

Salesforce

*User-Experience-Designer
Salesforce Certified User Experience Designer*



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Question: 1

Cloud Kicks (CK) is going to launch a new Salesforce process for its Customer Service team. After Launch, CK wants to ensure the process is working well for its customer service representatives. Which three Salesforce tools should be used to track and measure the adoption of the new process? Choose 3 answers

- A. User Engagement Dashboard and Report
- B. Custom Permission Sets
- C. Salesforce Surveys for user Satisfaction
- D. Visualforce App
- E. Chatter polls

Answer: A,C,E

Explanation:

To track and measure the adoption of the new process, CK should use the following Salesforce tools:
User Engagement Dashboard and Report: This tool provides insights into how users are interacting with Salesforce, such as the number of logins, page views, actions, and time spent. It can help CK identify which users are adopting the new process and which ones need more training or support.

Salesforce Surveys for user Satisfaction: This tool allows CK to create and send surveys to its customer service representatives to collect feedback on the new process, such as their satisfaction, challenges, and suggestions. It can help CK measure the impact of the new process on the user experience and satisfaction.

Chatter polls: This tool enables CK to create and post simple polls on Chatter to gather quick opinions or preferences from its customer service representatives. It can help CK engage with its users and get their input on the new process.

Reference:

- : User Engagement Dashboard and Report
- : Salesforce Surveys for user Satisfaction
- : Chatter polls

Question: 2

A UX Designer is going to create a custom app for a new team of service agents. Which three parts of the user interface could be customized? Choose 3 answers

- A. Tabs within the app's navigation bar
- B. Relationship between standard objects
- C. Page layouts of the records

- D. Details to be shown in the records highlights panels
- E. Opportunity lead scoring

Answer: A,C,D

Explanation:

To create a custom app for a new team of service agents, a UX Designer could customize the following parts of the user interface:

Tabs within the app's navigation bar: This allows the UX Designer to select which tabs are visible and accessible for the app users, such as Accounts, Contacts, Cases, etc. It can help the UX Designer to tailor the app to the specific needs and tasks of the service agents.

Page layouts of the records: This enables the UX Designer to control how the fields and related lists are arranged and displayed on the record detail pages, such as the Case page layout. It can help the UX Designer to optimize the information architecture and usability of the record pages for the service agents.

Details to be shown in the records highlights panels: This allows the UX Designer to choose which fields and actions are shown in the highlights panel at the top of the record pages, such as the Case Number, Status, Priority, etc. It can help the UX Designer to emphasize the most important and relevant information and actions for the service agents.

Reference:

- : Tabs within the app's navigation bar
- : Page layouts of the records
- : Details to be shown in the records highlights panels

Question: 3

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 live chat.

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 be seen on the same screen.
- D. Service representatives with lower resolution monitors will have a better user experience.

Answer: D

Explanation:

A Salesforce Console application is designed to optimize the user experience for service representatives who work on multiple records and tasks at the same time. The console navigation features allow the user to access multiple records and related information in a single screen, without switching back and forth between tabs or windows. The features that are relevant to the designer recommendation are: More than one detail item can be open at a time. This allows the user to work on multiple records

simultaneously and switch between them easily.

Multiple subtabs can be beneath a single parent record. This allows the user to view and access related information, such as activities, emails, notes, and attachments, without leaving the parent record.

A split list of records and individual record detail can be seen on the same screen. This allows the user to browse through a list of records, such as a queue or a report, and see the details of the selected record on the same screen.

The feature that is not relevant to the designer recommendation is:

Service representatives with lower resolution monitors will have a better user experience. This is not true, because a Salesforce Console application requires a minimum screen resolution of 1024 x 768 pixels to display properly. Users with lower resolution monitors may experience scrolling issues or truncated information.

Reference: What Features Are Available in Lightning Console Apps?, Personalize the Navigation Menu for Lightning Console Apps, Navigate Around

Question: 4

Cloud kicks wants to hire a deal closer.

Which three activities would someone in this role do each day?

Choose 3 answers

- A. Update existing prospect and customer records.
- B. Log activities such as calls, emails, and notes.
- C. Review and work through their list of leads or opportunities.
- D. Create cases from issues.
- E. Customize and administer Salesforce.

Answer: A,B,C

Explanation:

A deal closer is someone who is responsible for closing sales deals with prospects and customers. They need to update existing prospect and customer records to keep track of their interactions and status. They also need to log activities such as calls, emails, and notes to document their communication and follow-ups. They also need to review and work through their list of leads or opportunities to prioritize their tasks and identify the best prospects to focus on. These activities are essential for a deal closer to manage their pipeline and achieve their sales goals. Creating cases from issues and customizing and administering Salesforce are not activities that a deal closer would do each day. These are more likely to be done by a customer service agent or a Salesforce administrator, respectively. Reference: [Salesforce Certified User Experience Designer Exam Guide], [UX Designer Certification Prep: User Research], [UX Designer Certification Prep: User Roles and Personas]

Question: 5

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

Answer: B C E

Explanation:

These three features allow fields to be available when viewing a record in Salesforce.

A highlights panel displays key fields at the top of a record page in Lightning Experience. It can be customized to show the most important information for each object.

A compact layout determines which fields appear in the highlights panel, the list view hover, and the Salesforce app. It can be assigned to different record types and profiles.

A list view displays a set of records that meet specified filter criteria. It can be sorted and filtered by different fields, and users can select which fields to display in the list view.

Reference:

[Customize the Highlights Panel]

[Create and Assign Compact Layouts]

[Create and Customize List Views]

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