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NEW QUESTION: 1

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 (LEAVE A REPLY)

User interface planning is an essential part of the Einstein Bot implementation process, as it involves designing the bot's appearance, behavior, and interactions with the customers. User interface planning can affect the bot's effectiveness and customer satisfaction, as it can influence the clarity, efficiency, consistency, and beauty of the bot's experience.User interface planning includes1:

Choosing a bot avatar and name that match the brand and tone of the company

Configuring the bot greeting and fallback messages that set the expectations and boundaries of the bot's capabilities Designing the bot dialogues and menus that guide the customers through the conversation and provide relevant options and information Testing and iterating the bot user interface based on user feedback and analyticsEinstein Bots Project Planning | Salesforce Trailhead

NEW QUESTION: 2

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
Answer: (SHOW ANSWER)
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.

NEW QUESTION: 3
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?
A. Intuitive Review
B. A Heuristic Evaluation
C. User Testing
Answer: (SHOW ANSWER)
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.

NEW QUESTION: 4
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
Answer: B (LEAVE A REPLY)
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

NEW QUESTION: 5
Cloud Kicks has identified a Trusted Advisor persona as their primary focus for the next iteration.
Which key business process defining their work should be analyzed to make sure the delivered experience fits their needs?
A. Maintaining relationships with existing customers
B. Managing sales pipeline and forecasting
C. Customizing and administering Salesforce
Answer: A (LEAVE A REPLY)
According to the Salesforce Trailhead, the Trusted Advisor persona spends 3+ hours a day maintaining relationships with existing customers. They upsell products, grow deals, and manage renewals.This persona also spends time prospecting for new opportunities in existing accounts and gathering requirements from prospects1 Therefore, the key business process that defines their work and should be analyzed to make sure the delivered experience fits their needs is maintaining relationships with existing customers. This process involves understanding the customer's needs, goals, expectations, and satisfaction, as well as providing them with relevant solutions, support, and value.The UX Designer should focus on creating a user interface that enables the Trusted Advisor to easily access and update customer information, communicate and collaborate with customers, and track and measure customer loyalty and retention23 Managing sales pipeline and forecasting: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Data Expert persona. The Data Expert persona spends 3+ hours a day on reporting and sales forecasting.They also spend 1-3 hours managing the sales pipeline and tools for the sales team1 Customizing and administering Salesforce: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Sales Leader persona. The Sales Leader persona spends most of their day managing, coaching, and training sales reps.They also spend time managing tools and processes for sales reps, which includes customizing and administering Salesforce1 Learn About Sales Cloud Personas Unit | Salesforce Trailhead How to Increase Your Sales with Personas for Salesforce Users | RTS Labs How to Use Journey Mapping to Improve Employee Engagement

NEW QUESTION: 6

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 vs. left to right) and layoutswill be to be adjusted.
B. Country flags used as links to adjust languages provide an ideal way to switch between locales or languages for users.
C. Colors may have different contrast rations in some countries and need adjust contrast for proper visibilityby users.
D. Colors may have different culture meanings in different countries, changing the intent of UI elements.
Answer: A,D (LEAVE A REPLY)
The two design considerations that should be made when creating a customer support site in Experience Builder that will be internationalized across 12 different countries are:
Countries may read text in a different direction (right to left vs. left to right) and layouts will need to be adjusted. This is because some languages, such as Arabic and Hebrew, are written from right to left, while others, such as English and French, are written from left to right. This affects not only the text alignment, but also the placement of UI elements, such as buttons, menus, icons, and images. To accommodate different reading directions, the site should use a flexible layout that can be mirrored or flipped based on the language setting.This also follows the principle of designing for accessibility and inclusion, which is one of the learning objectives for the Salesforce User Experience Designer certification12
Colors may have different cultural meanings in different countries, changing the intent of UI elements. This is because colors can convey different emotions, associations, and messages depending on the cultural context. For example, red can mean danger, passion, or luck, depending on the country. Therefore, the site should use colors that are appropriate and respectful for the target audience, and avoid colors that may be offensive or misleading.This also follows the principle of designing for the user's context and environment, which is another learning objective for the Salesforce User Experience Designer certification34
1: https://trailhead.salesforce.com/en/content/learn/modules/ux-designer-certification-prep/design-for-accessibility-and-inclusion
2: https://trailhead.salesforce.com/en/content/learn/modules/ux-designer-certification-prep/design-for-the-users-context-and-environment
3: https://www.w3.org/International/questions/qa-scripts
4: https://www.shutterstock.com/blog/color-symbolism-and-meanings-around-the-world

NEW QUESTION: 7
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.

Answer: (SHOW ANSWER)

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

NEW QUESTION: 8

A UX Designer is asked to build a solution in Salesforce to accommodate a call center's process and make it easier for them to log complaints.

How should the designer illustrate the existing process, including the pain points and opportunities?

A. Observe the complaints process and create a business process diagram.

B. Observe the complaints process and create a journey map.

C. Observe the complaints process and create a prototype.

Answer: B (LEAVE A REPLY)

The best way for the designer to illustrate the existing process, including the pain points and opportunities, is to observe the complaints process and create a journey map. A

journey map is a visual representation of the customer's or user's experience with a product or service, from their perspective. It shows the steps, interactions, thoughts, feelings, touchpoints, context, and opportunities for improvement along the way. A journey map can help the designer to understand the current state of the complaints process, identify the pain points and gaps, and prioritize the areas for intervention. A journey map can also help to communicate the user's needs and expectations to the stakeholders and developers, and align them on a common vision for the solution.Reference:
:Start Your Journey Map Unit | Salesforce Trailhead
:Add Journey Mapping to Your Solution Toolbox Unit | Salesforce Trailhead
:Customer Journey Mapping Resources - Salesforce

NEW QUESTION: 9
Cloud Kicks (CK) isgoing 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. Randimized Bias
C. Objectivity Bias
D. Recency Bias
Answer: (SHOW ANSWER)
When interviewing or surveying users, the UX designer should be aware of the following response biases that can affect the accuracy of the data collected:
Social desirability bias: This is the tendency of respondents to answer questions in a way that they think will make them look good or conform to social norms and expectations. For example, when asked about their purchasing habits, respondents may underreport their spending on luxury items or impulse buys, or overreport their spending on charitable causes or environmentally friendly products.Social desirability bias can be reduced by ensuring anonymity and confidentiality, using indirect or less sensitive questions, or using implicit measures12.
Recency bias: This is the tendency of respondents to recall and emphasize the most recent events or experiences, rather than the ones that occurred earlier or more frequently. For example, when asked about their purchasing habits, respondents may base their answers on their last purchase or the last month, rather than their average or typical behavior over a longer period of time.Recency bias can be reduced by using specific and clear time frames, using multiple sources of data, or using longitudinal methods34.
1: [What Is Response Bias? | Definition & Examples]
2: [Types of User Research Bias and How to Avoid It in Your UX Design]
3: [Social Desirability Bias: Definition, Examples, and Solutions]

4: [Recency Bias: Definition, Examples, and Solutions]
5: [Recency Bias in User Research]
6: [Social Desirability Bias in Survey Research]

NEW QUESTION: 10

Following a human-centered design process approach, Cloud Kicks is preparing a user feedback session for an app that is not performing as anticipated.
In what way could confirmation bias be avoided?

A. Allow the user to explore the application without specific questions regarding which tasks to perform.

B. Ask open-ended questions staying away from questions regarding feelings.

C. Ask specific questions about known pain points to confirm your hypothesis.

Answer: B ([LEAVE A REPLY](#))

A docked prompt is a type of In-App Guidance that can be used to provide contextual help and guidance to the users in the Salesforce app. A docked prompt is a small pop-up window that appears at the bottom of the screen, and can contain text, images, links, or videos. A docked prompt can be triggered by various events, such as opening a page, clicking a button, or completing an action.A docked prompt can also be dismissed by the user, or set to expire after a certain time or date12 A UX Designer can customize the Salesforce Help Menu to meet the request of Cloud Kicks' Sales team by creating a docked prompt based on new feature rollouts. This way, the UX Designer can:
Inform the users about the new features and how they can benefit from them.For example, the UX Designer can create a docked prompt that introduces the new Einstein Opportunity Scoring feature, and explains how it can help the users prioritize their opportunities and close more deals3 Guide the users through the steps and best practices to use the new features.For example, the UX Designer can create a docked prompt that shows the users how to access and configure the new Einstein Opportunity Scoring feature, and how to interpret and act on the scores3 Engage the users and encourage them to explore and adopt the new features.For example, the UX Designer can create a docked prompt that includes a link to a video tutorial, a Trailhead module, or a feedback survey about the new Einstein Opportunity Scoring feature3 Show a site map of all the content: This is not a way to customize the Salesforce Help Menu to meet the request of Cloud Kicks' Sales team, because a site map of all the content is not a type of In-App Guidance, and it does not provide specific and timely help and guidance for the users.A site map of all the content is a visual representation of the structure and hierarchy of a website or app, and it can be useful for planning and designing the user interface, but not for providing In-App Guidance4 Provide links to external resources, such as training videos or a company dictionary: This is not a way to customize the Salesforce Help Menu to meet the request of Cloud Kicks' Sales team, because providing links to external resources is not a type of In-App Guidance, and it does not provide contextual and interactive help and guidance for the users.Providing links to external resources is a way to supplement the Salesforce Help

Menu with additional information and resources, but not to create In-App Guidance5 Create In-App Guidance Unit | Salesforce Trailhead In-App Guidance - Salesforce Help Create a Docked Prompt for New Feature Rollouts Unit | Salesforce Trailhead What is a Sitemap? - Interaction Design Foundation Customize the Help Menu in Lightning Experience - Salesforce Help

NEW QUESTION: 11

What is a benefit of inclusive design?

A. Reducing friction for users in achieving their goals

B. Tailoring a solution to one type of user

C. Creating a lowest-common-denominator design

Answer: A (LEAVE A REPLY)

Inclusive design is a methodology aimed at creating products that are accessible to as many people as possible, regardless of their abilities or circumstances. The benefit of inclusive design is that it focuses on reducing friction for users in achieving their goals by:

Considering a wide range of human diversity, including ability, language, culture, gender, age, and other forms of human difference.

Identifying and eliminating unnecessary barriers that might prevent people from effectively using a product or service.

Ensuring that products and services can be used by everyone, to the greatest extent possible, without the need for adaptation.

Inclusive design does not mean tailoring a solution to one type of user (B) or creating a lowest-common-denominator design that meets only the most basic needs of all users (C). Instead, it seeks to understand and address the needs of a broad audience to create more usable and accessible experiences for everyone.

Reference:The Interaction Design Foundation provides extensive resources on inclusive design, its principles, and how to apply them in the design process. These resources offer valuable insights into creating designs that are accessible and beneficial to a wide audience.

NEW QUESTION: 12

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

Answer: (SHOW ANSWER)

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

NEW QUESTION: 13
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.
Answer: C (LEAVE A REPLY)
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

NEW QUESTION: 14

Cloud Kicks has a content-rich set of record pages and wants its UX Design team to organize and consolidate them.

Which Salesforce Lightning Design System (SLDS) component should be used to organize and consolidate content?

A. Data Tables

B. Modals

C. Q Tabs

Answer: C (LEAVE A REPLY)

Q Tabs are a type of SLDS component that can be used to organize and consolidate content on a record page. Q Tabs are a variant of the Tabs component that are designed for use in the Lightning App Builder. Q Tabs allow users to switch between different views of related information within the same context. Q Tabs can also be nested to create subtabs within a tab. Q Tabs can help UX designers to create content-rich record pages that are easy to navigate and consume. Q Tabs can also help to reduce clutter and scrolling on a record page by grouping related content into tabs. Q Tabs can be customized with different icons, labels, and badges to indicate the type and status of the content in each tab. Q Tabs can also be configured to load content dynamically or on demand, which can improve the performance and user experience of the record page.Q Tabs Component Blueprint | Lightning Design System,Tabs Component Blueprint | Lightning Design System,Tabs | Lightning Web Components Developer Guide | Salesforce Developers

NEW QUESTION: 15

Cloud Kicks has already identified its user personas and is working with a UX Designer who wants to synthesize what the company knows about its users to create a shared understanding with the rest of the organization.
Which tool should the designer use?
A. Executive Summary
B. Empathy Map
C. Prioritize Backlog
Answer: B (LEAVE A REPLY)
An Empathy Map is a tool used in UX design to synthesize and articulate what a design team knows about a user group. It helps in creating a shared understanding of user needs within an organization. The key features of an Empathy Map include:
User Insights: It captures what users say, think, do, and feel, providing a holistic view of their experiences and perspectives. This helps in understanding users at a deeper level.
Shared Understanding: By visualizing user attitudes and behaviors, an Empathy Map facilitates a common understanding among team members and stakeholders, ensuring that design decisions are aligned with user needs.
An Executive Summary (option A) provides a high-level overview of project objectives and outcomes but does not delve into user-centric insights. Prioritizing a Backlog (option C) is more about organizing and prioritizing tasks and features rather than synthesizing user research findings.
Reference:For guidelines on creating and using Empathy Maps, UX design resources such as the Nielsen Norman Group and the Interaction Design Foundation offer articles and guides on this and other UX research synthesis tools. These resources explain how to effectively use Empathy Maps to gain insights into user needs and foster empathy within design teams.

NEW QUESTION: 16
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?
A. Divergent and convergent
B. Agile and efficient
C. Simple and innovative
Answer: A (LEAVE A REPLY)
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.Trailhead: Design Thinking,Trailhead: Salesforce User Experience Designer Certification Prep,Divergent and Convergent Design Thinking

NEW QUESTION: 17
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: A,D,E (LEAVE A REPLY)
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

NEW QUESTION: 18
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
Answer: (SHOW ANSWER)
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.[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/)

NEW QUESTION: 19
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
Answer: A (LEAVE A REPLY)
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/).

NEW QUESTION: 20
Cloud Kicks is displaying Knowledge articles on a site with a colored background. A UX Designer is asked to evaluate Web Content Accessibility Guidelines (WCAG) level AA for normal text.
What is the minimum color contrast ratio that would pass these guidelines?
A. At least 7.0:1
B. At least 3.0:1
C. At least 4.5:1
Answer: (SHOW ANSWER)
According to the Web Content Accessibility Guidelines (WCAG) 2.1, the minimum color contrast ratio for normal text is 4.5:11. This means that the difference in brightness (luminance) between the text color and the background color should be at least 4.5 times. This ensures that the text is readable by people with moderately low vision, color deficiencies, or contrast sensitivity1. The contrast ratio can be calculated using the formula:
L2+0.05L1+0.05
where L1 is the relative luminance of the lighter color and L2 is the relative luminance of the darker color2. The relative luminance is a value between 0 and 1, where 0 is black and 1 is white2. The contrast ratio can range from 1:1 (white on white) to 21:1 (black on white)2.
The contrast ratio requirement for normal text is lower for larger text or bold text, as they are easier to read at lower contrast. For large text (18 point or 14 point bold), the minimum contrast ratio is 3:11. For graphics and user interface components, such as form input borders, the minimum contrast ratio is also 3:13. For level AAA conformance, the minimum contrast ratio for normal text is 7:1 and for large text is 4.5:11.

To evaluate the color contrast ratio of a site, there are various tools available, such as the Contrast Checker or the Contrast Ratio tool. These tools allow users to enter the text color and the background color and see the contrast ratio and whether it meets the WCAG guidelines. They also provide suggestions for improving the contrast ratio if needed.
Understanding Success Criterion 1.4.3: Contrast (Minimum)
Contrast Ratio - WCAG Color Contrast Checker
WebAIM: Contrast Checker
WCAG: Accessible colour and contrast ratios
Contrast ratio - WCAG WG

NEW QUESTION: 21
A UX Designer wants to communicate the value of diversity, inclusion, and equality in design.
Which business outcomes represent these values?
A. Inclusive recruitment, lower market share, and less employee turnover
B. Economic growth, greater market share, and less employee turnover
C. Critical investing, more employee turnover, and greater market share
Answer: B (LEAVE A REPLY)
Diversity, inclusion, and equality in design are values that aim to create products, services, and environments that are accessible, welcoming, and fair for all people, regardless of their age, gender, ethnicity, disability, sexual orientation, religion, or other characteristics.Diversity, inclusion, and equality in design can also bring positive business outcomes, such as economic growth, greater market share, and less employee turnover12.
Economic growth is a business outcome that represents the increase in the value of goods and services produced by an organization or a country over time. Economic growth can be influenced by various factors, such as innovation, productivity, efficiency, and competitiveness.Diversity, inclusion, and equality in design can contribute to economic growth by fostering creativity, innovation, and problem-solving, as well as by attracting and retaining diverse talent, customers, and partners12.
Greater market share is a business outcome that represents the percentage of sales or customers that an organization has in a particular market or industry. Greater market share can indicate the success and competitiveness of an organization, as well as its potential for growth and profitability.Diversity, inclusion, and equality in design can help achieve greater market share by expanding the reach and appeal of products, services, and environments to diverse and underserved markets, as well as by enhancing customer satisfaction, loyalty, and advocacy12.
Less employee turnover is a business outcome that represents the rate at which employees leave an organization and are replaced by new ones. Less employee turnover can indicate the stability and quality of an organization, as well as its ability to retain and develop its human capital.Diversity, inclusion, and equality in design can help reduce employee turnover by creating a positive and inclusive work culture, where employees feel

valued, respected, and engaged, as well as by providing opportunities for learning, development, and career progression12.

NEW QUESTION: 22

A UX Designer needs to restyle a <lightning-modal /> Lightning Web Component (LWC) to meet brand guidelines.

Which key consideration about that LWC should the UX designer be aware of?

A. Only the main Lightning Modal component can be styled using styling hooks.

B. Only the body, footer, and header helper components can be styled using styling hooks.

C. The model cannot be styled using styling hooks

Answer: (SHOW ANSWER)

When restyling a <lightning-modal /> Lightning Web Component (LWC) to meet brand guidelines, it's important to know that styling customization options may be limited. Specifically, only the main Lightning Modal component can be styled using styling hooks. This limitation means that while you can apply brand-specific styles to the overall modal component using styling hooks, the finer control over the modal's internal sections (like the body, footer, and header) might not be directly accessible through these hooks. This constraint necessitates a strategic approach to styling, focusing on the aspects of the modal that can be customized to align with brand guidelines while understanding the inherent limitations.

Reference:For more information on styling Lightning Web Components and the use of styling hooks, the Salesforce Developer Documentation on Lightning Web Components and the Salesforce Lightning Design System (SLDS) offers detailed guidance and best practices.

NEW QUESTION: 23

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: A,B,C (LEAVE A REPLY)

Diversity, inclusion, and equality in design are values that can lead to positive business outcomes, such as less employee turnover, greater market share, and economic growth. These values can help create a more inclusive and innovative workplace, where employees feel valued, respected, and engaged, and where customers feel understood, represented, and satisfied. Some of the benefits of these values are:

Less employee turnover: Diversity, inclusion, and equality in design can reduce employee turnover by fostering a culture of belonging, trust, and collaboration, where employees can thrive and grow.According to a Salesforce report1, employees who feel a sense of belonging at work are 5.3 times more likely to feel empowered to perform their best work, and employees who feel their voice is heard at work are 4.6 times more likely to feel empowered to perform their best work. Moreover, employees who feel valued and included are more likely to stay loyal to their employer, reducing the costs and risks of hiring and training new staff.
Greater market share: Diversity, inclusion, and equality in design can increase market share by expanding the customer base, enhancing the customer experience, and improving the brand reputation.According to a McKinsey report2, companies in the top quartile for ethnic and cultural diversity on executive teams were 36% more likely to experience above-average profitability than companies in the fourth quartile. Moreover, companies that design products and services that meet the needs and preferences of diverse customers can gain a competitive edge and increase customer loyalty and retention.
Economic growth: Diversity, inclusion, and equality in design can contribute to economic growth by boosting productivity, innovation, and social impact.According to a World Bank report3, increasing women's labor force participation and earnings could add $172 trillion to global wealth. Moreover, companies that leverage the diverse perspectives and experiences of their employees can generate more creative and effective solutions, and companies that support social causes and environmental sustainability can create positive change and attract more customers and investors.
[Our 2023 Annual Equality Update: Where We Are and Where We're Going - Salesforce]1
[Diversity wins: How inclusion matters | McKinsey]2
[Women, Business and the Law 2020 | World Bank]3

NEW QUESTION: 24
A UX Designer wants to quickly mock up Salesforce user Interface experiences using a collation of prebuilt components. The designer need sales lightning resources for their design and prototypesuch as based components, tokens, design patterns.
Which tool to install should need?
A. Lightning Design system Zip
B. Sketch plugin
C. Lightning Design system Unmagaged Package
D. SLDS Validator
Answer: B (LEAVE A REPLY)
The tool to install that the UX Designer needs is theSketch plugin. This plugin allows the designer to quickly mock up Salesforce user interface experiences using a collection of prebuilt components, such as base components, tokens, design patterns, and more. The plugin also provides access to the Salesforce Lightning resources for their design and

prototype, such as icons, fonts, colors, and images. The plugin is compatible with Sketch, a popular design tool for creating user interfaces.
1: Salesforce Lightning Design System
2: Sketch Plugin

NEW QUESTION: 25
Cloud Kicks hired a UX Designer to help improve the design of its Experience Cloud site. The company knows the interface needs updating but is unsure about what should be done.
Which tool should the designer utilize first?
A. Heuristic Evaluation
B. Low-Fidelity Prototype
C. Design Template
Answer: (SHOW ANSWER)
A heuristic evaluation is a method of inspecting the usability of an interface by comparing it to a set of general principles or heuristics. It can help identify potential problems and areas for improvement in the design. A heuristic evaluation is usually done before creating any prototypes, as it can provide insights and guidance for the design process. A low-fidelity prototype is a rough sketch or mockup of an interface that can be used to test and validate design ideas with users. It is usually created after conducting some research and analysis of the user needs and goals. A design template is a pre-made layout or structure that can be used to create an interface. It can help save time and ensure consistency in the design, but it may not suit the specific needs and preferences of the users or the business. A design template is usually applied after defining the content and functionality of the interface.Reference:
[Heuristic Evaluation]: This is a Trailhead module that explains what a heuristic evaluation is, how to conduct one, and how to use the results to improve the design of an interface.
[Low-Fidelity Prototyping]: This is a Trailhead module that covers the benefits and best practices of creating and testing low-fidelity prototypes with users.
[Design Templates]: This is a Trailhead module that introduces the concept of design templates and how to use them in Experience Cloud.

NEW QUESTION: 26
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.
Answer: (SHOW ANSWER)

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.

NEW QUESTION: 27
A UX Designer wants to conduct customer interviews as part of discovery research.
Which best practice should be followed while conducting these interviews?
A. Ignore vague or general answers.
B. Engage in a friendly and informal way.
C. Analyze findings in the moment.
Answer: B (LEAVE A REPLY)
Customer interviews are a qualitative research method that allows the UX Designer to understand the needs, goals, pain points, and behaviors of the target users. To conduct effective customer interviews, the UX Designer should follow some best practices, such as: Engage in a friendly and informal way: The UX Designer should try to establish rapport and trust with the interviewee, and make them feel comfortable and relaxed. This can help elicit honest and candid responses, and encourage the interviewee to share more details and stories.The UX Designer should use a conversational tone, smile, and show interest and empathy12 Ask open-ended questions: The UX Designer should avoid asking yes/no questions, or questions that lead or suggest a specific answer. Instead, the UX Designer should ask open-ended questions that allow the interviewee to express their thoughts and feelings in their own words.The UX Designer should also probe deeper by asking follow-up questions, such as "why?", "how?", or "can you tell me more about that?"12 Listen actively and attentively: The UX Designer should focus on listening to the interviewee, and avoid interrupting, judging, or correcting them. The UX Designer should also use verbal and non-verbal cues, such as nodding, eye contact, and paraphrasing, to show that they are paying attention and understanding the interviewee.The UX Designer should also take notes or record the interview, with the interviewee's permission, for later analysis12 Ignore vague or general answers: This is not a best practice, because vague or general answers can indicate that the interviewee is not comfortable, engaged, or clear about the question.The UX Designer should try to clarify the question, or ask more specific or concrete questions, to elicit more meaningful and relevant responses12 Analyze findings in the moment: This is not a best practice, because analyzing findings in the moment can distract the UX

Designer from listening to the interviewee, and bias their interpretation of the data.The UX Designer should wait until the interview is over, and review the notes or recordings, before analyzing the findings and identifying patterns, insights, and opportunities12 Customer Interviews: The Ultimate Guide - User Interviews How to Conduct User Interviews - Interaction Design Foundation

NEW QUESTION: 28

A UX Designer wants to inform user stories based on user value and development effort. Which method should be used?

A. Card Sorting

B. Prioritization Matrix

C. Customer Journey Map

Answer: (SHOW ANSWER)

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.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

NEW QUESTION: 29

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

Answer: (SHOW ANSWER)

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.

NEW QUESTION: 30
Cloud Kicks (CK) wants to better deliver products to its customers. CK's UX Designer has an innovative solution but is struggling to get the team to visualize where and why it fits into what the customer does.
Which technique should be used?
A. Personas
B. Storyboards
C. High-fidelity Prototype
Answer: (SHOW ANSWER)
A storyboard is a visual representation of a user's journey with a product or service. It shows how the user interacts with the product or service in a specific context, what their goals and pain points are, and how the product or service solves their problems or meets their needs.A storyboard typically consists of a series of sketches or illustrations that depict the user's actions, thoughts, and emotions at each step of the journey1.
A storyboard is the most suitable technique for CK's UX Designer to use in this case, because it can help them communicate their innovative solution to the team and show where and why it fits into what the customer does. A storyboard can also help the UX Designer to validate their assumptions, test their ideas, and get feedback from the team and the customers.A storyboard can also inspire the team to generate more ideas and solutions, and align them with the user's perspective2.
Personas are fictional characters that represent the potential users of a product or service. They are based on user research and data, and they describe the user's demographics, behaviors, motivations, goals, and frustrations. Personas are useful for understanding the

user's needs and expectations, and for designing products or services that cater to them. However, personas alone are not enough to show how the user interacts with the product or service in a specific context, or how the product or service solves their problems or meets their needs.Personas need to be complemented with other techniques, such as scenarios, user stories, or storyboards, to illustrate the user's journey3.
A high-fidelity prototype is a realistic and interactive simulation of a product or service. It mimics the look, feel, and functionality of the final product or service, and it can be used for testing and evaluation purposes. A high-fidelity prototype is useful for demonstrating the features and benefits of a product or service, and for getting feedback from the users and stakeholders. However, a high-fidelity prototype is not the best technique for showing where and why a product or service fits into what the customer does, as it focuses more on the details and specifics of the product or service, rather than the context and situation of the user. A high-fidelity prototype is also more time-consuming and resource-intensive to create than a storyboard, and it may not be necessary at the early stages of the design process.

NEW QUESTION: 31
Cloud Kicks wants to drive engagement on its website.
Which Salesforce feature should boost B2C engagement?
A. Marketing Cloud Personalization
B. Experience Cloud
C. Marketing Cloud Account Engagement
Answer: A (LEAVE A REPLY)
Marketing Cloud Personalization is a Salesforce feature that can boost B2C engagement on Cloud Kicks' website.Marketing Cloud Personalization is a kind of technology solution that ingests customer engagement and profile data, then - using machine learning and AI - determines relevant messages, segmentation, and content for each customer, based on their preferences and affinities1. Marketing Cloud Personalization can help Cloud Kicks to create personalized and relevant experiences for their website visitors, such as showing them products, offers, or recommendations that match their interests, needs, or behaviors.Marketing Cloud Personalization can also help Cloud Kicks to optimize their website performance, such as increasing conversions, retention, loyalty, and revenue1.
Experience Cloud is another Salesforce feature that can help Cloud Kicks to create engaging websites, but it is not the best option for boosting B2C engagement. Experience Cloud is a platform that allows users to build branded digital experiences, such as websites, portals, forums, or mobile apps, that connect customers, partners, and employees with Salesforce data and processes.Experience Cloud can help Cloud Kicks to create interactive and collaborative websites that integrate with their CRM, but it does not provide the same level of personalization and intelligence as Marketing Cloud Personalization2.

Marketing Cloud Account Engagement is a Salesforce feature that is designed for B2B marketing automation, not B2C engagement. Marketing Cloud Account Engagement, formerly known as Pardot, is a solution that helps users to generate more leads, nurture them through email campaigns, and align sales and marketing efforts.Marketing Cloud Account Engagement can help Cloud Kicks to target and engage potential business customers, but it is not suitable for engaging individual consumers on their website34.

NEW QUESTION: 32
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
Answer: A,D,E (LEAVE A REPLY)
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

NEW QUESTION: 33

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?

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 ([LEAVE A REPLY])

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.:Salesforce Console:Explore the Service Console

NEW QUESTION: 34

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.

Answer: ([SHOW ANSWER])

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.

NEW QUESTION: 35

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
Answer: (SHOW ANSWER)
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.Service Design Service Blueprints,How to create a service blueprinting facilitation guide,Workshop exercise: Service Blueprint

NEW QUESTION: 36
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.
Answer: A (LEAVE A REPLY)
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.

NEW QUESTION: 37
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
Answer: B (LEAVE A REPLY)
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.

NEW QUESTION: 38
A UX Designer creates a set of patterns and guidelines for including visual indicators letting a user know which form fields are required.
Which Usability Heunstic is being used in this case?
A. Visibility of system status
B. User Control and Freedom

C. Error diagnosis and recovery

Answer: A (LEAVE A REPLY)

Visibility of system status is the usability heuristic that is being used in this case.Visibility of system status means that the system should always keep users informed about what is going on, through appropriate feedback within reasonable time1. One way to apply this heuristic is to use visual indicators to let users know which form fields are required, such as asterisks, labels, or colors. This helps users to understand the expectations and requirements of the system, and to avoid errors or confusion. By providing clear and timely feedback, the system enhances the user experience and satisfaction.Learn About User Experience Design Unit | Salesforce Trailhead, [10 Usability Heuristics for User Interface Design],Salesforce User Experience (UX) Designer Certification Guide & Tips

NEW QUESTION: 39

Cloud Kicks wants its Salesforce app to represent company branding and comply with Web Content Accessibility Guidelines (WCAG) 2.1.

What should they consider about themes and branding?

A. Salesforce automatically updates the selected brand color to make it accessible; this should overridden to select the colors manually.

B. There is a default WCAG complaint Salesforce color theme; only brand color can be updated.

C. The color palette is auto-generated based on the brand color to be WCAG compliant.

Answer: C (LEAVE A REPLY)

Themes and branding allow Salesforce app developers to customize the look and feel of their apps to match their company's branding and accessibility standards. One of the features of themes and branding is the ability to select a brand color, which is the primary color used for buttons, links, and highlights. Salesforce automatically generates a color palette based on the brand color, which includes accessible colors that meet the WCAG 2.1 contrast ratio guidelines. This ensures that the app is visually appealing and accessible to users with different color vision abilities. Developers can also customize other aspects of the theme, such as the logo, page background, and default font.[Themes and Branding Basics], [Accessibility in Salesforce]

NEW QUESTION: 40

Universal Containers (UC) operates worldwide with offices in more than 100 regions in 10 different countries role hierarchy to control data visibility. In the new fiscal year, UC is planned to reorganize the roles and reassign accounts owners. Which two points should an architect consider in this situation?

Which two point should an Architect consider in this situation?

Choose 2 answers

A. Using a temporary parking lot account to improve performance.

B. Changing complex role hierarchy can cause a high level of sharing recalculation.

C. Restricting the organization-sharing configurations to private.
D. Replacing Account records ownerships massively can cause data skew.
Answer: (SHOW ANSWER)
Changing the role hierarchy and reassigning account owners can have a significant impact on the data visibility and performance of Salesforce. An architect should consider the following points in this situation:
Changing complex role hierarchy can cause a high level of sharing recalculation.Depending on the sharing settings, roles can control the level of visibility that users have into the Salesforce data. Users at any given role level can view, edit, and report on all data owned by or shared with users below them in the role hierarchy, unless the sharing model for an object specifies otherwise. When the role hierarchy is changed, Salesforce must recalculate the sharing rules and group membership for all the affected users and records, which can take a long time and consume a lot of system resources.Therefore, changing a complex role hierarchy should be done carefully and preferably during off-peak hours1.
Replacing account records ownerships massively can cause data skew.Data skew occurs when more than 10,000 child records are related to the same parent record, or more than 10,000 records of any object are owned by a single user. This can cause performance issues, such as locking, timeouts, and failures, when updating or sharing those records. When account owners are reassigned massively, it can create or worsen data skew, especially if the accounts have many child records, such as contacts and opportunities.Therefore, replacing account records ownerships massively should be avoided or minimized23.
1: [Design Your Data Model Unit | Salesforce Trailhead]
2: [Data Skew in Salesforce - Why it Matters | Salesforce Ben]
3: [Ownership Data Skew | Designing Record Access for Enterprise Scale | Salesforce Developers]

NEW QUESTION: 41
A UX Designer is customizing the look and feel of a site using Experience Builder and needs to choose a color for the text and the background of the buttons.
Which accessibility guideline should be considered?
A. Adaptable
B. Distinguishable
C. Navigable
Answer: B (LEAVE A REPLY)
The accessibility guideline of distinguishable means that the information and user interface components must be presented to users in ways that are perceptible. This includes using sufficient contrast between text and background colors, providing text alternatives for non-text content, and making it easier for users to see and hear content. When choosing a color for the text and the background of the buttons, the UX Designer should consider the

contrast ratio between them, which should be at least 4.5:1 for normal text and 3:1 for large text. This will ensure that the buttons are visible and readable for users with different visual abilities.Reference:

[1]: Web Content Accessibility Guidelines (WCAG) 2.1, Principle 1: Perceivable

[2]: Web Content Accessibility Guidelines (WCAG) 2.1, Success Criterion 1.4.3 Contrast (Minimum)

NEW QUESTION: 42

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.

Answer: C (LEAVE A REPLY)

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:

NEW QUESTION: 43

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?

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 (LEAVE A REPLY)

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.Salesforce Console in Lightning Experience,Create and Edit a Custom Lightning Console App,Create a Lightning Console App

NEW QUESTION: 44

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.

Answer: A,C (LEAVE A REPLY)

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.

NEW QUESTION: 45

Cloud Kicks (CK) has hired a UX Designer to help with the design of its Experience Cloud site. CK wants to understand the structure and layout of the navigation menu.
Which activity should the designer use while card sorting?

A. Compare two versions of the navigation menu mockups to see which performs better.

B. Have users sort the cards based on similar categories or groups.

C. Arrange pages in the navigation menu by alphabetical order.

Answer: B (LEAVE A REPLY)

Card sorting is a UX research method used to discover how people understand and categorize information. In a card sort, participants group ideas or information written on cards into different categories in a way that makes sense to them. The designer can use virtual cards, pieces of paper, or an online card sorting tool. Card sorting can help the designer to:
Assess the information architecture (IA) of a website or homepage
Learn how people understand different concepts or ideas, and how they feel about them
Understand where users expect certain content to be found Get inspiration for labeling and grouping content or ideas In this case, the designer wants to understand the structure and layout of the navigation menu for the Experience Cloud site. The designer can use card sorting to learn how users would group and label the pages or features of the site, and what categories or subcategories they would expect to see in the navigation menu. This can help the designer to create a user-friendly and intuitive IA that matches the users' mental models and expectations.
To conduct a card sorting activity, the designer should:
Define the goal and scope of the card sort
Choose the type of card sort (open, closed, or hybrid)
Choose the format of the card sort (moderated or unmoderated)
Select the cards and categories to use
Recruit and screen the participants
Run the card sort sessions
Analyze and interpret the results
Apply the findings to the design
The correct answer is B, have users sort the cards based on similar categories or groups. This is the main task of a card sorting activity, where users are asked to group the cards (representing the pages or features of the site) into categories or groups that make sense to them. The designer can then analyze the results to see how users organize and label the information, and use that to inform the design of the navigation menu.

NEW QUESTION: 46

During user interviews, a UX Designer discovers that the most common daily task for users is to look for and view commonly used reportsusing the global search bar.
What should be done to improve their experience?

A. Make the global search bar bigger on every page.

B. Update the Home page with access to commonly used reports.
C. Add the Daily Task component to the Home page.
D. Create a mood board to communicate the visual style of the UI.
Answer: B (LEAVE A REPLY)
The best option for improving the user experience of looking for and viewing commonly used reports is to update the Home page with access to commonly used reports. This way, the user can quickly access the reports they need without having to use the global search bar every time. This also follows the principle of designing for the user's goals and tasks, which is one of the learning objectives for the Salesforce User Experience Designer certification.[Design for the User's Goals and Tasks], [Change or Add Report Chart and Dashboard Components to Home Page]
https://trailhead.salesforce.com/en/content/learn/modules/ux-designer-certification-prep/design-for-the-users-goals-and-tasks

NEW QUESTION: 47
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
Answer: D (LEAVE A REPLY)
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

NEW QUESTION: 48

A UX Designer wants to understand the mental model of employees who have requested a new internal community, The brief specifies what the employees should be able to do on the site, but the designer needs to suggest a suitable architecture.
Which technique should be used?
A. User Test
B. Cognitive Walkthrough
C. Tree Testing
D. Card Sorting
Answer: D (LEAVE A REPLY)
Card sorting is a technique that helps UX designers understand the mental model of users and how they organize information into categories. Card sorting involves giving users a set of cards, each with a piece of information or a feature, and asking them to sort them into groups that make sense to them. The designer can then analyze the results and identify patterns, similarities, and differences among the users' categorizations. Card sorting can help the designer suggest a suitable architecture for the new internal community, based on how the employees think about the site's content and functionality.Card sorting can be done in person or online, using tools like OptimalSort or UserZoom1.Reference:
[Salesforce Certified User Experience Designer Exam Guide], Section 2.1: Conduct user research
[UX Designer Certification Prep: User Research], Unit 3: User Research Methods
[Prepare for Your UX Designer Credential], Trailmix: User Research
[Card Sorting: A Definitive Guide]1

NEW QUESTION: 49
Users from a small group within a Sales team have complained about an object that is often usedonly by 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 feature 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: (SHOW ANSWER)
The two Salesforce features that should be suggested to improve the end-user experience are:
Favorite the often-used object. This feature allows the users to bookmark the object's tab and access it quickly from the Favorites menu in the header. This way, the users do not have to search for the object in the App Launcher or switch to a different app to use it.
Personalize the navigation bar. This feature allows the users to customize the navigation bar in their Lightning app by adding, removing, or reordering the items. This way, the users

can add the object they often use to their navigation bar and access it easily from any page in the app.
1: Favorites in Lightning Experience
2: Personalize Your Navigation Bar

NEW QUESTION: 50
Cloud Kicks (CK) wants to provide employees with quick access to apps, objects, and other items in the Salesforce mobile app. Which navigational feature should CK use?
A. Personalized Navigation Tabs
B. Console Navigation
C. Utility Bar
Answer: A (LEAVE A REPLY)
Personalized Navigation Tabs are a navigational feature that allows the users to customize the navigation bar of the Salesforce mobile app with the items that they use most frequently. Users can add, remove, and reorder the tabs in the navigation bar, and access them with a single tap. Users can also mark their favorite items with a star icon, and access them from the Favorites tab.Personalized Navigation Tabs can help Cloud Kicks (CK) employees to quickly access the apps, objects, and other items that they need in the Salesforce mobile app12 Console Navigation is a navigational feature that allows the users to work with multiple records and objects on a single screen in the Salesforce desktop app.Console Navigation is not available in the Salesforce mobile app, and it is not suitable for providing quick access to apps, objects, and other items3 Utility Bar is a navigational feature that allows the users to access common productivity tools, such as notes, history, or macros, from a fixed footer at the bottom of the Salesforce desktop app.Utility Bar is not available in the Salesforce mobile app, and it is not suitable for providing quick access to apps, objects, and other items4 Personalize Your Navigation Bar in the Salesforce Mobile App - Salesforce Help Personalize Your Navigation Bar in the Salesforce Mobile App Unit | Salesforce Trailhead Console Navigation - Salesforce Help Utility Bar - Salesforce Help

NEW QUESTION: 51
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.
Answer: (SHOW ANSWER)

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

NEW QUESTION: 52
A UX Designer is attending a sprint planning session as part of their team's Agile ceremonies.
Which methodology could the designer be asked to use to roughly estimate the work required for each item?
A. Sprint Backlogging
B. Prioritization Matrix
C. T-shirt Sizing
Answer: C (LEAVE A REPLY)
The conceptual approach of desirable, feasible, and viable describes how to evaluate design solutions based on three criteria:
Desirable: The solution meets the needs and wants of the users and stakeholders.
Feasible: The solution can be implemented with the available resources and technology.
Viable: The solution can generate value and sustain itself in the market and environment.
By incorporating human-centered design, CK is aiming to create design solutions that are

desirable for its Sales team and customers, feasible with the Salesforce platform and tools, and viable for its business goals and strategy.Reference:
[1]: UX Designer Certification Prep: Design Thinking, Unit 3: Ideate
[2]: UX Designer Certification Prep: Design Thinking, Unit 4: Prototype and Test T-shirt sizing is a methodology that can be used to roughly estimate the work required for each item in a sprint backlog. It involves assigning a size category (such as XS, S, M, L, XL) to each item based on its complexity, effort, and uncertainty. T-shirt sizing is a relative estimation technique that allows the team to compare items and prioritize them accordingly. It is also a quick and easy way to get a high-level overview of the scope of work without getting into too much detail.Reference:
[UX Designer Certification Prep: Agile UX]
[Agile Estimation Techniques: A True Estimation in an Agile Project]

NEW QUESTION: 53
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
Answer: (SHOW ANSWER)
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.

NEW QUESTION: 54
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
Answer: (SHOW ANSWER)
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.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).

NEW QUESTION: 55

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

Answer: C ([LEAVE A REPLY](#))

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][UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas], [UX Designer Certification Prep: User Testing and Evaluation]

NEW QUESTION: 56
Cloud Kicks (CK) is implementing its brand style guide using out-of-the box Experience Builder features. CK wants to avoid custom solutions.
Which declarative option could be used?
A. A Apply brand fonts and colors.
B. Use a different template.
C. Update global CSS.
Answer: (SHOW ANSWER)
To implement a brand style guide using out-of-the box Experience Builder features, the best option is to apply brand fonts and colors. This can be done by using themes and branding sets in Experience Builder. Themes are collections of information that define the visual flow of a site, such as colors, fonts, and spacing. Branding sets are groups of assets that can be applied to a theme, such as logos, images, and icons. By using themes and branding sets, CK can customize the look and feel of their site without coding or using a different template.Add Style to Your Experience Builder Site with Themes,Use Branding Sets in Experience Builder

NEW QUESTION: 57
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
Answer: C (LEAVE A REPLY)
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.Salesforce User Experience Designer Exam Guide,Diary Studies: How to Conduct from Start-to-Finish

NEW QUESTION: 58

A UX designer want to understand the mental model of employees who have requested a new internal community the brief specifies what the employees should be able to do on the site but the designer need to suggest and suitable architecture Which technique should be used

A. User test
B. cognitive walkthrough
C. treetesting
D. card sorting

Answer: D (LEAVE A REPLY)

Card sorting is a UX research method where participants group ideas or information into different categories, based on what feels natural to them. Card sorting is ideal for the early stages of a website project, when the UX designer needs to understand how users organize and label content. Card sorting can help the UX designer to suggest a suitable architecture for the internal community, based on the employees' mental model and expectations. Card sorting can also reveal any gaps or overlaps in the content, and provide insights for naming the categories and subcategories.Card Sorting / Tree Testing | Bentley University,Tree Testing vs. Card Sorting: Which is Right for You? | Maze

NEW QUESTION: 59

A UX Designer is asked to design a responsive page. When screen resolution changes, the content of the page should expand across columns or wrap and push it self onto new rows.
Which Salesforce Lightning Design System (SLDS) utility provides the most flexible system to meet these requirements?

A. Spacing
B. Layout
C. Alignment
D. Grid

Answer: D (LEAVE A REPLY)

The SLDS utility that provides the most flexible system to meet the requirements of designing a responsive page isGrid. Grid is a utility that allows you to create a layout using a series of rows and columns that house your content. Grid uses a 12-column structure that can be adjusted based on breakpoints, which are predefined screen sizes that trigger a change in the layout. Grid also supports nesting, alignment, ordering, and offsetting of

the columns.By using Grid, you can create a responsive page that can adapt to different screen resolutions and devices12[Grid - Lightning Design System], [Mastering Salesforce Lightning Design System Grids and Lightning Layouts]
https://www.lightningdesignsystem.com/utilities/grid/
https://developer.salesforce.com/blogs/developer-relations/2017/04/mastering-salesforce-lightning-design-system-grids-lightning-layouts

NEW QUESTION: 60
A sales representative needs to quickly see key fields whenever viewing an opportunity. Which three Salesforce feature would allow fields to be available when they are viewing arecord?
Choose 3 answers
A. Customer Links
B. Highlights Panel
C. Compact Layout
D. Tabs
E. List Views
Answer: B,C,E (LEAVE A REPLY)
These three features allow fields to be available when viewing a record in Salesforce.
Ahighlights paneldisplays key fields at the top of a record page in Lightning Experience. It can be customized to show the most important information for each object.
Acompact layoutdetermines which fields appear in the highlights panel, the list view hover, and the Salesforce app. It can be assigned to different record types and profiles.
Alist viewdisplays a set of records that meet specified filter criteria. It can be sorted and filtered by different fields, and users can select which fields to display in the list view.
[Customize the Highlights Panel]
[Create and Assign Compact Layouts]
[Create and Customize List Views]

NEW QUESTION: 61
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) stylinghooks.
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. They use custom CSS properties to easily style base and custom components.
Answer: D (LEAVE A REPLY)
Styling hooks are CSS custom properties that allow developers to customize the appearance of base and custom components in a consistent and supported way. They

work with web components and shadow DOM, which provide encapsulation and modularity for LWC. Styling hooks use the--sldsnamespace and follow a naming convention that reflects the component, category, property, attribute, and state of the element being styled. For example,--slds-c-button-brand-color-background-hoveris a styling hook for the button component, brand category, color background property, and hover state. Styling hooks can be declared in the CSS file of the LWC or in a global CSS file that affects all components on the page. Styling hooks are not standard CSS properties, but custom ones that are defined by SLDS and applied to the components using thevar()function.Reference:
Styling Hooks - Lightning Design System
SLDS Styling Hooks | Lightning Web Components Developer Guide | Salesforce Developers
-dxp Styling Hooks | LWR Sites for Experience Cloud | Salesforce Developers The Salesforce Lightning Design System (SLDS) styling hooks use standard CSS properties to easily style base and custom components. Salesforce documentation states that "SLDS styling hooks are CSS classes that give you access to the same styling used in the Salesforce Lightning Design System. They make it easy to style base and custom components with the same look and feel" [1].
[1] https://developer.salesforce.com/docs/component-library/documentation/lwc/lwc.use_slds_styling_hooks

NEW QUESTION: 62
Cloud Kicks' Sales team needs In-App Guidance for key functions and processes so they can maximize their time.
In which way should a UX Designer customize the Salesforce Help Menu to meet this request?
A. Show a site map of all the content.
B. Create a docked prompt based on new feature rollouts.
C. Provide links to external resources, such as training videos or a company dictionary.
Answer: (SHOW ANSWER)
Confirmation bias is the tendency to seek, interpret, and remember information that confirms one's preexisting beliefs or hypotheses, while ignoring or discounting information that contradicts them1. Confirmation bias can affect user feedback sessions by influencing

how the researcher designs the test, asks the questions, observes the behavior, and analyzes the data of the users.Confirmation bias can lead to inaccurate or incomplete insights, and ultimately to poor design decisions2.
One way to avoid confirmation bias in user feedback sessions is to allow the user to explore the application without specific questions regarding which tasks to perform. This can help the researcher to observe the user's natural and spontaneous interaction with the application, without imposing any expectations or assumptions on them. This can also help the user to express their honest opinions and feelings about the application, without being influenced by the researcher's questions or suggestions.This can result in more authentic and unbiased feedback, and more reliable and valid insights3.
Asking open-ended questions staying away from questions regarding feelings is not a good way to avoid confirmation bias in user feedback sessions, because it can limit the depth and richness of the feedback, and miss the opportunity to understand the user's emotions and motivations. Open-ended questions are questions that allow the user to answer in their own words, rather than choosing from a predefined set of options. Open-ended questions are useful for eliciting more detailed and nuanced feedback, and for exploring the user's thoughts and feelings about the application. However, asking open-ended questions alone is not enough to prevent confirmation bias, as the researcher may still unconsciously frame the questions in a way that leads the user to confirm their hypotheses, or interpret the answers in a way that supports their beliefs.Asking questions regarding feelings is also important, as it can help the researcher to understand the user's emotional response to the application, and how it affects their satisfaction, engagement, and loyalty4.
Asking specific questions about known pain points to confirm your hypothesis is a bad way to avoid confirmation bias in user feedback sessions, because it can introduce the researcher's bias into the feedback process, and influence the user's perception and behavior. Asking specific questions about known pain points can lead the researcher to focus only on the information that confirms their hypothesis, and ignore or dismiss the information that challenges or contradicts it. It can also lead the user to pay more attention to the pain points that the researcher mentions, and overlook or downplay the other aspects of the application.This can result in skewed and distorted feedback, and misleading and invalid insights5.

NEW QUESTION: 63
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?
A. Utility Classes
B. Design Tokens
C. Design Patterns

Answer: B (LEAVE A REPLY)
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.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]

NEW QUESTION: 64
A UX Designer has been tasked with designing a custom Lightning Web Component (LWC) that uses the Salesforce Lightning Design System (SLDS).
Where on the SLDS website should the designer find accessible HTML and CSS used to create components along with implementation guidelines?
A. Component Blueprints
B. Design Tokens
C. Development Tools
Answer: A (LEAVE A REPLY)
The best place on the SLDS website for the designer to find accessible HTML and CSS used to create components along with implementation guidelines is the Component Blueprints1.Component Blueprints are framework-agnostic, accessible HTML and CSS that provide the basic structure and style for Lightning components1. The designer can use the Component Blueprints to create custom Lightning Web Components that are consistent with the Lightning Design System.Design Tokens (B) are not the best place to find HTML and CSS, as they are variables that store design attributes, such as colors, fonts, and spacing2.Development Tools are not the best place to find implementation guidelines, as they are tools and resources that help developers build and test Lightning components, such as VS Code extensions, LWC recipes, and Playground3.Reference:
Component Blueprints | Salesforce Lightning Design System
Design Tokens | Salesforce Lightning Design System
Development Tools | Salesforce Lightning Design System

NEW QUESTION: 65
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?
A. Audiences
B. Dynamic Forms
C. A Dynamic Actions
Answer: C (LEAVE A REPLY)
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

NEW QUESTION: 66
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
Answer: B (LEAVE A REPLY)
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.Introduction to the Salesforce Lightning Design System

NEW QUESTION: 67
Universal Containers (UC) uses a custom lightning component with an Apex class to display shipment information (custom object, private OWD). UC sales managers are complaining about two important points:
* Shipment records that belong to their teams can be seen by other users.

* Shipment amount should be visible only by managers, but sales reps are able to view it.Which two features did the development team miss that is causing the problems? Choose 2 answers.
A. Use runAs in test class to enforce user permissions and field-level permissions.
B. Use With Sharing keyword in Apex classes to enforce sharing rules evaluation.
C. Use isSharable keyword in Apex classes to assurerecord visibility.
D. Use isAccessible() method in Apex classes to check field accessibility
Answer: B,D (LEAVE A REPLY)
The development team missed two features that are causing the problems:
TheWith Sharingkeyword in Apex classes to enforce sharing rules evaluation. This keyword allows the Apex class to run in the context of the current user and respect the organization's sharing rules. Without this keyword, the Apex class runs in system mode and ignores the sharing rules, which can result in unauthorized access to records that belong to other users .
TheisAccessible()method in Apex classes to check field accessibility. This method returns true if the current user has read access to the specified field, and false otherwise. Without this method, the Apex class does not check the field-level security settings and can display fields that should be hidden from the user, such as the shipment amount .
1: Using the with sharing or without sharing Keywords
2: Enforcing Sharing Rules in Apex
3: Schema.DescribeFieldResult Class
4: Enforcing CRUD and FLS

NEW QUESTION: 68
A UX Designer has completed usability testing on a newly designed case management system and has gathered many observations from the test participants.
What should the UX Designer consider while presenting the findings?
A. Be specific about the issues testers encountered.
B. Report only the new issues, and omit already known bugs.
C. Include the names of participants in the report.
Answer: A (LEAVE A REPLY)
A usability testing report is a document that summarizes the findings and insights from a usability test, which is a method of evaluating a product or service by observing how real users interact with it.A usability testing report should provide clear and actionable recommendations for improving the user experience and usability of the product or service1. One of the best practices for presenting the findings of a usability testing report is to be specific about the issues testers encountered. This means describing the problems in detail, explaining how they affected the user's performance and satisfaction, and providing evidence from the data collected, such as quotes, screenshots, videos, or metrics.Being specific about the issues helps to illustrate the severity and impact of the problems, as well as to justify the need for improvement2.

The other two options, reporting only the new issues and omitting already known bugs, and including the names of participants in the report, are not good practices for presenting the findings of a usability testing report. Reporting only the new issues and omitting already known bugs can create a biased and incomplete picture of the usability test results, as it can overlook the recurring and persistent problems that may still affect the user experience and usability of the product or service.Including the names of participants in the report can violate the ethical and legal principles of user research, such as confidentiality, anonymity, and informed consent, which require protecting the privacy and identity of the users who participate in the research3.

NEW QUESTION: 69

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

What should simplify working with SLDS in Lightning Components?

A. Salesforce Developer Console should beused instead

B. SLDS Validator extension for VS Code

C. Install SLDS creator from AppExchange

D. Keep the SLDS Stylesheet open for reference

Answer: (SHOW ANSWER)

The SLDS Validator extension for VS Code is a tool that simplifies working with the Salesforce Lightning Design System (SLDS) in Aura and Lightning components. It provides code completion, syntax highlighting, and validation with recommended tokens and utility classes. It also scans the markup and validates it against a database of guidelines, tips, and best practices extracted from the SLDS documentation.It offers suggestions on how to improve the code and avoid conflicts with SLDS12.SLDS Validator - Visual Studio Marketplace,SLDS Validator for VS Code - Lightning Design System

NEW QUESTION: 70

A UX Designer interviews a user who spends most of their time moderating forums, enforcing community standards, and providing member support.

Which Salesforce persona does this user align with?

A. Site Admin

B. Community Manager

C. Support Manager

Answer: (SHOW ANSWER)

A Community Manager is a Salesforce persona who is responsible for creating, managing, and moderating online communities that connect customers, partners, and employees. They spend most of their time engaging with community members, enforcing community standards, and providing member support. A Community Manager aligns with the user who performs similar tasks in moderating forums.: Salesforce Personas : Community Manager Roles and Responsibilities

NEW QUESTION: 71

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?

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 (LEAVE A REPLY)

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]

NEW QUESTION: 72

It is recommended to carefully consider which demographic data and for what purpose is fed into an AI model.
Which reason explains this?

A. To avoid societal bias

B. To avoid unconscious confirmation bias

C. To avoid interaction bias

Answer: A (LEAVE A REPLY)

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.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

NEW QUESTION: 73

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

Answer: (SHOW ANSWER)

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.

NEW QUESTION: 74

A UX Design team is doing a review of a new Lightning Web Component (IWC). They are following the Salesforce Lightning Design System (SLDS) block, element, modifier (BEM) naming conventions.

Which class does NOT follow this convention?

A. .slds-avatar_circle

B. .slds-box

C. .slds--size-l-of-2

Answer: C (LEAVE A REPLY)

The SLDS BEM naming convention consists of three parts: block, element, and modifier. A block is a standalone component that can be reused across projects, such as a button, a card, or a modal. An element is a part of a block that has no standalone meaning, such as a label, an icon, or a header. A modifier is a flag that changes the appearance or behavior of a block or an element, such as size, color, or state. The modifier is separated from the block or element by two hyphens (-), and can have a value separated by a single hyphen (-), such as .slds-button-brand or .slds-button-neutral. The class .slds-size-l-of-2 does not follow this convention because it has no block or element name before the modifier. It should be something like .slds-grid-size-l-of-2 or .slds-col-size-l-of-2.Reference:

[1]: Salesforce Lightning Design System - Introduction

[2]: Salesforce Lightning Design System - Naming Con

NEW QUESTION: 75

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 viaqueues, 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 recordsand individual record detail can see on the same screen.

D. Service representatives with lower resolution monitors will have a better user experience.

Answer: D (LEAVE A REPLY)

A Salesforce Console application is designed to optimize the user experience for service representatives who work on multiple records and tasks at the same time. The console navigation features allow the user to access multiple records and related information in a

single screen, without switching back and forth between tabs or windows. The features that are relevant to the designer recommendation are:
More than one detail item can be open at a time. This allows the user to work on multiple records simultaneously and switch between them easily.
Multiple subtabs can be beneath a single parent record. This allows the user to view and access related information, such as activities, emails, notes, and attachments, without leaving the parent record.
A split list of records and individual record detail can be seen on the same screen. This allows the user to browse through a list of records, such as a queue or a report, and see the details of the selected record on the same screen.
The feature that is not relevant to the designer recommendation is:
Service representatives with lower resolution monitors will have a better user experience. This is not true, because a Salesforce Console application requires a minimum screen resolution of 1024 x 768 pixels to display properly. Users with lower resolution monitors may experience scrolling issues or truncated information.

NEW QUESTION: 76
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
Answer: B,D (LEAVE A REPLY)
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.

NEW QUESTION: 77
A UX Designer is considering the design of arecord creation screen for the custom object Appointment.
Appointment records have to record types: Virtual and In-Person, Virtual appointments may have different virtual meeting software options, each with fields specific to it.
Which two considerations should be made when creating this record using Dynamic Forms?
Choose 2 answers
A. The use of tabs when creating the record is not allowed.
B. The form will not be available on mobile devices.
C. All software option sections of the form will always bevisible.
D. Fields can be organized into sections.
Answer: A,D (LEAVE A REPLY)
Dynamic Forms is a feature that allows users to customize the form fields and sections displayed to users on a page layout. Dynamic Forms can be used to create user-centric, intuitive, and dynamic record creation screens for custom objects, such as Appointment.When creating a record using Dynamic Forms, the UX designer should consider the following two aspects12:

The use of tabs when creating the record is not allowed. Dynamic Forms does not support the use of tabs within the form, as tabs are not compatible with the record creation process. Tabs are only available for viewing or editing existing records, not for creating new ones. Therefore, the UX designer cannot use tabs to separate the fields for different record types or software options on the record creation screen.
Fields can be organized into sections. Dynamic Forms allows the UX designer to group fields into sections, and place them anywhere on the page layout. Sections can have labels, collapsible headers, and visibility rules. The UX designer can use sections to create a logical and clear structure for the form, and to show or hide fields based on user input, data, or profile. For example, the UX designer can create a section for each software option, and use visibility rules to display only the relevant section based on the user's selection.
The following two aspects are not true when creating a record using Dynamic Forms, and should be disregarded:
The form will not be available on mobile devices. Dynamic Forms is compatible with mobile devices, and the UX designer can preview and test the form on different device sizes and orientations.The form will automatically adjust to the screen size and layout of the mobile device, and provide a responsive and consistent user experience3.
All software option sections of the form will always be visible. Dynamic Forms allows the UX designer to use visibility rules to control the visibility of fields and sections on the form. Visibility rules can be based on user input, data, or profile. The UX designer can use visibility rules to show or hide software option sections based on the user's selection of the record type or the software option.This can reduce the clutter and complexity of the form, and provide a personalized and flexible user experience4.Get Started with Dynamic Forms Unit | Salesforce Trailhead,Salesforce Dynamic Forms: Overview & Deep Dive Tutorial,Dynamic Forms and Actions FAQ | Salesforce Help,Create Dynamic Forms with Visibility Rules | Salesforce Trailhead

NEW QUESTION: 78
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
Answer: (SHOW ANSWER)
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

NEW QUESTION: 79
Universal Containers' organization wide-defaults model is private for the Account object. A sales repeats to opportunity records.
Which level of access will the sales rep have to the related account record?
A. No access
B. Read/Create/Edit access
C. Read/Create access
D. Read-only access
Answer: (SHOW ANSWER)
A sales rep who owns an opportunity record will have read-only access to the related account record, if the organization-wide default for the Account object is private. This is because the opportunity owner is automatically granted read-only access to the account that the opportunity is associated with, regardless of who owns the account. This is called implicit sharing, and it is a built-in feature of Salesforce to ensure that users can access the data they need to do their work. However, the opportunity owner will not be able to create, edit, or delete the account record, unless they have other sharing mechanisms that grant them higher access, such as role hierarchy, sharing rules, manual sharing, or View All or Modify All permissions.Reference:
[Salesforce Certified User Experience Designer Exam Guide], Section 3.1: Design and implement solutions that meet user needs
[Control Access to Records Unit | Salesforce Trailhead]1, Unit 2: Implicit Sharing
[Work with Related Lists on Records in Lightning Experience - Salesforce]2, Related List Cards

NEW QUESTION: 80
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.
Answer: B,D (LEAVE A REPLY)
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

NEW QUESTION: 81

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

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

Answer: B (LEAVE A REPLY)

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

NEW QUESTION: 82

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.
Answer: (SHOW ANSWER)
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:

NEW QUESTION: 83
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
Answer: A (LEAVE A REPLY)
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

NEW QUESTION: 84
Cloud Kicks (CK) wants to build a custom component for a complex opportunity process. CK's UX Designer is creating a three-step flow with modals and needs to select the main buttons for the "Continue", "Cancel", and "Back" actions.
Which set should be chosen to adhere to the Salesforce Design System guidelines for button usage?

A. Brand button for "Cancel" and "Continue"; Neutral button for 'Back"
B. A Neutral button for "Cancel" and "Back"; Brand button for "Continue"
C. Brand button for "Continue", "Cancel", and "Back"
Answer: B (LEAVE A REPLY)
According to the Salesforce Design System guidelines for button usage, the brand button should be used for the primary action on a page or modal, such as "Save" or "Continue". The neutral button should be used for secondary or tertiary actions, such as "Cancel" or "Back". The brand button should have more visual weight and contrast than the neutral button, to indicate its importance and guide the user's attention. Therefore, the best option for the Cloud Kicks custom component is to use a brand button for "Continue" and neutral buttons for "Cancel" and "Back".Trailhead: Systems Design with SLDS,Salesforce Developers: Buttons,Lightning Design System: Buttons

NEW QUESTION: 85
A UX designer is creating a customer support site in experience builder that will internationalized across the 12 different countries Which two designs considerations should bemade when planning for the site
A. Country may read text is a different direction (right to left) vs (left to right) and layouts will need to be adjusted
B. Country flags used as links to adjust languages provide an ideal way to switch between locals orlanguages for users
C. colors may have different contrast ratios in some countries and need adjusted contrast for proper visibility by users
D. colors may have different cultural meanings in different countries, changing the intent of UI elements
Answer: A,D (LEAVE A REPLY)
These two design considerations should be made when planning for a customer support site in experience builder that will be internationalized across 12 different countries. They are related to the principles of internationalization and localization, which are the processes of designing and adapting a product or service to meet the needs and preferences of users in different cultures, languages, and regions. By taking these considerations into account, a UX designer can create a site that is consistent, usable, and appealing for a global audience.
Country may read text in a different direction (right to left) vs (left to right) and layouts will need to be adjusted: This consideration is related to the principle of bidirectionality, which is the ability of a product or service to support both left-to-right (LTR) and right-to-left (RTL) languages, such as Arabic, Hebrew, Persian, and Urdu. These languages have different writing systems, text alignment, and reading order than LTR languages, such as English, French, Spanish, and German. Therefore, a UX designer needs to adjust the layouts of the site to accommodate both LTR and RTL languages, such as by using flexible grids,

mirroring elements, and avoiding fixed positions. This way, the site can provide a natural and intuitive reading experience for users in different countries.
Colors may have different cultural meanings in different countries, changing the intent of UI elements: This consideration is related to the principle of cultural sensitivity, which is the awareness and respect of the cultural differences and preferences of users in different countries. Colors are one of the most important aspects of visual design, as they can convey emotions, moods, messages, and actions. However, colors can also have different cultural meanings and associations in different countries, which can affect how users perceive and interact with the site. For example, red can mean danger, passion, or luck, depending on the country. Therefore, a UX designer needs to choose colors that are appropriate and consistent with the intended meaning and purpose of the UI elements, such as buttons, icons, labels, and alerts. This way, the site can avoid confusion, misunderstanding, or offense for users in different countries.
Preparing a Global Design: Internationalization (i18n) Guide
Internationalization - Globalization | Microsoft Learn
Localization vs. Internationalization - World Wide Web Consortium (W3C)

NEW QUESTION: 86
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.
Answer: (SHOW ANSWER)
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] [UX Designer Certification Prep: User Interface Design Principles], [UX Designer Certification Prep: Salesforce Design System]

NEW QUESTION: 87

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

Answer: C (LEAVE A REPLY)

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]

NEW QUESTION: 88

A Ux designer has been asked to improve salesforce adoption among sales representatives at cloud kicks after conducting stakeholder and user interviewsthe designers finds there is no clear consistent sale process What should the designer do next

A. Tell the customer they need to improve operations before anywork can be done

B. lock 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 correct state and build consenses

Answer: D (LEAVE A REPLY)

A UX designer who has been asked to improve Salesforce adoption among sales representatives at Cloud Kicks should conduct a workshop with stakeholders to align on the current state and build consensus as the next step after finding out that there is no clear and consistent sales process. This is because:

A clear and consistent sales process is essential for defining the user needs, goals, and pain points, as well as the business requirements, objectives, and metrics. Without a clear and consistent sales process, the UX designer cannot design a user-centric and value-driven solution that meets the expectations and needs of both the users and the stakeholders.

A workshop with stakeholders can help the UX designer to understand the existing sales process, identify the gaps, challenges, and opportunities, and facilitate a collaborative and participatory approach to define the desired future state and agree on the best practices and standards for the sales process. A workshop can also help to establish trust, rapport, and buy-in among the stakeholders, and ensure that they are aligned and committed to the project vision and goals.

A workshop with stakeholders can also help the UX designer to gather feedback, input, and validation from the key decision-makers and influencers, and incorporate them into the design process. A workshop can also help to communicate the value proposition and benefits of Salesforce adoption, and address any concerns, questions, or resistance that the stakeholders may have.

Salesforce Adoption: Common Issues & 6 Best Practices - Itransition
What is Salesforce Adoption? 15+ Salesforce Adoption Strategies | Salesforce Ben
Improving Salesforce User Adoption: Strategies & Best Practices - Cynoteck
17 Best Salesforce Adoption Strategies for Success (2023) - Whatfix

NEW QUESTION: 89

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

Answer: (SHOW ANSWER)

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

NEW QUESTION: 90

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

Answer: (SHOW ANSWER)

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.

NEW QUESTION: 91

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?

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 (LEAVE A REPLY)

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

NEW QUESTION: 92

A group of sales users needs to be guided step by step through a new process using Floating or Decked Prompts.

Their administrative teamwants to the ability to see the adoption of this assistance via Reports and Dashboards.

A. in-App Guidance Prompts using myTrailhead

B. Custom build using Salesforce Flow

C. Basic In-App Guidance Prompts

D. Use the Walkthrough App from AppExchange

Answer: (SHOW ANSWER)

The best option for guiding sales users through a new process using floating or docked prompts is to use the Walkthrough App from AppExchange. This app allows admins to create and manage in-app guidance walkthroughs using clicks, not code. Walkthroughs are interactive tutorials that guide users through a series of steps on a Lightning page. Users can see the prompts, click the action buttons, and follow the instructions to complete the process. Admins can also track the engagement and completion of the walkthroughs using reports and dashboards.The Walkthrough App is compatible with the standard in-app guidance feature, and does not require a subscription to myTrailhead1.

The other options are not suitable for this scenario because:

In-App Guidance Prompts using myTrailhead: This option requires a subscription to myTrailhead, which is a customizable learning platform that allows admins to create their own content and branding. In-app guidance prompts are one of the features of myTrailhead, but they are not the same as walkthroughs. Prompts are single-step messages that appear on a Lightning page, while walkthroughs are multi-step tutorials that guide users through a process.Prompts can be used to provide tips, announcements, or links, but they cannot show users how to perform a task234.

Custom build using Salesforce Flow: This option requires coding and development skills, which may not be available or feasible for the admin team. Salesforce Flow is a tool that allows admins to automate processes and tasks using clicks or code. Flows can be triggered by various events, such as buttons, actions, schedules, or record changes. Flows can also display screens to users, which can contain fields, text, images, or components. However, screens are not the same as prompts or walkthroughs. Screens are part of a flow logic, and they require user input to proceed to the next step.Screens cannot be customized to appear as floating or docked prompts, and they cannot guide users through a Lightning page56.

Basic In-App Guidance Prompts: This option does not require a subscription to myTrailhead, but it also does not provide the functionality of walkthroughs. Basic in-app guidance prompts are the same as the ones mentioned in the first option, but without the customization and branding of myTrailhead. Basic prompts can be created and managed using clicks, not code, and they can be filtered by profiles and permissions.However, basic prompts are still single-step messages that appear on a Lightning page, and they cannot show users how to perform a task23.

1: [In-App Guidance Walkthroughs: Getting Started for Sales Users]

2: [In-App Guidance Dashboard: Walkthrough Engagement]

3: [In-App Guidance in Lightning Experience]
4: [Salesforce Flow | Salesforce Developer Center]
5: [Salesforce Flow Workflow Automation Tools - Salesforce.com]
6: [The Complete Guide to Salesforce Flow | Salesforce Ben]
7: [Trailhead | The fun way to learn]
8: [Editions & Pricing - myTrailhead- Salesforce]
9: [Salesforce introduces myTrailhead, a personal learning platform ...]
10: [Trailhead | The fun way to learn Salesforce]
11: [Getting Started with myTrailhead - Salesforce]

NEW QUESTION: 93
Cloud Kicks has a text information-rich Salesforce org. The company wants to maximize the content on every screen because most of its employees use laptops with limited screen space.
Which global user interface setting should be used to solve this problem?
A. Comfy Display Density
B. Compact Display Density
C. Enable Collapsible Sections
Answer: B (LEAVE A REPLY)
Compact display density is a global user interface setting that allows users to view more content on every screen by reducing the amount of space between page elements and aligning the field labels to the left of the fields. Compact display density is suitable for text information-rich Salesforce orgs, such as Cloud Kicks, that want to maximize the use of limited screen space on laptops.Compact display density can be set as the default for the org by the system admins, or chosen by individual users from their profile menu1.
Comfy display density is another global user interface setting that provides a spacious view with labels on the top of fields and more space between page elements. Comfy display density is suitable for orgs that want to emphasize readability and clarity, or that have more complex or interactive fields.Comfy display density is not the best option for Cloud Kicks, as it would reduce the amount of content that can be displayed on each screen1.
Enable collapsible sections is a feature that allows users to collapse or expand sections on a record page layout. Collapsible sections can help users focus on the most relevant information and reduce scrolling. However, collapsible sections are not a global user interface setting, but a page layout option that can be configured by the admins.Collapsible sections can be used in combination with either comfy or compact display density, but they do not affect the alignment of the field labels or the spacing between the page elements2.

NEW QUESTION: 94
Cloud Kicks (CK) has made a commitment to incorporating human-centered design and is now collaborating with its Sales team to redesign some of its key sales processes in Salesforce.

Which conceptual approach would describe CK's new design solutions?
A. V2MOM
B. Agile
C. Desirable, Feasible, Viable
Answer: C (LEAVE A REPLY)
Cloud Kicks' new design solutions would be described by the conceptual approach of desirable, feasible, and viable. This approach is based on the human-centered design (HCD) methodology, which aims to create solutions that meet the needs, preferences, and expectations of the users or customers, while also being technically possible and economically sustainable. HCD is a creative problem-solving process that starts with identifying the user's problems and ends with creating solutions that address them. The desirable, feasible, and viable framework helps designers evaluate their solutions according to these three criteria:
Desirable: A solution that people want or need, that solves a real problem for them, and that provides a meaningful and relevant experience.
Feasible: A solution that can be created with new or existing technology, that is within the scope and capabilities of the organization, and that can be tested and validated.
Viable: A solution that fits the organization's business model, that generates value for the stakeholders, and that is sustainable in the long term.
By applying this framework, Cloud Kicks can ensure that its new design solutions for its sales processes in Salesforce are not only user-friendly, but also technically sound and profitable. This can help Cloud Kicks achieve its business goals, while also delivering more satisfying and delightful customer experiences.
Explore Human-Centered Design
IDEO's Desirability, Viability, Feasibility Framework: A Practical Guide