

# **Salesforce Certified User Experience Designer Exam Guide**

## **Summary:** Check out the Spring '21 User Experience Designer Exam Guide

### **Spring '21 Release**

Congratulations on taking the next step to prepare for your Salesforce User Experience Designer credential. This exam guide has the information you need to help you study and prepare for your exam. Let's get started!

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### **About the User Experience Designer Credential**

The Salesforce Certified User Experience (UX) Designer exam is for candidates who are aspiring or experienced designers wanting to build and design solutions on the Salesforce Platform. Salesforce Certified UX Designer candidates should have a baseline knowledge of how to problem-solve and design using core UX concepts, and be able to deliver those experiences using the Salesforce Platform's core features. Candidates should also be able to work with customers to determine their needs and requirements using human-centered design.

### **Audience Description: Salesforce User Experience Designer**

Salesforce Certified UX Designer candidates should have at least 6 months of hands-on experience as a UX designer, engineer, administrator, stakeholder, facilitator, or researcher. Additionally, Salesforce Certified UX Designer candidates should have 3 to 6 months of experience utilizing UX design concepts on the Salesforce Platform. The Salesforce Certified UX Designer exam is for individuals who want to demonstrate their knowledge, skills, and experience in the following areas:

- Analysis of business and design requirements
- Facilitation of design strategy based on the scope of user and content
- Salesforce personas and which processes they use
- Key design systems and principles
- Mobile UX design
- Incorporation of human-centered design into customer solutions
- Guidelines and UX design strategy for accessibility and inclusion
- Declarative features of Salesforce and how they can impact user experience

- Application of branding and styling to impact user adoption and experience
- Planning and facilitation of testing and validation related to the goals of design
- Change management design
- Out-of-the-box Salesforce Lightning Design System (SLDS) solutions versus customization
- Utilization of SLDS to create new and customized component functionality

## Purpose of This Exam Guide

This exam guide is designed to help you evaluate if you are ready to successfully complete the Salesforce Certified UX Designer exam. This guide provides information about the target audience for the certification exam, recommended training and documentation, and a complete list of exam objectives—all with the intent of helping you achieve a passing score. Salesforce highly recommends a combination of on-the-job experience, course attendance, and self-study to maximize your chances of passing the exam.

## About the Exam

Read on for details about the Salesforce Certified UX Designer exam.

- Content: 60 multiple-choice/multiple-select questions
- Time allotted to complete the exam: 105 minutes
- Passing score: 65%
- Registration fee: USD 200 plus applicable taxes as required per local law
- Retake fee: USD 100 plus applicable taxes as required per local law
- Delivery options: Proctored exam delivered onsite at a testing center or in an online proctored environment. Click [here](#) for information on scheduling an exam.
- References: No hard-copy or online materials may be referenced during the exam.
- Prerequisite: None

## Recommended Training and References

As preparation for this exam, we recommend a combination of hands-on experience, training course completion, Trailhead Trails, and self-study in the areas listed in the Exam Outline section of this exam guide.

The self-study materials recommended for this exam include:

- Trailmix: [Prepare for Your UX Designer Credential](#)
- Module: [Salesforce User Experience Designer Certification Prep](#) (GA 6/9/21)

To continue developing your Salesforce skill set, visit [Trailhead Academy](#) to enroll in expert-led courses.

To review online Documentation, Tip Sheets, and User Guides, search for the topics listed in the Exam Outline section of this guide and study the information related to those topics. Documentation, Tip Sheets, and User Guides can also be accessed through [Salesforce Help](#).

## **Exam Outline**

The Salesforce Certified UX Designer exam measures a candidate's knowledge and skills related to the following objectives. Candidates should have hands-on experience utilizing UX design concepts on the Salesforce Platform with knowledge and expertise in each of the areas below.

### **> Discovery: 13%**

- Provided with a set of business requirements, determine which research methodology and tools should be used to design a solution.
- Given a scenario, demonstrate how to gather requirements and plan strategy given current user experiences.
- Describe key Salesforce UX personas and which processes they normally do.
- Given a scenario, describe how Salesforce can add value to user experiences.

### **> UX Fundamentals: 16%**

- Given a scenario, identify which UX method should be used to define a user experience.
- Describe the impact of corporate branding and styling.
- Describe key design principles and tools that define an accessible and engaging experience.
- Describe mobile UX design fundamentals.

### **> Human-Centered Design: 12%**

- Given a scenario, determine how to incorporate human-centered design into a customer solution.
- Explain the importance of inclusive design.

### **> Declarative Design: 27%**

- Given a scenario, describe how core Salesforce objects function, how that can affect the user experience, and when to use and customize them.
- Given a scenario, describe declarative features that improve information presentation, hierarchy, and architecture in static experiences.
- Given a scenario, describe declarative features that improve user efficiency over a series of steps.
- Given a scenario, determine which global Salesforce configuration to use for optimized user flow.
- Given a scenario, determine options for users to access onboarding, support, and learning.
- Given a scenario, describe how to apply branding to a solution.

### **> Testing: 11%**

- Given a scenario, plan methods for validating and testing a design with the end user.
- Describe testing techniques needed for optimal user experiences.
- Given a scenario, evaluate and manage design changes.

**> Salesforce Lightning Design System (SLDS): 21%**

- Describe SLDS and its purpose.
- Given a scenario, determine out-of-the-box design and configuration consistent with the look and feel of Lightning Experience.
- Given a scenario, utilize SLDS to create new and customized component functionality.

## **Maintaining Your Salesforce Certification**

One of the benefits of holding a Salesforce credential is always being up-to-date on new product releases (updates). As such, you will be required to complete the UX Designer certification maintenance modules on Trailhead once a year.

**Don't let your hard-earned credential expire!** If you do not complete all maintenance requirements by the due date, your credential will expire.

Bookmark these useful resources for maintaining your credentials:

- [Overall Maintenance Requirements](#)
- [Maintenance Module Due Dates](#)
- [Verify Your Certification Status](#)
- [Certification Expiration Details](#)