

# USER-EXPERIENCE-DESIGNER<sup>Q&As</sup>

Salesforce Certified User Experience Designer

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### QUESTION 1

Following a human-centered design process approach, Cloud Kicks is preparing a userfeedback session for an app that is not performance as anticipated.

In which two ways could confirmation bias be avoided?

Choose 2 answers

- A. Interview users about the intended use of the product to support the questionnaire creation.
- B. Obtain user feedback to reinforce known assumptions and support design decisions.
- C. Diversity feedback by ensuring it features as many unique perspective as possible.
- D. Review questions to remove assumptions about issues or problem not supported by quantitative data.

Correct Answer: BC

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### QUESTION 2

A UX Designer at Cloud Kicks has been asked to gather insights for a newly released feature at scale from a Specific set of users in the flow of their work.

Which approach should be used?

- A. In-App Feedback
- B. User Interviews
- C. A/B Test
- D. Survey

Correct Answer: D

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### QUESTION 3

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

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#### QUESTION 4

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

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#### QUESTION 5

Cloud Kicks (CK) has already identified its user personas. The UX Designer wants to synthesize what CK knows about the users so that a shared understanding is created with the rest of the organization.

Which tool should be used to share this insight?

- A. A/B Testing
- B. Full Recorded Interviews
- C. Empathy Map
- D. Heuristic Review

Correct Answer: D

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