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Plat-UX-101
Salesforce Certified Platform User Experience Designer



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Question: 1

Which step should a UX Designer take to create and deliver responsible and transparent AI technology?

A. Provide clear explanations of AI predictions or recommendations.
B. Collect as much data from the user as possible for a catered experience.
C. Deliver an internal session to showcase AI making data accessible to all users.

Answer: A

Explanation:
Responsible AI requires users to understand how an AI-supported experience reaches or communicates consequential outputs. Therefore, providing clear explanations of predictions and recommendations directly supports transparency and explainability. The uploaded study guide explicitly identifies A as the correct response. Salesforce's AI guidance similarly treats explainability as fundamental to useful predictive experiences. Salesforce describes predictive outputs as not merely providing an outcome but also enabling users to understand factors contributing to that outcome and take appropriate action. This supports the UX principle that AI should not behave as an opaque decision mechanism.
Option B is incorrect because responsible data practices do not advocate indiscriminate data collection. Data collection should be purposeful and proportionate to the intended experience. Collecting more data simply because it is available creates privacy, bias, and governance concerns. Option C may support organizational education, but an internal demonstration does not make the actual user-facing AI interaction transparent.
The strongest UX solution is therefore to expose understandable reasoning or contextual explanations around AI-generated predictions and recommendations.
Study Guide reference/topics: Responsible AI, transparency, explainability, trustworthy user experiences, Human-Centered Design.

Question: 2

A UX Designer wants to quickly plan and communicate the intended page layouts of a community portal. Which tool should they use?

A. UI Mockups
B. High-fidelity Prototypes
C. Wireframes

Answer: C

Explanation:
A wireframe is the appropriate artifact when the primary requirement is to quickly establish and communicate page structure, information hierarchy, content placement, navigation areas, and functional relationships without spending unnecessary time on polished visual treatment. The uploaded study guide specifically identifies Wireframes (C) as the correct answer. This choice reflects an important UX principle: artifact fidelity should correspond to the design question currently being answered. During early structural planning, typography, branding, detailed imagery, animation, and production-quality interactions can distract stakeholders from the underlying information architecture.
A UI mockup generally introduces greater visual detail, such as typography, colors, spacing, imagery, and brand treatment. A high-fidelity prototype goes further by representing realistic interactions and application behavior, making it more appropriate for later validation or usability testing.
Salesforce's UX artifact guidance distinguishes mapping artifacts from screen-design artifacts and emphasizes progressing toward increasingly detailed screens after the designer has established user needs, hierarchy, and the structure of the solution. Therefore, when the objective is to quickly plan and communicate intended layouts, wireframes provide the required speed, flexibility, and structural clarity.
Study Guide reference/topics: Wireframes, UX artifacts, information hierarchy, fidelity levels, early-stage interface design.

Question: 3

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 element could be used in the Path's Guidance for Success sections?

A. Rich Text, images, and links
B. Merge Fields
C. Progress Indicator

Answer: A

Explanation:
The correct answer is A. Rich Text, images, and links, which is also the answer explicitly provided by the uploaded study guide. Salesforce Path is intended to guide users through stages of a business process. For each Path stage, an administrator can designate key fields and provide contextual Guidance for Success. Salesforce documentation describes this guidance as a place for information such as tips, links, questions, and company policy information that assists users in successfully completing that stage. This distinction is important. A Path already acts as a visual representation of progress through values such as Opportunity Stage. The Guidance for Success area supplements that progression with useful instructional material. Rich content and links can explain activities, remind representatives of procedures, provide supporting resources, or direct users toward relevant information. A Progress Indicator is therefore not the appropriate content

element for Guidance for Success because Path itself visually represents progression. Merge fields are also not the expected answer in this configuration context. Consequently, rich instructional content provides the strongest fit for stage-specific coaching and supports Salesforce's declarative approach to improving process usability without developing a custom interface.
Study Guide reference/topics: Salesforce Path, Guidance for Success, key fields, contextual guidance, Declarative Design.

Question: 4

A UX Designer is asked to build a solution in Salesforce to accommodate a call center's process and make it easier for them to log complaints. How should the designer illustrate the existing process, including the pain points and opportunities?

A. Observe the complaints process and create a business process diagram.
B. Observe the complaints process and create a journey map.
C. Observe the complaints process and create a prototype.

Answer: B

Explanation:
The correct artifact is a journey map, and the uploaded study guide explicitly identifies B as the answer. A journey map documents an experience from the user's perspective across its stages and touchpoints. Salesforce Trailhead explains that journey maps can capture actions, thoughts, feelings, touchpoints, contextual factors, and opportunities. Critically, the artifact highlights where friction or pain occurs and where improvements could produce the greatest impact. Salesforce's UX artifact guidance similarly states that journey maps help identify process optimizations, pain points, and potential solutions. That directly corresponds to the scenario. The UX Designer needs to understand the call center's existing experience before proposing a Salesforce solution. Observation supplies empirical information about how agents currently perform complaint logging; the journey map then organizes those findings around activities, problems, and opportunities. A business process diagram is useful for documenting process mechanics and decision paths but normally provides less emphasis on the user's emotional and experiential context. A prototype would be premature because it represents a proposed solution rather than documenting the current-state experience. The Discovery principle is therefore: understand and visualize the existing user journey before designing the future solution.
Study Guide reference/topics: Discovery research, journey mapping, current-state analysis, pain points, opportunities.

Question: 5

Cloud Kicks (CK) wants gamified learning content for its internal users and leadership. CK wants to create a custom product training as a part of the experience. What should be recommended?

A. In-app prompts to provide access to video content
B. Sandbox to experiment with the product
C. Enablement Site to build and assign custom modules

Answer: C

Explanation:
The correct solution is C. Enablement Site to build and assign custom modules, exactly as specified in the uploaded study guide. An Enablement Site is appropriate because the requirement is broader than simply showing users contextual assistance. Cloud Kicks requires structured, custom product training that can be delivered as learning content to internal users and leadership. Salesforce's Enablement functionality supports publishing modules and assigning relevant learning content to users. Salesforce documentation specifically explains that administrators can assign modules published on an enablement site and that users can complete assigned content from within Salesforce. Option A addresses a narrower use case. In-App Guidance prompts are effective for contextual onboarding, feature announcements, and short instructional interventions within the user's workflow, but they are not a replacement for a structured custom learning curriculum.
Option B provides an environment where users can experiment, but a sandbox does not inherently provide organized learning modules, assignments, learning progression, or formal enablement content.
The UX requirement here is therefore solved by selecting the platform capability that supports repeatable, organized, assignable learning experiences, rather than merely contextual assistance or an experimentation environment.
Study Guide reference/topics: Enablement Sites, custom learning modules, onboarding, internal user education, Declarative Design.

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