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QUESTION 1

A UX Designer has been asked to improve Salesforce adoption among sales representatives at Cloud Kicks. After conducting stakeholder and user interviews, the designer finds there is no clear, consistent sales process.

What should the designer do next?

- A. Tell the customer they need to improve operations before any work can be done.
- B. Log the findings and move forward with presenting possible solutions.
- C. Recommend Field Level Validation to ensure users are entering the correct data.
- D. Conduct a workshop with stakeholders to align on the current state and build consensus.

Correct Answer: D

QUESTION 2

Cloud Kicks (CK) is incorporating Relationship Design principle into its business model and customer offerings wherever possible. Choose 3 answers

- A. Prioritizing Innovation over copying the competition
- B. Releasing Salesforce updates in managed packages over unmanaged packages
- C. Reframing products in terms of user value over features and functions
- D. Prioritize engagement number of impressions
- E. Uncovering customer needs over broadcasting product benefits

Correct Answer: ACD

QUESTION 3

Cloud Kicks wants its Discovery team to help explain the relationships between process steps and business teams. Which types of process map should they produce?

- A. SIPOC Map
- B. High-Level Process Map
- C. Cross-Functional Flowchart
- D. Value Stream Map

Correct Answer: C



QUESTION 4

Cloud Kicks (CK) is building a new community portal using Experience Cloud. CK's Designer is asked to provide examples of out-of-box functionality that will make for great customer engagement. In which three Ways Could CK's customers engage? Choose 3 answers

- A. Endorsement of skills and expertise
- B. Customize page layouts
- C. Choose personalized branding
- D. Join affinity groups
- E. Recognize peers with badges

Correct Answer: ABE

QUESTION 5

Which two steps should a UX Designer take to create and deliver responsible and transparent AI technology? Choose 2 answers

- A. Collect as much data from the user as possible for a catered experience.
- B. Design AI that is seamless enough so the user does not notice.
- C. Document model cards to clarify intended context and use cases.
- D. Provide clear explanations of AI predictions or recommendations.

Correct Answer: CD

C. Document model cards to clarify intended context and use cases. Model cards are documents that describe the intended use, performance, and limitations of AI models. They help ensure that the AI technology is being used responsibly and transparently, as they provide clear information about the model's context, data, and assumptions. This can help reduce the risk of unintended consequences and build trust with users. D. Provide clear explanations of AI predictions or recommendations. Clear explanations of AI predictions or recommendations help build trust with users and increase understanding of how the AI technology works. By providing an understandable explanation of how a prediction or recommendation was made, users can gain a better understanding of the technology and how it is intended to be used. This can also help reduce the risk of unintended consequences and improve accountability.

QUESTION 6

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 7

Cloud Kicks\ Sales team needs in-App Guidance for key functions and processes so they can maximum their time.

In which three ways should a UX Designer customize the Salesforce Help Menu to meet this request/

Choose 3 answers

- A. Provide the user with a site map of all the content.
- B. Add links to printable tipsheets or training videos.
- C. Create a just-in-time pop-up content based on new feature rollouts.
- D. Provide access to specific Trailhead or MyTrailhead content.
- E. Add links to a company dictionary or glossary of key terms.

Correct Answer: ACE

QUESTION 8

A UX Designer wants to use Paths to provide guidance about which activities sales representatives should be doing at each stage of the opportunity lifecycle.

Which two elements could be used in the Path\ s Guidance for Success sections?

- A. Lightning Component
- B. Images and Links
- C. Progress Indicator
- D. Rich Text

Correct Answer: BD



The two elements that can be used in the Path\\'s Guidance for Success section are Images and Links and Rich Text. Images and Links can be used to provide visual elements to the Guidance for Success section, while Rich Text can be used

to provide text-based explanations and instructions. In addition, a Progress Indicator can be used to show the user\\'s progress through the Path. Images and Links can be used to provide visual elements to the Guidance for Success section.

For example, if the user needs to read an article, a link to the article can be included, as well as an image of the article cover. Similarly, if the user needs to view a video, a link to the video and an image of the video can be included. Rich Text

can be used to provide text-based explanations and instructions. This can include explanations of what the user should be doing at each stage of the Path, as well as any other helpful information.

Finally, a Progress Indicator can be used to show the user\\'s progress through the Path. This can help the user understand where they are in the Path and how far they have left to go.

References:

[1] https://help.salesforce.com/articleView?id=path_guidance.htm&type=5

[2] https://help.salesforce.com/articleView?id=path_customize_guidance_success.htm&type=5

[3] https://help.salesforce.com/articleView?id=path_use_guidance_success.htm&type=5

QUESTION 9

Cloud Kicks (CK) has not migrated to Lightning Experience but wants to leverage the Salesforce Lightning Design System (SLDS) in its custom applications.

Which three solutions should CK\\'s designers use to deliver applications with a consistent Lightning Experience Look and feel? Choose 3 answers

- A. Local Development Server
- B. iOS Static Library
- C. Lightning Stylesheets for Visualforce
- D. Standard Design Tokens
- E. Heroku

Correct Answer: ABC

QUESTION 10

A Ux designer has been asked to improve salesforce adoption among sales representatives at cloud kicks after conducting stakeholder and user interviews the designers finds there is no clear consistent sale process What should the designer do next

- A. Tell the customer they need to improve operations before anywork can be done



- B. lock the findings and move forward with presenting possible solutions
- C. recommend field level validation to ensure users are entering the correct data
- D. conduct a workshop with stakeholders to align on correct state and build consenses

Correct Answer: D

QUESTION 11

How would a UX Designer Differentiate between voice and tone?

- A. Voice reflects the expression and tone is the way one designs.
- B. Voice reflects the character and tone is one's strength.
- C. Voice reflects the frequency and tone is one's pitch.
- D. Voice reflects the personality and tone is the way one speaks.

Correct Answer: A

QUESTION 12

Cloud Kicks wants to apply branding to its current Salesforce org, currently using Lightning Experience. The look and feel must follow company design guidelines.

Which declarative design properties should be used to achieve this?

- A. Create a custom Theme in Themes and Branding, selecting logo, brand colors, and images.
- B. Design a custom Branding set in use interface, selecting a logo, colors, and font type.
- C. Develop a custom Layout in user interface, attaching a new stylesheet in static resources.
- D. Choose one of the built-in Salesforce themes that closest matches the design guidelines

Correct Answer: B

QUESTION 13

A company provides a way for customers to shop for homes and contact real estate agents online. The company's brokers use some of the Salesforce standard functionality to track home buyers.

Which three standard Salesforce objects should be used in this experience?

Choose 3 answers

- A. Property



- B. Lead
- C. Contact
- D. Opportunity
- E. Address

Correct Answer: ABC

QUESTION 14

A UX designer is creating a customer to-do list component to replace the standard salesforce one. Their developer is using a parent child lighting web component (LWC) structure to build the component, creating a parent component for the list and single repeated child component for each to do item with in list which to impact of the LWCs shadow DOM should be consider when designing or developing the style sheets for these components?

- A. Any needed salesforce lighting design system (SLDS) classes and styles must be imported into both the parents list and child items
- B. the css styles defined in the parent list component are not shared with child items
- C. any custom styles shared between the list and child items should be imported from a shared css file
- D. the css style defined in the parent list component are inherited by child item

Correct Answer: AB

QUESTION 15

A sales representative wants to personalize their own user experience.

Which two recommendations should be made to provide more intuitive access regularly used content?

Choose 2 answers

- A. Personalize the Navigation bar.
- B. Set up Quick Links in the Utility bar.
- C. Customize the Home page experience.
- D. Create shortcuts Favorites.

Correct Answer: AB

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