



Free Questions for User-Experience-Designer

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Question 1

Question Type: MultipleChoice

The service team at Cloud Kicks has complained about the quantity of list views available, making it hard to find the relevant ones.

In which two ways should their experience be improved? Choose 2 answers

Options:

- 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:

B, C

Explanation:

To improve the experience of the service team at Cloud Kicks, their UX Designer should do the following¹²:

B) Share list views to Public Groups and only add relevant users. This will help to organize and manage the list views based on the roles and responsibilities of the service team members, and to avoid cluttering their list view menu with unnecessary or irrelevant list views. Public Groups are collections of users, roles, or other groups that can be used to share list views, reports, dashboards, and other records³.

C) Remove irrelevant public list views. This will help to reduce the number of list views available, and to make it easier for the service team members to find the relevant ones. Irrelevant public list views are those that are outdated, duplicated, unused, or not applicable to the service team's needs or goals.

Question 2

Question Type: MultipleChoice

Cloud Kicks (CK) has a new Portal landing page built with Experience Builder. Upon review, CK

does not think the company's brand experience is translated into the user experience; however, CK does confirm the Theme was set up correctly.

Which additional UX elements should be reviewed to influence the brand experience?

Options:

- A- Visual Design, Harmony, and Responsiveness
- B- Visual, Content, and Interaction Design
- C- Shapes, Interaction Design, and Typography

Answer:

B

Explanation:

The additional UX elements that should be reviewed to influence the brand experience are visual, content, and interaction design. These elements are essential for creating a consistent, engaging, and memorable user experience that reflects the company's brand identity and values¹².

Visual design refers to the use of colors, shapes, typography, images, icons, and other graphical elements to create a visual hierarchy, contrast, balance, and harmony on the page¹³. Visual design affects the user's perception, emotion, and attention, and can communicate the brand's personality, tone, and message¹³. For example, Cloud Kicks can use their logo, color scheme, and font to create a recognizable and distinctive visual identity for their portal landing page⁴.

Content design refers to the creation, organization, and presentation of text, audio, video, and other media to convey the brand's value proposition, story, and information to the user¹⁵. Content design affects the user's understanding, interest, and trust, and can communicate the brand's purpose, benefits, and voice¹⁵. For example, Cloud Kicks can use clear, concise, and compelling headlines, subheadings, and body text to highlight their products, services, and customer testimonials on their portal landing page.

Interaction design refers to the design of the user interface elements, such as buttons, links, menus, forms, and sliders, that enable the user to interact with the page and perform tasks¹. Interaction design affects the user's behavior, satisfaction, and feedback, and can communicate the brand's functionality, usability, and responsiveness¹. For example, Cloud Kicks can use intuitive, consistent, and accessible navigation, search, and filtering options to help the user find what they are looking for on their portal landing page.

By reviewing and improving these UX elements, Cloud Kicks can ensure that their portal landing page delivers a positive and coherent brand experience to their users, and that their brand identity is translated into the user experience.

[The 5 Elements of User Experience Design](#)

[How to Create a Brand Experience That Works With Your UX](#)

[Visual Design Basics](#)

[Use Branding Sets in Experience Builder](#)

[Content Design: What It Is and Why It Matters](#)

[How to Write Effective Web Content for Your Experience Cloud Site]

[Interaction Design Basics]

[Designing User Interfaces for Experience Cloud Sites]



Question 3

Question Type: MultipleChoice

A UX Designer wants to remotely collect feedback from hundreds of users on tasks or activities that do not require much imagination or emotion.

Which testing approach should be used?

Options:

- A- Online surveys
- B- Usability study
- C- A/B Testing

Answer:

A

Explanation:

Online surveys are a testing approach that allows a UX Designer to remotely collect feedback from hundreds of users on tasks or activities that do not require much imagination or emotion. Online surveys are useful for gathering quantitative data, such as ratings, rankings, preferences, and satisfaction levels. Online surveys are also relatively easy and inexpensive to administer and analyze. Usability studies and A/B testing are testing approaches that require more interaction and observation from the UX Designer and the users, and are more suitable for tasks or activities that involve more complexity, creativity, or emotion. Reference: [Online Surveys], [Usability

Studies], [A/B Testing]

Question 4

Question Type: MultipleChoice

Cloud Kicks wants to plan out the strategy for an upcoming discovery phase.

Which three practices should be considered?

Choose 3 answers



Options:

- 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 to solutions.
- E- Determine user acceptance criteria.

Answer:

B, C, D

Explanation:

The discovery phase is a crucial stage in any UX design project, as it helps to understand the user needs, business goals, and technical constraints of the problem¹. The discovery phase typically involves various research methods, such as interviews, surveys, observations, and analytics, to gather data and insights about the users and the context of use². The outputs of the discovery phase are artifacts that synthesize and communicate the findings and insights from the research. Some of the practices that should be considered for planning out the strategy for an upcoming discovery phase are:

Gather insight from end users: One of the main objectives of the discovery phase is to empathize with the end users and understand their goals, motivations, pain points, behaviors, and preferences. This can be done by conducting user research, such as interviews, surveys, focus groups, or usability tests, to collect qualitative and quantitative data from the target audience³. Gathering insight from end users helps to validate the assumptions and hypotheses about the problem and the solution, as well as to identify the user requirements and expectations for the design.

Establish the research plan and timeline: Before conducting any user research, it is important to establish a clear and realistic research plan and timeline. The research plan should define the research objectives, questions, methods, participants, and deliverables. The research timeline should specify the duration, frequency, and sequence of the research activities, as well as the deadlines and milestones for the deliverables⁴. Establishing the research plan and timeline helps to ensure that the discovery phase is well-organized, efficient, and effective, as well as to communicate the expectations and responsibilities to the stakeholders and the team members.

Understand the problem before moving to solutions: Another key practice for the discovery phase is to focus on understanding the problem before jumping to solutions. This means defining the problem statement, the scope, and the constraints of the project, as well as identifying the root causes, the symptoms, and the impacts of the problem. Understanding the problem before moving to solutions helps to avoid wasting time and resources on creating solutions that do not address the real needs and pain points of the users, or that are not feasible or viable for the business or the technology.

The other two options, considering platform-based before custom solutions and determining user acceptance criteria, are not practices that should be considered for planning out the strategy for an upcoming discovery phase. Considering platform-based before custom solutions is a practice that belongs to the design phase, not the discovery phase, as it involves choosing the best solution option based on the user research findings and the design principles⁵. Determining user acceptance criteria is a practice that belongs to the testing phase, not the discovery phase, as it involves defining the criteria that the solution must meet to be accepted by the users and the stakeholders⁶.

For Cloud Kicks' upcoming discovery phase, the three practices that should be considered are:

A) Understand the Problem Before Moving to Solutions: Establishing a clear understanding of the problem 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 currently being 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 help shape the overall project plan and help identify potential solutions.

C) Establish the Research Plan and Timeline: The research plan and timeline should be established before beginning the discovery phase. This should include a list of tasks to be completed, the resources needed, and a timeline for completion. This plan should be communicated to all stakeholders so everyone is aware of the project goals and timeline.

Question 5

Question Type: MultipleChoice

What is a benefit of inclusive design?

Options:

- 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



Explanation:

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 6

Question Type: MultipleChoice

A UX Designer is tasked with ensuring Lightning App Builder apps are mobile-friendly, including interactive elements.

What should be the minimum touch screen target size for interactive elements on mobile devices?

Options:

- A- 24 pixels wide x 24 pixels tall
- B- 44 pixels wide x 44 pixels tall
- C- 64 pixels wide x 64 pixels tall

Answer:

B



Explanation:

According to the Salesforce Lightning Design System, the minimum touch screen target size for interactive elements on mobile devices is 44 pixels wide x 44 pixels tall. This size ensures that users can easily tap the elements without accidentally hitting the wrong ones or missing them entirely. The touch target size also takes into account the average finger size and the device resolution. Smaller touch targets may cause frustration and errors for users, especially those with low vision, motor impairments, or large fingers. Reference: : Salesforce Lightning Design System - Sizing : Salesforce Lightning Design System - Accessibility

Question 7

Question Type: MultipleChoice

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:

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

Answer:

A

Explanation:

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

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

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

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

Question 8

Question Type: MultipleChoice

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

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

Options:

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

Answer:

B

Explanation:

The best onboarding design practice for Cloud Kicks would be to identify the message, audience, and purpose for content. This would help them tailor the content to the different needs and preferences of their employees, and provide them with the most relevant and useful information. Providing written help documentation as the single source of truth for learning about new features (A) might not be engaging or effective for all users, especially those who prefer visual or interactive learning. Creating pop-ups to give users a full visualization of a product might be intrusive or overwhelming for some users, and might not explain the benefits or features of the product clearly. Identifying the message, audience, and purpose for content (B) is a key step in creating user-centered onboarding design, as it helps to define the goals, scope, and tone of the content, and to align it with the user's needs, expectations, and motivations. Reference:

[UX Designer Certification Prep: Onboarding Design]

[UX Designer Certification Prep: Content Strategy]

[Salesforce Certified User Experience Designer Exam Guide]

Question 9

Question Type: MultipleChoice

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

How should this be accomplished?

Options:

A- Intuitive Review

B- A Heuristic Evaluation

C- User Testing

Answer:

B

Explanation:

A heuristic evaluation is a usability inspection method that involves having evaluators examine a user interface and assess its compliance with established usability principles (or "heuristics"). These heuristics are guidelines or rules of thumb that help identify common usability problems. During a heuristic evaluation, evaluators inspect the interface and identify potential usability issues based on the heuristics. The evaluators then report their findings to the designers or developers, who can use this feedback to improve the interface. Heuristic evaluation is a cost-effective and efficient way to identify usability problems early in the design process. It can be done quickly and does not require large groups of participants. It is particularly useful for identifying problems that may not be detected through user testing or surveys¹.

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

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

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

Question 10

Question Type: MultipleChoice

What are two benefits of inclusive design?

Choose 2 answers

Options:

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

Answer:

B, C

Explanation:

Inclusive design is a design approach that aims to create products and services that are accessible and usable by as many people as possible, regardless of their abilities, preferences, or circumstances. Some of the benefits of inclusive design are :

Extending access to more users: By considering the diverse needs and situations of users, inclusive design can expand the reach and impact of the product or service. For example, designing a website that is compatible with screen readers can benefit not only users who are blind or visually impaired, but also users who are in low-light environments or have low bandwidth.

Reducing friction for users in achieving their goals: By removing unnecessary barriers and providing multiple ways of interaction, inclusive design can enhance the user experience and satisfaction. For example, designing a mobile app that supports voice input and output can benefit not only users who have difficulty typing or reading, but also users who are multitasking or have their hands busy. Reference: : [UX Designer Certification Prep: Designing for Accessibility and Inclusion | Trailhead] : [Inclusive Design | Salesforce Developer Guide]

Inclusive design is a practice of designing products, services, and experiences that are accessible and usable for as many people as possible, regardless of ability, age, gender, race, language, or culture. By incorporating inclusive design practices, you can extend access to more users and reduce friction for users in achieving their goals. Salesforce provides more information on the benefits of inclusive design

here:<https://www.salesforce.com/blog/2020/11/what-is-inclusive-design.html>.

Question 11

Question Type: MultipleChoice

A UX Designer at Cloud Kicks is having difficulty getting its developers to see why the design changes would improve the user experience.

How should the designer help mitigate pushback from developers?

Options:

- A- A Share research notes from previous projects with them.
- B- Get buy-in from the development lead first and let them persuade others.
- C- Work together on setting up UX Indicators.

Answer:

C



Explanation:

The best way for the designer to help mitigate pushback from developers is to work together on setting up UX Indicators. UX Indicators are a set of metrics that measure the user experience of a product or feature, such as usability, satisfaction, engagement, and adoption¹. By working together on setting up UX Indicators, the designer and the developers can align on the goals and expectations of the design changes, and use data and evidence to evaluate their impact. This can help to reduce the subjective opinions and assumptions that might cause pushback, and foster a collaborative and user-centered culture. Sharing research notes from previous projects with them (A) might not be very helpful, as the research might not be relevant or applicable to the current project, and the developers might not trust or understand the research methods or findings. Getting buy-in from the development lead first and let them persuade others (B) might not be very effective, as it might create a top-down or hierarchical approach that does not involve the developers in the design process, and might make them feel excluded or ignored. Reference:

[UX Designer Certification Prep: UX Indicators](#)



Question 12

Question Type: MultipleChoice

Cloud Kicks' website serves two primary authenticated audiences: suppliers and installers. Their overall experience is the same, but the presentations for the audience should have a unique look and feel. Experience Builder will used to create a unique for each audience that includes colors, image, and typography.

Which out-of-the-box design approach should be recommended?

Options:

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

Answer:

B

Explanation:

To create a unique experience for each audience that includes colors, images, and typography, the recommended out-of-the-box design approach is to use branding sets and assign them to each audience using audience targeting. Branding sets are collections of branding attributes, such as logos, fonts, colors, and images, that can be applied to a site or a page to customize its look and feel. Audience targeting is a feature that allows the designer to deliver different content and experiences to different groups of users based on criteria such as profile, location, or behavior. By creating branding sets and assigning them to each audience using audience targeting, the designer can easily create a unique and consistent experience for each audience without creating separate sites or custom themes. Reference: : Branding Sets | Salesforce Help : Audience Targeting | Salesforce Help : UX Designer Certification Prep: Designing with Experience Builder | Trailhead

The best approach for Cloud Kicks to create a unique look and feel for each audience is to create branding sets and assign them to each audience using audience targeting. With this approach, the same website can be used for both audiences, while the look and feel of each page can be tailored to each audience.

Branding sets allow you to create unique designs and apply them to specific audiences. You can create unique colors, images, and typography for each audience and then target them to the appropriate audiences using the audience targeting feature. This will ensure that each audience has a unique look and feel that meets their needs.

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