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Salesforce Certified User Experience Designer

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### QUESTION 1

Cloud Kicks (CK) has finished conducting research and has synthesized the findings. CK now plans to collaboratively redesign services with stakeholders to address issues uncovered in the study.

Which process should be used?

- A. Service-Blueprinting Workshop
- B. Management Committee Meeting
- C. Pitch Session
- D. Service Usability Testing

Correct Answer: A

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### QUESTION 2

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=sf\\_editing\\_audience\\_targeting.htm&type=5](https://help.salesforce.com/articleView?id=sf_editing_audience_targeting.htm&type=5)

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

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



### QUESTION 3

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](https://trailhead.salesforce.com/en/content/learn/modules/ux_design_process)

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### QUESTION 4

A UX Designer wants to use the Salesforce Lightning Design System (SLDS) to create consistent user interface across Cloud Kicks' various platforms. On which three platforms could the designer use SLDS resources? Choose 3 answers

- A. Android
- B. Visualforce
- C. Heroku



D. MuleSoft

E. Azure

Correct Answer: BDE

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#### QUESTION 5

Cloud Kicks marketing development representatives need to process incoming leads. Understanding the typical lead to opportunity is essential to the design.

Which three new records would typically be created when they convert a lead?

Choose 3 answers

A. Contact

B. Activity

C. Converted Lead

D. Account

E. Opportunity

Correct Answer: ACE

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