



**Free Questions for User-Experience-Designer by
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Question 1

Question Type: MultipleChoice

A UX Designer is limited to one standard Order record page layout in Sales Cloud. It is shared between internal and external users.

Which page layout feature should be used to control the visibility between users?

Options:

- A- Audience Targeting
- B- Field-Level Security
- C- Dynamic Forms

Answer:

A

Explanation:

Audience targeting is a page layout feature that allows admins to create different versions of a Lightning page for different audiences, such as user profiles, roles, or permissions. Audience targeting can be used to control the visibility of the entire page or specific

components on the page, such as tabs, fields, or sections. Audience targeting can help create personalized and relevant experiences for different types of users, and reduce the need for multiple page layouts¹.

Audience targeting is the most suitable feature for the UX Designer to use in this case, because it can help them customize the Order record page layout for internal and external users, without creating separate page layouts. For example, the UX Designer can use audience targeting to show or hide certain fields, sections, or tabs based on the user's profile or permission set. This way, the UX Designer can ensure that each user sees only the information that is relevant and appropriate for them.

Field-level security is a feature that allows admins to restrict the access and editability of fields for different users, based on their profiles or permission sets. Field-level security can help protect sensitive or confidential data, and enforce data quality and integrity. However, field-level security does not affect the visibility of fields on the page layout, only the access and editability. Field-level security also does not apply to other components on the page, such as tabs or sections².

Dynamic forms is a feature that allows admins to add, group, and reorder fields and sections on a Lightning page using the Lightning App Builder. Dynamic forms can help create flexible and dynamic page layouts that can adapt to different contexts and scenarios. Dynamic forms also support visibility rules, which can be used to show or hide fields or sections based on filters or conditions. However, dynamic forms are not available for all standard objects, and they do not support audience targeting. Dynamic forms also do not affect the visibility of other components on the page, such as tabs^{3,4}.

Question 2

Question Type: MultipleChoice

Cloud Kicks (CK) allows its partners to manage leads and opportunities. CK's relationship manager has requested that partners are able to quickly browse and see their opportunities segmented by key attributes:

If the opportunity is closing within 2 weeks If it is valued at more than \$100,000

Which approach should be used in Experience Builder to enable this?

Options:

- A-** Create a custom Lightning Web Component using a data table for each key attribute.
- B-** Allow each user to create a filter for each key attribute and link to the opportunities list view.
- C-** Configure a pre-filtered opportunity list view for each key attribute with the partner group.

Answer:

C

Explanation:

The best approach to enable partners to quickly browse and see their opportunities segmented by key attributes is to configure a pre-filtered opportunity list view for each key attribute with the partner group. This way, the partners can easily access the list views that show only the opportunities that match the criteria, such as closing within 2 weeks or valued at more than \$100,000. Creating a custom Lightning Web Component using a data table for each key attribute (A) might be too complex and time-consuming, and it might not be

compatible with the Experience Builder. Allowing each user to create a filter for each key attribute and link to the opportunities list view (B) might be too tedious and inconsistent, and it might not provide a quick and easy way to browse the opportunities. Configuring a pre-filtered opportunity list view for each key attribute with the partner group is a simple and effective solution that leverages the existing functionality of the Experience Builder and the list view component¹². Reference:

[List View Component | Salesforce Experience Cloud](#)

[Create and Edit List Views | Salesforce Help](#)

Question 3

Question Type: MultipleChoice

Cloud Kicks (CK) has been tracking the details of its storage facilities in an Excel sheet, where each facility is represented as a row and the details about each facility are represented by columns.

How should CK store this information in Salesforce?

Options:

A- Objects to represent facility details and fields to store storage facilities

B- Objects to represent both storage facilities and facility details

C- Objects to represent storage facilities and fields to store facility details

Answer:

C

Explanation:

The best way to store the information of Cloud Kicks' storage facilities in Salesforce is to use objects to represent storage facilities and fields to store facility details. This is because objects and fields in Salesforce are analogous to database tables and columns, respectively¹. Each object contains a set of fields that store data values, and each record is an instance of an object¹. Therefore, if Cloud Kicks wants to store the same information that they have in their Excel sheet, they can create a custom object called Storage Facility, and add fields for each detail that they want to track, such as location, capacity, inventory, and so on. Then, they can create records for each storage facility and populate the fields with the corresponding data. This way, they can store and manage their data in a structured and consistent way, and leverage the features and benefits of Salesforce, such as reports, dashboards, automation, and security²³.

Using objects to represent facility details and fields to store storage facilities is not a valid option, as it does not make sense to use objects as data values. Objects are meant to represent entities or concepts, not attributes or properties¹. Using objects to represent both storage facilities and facility details is also not a good option, as it would create unnecessary complexity and redundancy in the data model. Objects can be related to each other through various types of relationships, such as lookup, master-detail, or many-to-many⁴. However, in this case, there is no need to create a separate object for each facility detail, as they are not independent entities, but rather characteristics of the storage facilities. Creating a separate object for each detail would also require creating more fields, records, and relationships, which would increase the maintenance and storage costs, and reduce the performance and usability of the

system5.Reference:

[Learn All About Objects and Fields in Salesforce - Forcetalks](#)

[Mastering Salesforce CRM Administration - Packt Subscription](#)

[Overview of Salesforce Objects and Fields](#)

[Object Reference for the Salesforce Platform](#)

[Understand Custom & Standard Objects Unit | Salesforce Trailhead](#)

Question 4

Question Type: MultipleChoice

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 Heuristic is being used in this case?

Options:

- A- Visibility of system status
- B- User Control and Freedom
- C- Error diagnosis and recovery

Answer:

A

Explanation:

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. Reference: [Learn About User Experience Design Unit | Salesforce Trailhead](#), [\[10 Usability Heuristics for User Interface Design\]](#), [Salesforce User Experience \(UX\) Designer Certification Guide & Tips](#)

Question 5

Question Type: MultipleChoice

Cloud Kicks' administrator has a requirement to make the user experience for a complex process more engaging for internal users.

Which Salesforce functionality should be used?

Options:

A- Lightning Survey

B- Process Builder

C- Screen flow

Answer:

C

Explanation:

Screen flow is a Salesforce functionality that allows the UX Designer to create interactive workflows for the users with just a few clicks. With screen flow, the UX Designer can create step-by-step workflows that include screens for data entry, decision points based on user input, and automated actions based on their responses. Screen flow can make the user experience more engaging by presenting the users with what they need, when they need it, and using their input to guide them and automate their tasks. Screen flow can also be customized and embedded in various ways, such as on a Lightning page, a button, a utility bar, or an Experience Cloud page¹²³

Lightning Survey is a Salesforce functionality that allows the UX Designer to create and distribute surveys to collect feedback from customers, employees, or partners. Lightning Survey is not suitable for creating complex processes or workflows, but rather for measuring satisfaction, loyalty, or engagement⁴

Process Builder is a Salesforce functionality that allows the UX Designer to create and automate business processes without code. Process Builder can perform actions based on criteria, such as updating records, sending emails, or invoking flows. Process Builder is not suitable for creating interactive workflows with screens, but rather for automating background tasks⁵

[Get Started with Screen Flows Unit | Salesforce Trailhead](#)

[How to Create a Salesforce Screen Flow | Salesforce Ben](#)

[5 Ways to Get Started with Screen Flows - Salesforce Admins](#)

[Create and Distribute Surveys with Salesforce Feedback Management](#)

[Automate Your Business Processes with Process Builder](#)

Question 6

Question Type: MultipleChoice

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?

Options:

A- Personas

B- Storyboards

C- High-fidelity Prototype

Answer:

B

Explanation:

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.

Question 7

Question Type: MultipleChoice

Cloud Kicks (CK) has identified that its individual agents send out messaging and communication that is often not aligned with the company's overall branding and communication style.

Which Salesforce solutions should be implemented to help CK deliver consistently branded content at every touchpoint?

Options:

- A- A Distributed Marketing and Journey Builder
- B- Email Builder and Customer 360
- C- Service Cloud and Letterhead

Answer:

A

Explanation:

The best Salesforce solutions for Cloud Kicks to deliver consistently branded content at every touchpoint are Distributed Marketing and Journey Builder. Distributed Marketing allows individual agents to send personalized and compliant messages to their customers, using pre-approved templates and content created by the corporate marketing team¹. Journey Builder enables the marketing team to design and automate customer journeys across channels and devices, using data and analytics to optimize the customer experience². Email Builder and Customer 360 (B) are not sufficient to ensure consistent branding and communication, as they only cover email marketing and customer data integration, respectively. Service Cloud and Letterhead are also not the best solutions, as they only focus on customer service and email formatting, respectively. Reference:

[Distributed Marketing | Salesforce](#)

[Journey Builder | Salesforce](#)

Question 8

Question Type: MultipleChoice

Which goal would be important in undertaking a Consequence Scanning exercise before launching a new product?

Options:

- A-** Reframe the product objectives from multiple, diverse perspectives.
- B-** Encourage team well-being through collaboration.
- C-** Identify the best angle for positive launch press coverage.

Answer:

A

Explanation:

Consequence scanning is a practice that helps teams to consider the potential consequences of their product or service on people, communities, and the planet¹. It is an agile tool that fits within an iterative development cycle and allows teams to identify and mitigate risks, as well as focus on positive outcomes². One of the goals of consequence scanning is to reframe the product objectives from multiple, diverse perspectives. This means that the team can explore how different stakeholders, such as users, organisations, or society, might be affected by the product or service, both intentionally and unintentionally². By doing so, the team can ensure that the product or service aligns with their values and culture, and that they are aware of the trade-offs and implications of their decisions². Reframing the product objectives from multiple, diverse perspectives can also help the team to discover new opportunities, generate innovative solutions, and increase user satisfaction and trust³.

Encouraging team well-being through collaboration and identifying the best angle for positive launch press coverage are not the primary goals of consequence scanning, although they might be beneficial side effects. Consequence scanning is not a PR exercise, but a way to ensure responsible innovation and ethical design². While consequence scanning can foster team collaboration and communication, it is not a team-building activity, but a way to share knowledge and expertise and raise concerns in a dedicated format². Reference:

Consequence scanning: How to mitigate risks in your service

Consequence Scanning -- an agile practice for responsible innovators

What is consequence scanning?

Question 9

Question Type: MultipleChoice

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?

Options:

A- Data Tables

B- Modals

C- Q Tabs

Answer:

C

Explanation:

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. Reference: Q Tabs Component Blueprint | Lightning Design System, Tabs

Question 10

Question Type: MultipleChoice

A UX Designer wants to conduct customer interviews as part of discovery research.

Which best practice should be followed while conducting these interviews?

Options:

- A- Ignore vague or general answers.
- B- Engage in a friendly and informal way.
- C- Analyze findings in the moment.

Answer:

B

Explanation:

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](#)

Question 11

Question Type: MultipleChoice

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?

Options:

- A- Comfy Display Density
- B- Compact Display Density
- C- Enable Collapsible Sections

Answer:

B

Explanation:

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.

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