



Free Questions for User-Experience-Designer

Shared by Vincent on 04-10-2024

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Question 1

Question Type: MultipleChoice

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

Which has the highest probability of increasing customer engagement?

Options:

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



Answer:

C

Explanation:

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 2

Question Type: MultipleChoice

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?

Options:

- 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

Explanation:

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". Reference: Trailhead: Systems Design with SLDS, Salesforce Developers: Buttons, Lightning Design System: Buttons

Question 3

Question Type: MultipleChoice

Cloud Kicks asks its UX Designer to create a B2B sales portal that can easily integrate customer relationship management.

Which Salesforce solution should be used?

Options:

- A- Commerce Cloud
- B- Experience Cloud
- C- Sales Cloud

Answer:

B

Explanation:

Experience Cloud is the Salesforce solution that enables businesses to create engaging and personalized digital experiences for their customers, partners, and employees. Experience Cloud can easily integrate customer relationship management (CRM) data from Sales Cloud, Service Cloud, and other Salesforce products to provide a seamless and consistent experience across different touchpoints. Experience Cloud can also leverage the power of Commerce Cloud to create B2B sales portals that allow buyers to browse, order, and pay for products online. Experience Cloud offers various templates, components, and tools to design and build customized and branded B2B sales portals that meet the needs and expectations of the target audience. Reference: Experience Cloud Overview, Learn About B2B Commerce, Salesforce B2B Commerce Basics

Question 4

Question Type: MultipleChoice

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?

Options:

- 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:

A

Explanation:

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.

Question 5

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 6

Question Type: MultipleChoice

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?

Options:

A- V2MOM

B- Agile

C- Desirable, Feasible, Viable



Answer:

C

Explanation:

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

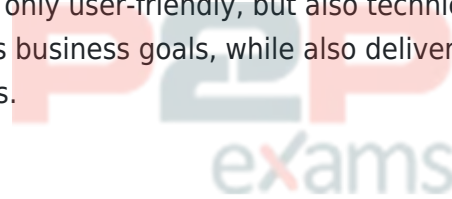
designers evaluate their solutions according to these three criteria:

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](#)



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