

# Exam Questions User-Experience-Designer

Salesforce Certified User Experience Designer

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#### NEW QUESTION 1

Cloud Kicks (CK) is going to conduct some interviews surveys with users to better understand their Purchasing habits. CK's UX Designer wants to get the most accurate view of customers' purchasing behaviors using these research methods.

Which two response biases should the designer be aware of when interviewing or surveying users? Choose 2 answers

- A. Social Desirability Bias
- B. Randomized Bias
- C. Objectivity Bias
- D. Recency Bias

**Answer:** CD

#### NEW QUESTION 2

Cloud Kicks wants to hire a deal closer.

Which three activities would someone in this role do each day? Choose 3 answers

- A. Update existing prospect and customer records.
- B. Log activities such as calls, emails, and notes.
- C. Review and work through their list of leads or opportunities.
- D. Create cases from issues.
- E. Customize and administer Salesforce.

**Answer:** ADE

#### NEW QUESTION 3

A UX Designer wants 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.

Which two 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

**Answer:** CD

#### NEW QUESTION 4

Cloud Kicks' Sales team needs in-App Guidance for key functions and processes so they can maximize 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 a site 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 dictionary or glossary of key terms.

**Answer:** ACE

#### NEW QUESTION 5

Users from a small group within a Sales team have complained about an object that is often used only by a team that has not been added to their Lightning app. Due to the small volume of users, the administrator is not considering creating a new app for them.

Which two Salesforce features should be suggested to improve the end-user experience? Choose 2 answers

- A. Favorite the often-used object.
- B. Add the object's related list to the Home page.
- C. Personalize the navigation bar.
- D. Create a custom component on a Dashboard.

**Answer:** CD

#### NEW QUESTION 6

Cloud Kicks wants to incorporate human-centered design across its organization. Which two practices should be adopted?

- A. Including innovative ideas to showcase technology
- B. Observing user behavior
- C. Putting oneself in the situation of the end-user
- D. Creating requirements based on business leaders' priorities

**Answer:** BD

#### NEW QUESTION 7

A UX Designer is creating a site for delivery within Builder for a customer who has strict requirements and is focused on 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.

**Answer:** ABE

#### NEW QUESTION 8

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 one speaks

**Answer:** A

#### NEW QUESTION 9

A UX designer is creating a customer to-do list component to replace the standard Salesforce one. Their developer is using a parent-child Lightning Web Component (LWC) structure to build the component, creating a parent component for the list and single repeated child component for each to do item within the list. Which two impacts of the LWCs shadow DOM should be considered when designing or developing the style sheets for these components?

- A. Any needed Salesforce Lightning Design System (SLDS) classes and styles must be imported into both the parent and child items
- B. The CSS styles defined in the parent list component are not shared with child items
- C. Any custom styles shared between the list and child items should be imported from a shared CSS file
- D. The CSS style defined in the parent list component is inherited by child item

**Answer:** AB

#### NEW QUESTION 10

Cloud Kicks's development team is working on the build of a new custom component using VS Code. They often have new CSS classes and properties conflicting with the Salesforce Lightning Design System (SLDS).

What should simplify working with SLDS in Lightning Components?

- A. Salesforce Developer Console should be used instead
- B. SLDS Validator extension for VS Code
- C. Install SLDS creator from AppExchange
- D. Keep the SLDS Stylesheet open for reference

**Answer:** C

#### NEW QUESTION 10

Sales managers want their team members to help each other close Opportunities. The Opportunity and Account organization-wide defaults are private. To grant Opportunity access to sales reps on the same team, owner ship-based sharing rules were created for each team.

What is the side effect of this approach?

- A. All sales reps will have Read access to Accounts for all Opportunities.
- B. Sales Reps on the same team will have Edit access to the Accounts for Opportunities owned by their team members.
- C. Sales reps on the same team will have Read access to the Accounts for Opportunities owned by their team members.
- D. All sales reps will have Read access to all Accounts.

**Answer:** C

#### NEW QUESTION 11

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 closest Salesforce Lightning Design System (SLDS) Blueprint to help inform the custom Lightning component.
- C. Create HTML markup and link the SLDS stylesheet via static Resource.
- D. Exhaust the list of available base Lightning component in the component Library.

**Answer:** CD

#### NEW QUESTION 12

A UX Designer 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 the Salesforce Lightning Design System (SLDS) component blueprints.
- D. Design a series of custom web component for the app.

**Answer:** C

#### NEW QUESTION 14

A UX Designer at Cloud Kicks (CK) recommends a Salesforce Console application for CK's service representatives. The service representatives work on multiple support cases hour, accessing them via queues, calls, or live chat. Which console navigation feature would NOT be relevant to the designer recommendation?

- A. More than one detail item can be open at a time.
- B. Multiple subtabs can be beneath a single parent record.
- C. A split list of records and individual record detail can see on the same screen.
- D. Service representatives with lower resolution monitors will have a better user experience.

**Answer:** B

#### NEW QUESTION 15

A sales representative wants 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. Customize the Home page experience.
- D. Create shortcuts Favorites.

**Answer:** AB

#### NEW QUESTION 18

Users from a small group within a sales teams have complained about an object that is often used only by them that has not been a edit to their lighting app due to small volume of users the administrator is not considering a new app for them

Which two salesforce features should be suggested to improve the end-user experience ?

- A. Favorite the often used object
- B. add the objects related list to the home page
- C. personalized the navigation bar
- D. create a custom component on a dashboard

**Answer:** CD

#### NEW QUESTION 21

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

**Answer:** ACE

#### NEW QUESTION 26

A UX Designer is creating a custom To-Do List component to replace the standard Salesforce one. Their developer is using a parent-child Lightning Web Component (LWC) structure to build the component, creating a parent component for the list and a single repeated child component for each To-Do Item within the list.

Which two impacts of the LWC's Shadow DOM should be considered when designing or developing the stylesheets for these components?

Choose 2 answers

- A. Any needed Salesforce Lightning Design System (SLDS) classes and styles must be imported into both the parent list and child items.
- B. The CSS styles defined in the parent list component are not shared with the child items.
- C. Any custom shared between the list and child items should be imported from a shared CSS file.
- D. The CSS style defined in the parent list component are inherited by the child items

**Answer:** BC

#### NEW QUESTION 31

A UX Designer has been asked to improve Salesforce adoption among sales representatives at Cloud Kicks. After conducting stakeholder and user interviews, the designer finds there is no clear, consistent sales process.

What should the designer do next?

- A. Tell the customer they need to improve operations before any work can be done.
- B. Log the findings and move forward with presenting possible solutions.
- C. Recommend Field Level Validation to ensure users are entering the correct data.
- D. Conduct a workshop with stakeholders to align on the current state and build consensus.

**Answer:** D

#### NEW QUESTION 36

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

**Answer:** C

#### NEW QUESTION 40

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

- A. Einstein Bots
- B. Automated Invitations
- C. MyTrailhead
- D. Salesforce Connect

**Answer:** CD

#### NEW QUESTION 42

A company provides a way 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

**Answer:** ABC

#### NEW QUESTION 43

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.

**Answer:** BD

#### NEW QUESTION 46

Cloud Kicks (CK) is going to launch a new Salesforce process for its Customer Service team. After Launch, CK wants to ensure the process is working well for its customer service representatives.

Which three Salesforce tools should be used to track and measure the adoption of the new process? Choose 3 answers

- A. User Engagement Dashboard and Report
- B. Custom Permission Sets
- C. Salesforce Surveys for user Satisfaction
- D. Visualforce App
- E. Chatter polls

**Answer:** ACD

#### NEW QUESTION 48

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

**Answer:** AC

#### NEW QUESTION 53

Cloud Kicks is planning its Einstein Bot implementation and has identified common issues the Bot can resolve.

CK has determined that extensive technical planning is needed for bot effectiveness and customer satisfaction

- A. Training and support for planning
- B. user interface planning
- C. deboarding planning
- D. voice and tone planning

**Answer:** B

#### NEW QUESTION 58

A UX Designer wants to communicate the value of diversity, inclusion, and equality in design. Which three business outcomes represent these values?

Choose 3 answers

- A. Less employee turnover
- B. Greater market share
- C. Economic growth
- D. Critical investing
- E. Fewer workplace debates

**Answer:** BCD

#### NEW QUESTION 62

A UX Designer is creating a customer support site in Experience Builder that will be internationalized across 12 different countries. Which two design considerations should be made when planning for this site?

- A. Countries may read text in a different (right to left v
- B. left to right) and layouts will be to be adjusted.
- C. Country flags used as links to adjust languages provide an ideal way to switch between locales or languages for users.
- D. Colors may have different contrast ratios in some countries and need adjust contrast for proper visibility by users.
- E. Colors may have different culture meanings in different countries, changing the intent of UI elements.

**Answer:** AD

#### NEW QUESTION 66

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