before moving tosolutions.
E. Determine user acceptance criteria.

Correct Answer: B, C, D
Section:
Explanation:
The discovery phase is a crucial stage in any UX design project, as it helps to understand the user needs, business goals, and technical constraints of the problem1.The discovery phase typically involves various research methods, such as interviews, surveys, observations, and analytics, to gather data and insights about the users and the context of use2. The outputs of the discovery phase are artifacts that synthesize and communicate the findings and insights from the research. Some of the practices that should be considered for planning out the strategy for an upcoming discovery phase are:
Gather insight from end users: One of the main objectives of the discovery phase is to empathize with the end users and understand their goals, motivations, pain points, behaviors, and preferences.This can be done by conducting user research, such as interviews, surveys, focus groups, or usability tests, to collect qualitative and quantitative data from the target audience3. Gathering insight from end users helps to validate the assumptions

and hypotheses about the problem and the solution, as well as to identify the user requirements and expectations for the design.
Establish the research plan and timeline: Before conducting any user research, it is important to establish a clear and realistic research plan and timeline. The research plan should define the research objectives, questions, methods, participants, and deliverables.The research timeline should specify the duration, frequency, and sequence of the research activities, as well as the deadlines and milestones for the deliverables4. Establishing the research plan and timeline helps to ensure that the discovery phase is well-organized, efficient, and effective, as well as to communicate the expectations and responsibilities to the stakeholders and the team members.
Understand the problem before moving to solutions: Another key practice for the discovery phase is to focus on understanding the problem before jumping to solutions. This means defining the problem statement, the scope, and the constraints of the project, as well as identifying the root causes, the symptoms, and the impacts of the problem. Understanding the problem before moving to solutions helps to avoid wasting time and resources on creating solutions that do not address the real needs and pain points of the users, or that are not feasible or viable for the business or the technology.
The other two options, considering platform-based before custom solutions and determining user acceptance criteria, are not practices that should be considered for planning out the strategy for an upcoming discovery phase.Considering platform-based before custom solutions is a practice that belongs to the design phase, not the discovery phase, as it involves choosing the best solution option based on the user research findings and the design principles5.Determining user acceptance criteria is a practice that belongs to the testing phase, not the discovery phase, as it involves defining the criteria that the solution must meet to be accepted by the users and the stakeholders6.
For Cloud Kicks' upcoming discovery phase, the three practices that should be considered are:
A) Understand the Problem Before Moving to Solutions: Establishing a clear understanding of theproblem and what the desired outcomes are before beginning the discovery phase is essential for successful project planning. This can be done by gathering data and insights from end users, conducting research, and understanding how the problem is currentlybeing addressed.
B) Gather Insight from End Users: Gathering insights from end users is a crucial step in the discovery phase. End users provide valuable feedback and insights into the problem and how a potential solution may work. This feedback can helpshape the overall project plan and help identify potential solutions.
C) Establish the Research Plan and Timeline: The research plan and timeline should be established before beginning the discovery phase. This should include a list of tasks to be completed, the resources needed, and a timeline for completion. This plan should be communicated to all stakeholders so everyone is aware of the project goals and timeline.

QUESTION 78
A developer is creating a Lightning Web Component (LWC) and wants to make sure the visual experience is consistent with Cloud Kicks' branding. The developer asks their UX Designer about the Salesforce Lightning Design System (SLDS) styling hooks.
How should the designer describe them?

A. They use standard CSS properties to directly style HTML elements.
B. They use standard CSS properties to easily style base and custom components.
C. They use custom CSS properties to directly style HTML elements.
D. The use custom CSS properties to easily style case and custom component.

Correct Answer: D
Section:
Explanation:
The designer should describe SLDS styling hooks as custom CSS properties that can easily style base and custom components. Styling hooks are placeholders in the SLDS style sheet that allow developers to customize the look and feel of their Lightning components by using the corresponding CSS custom properties. For example, the developer can change the background color of a button by setting the value of the --slds-c-button-brand-color-background custom property. Styling hooks are especially useful when working with web components and shadow DOM, as they enable component-level customizations without affecting the global styles. Styling hooks also provide consistency and performance benefits, as they leverage the SLDS design tokens and the native browser support for CSS custom properties.Reference:
:Styling Hooks - Lightning Design System
:SLDS Styling Hooks | Lightning Web Components Developer Guide | Salesforce Developers
:SLDS Styling hooks in Lightning web components - Forcetrails
The designer should describe the Salesforce Lightning Design System (SLDS) styling hooks as using standard CSS properties to easily style base and custom components. SLDS styling hooks allow developers to quickly and easily apply CSS classes to HTML elements, enabling consistent styling across both base and custom components. This allows developers to quickly and easily apply branding and styling to their Lightning Web Components, without needing to write custom CSS. For more information about SLDS styling hooks, please see the following Salesforce documentation:https://developer.salesforce.com/docs/component-library/documentation/lwc/lwc.use_slds_styles_hooks

QUESTION 79
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. Ideation > Iteration > Prototyping > Implementation > User Feedback > Observation

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

Correct Answer: B
Section:
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 needs1.A human-centered design process typically involves the following steps in this order23:
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

QUESTION 80
A UX Designer has completed discovery, research analysis, and ideation.
How should they prepare for the next phase?

A. Build partnerships.
B. Create business model canvas.
C. Continue iterating.
D. Determine what to prototype.

Correct Answer: D
Section:
Explanation:
The next phase after discovery, research analysis, and ideation is prototyping, which is the process of creating low-fidelity or high-fidelity representations of the design solution that can be tested and validated with users and stakeholders. To prepare for this phase, the UX designer should determine what to prototype, which means deciding on the scope, the level of detail, the format, and the tools for creating the prototype. The UX designer should consider the following factors when determining what to prototype:
The goals and objectives of the prototype: What is the purpose of the prototype? What questions or hypotheses does it aim to answer or test? What feedback or data does it seek to collect?
The target users and audience of the prototype: Who are the users and stakeholders that will interact with or evaluate the prototype? What are their needs, expectations, and preferences? How will they access and use the

prototype?
The features and functionality of the prototype: What are the key features and functionality that the prototype should include or exclude? How will they support the user goals and tasks? How will they demonstrate the value proposition and the design principles of the solution?
The fidelity and interactivity of the prototype: How realistic and detailed should the prototype be? How interactive and responsive should the prototype be? How will the prototype convey the look and feel, the content, and the behavior of the solution?
The tools and methods of the prototype: What tools and methods will be used to create and present the prototype? How will they affect the time, cost, and quality of the prototype? How will they facilitate the testing and validation of the prototype?
: User Experience Designer Certification Prep: Module 5: Design User Interfaces
: User Experience Designer Certification Prep: Module 6: Validate User Interfaces
: What is Prototyping?
The next phase for a UX designer after completing discovery, research analysis, andideation is to determine what to prototype. Prototyping is the process of creating a model, mock-up, or simulation of a user interface to test out ideas and gain feedback from users. Prototyping can be done in a variety of ways, from low-fidelity paper prototypes to high-fidelity digital prototypes. It is important to consider the purpose of the prototype and the amount of detail needed to accurately test out the user experience.
To prepare for the prototyping phase, a UX designer should review the researchdata and user insights gathered during the discovery, research analysis, and ideation stages. They should determine what needs to be tested out and create a plan for creating the prototype, considering the level of fidelity needed, the resources available, and the timeline. Additionally, they should consider what metrics they want to measure when testing the prototype, such as user engagement, usability, and satisfaction.

QUESTION 81
Cloud Kicks wants to create a new service experience, increasing user satisfaction for internal and external users Both a customer community and a service console win be created.
Which tool should a UX Designer use to document user goals, common tasks, and pain points?

A. Storyboards
B. Wireframes
C. User Personas
D. User Journeys

Correct Answer: C
Section:
Explanation:
: To document user goals, common tasks, and pain points for a new service experience, the tool that a UX Designer should use is user personas. User personas are fictional representations of the target users, based on real data and research. User personas help the designer to understand the needs, motivations, behaviors, and expectations of the users, as well as their challenges and frustrations. User personas can also help the designer to prioritize features, create scenarios, and design solutions that are relevant and meaningful for the users.Reference: : UX Designer Certification Prep: Designing for User Research | Trailhead : User Personas | Salesforce Developer Guide

QUESTION 82
A UX Designer is using the human-centered design approach to redesign a portal that medical staff use to report on patient demographics.
Which activity should come first in the process?

A. Observing the medical staffwhile they use their existing portal
B. Estimating the cost to complete development of the portal
C. Writing technical requirements for how the portal should function
D. Designing a mockup of how the new portal will look

Correct Answer: A
Section:
Explanation:
The human-centered design approach is a problem-solving technique that puts real people at the center of the development process, enabling designers to create products and services that resonate and are tailored to the audience's needs.The human-centered design approach typically involves four stages: clarify, ideate, develop, and implement1. The first stage, clarify, is dedicated to collecting data and observing the users to clarify the problem and how to solve it. Rather than developing products based on assumptions, designers conduct user research and assess user needs to determine what the users want. The clarify stage requires empathy---the

capability of understanding another person's experiences and emotions.Designers need to consider the users' perspectives and ask questions to determine what products they're currently using, why and how they're using them, and the challenges they're trying to solve2.
Therefore, the activity that should come first in the human-centered design process is observing the medical staff while they use their existing portal. This activity will help the UX designer to understand the context, the goals, the pain points, and the preferences of the medical staff, as well as to identify the opportunities for improvement and innovation. The other activities, such as estimating the cost, writing technical requirements, and designing a mockup, belong to the later stages of the human-centered design process, after the problem and the user needs have been clearly defined.
The first activity inthe process when using a human-centered design approach to redesign a portal that medical staff use to report on patient demographics should be observing the medical staff while they use their existing portal. This is a critical step in the process, as ithelps to identify user needs, preferences, and behaviors so that the design of the new portal can be tailored to meet their specific needs.
Observing the medical staff while they use the portal will help to identify any existing problems and highlightareas where the portal can be improved. This can include issues with usability, functionality, and accessibility. Additionally, observing how the medical staff interact with the portal can help to identify any potential areas of improvement and uncover anyhidden requirements or user needs.

QUESTION 83
Cloud Kicks has identified that users are getting anxious over a multiple-step custom Screen Flow with no way of visualizing its completeness.
What should be done to improve the user experience?

A. Replace multiple-step Screen Flowwith a static vertical form.
B. Set up a Salesforce Path with Guidance for Success.
C. Configure cascading accordions to condense the experience.
D. Create a Progress Indicator component that displays the flow's stages.

Correct Answer: D
Section:
Explanation:
The best way to improve the user experience of a multiple-step custom Screen Flow is to create a Progress Indicator component that displays the flow's stages. A Progress Indicator component provides a visual indication of the progress of a particular process, showing the number of steps, the current step, and the prior steps completed. This helps to reduce the user's anxiety and uncertainty by letting them know where they are in the flow and how much is left to complete. A Progress Indicator component can be created using the lightning:progressIndicator or lightning-progress-indicator tags in Aura or Lightning Web Components, respectively. The component can be customized to match the branding and styling of Cloud Kicks, and can be integrated with the Screen Flow using attributes and events.Reference:
:lightning:progressIndicator - documentation - Salesforce Lightning Component Library
:lightning-progress-indicator - documentation - Salesforce Lightning Component Library
:How to Add a Progress Bar to a Screen Flow

QUESTION 84
A UX Designer has identified the Case Solver as a key user persona for Cloud Kicks' Service Cloud instance.
Which activities should be considered while designing the Case Solver experience?

A. troubleshooting customer issues and logging activities
B. training other agents and editing knowledge articles
C. Viewing the status of cases and analyzing campaign metrics

Correct Answer: A
Section:
Explanation:
When designing the experience for a 'Case Solver' user persona, especially in the context of Cloud Kicks' Service Cloud instance, the activities to consider should revolve around the primary responsibilities and tasks of this role. For a Case Solver, these would include:
Troubleshooting customer issues: This involves identifying, analyzing, and solving problems reported by customers. The design should facilitate easy access to relevant information, tools for effective problem-solving, and a seamless workflow for diagnosing issues.
Logging activities: Keeping a detailed record of interactions, solutions provided, and any follow-up actions is crucial. The user interface should support efficient logging and tracking of activities to ensure accountability and facilitate continuous improvement in customer service.
While training other agents and editing knowledge articles (option B) and viewing the status of cases and analyzing campaign metrics (option C) are important in certain contexts, they do not directly align with the core activities of a Case Solver persona focused on direct customer support and problem resolution.

Reference: Salesforce's own documentation, such as the Salesforce Service Cloud User Guide, provides insights into designing user experiences for specific roles within the platform. It offers best practices and recommendations for optimizing the interface and workflows for various user personas, including those involved in case management and customer support.

QUESTION 85
Cloud Kicks is considering using Learning Paths functionality to assign learning content to employees as part of its onboarding process.
Which feature could be assigned to learners'

A. Trailhead modules
B. Hands-on challenges
C. Superbadges

Correct Answer: A
Section:
Explanation:
Salesforce's Learning Paths functionality is designed to personalize the learning experience within the Salesforce environment by guiding users through curated content relevant to their role and learning objectives. For employees, especially as part of an onboarding process, the following feature could be particularly useful:
Trailhead modules: Trailhead is Salesforce's online learning platform that offers modules covering a wide range of topics related to Salesforce products, best practices, and general business skills. Assigning Trailhead modules through Learning Paths allows for structured and guided learning tailored to the employee's specific needs and roles, making it an ideal choice for onboarding.
While hands-on challenges (option B) and Superbadges (option C) are also part of the Trailhead ecosystem and valuable for learning, they are more suited for testing and validating skills after completing foundational modules, rather than as initial assigned learning content in an onboarding process.
Reference: Salesforce Trailhead provides extensive resources and guides on how to use Trailhead for learning and development, including setting up Learning Paths for employees. The Trailhead website offers detailed information on modules, hands-on challenges, and Superbadges, which can be leveraged to create a comprehensive onboarding experience.

QUESTION 86
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

Correct Answer: C
Section:
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.

QUESTION 87
The Service team at Cloud Kicks has complained about having too many list views available, making it hard to find the relevant ones.
In which way could their experience be most effectively improved?

A. Remove low list view from public view.
B. Update Sharing Rules so users only see records they need to see.
C. Allow users to manage public list views

Correct Answer: A
Section:
Explanation:
When the Service team at Cloud Kicks faces difficulty due to an overload of list views, the most effective way to improve their experience is by decluttering the list views to make relevant ones easier to find. This can be achieved by:
Streamlining the List Views: Removing less frequently used or irrelevant list views from the public view helps in reducing clutter and focusing on the most pertinent information. This streamlining process makes navigation more intuitive and efficient for the service team members.
Options B (Updating Sharing Rules) and C (Allowing users to manage public list views) might help in managing access to records and customization, but they do not directly address the issue of having too many list views, which is the primary concern impacting the team's ability to find relevant information quickly.
Reference: Salesforce's documentation on managing list views provides strategies for organizing and customizing list views to improve usability and efficiency. This includes guidelines on creating, editing, and managing visibility of list views to ensure that users have access to the most relevant and useful information.

QUESTION 88
Cloud Kicks has asked its UX Designer to optimize Salesforce to help the IT help desk team quickly resolve the team's queued Cases.
What Salesforce-based approach should be recommended to quickly show the appropriate cases to IT help desk team members?

A. Add a Case Assignment component to the team's home page configured to shown cases assigned to the logged in team member.
B. Add a List View component to the home page configured to show a custom list view filtered to show assigned and open cases.
C. Add a Case inbox component to the page configured to show assigned and open cases.

Correct Answer: B
Section:
Explanation:
To optimize Salesforce for the IT help desk team at Cloud Kicks, enabling them to quickly resolve queued cases, adding a List View component to the home page is the most effective approach because:
Customization and Relevance: A List View component can be customized to show a list view that is specifically filtered to display cases that are both assigned to the team members and are currently open. This ensures that team members immediately see the most relevant cases as soon as they log in, without needing to navigate through the Salesforce interface.
Efficiency: Having this component on the home page saves time and clicks, making the process of identifying and accessing pending cases more efficient, which is crucial for quickly resolving issues.
While options A (Case Assignment component) and C (Case inbox component) could also present cases to team members, the List View component's ability to be customized with specific filters offers a more targeted approach to showing the most pertinent cases directly on the home page.
Reference: For more details on optimizing Salesforce for specific team roles, Salesforce's Help Documentation and Developer Guides offer extensive resources on using components like List Views to enhance user experience and efficiency. These guides provide step-by-step instructions on customizing the Salesforce interface to meet the needs of different teams within an organization.

QUESTION 89
After conducting user interviews, a UX Designer finds that an equal amount of users prefer to use the Comfy density setting as the Compact density setting while viewing record details.
Which approach should be avoided by developers when building custom components to make sure their components take advantage of this setting?

A. Using the varSpacingMedium design token in CSS to set spacing
B. Using REM_based spacing values when styling components.
C. Using existing Lightning Components such as the card or page header

Correct Answer: B
Section:
Explanation:
When developers are building custom components in Salesforce and need to ensure that these components adapt to user preferences for density settings (Comfy or Compact), they should avoid using REM-based spacing values. This is because REM-based spacing does not automatically adjust based on the density setting chosen by the user, leading to a lack of consistency with the rest of the Salesforce UI, which does adapt to these settings.

Instead, developers should:
A) Use the varSpacingMedium design token in CSS, as Salesforce Lightning Design System (SLDS) design tokens are context-aware and can adjust their values based on the density setting, ensuring a consistent user experience across different user preferences.
C) Use existing Lightning Components such as the card or page header, which are pre-built to adapt to density settings, ensuring that custom components align with the overall Salesforce UI and respect user settings for density.
Reference: Salesforce Lightning Design System (SLDS) documentation provides guidelines on using design tokens and building responsive components that respect user settings like density preferences. You can find more information on the official Salesforce Developers website or the SLDS documentation section.