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# Question 1

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**Question Type:** MultipleChoice

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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?

## Options:

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- A- Executive Summary
- B- Empathy Map
- C- Prioritize Backlog

## Answer:

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B

## Explanation:

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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.

## Question 2

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**Question Type:** MultipleChoice

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A UX Designer determines that the usability of their company's Salesforce org could be improved if there was a tight relationship between the objects Container and Container Bids. For example, Container Bids should be deleted automatically whenever its

associated Container is deleted.

Which type of relationship should be used to optimize the link between Container and Container Bids?

### Options:

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A- Master-Detail

B- Hierarchical Lookup

C- Many-to-one-Lookup

### Answer:

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A

### Explanation:

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To optimize the relationship between two objects in Salesforce, such as Container and Container Bids, where there is a need for a tight relationship and cascading delete functionality, a Master-Detail relationship is most suitable. This type of relationship has the following characteristics:

Cascading Delete: When a record in the master (or parent) object is deleted, all related detail (or child) records are automatically deleted. This ensures data integrity and aligns with the requirement that Container Bids should be deleted when their associated Container is deleted.

Tight Coupling: A Master-Detail relationship creates a strong linkage between the two objects, where the detail (child) record's existence is dependent on the master (parent) record. This is appropriate for scenarios where the child record should not exist without its parent.

Options B (Hierarchical Lookup) and C (Many-to-one Lookup) do not provide the same level of dependency and cascading delete functionality inherent in a Master-Detail relationship.

Reference: Salesforce's official documentation provides extensive information on different types of relationships between objects, including Master-Detail relationships. The Salesforce Developer Documentation is a valuable resource for understanding how to set up and use these relationships to ensure data integrity and optimize application design.

## Question 3

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**Question Type:** MultipleChoice

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What is a benefit of inclusive design?

### Options:

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**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:

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A

### Explanation:

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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.

## Question 4

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**Question Type:** MultipleChoice

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A UX Designer needs to restyle a Lightning Web Component (LWC) to meet brand guidelines.

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

### Options:

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- 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:

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A

### Explanation:

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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.

## Question 5

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**Question Type:** MultipleChoice

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After conducting user interviews, a UX Designer finds that an equal amount of users prefer to use the Comfy density setting as the Compact density setting while viewing record details.

Which approach should be avoided by developers when building custom components to make sure their components take advantage of this setting?

**Options:**

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

## Answer:

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B

## Explanation:

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

- A) Use the varSpacingMedium design token in CSS, as Salesforce Lightning Design System (SLDS) design tokens are context-aware and can adjust their values based on the density setting, ensuring a consistent user experience across different user preferences.
- C) Use existing Lightning Components such as the card or page header, which are pre-built to adapt to density settings, ensuring that custom components align with the overall Salesforce UI and respect user settings for density.

Reference: Salesforce Lightning Design System (SLDS) documentation provides guidelines on using design tokens and building responsive components that respect user settings like density preferences. You can find more information on the official Salesforce Developers website or the SLDS documentation section.

## Question 6

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**Question Type:** MultipleChoice

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Cloud Kicks has asked its UX Designer to optimize Salesforce to help the IT help desk team quickly resolve the team's queued Cases.

What Salesforce-based approach should be recommended to quickly show the appropriate cases to IT help desk team members?

### Options:

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

### Answer:

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B

### Explanation:

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To optimize Salesforce for the IT help desk team at Cloud Kicks, enabling them to quickly resolve queued cases, adding a List View component to the home page is the most effective approach because:

**Customization and Relevance:** A List View component can be customized to show a list view that is specifically filtered to display cases that are both assigned to the team members and are currently open. This ensures that team members immediately see the most relevant cases as soon as they log in, without needing to navigate through the Salesforce interface.

**Efficiency:** Having this component on the home page saves time and clicks, making the process of identifying and accessing pending cases more efficient, which is crucial for quickly resolving issues.

While options A (Case Assignment component) and C (Case inbox component) could also present cases to team members, the List View component's ability to be customized with specific filters offers a more targeted approach to showing the most pertinent cases directly on the home page.

**Reference:** For more details on optimizing Salesforce for specific team roles, Salesforce's Help Documentation and Developer Guides offer extensive resources on using components like List Views to enhance user experience and efficiency. These guides provide step-by-step instructions on customizing the Salesforce interface to meet the needs of different teams within an organization.

## Question 7

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**Question Type:** MultipleChoice

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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?

**Options:**

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- 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:**

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A

**Explanation:**

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When the Service team at Cloud Kicks faces difficulty due to an overload of list views, the most effective way to improve their experience is by decluttering the list views to make relevant ones easier to find. This can be achieved by:

Streamlining the List Views: Removing less frequently used or irrelevant list views from the public view helps in reducing clutter and focusing on the most pertinent information. This streamlining process makes navigation more intuitive and efficient for the service team members.

Options B (Updating Sharing Rules) and C (Allowing users to manage public list views) might help in managing access to records and customization, but they do not directly address the issue of having too many list views, which is the primary concern impacting the

team's ability to find relevant information quickly.

Reference: Salesforce's documentation on managing list views provides strategies for organizing and customizing list views to improve usability and efficiency. This includes guidelines on creating, editing, and managing visibility of list views to ensure that users have access to the most relevant and useful information.

## Question 8

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**Question Type:** MultipleChoice

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Cloud Kicks has an existing customer Experience Cloud portal that is performing well.

Which has the highest probability of increasing customer engagement?

### Options:

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- A- Choosing personalized branding
- B- Customizing page layouts
- C- Recognizing peers with badges

**Answer:**

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C

**Explanation:**

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In the context of an existing Customer Experience Cloud portal that is already performing well, the goal is to further increase customer engagement by adding elements that encourage interaction and participation. Recognizing peers with badges is a highly effective way to achieve this because:

**Personalization and Gamification:** Badges introduce an element of gamification and personalization, which can significantly increase engagement. Users are motivated to participate and contribute to the community when they see a tangible recognition of their efforts and achievements.

**Community Building:** Recognizing contributions with badges helps in building a stronger community by highlighting active members and encouraging others to contribute. It fosters a sense of belonging and appreciation among users.

While personalized branding (option A) and customizing page layouts (option B) can enhance the user experience, they do not directly incentivize user interaction and contribution as effectively as recognizing contributions through badges does.

**Reference:** For insights on implementing badges and gamification strategies in Salesforce Experience Cloud portals, Salesforce's official documentation and community resources offer guidelines and best practices. These resources discuss various ways to enhance user engagement and community building within the Salesforce ecosystem.

## Question 9

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**Question Type:** MultipleChoice

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Cloud Kicks is considering using Learning Paths functionality to assign learning content to employees as part of its onboarding process.

Which feature could be assigned to learners'

### Options:

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

### Answer:

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A

### Explanation:

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Salesforce's Learning Paths functionality is designed to personalize the learning experience within the Salesforce environment by guiding users through curated content relevant to their role and learning objectives. For employees, especially as part of an onboarding process, the following feature could be particularly useful:

Trailhead modules: Trailhead is Salesforce's online learning platform that offers modules covering a wide range of topics related to Salesforce products, best practices, and general business skills. Assigning Trailhead modules through Learning Paths allows for structured and guided learning tailored to the employee's specific needs and roles, making it an ideal choice for onboarding.

While hands-on challenges (option B) and Superbadges (option C) are also part of the Trailhead ecosystem and valuable for learning, they are more suited for testing and validating skills after completing foundational modules, rather than as initial assigned learning content in an onboarding process.

Reference: Salesforce Trailhead provides extensive resources and guides on how to use Trailhead for learning and development, including setting up Learning Paths for employees. The Trailhead website offers detailed information on modules, hands-on challenges, and Superbadges, which can be leveraged to create a comprehensive onboarding experience.



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