

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

Salesforce Certified User Experience Designer

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## QUESTION 1

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\\_slds\\_styling\\_hooks](https://developer.salesforce.com/docs/component-library/documentation/lwc/lwc.use_slds_styling_hooks)

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## QUESTION 2

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

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## QUESTION 3

The service team at Cloud Kicks has complained about the quantity of list views available, making it hard find the relevant ones. In which two ways should their experience be improved? Choose 2 answers

- A. Request users to create and share their list views.
- B. Share list views to Public Groups and only add relevant users.
- C. Remove irrelevant public list views.

D. Recommend using related lists instead of list views.

Correct Answer: CD

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## QUESTION 4

During discovery, a UX Designer finds that most sellers like the idea of using the utility bar for easy access and productivity.

Which three standard use cases could be recommended for using the utility bar to enhance the user experience? Choose 3 answers

- A. Quick access to Lightning Dialer
- B. Perform common tasks without navigating away from page
- C. Access to view a list of records favorited for quick access
- D. Access to a consistent custom help menu across the org for all users
- E. Access at any time to a customized set of items specific to an app

Correct Answer: CDE

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## QUESTION 5

Cloud Kicks\ website serves two primary authenticated audiences: suppliers and installers. Their overall experience is the same, but the presentations for the audience should have a unique look and feel. Experience Builder will be used to create a unique look for each audience that includes colors, image, and typography.

Which out-of-the-box design approach should be recommended?

- A. Use custom CSS to override the default template and Theme panel styles.
- B. Create branding sets and assign them to each audience using audience targeting.
- C. Use unique sites under digital experiences for each audience and tailor the look and feel of each.
- D. Create a custom theme for each audience and apply it to the same site.

Correct Answer: B

The best approach for Cloud Kicks to create a unique look and feel for each audience is to create branding sets and assign them to each audience using audience targeting. With this approach, the same website can be used for both audiences, while the look and feel of each page can be tailored to each audience.

Branding sets allow you to create unique designs and apply them to specific audiences. You can create unique colors, images, and typography for each audience and then target them to the appropriate audiences using the audience targeting

feature. This will ensure that each audience has a unique look and feel that meets their needs.

## References:

[1] [https://help.salesforce.com/articleView?id=siteforce\\_editing\\_audience\\_targeting.htm&type=5](https://help.salesforce.com/articleView?id=siteforce_editing_audience_targeting.htm&type=5)

[2] [https://help.salesforce.com/articleView?id=siteforce\\_branding\\_sets.htm&type=5](https://help.salesforce.com/articleView?id=siteforce_branding_sets.htm&type=5)

[3] [https://help.salesforce.com/articleView?id=siteforce\\_creating\\_branding\\_sets.htm&type=5](https://help.salesforce.com/articleView?id=siteforce_creating_branding_sets.htm&type=5)

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## QUESTION 6

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

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## QUESTION 7

Cloud Kicks wants its users to know when a new feature is enabled or available with a short video explaining the new feature.

What should be recommended?

- A. Lightning Path component
- B. Docked prompt using In-App Guidance
- C. Custom video component
- D. Utility bar with embedded video

Correct Answer: A

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## QUESTION 8

A UX Designer wants to build on a human-centered design by focusing on more than just an individual person and is considering engaging, connected, and social value-driven solutions.

What is the designer practicing?

- A. Compassionate Design
- B. Relationship Design
- C. Service Design
- D. User Experience Design

Correct Answer: C

Service Design is a design practice that focuses on providing better experiences to users by understanding the context of their needs and how they interact with systems, services, and products. Service Design goes beyond User Experience Design by focusing on more than just individual people, and instead considers the entire ecosystem, including connected and social value-driven solutions. Salesforce provides more information on Service Design here: [https:// www.salesforce.com/resources/service- design/](https://www.salesforce.com/resources/service-design/).

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## QUESTION 9

Cloud kicks has identified that its users are having difficulty figuring out where to look on a web page due to the number of design elements.

Which three considerations should be made to improve the visual hierarchy of the page?

Choose 3 answers

- A. Grouping proximity and common regions
- B. Scale using relative size to signal importance
- C. Continuity keep all typeface the same size
- D. Proportion, keep all element a similar size
- E. Color and contrast, saturation between the elements

Correct Answer: ABE

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## QUESTION 10

A UX Designer is creating a customer support site in ExperienceBuilder that will be internationalized across 12 different countries. Which two design considerations should be made when planning for this site?

- A. Countries may read text in a different (right to left vs. left to right) and layouts will be to be adjusted.
- B. Country flags used as links to adjust languages provide an ideal way to switch between locales or languages for users.
- C. Colors may have different contrast ratios in some countries and need adjust contrast for proper visibility by users.
- D. Colors may have different culture meanings in different countries, changing the intent of UI elements.

Correct Answer: AD

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## QUESTION 11

A group of sales users needs to be guided step by step through a new process using Floating or Decked Prompts.

Their administrative team wants to the ability to see the adoption of this assistance via Reports and Dashboards.

- A. in-App Guidance Prompts using myTrailhead
- B. Custom build using Salesforce Flow
- C. Basic In-App Guidance Prompts
- D. Use the Walkthrough App from AppExchange

Correct Answer: B

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## QUESTION 12

A UX Designer is using the human-centered design approach to redesign a portal that medical staff use to report on patient demographics.

Which activity should come first in the process?

- A. Observing the medical staff while they use their existing portal
- B. Estimating the cost to complete development of the portal
- C. Writing technical requirements for how the portal should function
- D. Designing a mockup of how the new portal will look

Correct Answer: A

The first activity in the process when using a human-centered design approach to redesign a portal that medical staff use to report on patient demographics should be observing the medical staff while they use their existing portal. This is a critical step in the process, as it helps to identify user needs, preferences, and behaviors so that the design of the new portal can be tailored to meet their specific needs. Observing the medical staff while they use the portal will help to identify any existing problems and highlight areas where the portal can be improved. This can include issues with usability, functionality, and accessibility. Additionally, observing how the medical staff interact with the portal can help to identify any potential areas of improvement and uncover any hidden requirements or user needs. References:

[1] <https://www.salesforce.com/blog/2019/02/human-centered-design.html>

[2] <https://uxplanet.org/human-centered-design-process-3d3d3f9a50db>

[3] <https://uxdesign.cc/human-centered-design-for-ux-designers-d4f0e741b9a9>

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## QUESTION 13

A UX Designer at Cloud Kicks (CK) recommends a Salesforce Console application for CK's service representatives. The service representatives work on multiple support cases hour, accessing them via queues, calls, or livechat. Which console navigation feature would NOT be relevant to the designer recommendation?

- A. More than one detail item can be open at a time.
- B. Multiple subtabs can be beneath a single parent record.
- C. A split list of records and individual record detail can see on the same screen.
- D. Service representatives with lower resolution monitors will have a better user experience.

Correct Answer: B

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## QUESTION 14

A UX Designer wants to quickly mock up Salesforce user Interface experiences using a collation of prebuilt components. The designer need sales lightning resources for their design and prototype such as based components, tokens, design patterns.

Which tool to install should need?

- A. Lightning Design system Zip
- B. Sketch plugin
- C. Lightning Design system Unmagaged Package
- D. SLDS Validator

Correct Answer: B

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## QUESTION 15

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

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