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QUESTION 1

Cloud Kicks (CK) wants to adopt a human-centered design process in the redesign of its Salesforce journeys and processes.

In which order should CK's UX Designer undertake the steps of this process to achieve maximum impact?

- A. Ideation > Iteration > Prototyping > Implementation > User Feedback > Observation
- B. Observation > Ideation > Prototyping > User Feedback > Iteration > implementation
- C. Prototyping > Iteration > Observation > Ideation > Implementation > User Feedback
- D. Implementation > Observation > User Feedback > Prototyping > Ideation > Iteration

Correct Answer: B

The order in which CK's UX Designer should undertake the steps of the human-centered design process to achieve maximum impact is Observation > Ideation > Prototyping > User Feedback > Iteration > Implementation. This allows the designer to take into account the user's preferences and needs from the very beginning, as well as provide the user with feedback throughout the entire process. The order of steps for a human-centered design process is as follows:

1.

Observation: Observing user behaviour and interactions to gain insights into their needs and preferences.

2.

Ideation: Coming up with ideas for potential solutions based on the insights from the observation phase.

Prototyping: Creating a prototype of the potential solution to test out with users. User Feedback: Gathering feedback from users on the prototype and making changes based on their feedback.

Iteration: Iterating on the prototype based on the feedback from users.

Implementation: Implementing the final solution.

For more information on the human-centered design process, please see the following Salesforce documentation:
https://trailhead.salesforce.com/en/content/learn/modules/ux_design_process

QUESTION 2

What are two benefits of inclusive design? Choose 2 answers

- 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

Correct Answer: BC

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-inclusivedesign.html>.

QUESTION 3

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

Correct Answer: B

QUESTION 4

A UX Designer needs to create a visual representation of a user's series of steps to achieve a meaningful goal.

Which UX design method should be used?

- A. User Persona
- B. Site Map
- C. Lightning Flow
- D. User Flow

Correct Answer: A

QUESTION 5

A UX Designer at Cloud Kicks is planning out the company's website redesign using Experience Cloud and will help guide discovery.

Which three outputs of the discovery process should be prepared? Choose 3 answers.

- A. User Personas
- B. Journey Maps
- C. interactive Prototypes

D. High-Level Wireframes

E. High-Fidelity Mock-ups

Correct Answer: ABD

For the UX Designer at Cloud Kicks, the three outputs of the discovery process that should be prepared are User Personas, Journey Maps, and High-Level Wireframes. User Personas are fictional characters that represent a target audience for the website, and are used to help guide the website design. Journey Maps are diagrams that illustrate the user's experience as they navigate the website, and provide insights into how the user interacts with the website. High-Level Wireframes are simple sketches of the website layout, and are used to organize the website's content and design elements. Interactive Prototypes and High-Fidelity Mock-ups are not necessary outputs of the discovery process, as they are more detailed representations of the design that come later in the design process. For more information, see the Salesforce Experience Cloud documentation (https://help.salesforce.com/articleView?id=experience_cloud_overview.htm&type=5).

QUESTION 6

Cloud Kicks wants to create a new service experience, increasing user satisfaction for internal and external users. Both a customer community and a service console will be created.

Which tool should a UX Designer use to document user goals, common tasks, and pain points?

A. Storyboards

B. Wireframes

C. User Personas

D. User Journeys

Correct Answer: C

QUESTION 7

A UX Designer wants to explore sample code for Lightning components and see how changing the code affects the visual appearance in real time, without deploying any code to a Salesforce org.

Which two resources should help accomplish this?

Choose 2 answers

A. Lightning Design System Website

B. Local Development Server

C. Lightning Web Component Recipes App

D. Develop Center's Lightning Component Library

Correct Answer: CD

QUESTION 8

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 business requirement.
- 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.

Correct Answer: A

QUESTION 9

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?

- A. Invite them to user testing.
- B. Ask a manager or superior to do it.
- C. Let them know the designer is the expert.
- D. Hand them a printout of the design

Correct Answer: A

QUESTION 10

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 to solutions.
- E. Determine user acceptance criteria.

Correct Answer: ABC

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 11

Cloud Kicks research team provides its UX Designer with a readout stating the audience for the design solution has a high number of visually impaired people. How should the design be approached?

- A. Ensure all text is black to maximize readability.
- B. Optimize for color contrast-ratio and screen-reading technology.
- C. Ensure Health Insurance Portability and Accountability Act (HIPAA) standards and guidelines are followed.
- D. Design a mobile-responsive solution to be used with Mobile Publisher.

Correct Answer: B

The correct answer is B. When designing for a visually impaired audience, it is important to optimize for color contrast-ratio and screen-reading technology. This will ensure that the design is accessible to those with visual impairments. Color contrast-ratio ensures that the text is easily readable, while screen-reading technology allows people with visual impairments to access the content on the website using a screen reader. Additionally, Salesforce has some great resources on designing for accessibility, such as their Accessibility Design Guide [1] and their Accessibility Best Practices [2].

[1] https://www.salesforce.com/content/dam/web/en_us/www/documents/salesforce-accessibility-design-guide.pdf

[2] https://developer.salesforce.com/docs/atlas.en-us.salesforce_accessibility_best_practices.meta/salesforce_accessibility_best_practices/accessibility_best_practices_intro.htm

QUESTION 12

The UX Designer at Cloud Kicks is asked to make the website size and content adapt to the screen size, platform and orientation.

Which design should the design use?

- A. Responsive
- B. Refactored
- C. Reactive

D. Proactive

Correct Answer: A

QUESTION 13

Users from a small group within a Sales team have complained about an object that is often used only 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.

Correct Answer: CD

QUESTION 14

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 a record?

Choose 3 answers

- A. Customer Links
- B. Highlights Panel
- C. Compact Layout
- D. Tabs
- E. List Views

Correct Answer: ADE

QUESTION 15

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. They use custom CSS properties to easily style base and custom components.

Correct Answer: B

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_slids_styling_hooks

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