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Question 1

Question Type: MultipleChoice

A UX Designer wants to inform user stories based on user value and development effort.

Which method should be used?

Options:

A- Card Sorting

B- Prioritization Matrix

C- Customer Journey Map

Answer:

B

Explanation:

A prioritization matrix is a method that helps UX designers to inform user stories based on user value and development effort. A prioritization matrix is a table that compares different user stories or features based on two criteria: user value and development effort. User value is the benefit or satisfaction that the user will get from using the feature. Development effort is the time, cost, and complexity

involved in building the feature. By plotting user stories or features on a prioritization matrix, UX designers can identify which ones are high-value and low-effort, which ones are high-value and high-effort, which ones are low-value and low-effort, and which ones are low-value and high-effort. This helps UX designers to prioritize the user stories or features that will deliver the most value to the user with the least amount of effort, and to deprioritize or eliminate the ones that will deliver the least value to the user with the most amount of effort. A prioritization matrix can also help UX designers to communicate and align with stakeholders and developers on the scope and feasibility of the project. Reference: Prioritize User Stories and Features Unit | Salesforce Trailhead, How to Prioritize User Stories (and Build the Right Features), Salesforce User Experience (UX) Designer Certification Guide & Tips

Question 2

Question Type: MultipleChoice

A UX Designer needs to declutter the Highlights panel for a custom object's Lightning page. The team that uses this object explained there are too many action buttons; only specific actions are used for each status of the record.

Which Lightning Record Page feature should be used to solve this problem?

Options:

A- Audiences

B- Dynamic Forms

C- A Dynamic Actions

Answer:

C

Explanation:

Dynamic Actions are a feature that allows the UX Designer to customize the actions that appear on the Highlights panel of a Lightning record page based on criteria such as record status, user profile, or field value. This way, the UX Designer can declutter the Highlights panel and show only the relevant actions for each record. Dynamic Actions can be configured in the Lightning App Builder instead of the page layout editor, which gives more flexibility and control to the UX Designer. Reference:

[Salesforce Dynamic Actions -- Overview & Deep Dive Tutorial](#)

[Create Dynamic Actions in Lightning App Builder - Salesforce](#)

[Add Visibility Rules for Dynamic Pages - Trailhead](#)

Question 3

Question Type: MultipleChoice

The UX team at Cloud Kicks is examining the user interface of the company's customer-facing portal that runs on Experience Cloud. They want to determine the portal's compliance with recognized standard usability principles.

How should this be accomplished?

Options:

A- Intuitive Review

B- A Heuristic Evaluation

C- User Testing

Answer:

B

Explanation:

A heuristic evaluation is a usability inspection method that involves having evaluators examine a user interface and assess its compliance with established usability principles (or "heuristics"). These heuristics are guidelines or rules of thumb that help identify common usability problems. During a heuristic evaluation, evaluators inspect the interface and identify potential usability issues based on the heuristics. The evaluators then report their findings to the designers or developers, who can use this feedback to improve the interface. Heuristic evaluation is a cost-effective and efficient way to identify usability problems early in the design process. It can be

done quickly and does not require large groups of participants. It is particularly useful for identifying problems that may not be detected through user testing or surveys¹.

A heuristic evaluation is the most suitable method for determining the portal's compliance with recognized standard usability principles, such as Nielsen's 10 heuristics for user interface design². These heuristics cover aspects such as visibility of system status, match between system and the real world, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design, help users recognize, diagnose, and recover from errors, and help and documentation. By applying these heuristics to the portal, the UX team can identify and prioritize the usability problems that need to be fixed.

An intuitive review is a less formal and less rigorous method of usability inspection, where an evaluator relies on their own intuition and experience to judge the usability of an interface. An intuitive review does not follow a set of predefined heuristics or criteria, and it is more subjective and prone to bias. An intuitive review can be useful for getting a quick overview of the interface, but it is not as reliable or comprehensive as a heuristic evaluation³.

User testing is a usability evaluation method that involves observing and collecting data from actual or potential users as they perform tasks with the interface. User testing can provide valuable insights into how users interact with the interface, what difficulties they encounter, and what their preferences and expectations are. User testing can also measure the effectiveness, efficiency, and satisfaction of the interface. However, user testing is not the best method for determining the compliance with standard usability principles, as it does not directly assess the interface against the heuristics. User testing is also more time-consuming, resource-intensive, and complex to conduct than heuristic evaluation⁴.

Question 4

Question Type: MultipleChoice

Cloud Kicks plans to release a new Salesforce product to its employees, who all have different backgrounds and experience levels within Salesforce.

Which onboarding design best practice would best support the product release?

Options:

- A-** Provide written help documentation as the single source of truth for learning about new features.
- B-** Identify the message, audience, and purpose for content.
- C-** Create pop-ups to give users a full visualization of a product.

Answer:

B

Explanation:

The best onboarding design practice for Cloud Kicks would be to identify the message, audience, and purpose for content. This would help them tailor the content to the different needs and preferences of their employees, and provide them with the most relevant and useful information. Providing written help documentation as the single source of truth for learning about new features (A) might not be engaging or effective for all users, especially those who prefer visual or interactive learning. Creating pop-ups to give users a full

visualization of a product might be intrusive or overwhelming for some users, and might not explain the benefits or features of the product clearly. Identifying the message, audience, and purpose for content (B) is a key step in creating user-centered onboarding design, as it helps to define the goals, scope, and tone of the content, and to align it with the user's needs, expectations, and motivations. Reference:

[UX Designer Certification Prep: Onboarding Design]

[UX Designer Certification Prep: Content Strategy]

[Salesforce Certified User Experience Designer Exam Guide]

Question 5

Question Type: MultipleChoice

Cloud Kicks' digital support representatives have different needs and requirements for Knowledge articles than customers. Customers need to see:

- * Some Knowledge articles, not all
- * Articles organized in different categories
- * Different fields than support representatives

Which consideration should be made when determining how to present Knowledge articles to each audience?

Options:

- A- Separate articles should be written for each audience, with only relevant information.
- B- Page layouts or permissions can display only the fields needed for each audience.
- C- Topics within a customer site must be organized the same as internal data categories.

Answer:

B

Explanation:

The best way to present Knowledge articles to different audiences is to use page layouts or permissions to display only the fields needed for each audience. This way, the same article can be reused for both internal and external users, but with different levels of detail and visibility. Page layouts can control which fields are shown on the article detail page, and permissions can control which fields are searchable and editable. This is more efficient and consistent than writing separate articles for each audience, which would require more maintenance and duplication. Topics and data categories are different ways of organizing articles, but they do not affect the fields that are displayed. Topics are used for external sites, such as communities or portals, and data categories are used for internal sites, such as the Salesforce app. They can be mapped to each other, but they do not have to be organized the same way. Reference:

[5 Best Practices for Salesforce Knowledge](#)

[The Ultimate Guide to Salesforce Knowledge](#)

[How to Write a Good Knowledge Base Article](#)

[Prepare Your Salesforce Knowledge Base](#)

Question 6

Question Type: MultipleChoice

It is recommended to carefully consider which demographic data and for what purpose is fed into an AI model.

Which reason explains this?

Options:

A- To avoid societal bias

B- To avoid unconscious confirmation bias

C- To avoid interaction bias

Answer:

A

Explanation:

Demographic data is data that describes the characteristics of a population or a group of people, such as age, gender, race, ethnicity, income, education, or occupation. Demographic data can lead to bias if it is used to discriminate or treat people differently based on their identity or attributes. Demographic data can also reflect existing biases or stereotypes in society or culture, which can affect the fairness and ethics of AI systems. Societal bias is the bias that results from the social norms, values, and expectations of a society or a culture. Societal bias can influence how people perceive, judge, and behave toward others, especially those who are different from them. Societal bias can also be embedded in the data that is used to train or validate AI models, which can then propagate or amplify the bias in the AI outputs or decisions. Therefore, it is recommended to carefully consider which demographic data and for what purpose is fed into an AI model, to avoid societal bias and its negative consequences. Reference: Salesforce AI Associate: How to Avoid Bias from Demographic Data in AI Models, Recognize Bias in Artificial Intelligence Unit | Salesforce Trailhead, Designing Personalized User Experiences with Data AI | Salesforce

Question 7

Question Type: MultipleChoice

Cloud Kicks asks its UX Designer to create a B2B sales portal that can easily integrate customer relationship management.

Which Salesforce solution should be used?

Options:

- A- Commerce Cloud
- B- Experience Cloud
- C- Sales Cloud

Answer:

B

Explanation:

Experience Cloud is the Salesforce solution that enables businesses to create engaging and personalized digital experiences for their customers, partners, and employees. Experience Cloud can easily integrate customer relationship management (CRM) data from Sales Cloud, Service Cloud, and other Salesforce products to provide a seamless and consistent experience across different touchpoints. Experience Cloud can also leverage the power of Commerce Cloud to create B2B sales portals that allow buyers to browse, order, and pay for products online. Experience Cloud offers various templates, components, and tools to design and build customized and branded B2B sales portals that meet the needs and expectations of the target audience. Reference: Experience Cloud Overview, Learn About B2B Commerce, Salesforce B2B Commerce Basics

Question 8

Question Type: MultipleChoice

A UX Designer wants to adopt scalability and consistency by no longer hard-coding values in designs, such as hex values for colors and pixel values for spacing.

What should be used or created to leverage named entities that apply design attributes to components and applications?

Options:

- A- Utility Classes
- B- Design Tokens
- C- Design Patterns

Answer:

B

Explanation:

Design tokens are the visual design atoms of the design system --- specifically, they are named entities that store visual design attributes. We use them in place of hard-coded values (such as hex values for color or pixel values for spacing) in order to maintain a

scalable and consistent visual system for UI development¹. Design tokens are available for different platforms and frameworks, such as Lightning Web Components, Aura Components, CSS, iOS, and Android². Design tokens can be customized to apply branding and theming to components and applications³. Utility classes are CSS classes that provide common styling properties, such as margins, padding, borders, and text alignment¹. Design patterns are reusable solutions to common design problems, such as navigation, forms, and data visualization. Reference: Design Tokens - Lightning Design System, SLDS Design Tokens | Lightning Web Components Developer Guide | Salesforce Developers, Styling with Design Tokens - Salesforce Developers, [Design Patterns - Lightning Design System]

Question 9

Question Type: MultipleChoice

Cloud Kicks is considering whether it should implement the Standard Salesforce Navigation or use the Console for its Sales team.

What is one requirement that could lead to recommending the Console?

Options:

A- Need for viewing multiple list views at the same time

B- Ability to toggle between multiple records

C- Work that is mostly in the field

Answer:

B

Explanation:

The Console is a tab-based workspace that allows users to access multiple records and related information on a single screen. This can help users who need to switch between different records quickly and easily, without losing context or wasting time. For example, a salesperson who needs to compare different opportunities, check account details, or update contact information can benefit from using the Console. The Standard Salesforce Navigation, on the other hand, only allows users to open one record at a time, which can be limiting for some use cases. Reference: :Salesforce Console:Explore the Service Console

Question 10

Question Type: MultipleChoice

Cloud Kicks wants to improve its Salesforce org to provide tailored functionality that enables sales representatives to provide quick, competitive pricing and close deals faster.

What is the benefit of Lightning Console Apps in this scenario for the sales representatives?

Options:

- A- They can organize items in the utility bar.
- B- They can add records to Favorites.
- C- They can complete actions with a single click.

Answer:

C

Explanation:

Lightning console apps are designed to help users work faster and more efficiently by providing a workspace where they can access multiple records and their related records on the same screen. Users can complete actions with a single click, such as creating records, logging calls, sending emails, and updating fields, without losing context or switching tabs. Lightning console apps also support keyboard shortcuts, macros, and quick text to speed up common tasks. Lightning console apps are especially useful for sales representatives who need to provide quick, competitive pricing and close deals faster. They can also use Lightning console apps to view and manage their pipeline, collaborate with team members, and track their performance. Organizing items in the utility bar and adding records to Favorites are features that are available in any Lightning app, not just Lightning console apps. Reference: [Salesforce Console in Lightning Experience](#), [Create and Edit a Custom Lightning Console App](#), [Create a Lightning Console App](#)

Question 11

Question Type: MultipleChoice

A UX Designer at Cloud Kicks wants to utilize a design thinking approach for the design of new customer services.

Which approach combination encourages more creative problem-solving?

Options:

- A- Divergent and convergent
- B- Agile and efficient
- C- Simple and innovative

Answer:

A

Explanation:

A design thinking approach is a human-centered method for solving complex problems and creating innovative solutions. It involves understanding the needs and desires of the users, generating and testing multiple ideas, and iterating on the feedback and results. A design thinking approach can be divided into two types of thinking: divergent and convergent. Divergent thinking is the process of

generating many possible solutions to a problem without judging or filtering them. It encourages creativity, exploration, and experimentation. Convergent thinking is the process of evaluating, selecting, and refining the best solution to a problem. It involves analysis, logic, and criteria. Divergent and convergent thinking are complementary and cyclical. They help the designer to expand the solution space and then narrow it down to the most feasible and desirable option. By using both types of thinking, the designer can encourage more creative problem-solving and avoid premature convergence or fixation on a single idea. Therefore, the best approach combination for the UX Designer at Cloud Kicks is divergent and convergent thinking. Reference: Trailhead: Design Thinking, Trailhead: Salesforce User Experience Designer Certification Prep, Divergent and Convergent Design Thinking

Question 12

Question Type: MultipleChoice

Cloud Kicks is making inclusive design a priority for its communities and customers.

What are the three inclusive design action-oriented principles?

Options:

- A- Recognize imperfection. Learn from diversity. One size fits one.
- B- Recognize exclusion. Learn from diversity. Solve for one, extend to many.

C- Recognize diversity. Learn from experts. Focus on one person.

Answer:

B

Explanation:

The three inclusive design action-oriented principles are:

Recognize exclusion: Identify and understand the barriers that prevent people from accessing or using a product or experience. Exclusion can be caused by ability, context, or personal factors.

Learn from diversity: Seek out and learn from the perspectives of people who have a range of experiences, backgrounds, and identities. Diversity can be a source of inspiration and innovation.

[Solve for one, extend to many: Design solutions that address the needs of a specific person or group, and then generalize them to benefit a wider audience. Solving for one can reveal hidden opportunities and create more inclusive outcomes.](#)Reference:Explore Inclusive Design,Inclusive Design

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