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NEW QUESTION: 1
A business analyst (BA) has been assigned to a new project with Universal Containers. The program manager has shared a variety of documents with the BA prior to the project kickoff.
Which document will help the BA understand the project's goals, stakeholders, background, and scope?
A. System Requirements Specification (SRS)
B. Statement of Work (SOW)
C. Master Service Agreement (MSA)
Answer: (SHOW ANSWER)
The Statement of Work (SOW) provides the BA with an overview of the project's objectives, scope, and stakeholders:
Project Goals and Scope: The SOW typically outlines the purpose of the project, high-level deliverables, and boundaries.
Stakeholder Identification: It identifies key players and their roles, ensuring the BA understands the parties involved.
Background Information: The SOW includes contextual details about the business problem or opportunity driving the project, aiding in effective discovery.
Salesforce documentation emphasizes the importance of the SOW as a foundational document for project alignment.

NEW QUESTION: 2
A business analyst (BA) at Northern Trail Outfitters (NTO) is assigned to a project to help revamp n process.
The current process used by the sales team is different than the process outlined in NTO's documentation.
Which step should the BA take first?
A. Create an Entity Relationship Diagram (ERD) of the current state.

B. Meet with stakeholders as a group to capture future requirements.
C. Meet with stakeholders as a group to understand the current state.
Answer: (SHOW ANSWER)
This answer states that meeting with stakeholders as a group to understand the current state is the first step that the BA should take for revamping an existing process used by the sales team at NTO. Stakeholders are the people who have a significant interest or influence in the project outcome, such as the sales team, the sales manager, the customers, etc. Meeting with stakeholders as a group means that the BA facilitates a discussion or a workshop with the stakeholders to elicit their needs, expectations, pain points, and opportunities related to the existing process. Understanding the current state means that the BA analyzes and documents how the existing process works or does not work, what are its inputs, outputs, steps, decisions, roles, etc. Meeting with stakeholders as a group to understand the current state is the first step that the BA should take for revamping an existing process because it helps the BA to establish a baseline or a reference point for identifying and validating the gaps or issues in the existing process, and for designing and proposing improvements or solutions for the future state.

NEW QUESTION: 3
Northern Trail Outfitters is Updating Its customer portal built on Experience Cloud. The team has drafted a user story:
"As a customer, I want to be able to chat with a support agent and view my account, see my orders, and ask questions via the customer port.
What should a business analyst do to improve this user story?
A. Estimate how long it will take the technical team to complete the story.
B. Include specific information about potential Salesforce solutions.
C. Adjust the goal of the user story to be independent.
Answer: (SHOW ANSWER)
This answer suggests adjusting the goal of the user story to be independent as a way to improve this user story for updating its customer portal built on Experience Cloud. The goal of a user story is what the user or stakeholder wants to accomplish, why they want to accomplish it, and how they will measure success. The goal of a user story should be independent, meaning that it does not depend on or overlap with other user stories. This user story has a goal that is too broad and complex, as it includes multiple features or functionalities (chat with a support agent, view account, see orders, ask questions) in one user story. Adjusting the goal of the user story to be independent can help to break down this user story into smaller and simpler user stories that can be completed in one sprint. References: https://trailhead.salesforce.com/en/content/learn /modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

NEW QUESTION: 4
Universal Containers has several independent Salesforce projects this quarter involving shared objects and a complex deployment process managed by a DevOps team. While smoke testing the shared user acceptance testing (UAT) environment, the business analyst (BA) noticed that

one of the minor changes to the Account to the Account page layout for the project is missing. The client is eager to begin its UAT.
What should the BA do to address the issue?
A. Make the page layout change directly in UAT so the client can begin testing.
B. Log a defect for the page layout change and discuss it with the DevOps team.
C. Ask the project manager to reschedule UAT until after the defect is resolved
Answer: (SHOW ANSWER)
The business analyst should log a defect for the page layout change and discuss it with the DevOps team to address the issue of one of the minor changes to the Account page layout for the project being missing. A defect is an error or flaw in an application that causes it to deviate from its expected behavior or result.
Logging a defect for the page layout change can help document the issue, its impact, and its priority, and assign it to someone responsible for fixing it. Discussing it with the DevOps team can help understand why the change was missing, how it can be resolved, and when it can be deployed. Making the page layout change directly in UAT so the client can begin testing is not a good option because it would bypass the development process, create inconsistency among environments, and introduce potential risks or errors. Asking the project manager to reschedule UAT until after the defect is resolved is not a good option because it would delay the testing schedule, impact the project timeline, and reduce customer satisfaction. References: 1 https://trailhead.
salesforce.com/en/content/learn/modules/user-acceptance-testing-video/learn-about-user-acceptance-testing

NEW QUESTION: 5
The sales team is learning a new sales methodology. Management wants to align Salesforce opportunities with the methodology.
What is the first step a business analyst should take to begin overhauling the Opportunity object?
A. Understand the current business process.
B. Configure stages in Salesforce.
C. Create new reports and dashboards.
Answer: (SHOW ANSWER)
The first step that the business analyst should take to begin overhauling the Opportunity object is to understand the current business process. This is because understanding the current business process helps to establish a baseline for measuring the current state of performance, identify pain points and opportunities for improvement, and align with the desired business outcomes. The business analyst should use techniques such as interviews, observations, surveys, or process mapping to understand how users currently use Salesforce opportunities and what challenges or gaps they face. References: https://trailhead.salesforce.com/content/learn
/modules/salesforce-business-analyst-certification-prep/business-process-mapping

NEW QUESTION: 6

A business analyst (BA) discovers that universal Containers automated case assignments in Service Cloud.
UC uses case assignment rules to route cases to predefined team. The UC leadership team wants to improve how cases are routed.
What should the BA recommend to help the resolve a common obstacle?
A. Minimize case escalations to reduce time to resolution.
B. Migrate from case assignment riles to Omni-Channel.
C. Document the current case assignment process.
Answer: (SHOW ANSWER)
This answer states that migrating from case assignment rules to Omni-Channel is what the BA should recommend to help UC resolve a common obstacle for addressing a recent group of complaints from UC's service team about automated case assignments in Service Cloud. Case assignment rules are a feature that allows an organization to automatically assign cases to predefined queues or users based on certain criteria, such as case origin, case type, case priority, etc. Omni-Channel is a feature that allows an organization to automatically route work items (such as cases, leads, chats, etc.) to available agents based on their capacity, skills, availability, etc. Migrating from case assignment rules to Omni-Channel is what the BA should recommend to help UC resolve a common obstacle for addressing complaints about automated case assignments in Service Cloud because it helps UC to improve how cases are routed by matching them with the most qualified and available agents, rather than relying on manual intervention or predefined rules.
References: https://trailhead.salesforce.com/en/content/learn/modules/service-cloud-agent-productivity
/service-cloud-agent-productivity-omni-channel

NEW QUESTION: 7
Northern Trail Outfitters (NTO) has completed a project with a third-party event organization platform to enhance its MVP Experience Site. Many features were left in the project backlog. NTO's IT team is beginning a new phase of work on the Experience Site to build additional features requested by business stakeholders and wants to include the items that were left in the backlog in the first phase.
How should the business analyst coordinate the user stories to most efficiently manage the new project timeline?
A. Prioritize user stories for the new enhancements for the initial sprints of the project to accommodate business stakeholder requests. Complete existing user stories in the final sprint of the project.
B. Reprioritize existing and new user storks to place the stories into each sprint of the project. Return an equivalent: amount of lower priority work to the project backlog,
C. Include existing and new user stories to be completed within the duration of the project. Hire additional developers to accommodate both work streams to prevent delays within the schedule sprints.

Answer: (SHOW ANSWER)

NEW QUESTION: 8

A group of business analysts (BA) at Universal Containers have been working with different teams of stakeholders on eliciting requirements for a new Salesforce app. The BAs have gathered and documented all of the information in a central location. Upon review of the requirements, the BAs discovered that changes made to the documentation were overwritten by each other, and they will lose time recapturing them.

What should the BAs do differently to prevent this error from happening?

A. Each BA should use their own separate documentation.

B. Each BA should enter their business needs in a shared spreadsheet,

C. Each BA should use a shared system that has version control.

Answer: C (LEAVE A REPLY)

The business analysts should use a shared system that has version control to prevent this error from happening. Version control is a feature that allows users to track and manage changes made to documents or files over time. Version control helps to avoid overwriting or losing previous versions of documents or files by creating backups or snapshots of each change. Version control also helps to compare different versions of documents or files and resolve any conflicts or discrepancies. References: https://trailhead.salesforce.com /content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

NEW QUESTION: 9

Universal Containers wants to streamline a complex business process. The business analyst (BA) assigned to the Service Cloud project is creating a business process map of the existing process. The BA is having difficulty documenting the process because there is disagreement among the stakeholders about the steps that are being followed.

Which recommendation should the BA make to help the stakeholders reach agreement about the process?

A. Refer to the Responsible, Accountable, Consulted, informed (RACI) chart to determine who is accountable.

B. Focus on the inputs and outcomes of the current process

C. Brainstorm ideas to make the process more efficient.

Answer: (SHOW ANSWER)

This answer suggests focusing on the inputs and outcomes of the current process as a recommendation that the BA should make to help the stakeholders reach agreement about the process after creating a business process map of the existing process for streamlining a complex business process at Universal Containers.

Inputs are the resources or information that are needed to start or perform a process. Outcomes are the results or outputs that are produced or delivered by a process. Focusing on the inputs and outcomes of the current process can help the BA to identify and align what is required and expected from each stakeholder involved in the process, and to resolve any discrepancies or conflicts among them. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand- your-business

NEW QUESTION: 10

The business analyst (BA) at Cloud Kicks is deep in planning activities for its Commerce C oud implementation project. The project sponsor asks the team to.. their efforts due to budgetary constraints.

What should the BA do next?

A. Ask the project sponsor to increase the project budget.

B. Ask the project manage to re-prioritize .. requirements.

C. Ask the project sponsor to request additional resources.

Answer: (SHOW ANSWER)

When faced with budgetary constraints, re-prioritizing requirements ensures alignment with available resources:

Budget Optimization: Re-prioritizing allows the team to focus on delivering high-value features while deferring less critical requirements.

Role Collaboration: Salesforce recommends close collaboration between the BA and project manager to adjust project scope and maintain alignment with business goals.

Stakeholder Alignment: This approach ensures transparency with stakeholders about changes in project focus due to budgetary constraints.

NEW QUESTION: 11

A business analyst (BA) at Northern Trail Outfitters is assigned to a project to help revamp the case management process. The BA has gathered requirements and finished the first draft of user stories.

What should the BA use to assess the quality of a user story?

A. INVEST checklist

B. Numerical framework

C. Gap analysis document

Answer: (SHOW ANSWER)

This answer states that using the INVEST checklist is what the BA should use to assess the quality of a user story for developing a solution to help the marketing department manage leads in Sales Cloud at UC. The INVEST checklist is a set of criteria that helps to evaluate if a user story is well-written and well-defined. The INVEST checklist stands for Independent, Negotiable, Valuable, Estimable, Small, and Testable. Independent means that the user story can be developed and delivered without depending on or affecting other user stories.

Negotiable means that the user story can be modified or refined based on feedback or changes in requirements. Valuable means that the user story provides a clear benefit or outcome to the user or the stakeholder. Estimable means that the user story can be estimated in terms of time, effort, or resources needed to complete it. Small means that the user story can be delivered within a short time frame or iteration.

Testable means that the user story can be verified or measured against acceptance criteria or tests. Using the INVEST checklist is what the BA should use to assess the quality of a user story because it helps the BA to ensure that the user story is clear, concise, consistent, and complete. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

NEW QUESTION: 12

Universal Containers is integrating its enterprise resource planning (ERP) with Salesforce to gain inventory visibility for the sales team. One of the user stories for this project is: "As a sales rep, I want to be able to find containers dose to my customer so I can tell them which products they can receive quickly- Which acceptance criteria is most appropriate for this story?

A. Sales rep can see the inventory closest to a customer with a quick action.

B. As a sales rep, I see the Inventory closest to a customer.

C. Sales rep can see the inventory closest to a customer

Answer: (SHOW ANSWER)

The acceptance criteria that is most appropriate for this user story is sales rep can see the inventory closest to a customer with a quick action. Acceptance criteria are specific conditions or requirements that must be met for a user story to be considered done or acceptable. Acceptance criteria should be clear, concise, testable, and measurable. Sales rep can see the inventory closest to a customer with a quick action is an appropriate acceptance criterion because it specifies what functionality or feature must be delivered (see the inventory closest to a customer), how it must be delivered (with a quick action), and who must be able to use it (sales rep). As a sales rep, I see the inventory closest to a customer is not an appropriate acceptance criterion because it does not specify how the functionality or feature must be delivered or accessed by the user. It is also redundant with the user story format of "as a [role], I want [what], so that [why]". Sales rep can see the inventory closest to a customer is not an appropriate acceptance criterion because it does not specify how the functionality or feature must be delivered or accessed by the user. It is also vague and incomplete as it does not indicate what constitutes "closest" or how it is measured. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories

NEW QUESTION: 13

Universal Container wants to build a Salesforce application to manage its recruitment lifecycle. The project lead wants to identify the key recruitment steps and stakeholders in a visual format. What should the business analyst do to meet the requirement?

A. Map the business process.

B. Review department procedures and consult the org chart.

C. Create an entity relationship diagram.

Answer: (SHOW ANSWER)
The best tool for identifying the key recruitment steps and stakeholders in a visual format is to map the business process. Business process mapping is a technique that helps to create a visual representation of a business process. It shows the steps, inputs, outputs, roles, and decisions involved in the process. Business process mapping helps to understand the current state of the process, identify areas for improvement, and design the future state of the process. A BA should use business process mapping to identify the key recruitment steps and stakeholders for the Salesforce application. References: https://trailhead.salesforce.com
/en/content/learn/modules/business-analysis-process-mapping/understand-process-mapping

NEW QUESTION: 14
Northern Trail Outfitters is undergoing a service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request in the middle of a sprint.
Which step should the BA take next?
A. Begin working on the change request as soon as the team has capacity.
B. Add the change request to the prioritized for the next sprint.
C. De-prioritize some user stories and add the change request to the current sprint.
Answer: (SHOW ANSWER)
The best practice for handling an urgent, high-priority change request in Scrum is to add it to the prioritized backlog for the next sprint. This way, the change request can be reviewed by the product owner and estimated by the development team before being added to a sprint. Adding a change request to an ongoing sprint would disrupt the planned scope and schedule of work.
References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep
/manage-change-requests
https://www.scrum.org/resources/blog/how-handle-change-request-scrum

NEW QUESTION: 15
During a discovery session with several stakeholders from universal Container (UC) services team, the business analyst (BA) learned that UC recently implemented as Experience Site that allows customers to view Knowledge article and submit cases. The stakeholders have asked for suggestions to determine if the current solution is adding value to the business.
What should the BA recommend?
A. Review the services team's goal' initiatives, strategies, and obstacles.
B. Review the Einstein Article Recommendations feature in the services team's org.
C. Review user stories on the services team's development backlog.
Answer: A (LEAVE A REPLY)
This answer states that reviewing the services team's goals, initiatives, strategies, and obstacles is what the BA should do to determine if the current solution of implementing an Experience Site

that allows customers to view Knowledge articles and submit cases is adding value to UC's business. Goals are what the services team wants to achieve or accomplish in terms of business outcomes or benefits. Initiatives are what the services team plans to do or implement to achieve their goals. Strategies are how the services team executes or delivers their initiatives. Obstacles are what prevents or hinders the services team from achieving their goals, implementing their initiatives, or executing their strategies. Reviewing the services team's goals, initiatives, strategies, and obstacles means that the BA analyzes and documents these elements related to implementing an Experience Site that allows customers to view Knowledge articles and submit cases.
Reviewing the services team's goals, initiatives, strategies, and obstacles is what the BA should do to determine if the current solution is adding value to UC's business because it helps the BA to measure and evaluate the performance and impact of the current solution against these elements. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use- stakeholder-engagement-skills

NEW QUESTION: 16
A business analyst has been tasked with leading prototype efforts for a Salesforce project.
What is a prototype?
A. A polished, proven solution
B. A first pass, simple sketch of an idea
C. A model of a final proposed product
Answer: B (LEAVE A REPLY)

NEW QUESTION: 17
A lead business analyst (BA) for a Service Cloud implementation at Universal Containers has a strict deadline. Both the client's execute team and the project manager are eager to complete the discovery phase of the project and begin developer.
What are the key activities that the BA must complete prior to beginning development?
A. Eliciting requirements, analyzing requirements, facilitating solutions, implementing solutions
B. Eliciting requirements, writing user stories, implementing solutions, Testing solutions

C. Eliciting requirements, documenting requirements, analyzing information, facilitating solutions
Answer: (SHOW ANSWER)
This answer states that eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation at UC. Eliciting requirements means that the BA gathers and clarifies the needs, expectations, and objectives of the stakeholders for the Service Cloud implementation. Documenting requirements means that the BA records and organizes the information obtained from eliciting requirements in a clear and concise way. Analyzing information means that the BA reviews and evaluates the information obtained from documenting requirements to identify gaps, issues, or opportunities for improvement.
Facilitating solutions means that the BA proposes and validates possible solutions or alternatives for addressing the gaps, issues, or opportunities for improvement identified from analyzing information. Eliciting requirements, documenting requirements, analyzing information, and facilitating solutions are the key activities that the BA must complete prior to beginning development for a Service Cloud implementation because they help the BA to define and communicate the scope and specifications of the Service Cloud implementation, and to ensure that they meet the stakeholder's needs, expectations, and objectives.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look
/use-stakeholder-engagement-skills

NEW QUESTION: 18
The business analyst at Universal Containers is helping the team transition from workflow rules to flows. The work has been built and it is time to kick off user acceptance testing (UAT).
What is the goal of UAT?
A. To ensure what was originally requested is being delivered
B. summarize the overall ask and determine what is in scope
C. To identify acceptance criteria with pass/fail indicators
Answer: (SHOW ANSWER)
The goal of user acceptance testing (UAT) is to ensure what was originally requested is being delivered by the development team. UAT is the final phase of testing before a solution is released to production. UAT involves users or stakeholders who validate that the solution meets their needs and expectations, based on the user stories and acceptance criteria. UAT helps to verify that the solution is fit for purpose and ready for launch.
References: https://trailhead.salesforce.com/content/learn/modules/user-story-creation/user-acceptance-testing

NEW QUESTION: 19
A business analyst captures the following acceptance criteria for a user story about case reassignment in Service Cloud.
* A service manager can dick a Reassign button that changes the owner field of the case.

* A service manager is able to reassign cases-as part of the mobile experience.
* Reassignment functionality can be used on cases that have been auto-reassigned.
* Service reps are unable to reassign cases.

Which mistake was made?

A. The criteria are aligned with the user's goal.

B. The criteria include solution information.

C. The criteria are small and testable.

Answer: (SHOW ANSWER)

The mistake made in capturing these acceptance criteria was that they include solution information instead of focusing on what needs to be achieved by implementing this feature or functionality. For example, specifying that "a service manager can click a Reassign button" implies a particular design choice rather than describing what outcome should be achieved by reassigning cases (such as transferring ownership or notifying new owners). Acceptance criteria should be aligned with the user's goal rather than prescribing how to achieve it so that they do not limit creativity or innovation in finding solutions. Acceptance criteria should also be small and testable so that they can be easily verified by using techniques such as scenarios or test cases.
References: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/user-stories

NEW QUESTION: 20

The business analyst (BA) at Northern Trail Outfitters recently configured a feature on Opportunities for the sales team. The BA plans to gather feedback from a small group of end users before rolling out the feature to the entire company.

What should the BA do to present this information?

A. Share user stories about the feature.

B. Demo the new feature.

C. Create a feature manual.

Answer: (SHOW ANSWER)

The best way for the business analyst to present the new feature on Opportunities to a small group of end users is to demo the new feature. A demo is a presentation that shows how a feature works or looks like in Salesforce. It can help the business analyst gather feedback from end users, validate the solution, and drive user adoption. Sharing user stories about the feature may be too abstract or vague for end users to understand or evaluate the feature. Creating a feature manual may be too detailed or technical for end users to appreciate or use the feature.
References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/user-stories https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance

NEW QUESTION: 21

A business analyst (BA) at Universal Containers (UC) has been asked to improve the user experience (UX) of marketing employee who manages webinar data. The chief marketing officer

(CMO) thinks the UX issues are related to standard Salesforce Campaign functionality that misaligns with UC s business requirements. The BA surveyed the marketing group about their pain points and was surprised to discover that their concerns differ from the CMOs theory about issues with the UX of Campaigns in Salesforce.
Which influencing style should the BA use when presenting their findings to the CMO and other stakeholders?

A. Collaborative

B. Assertive

C. Analytical

Answer: (SHOW ANSWER)

This answer states that using a collaborative influencing style is what the BA should use when presenting their findings to the CMO and other stakeholders after surveying the marketing group about their pain points and discovering that their concerns differ from the CMO's theory about issues with the UX of Campaigns in Salesforce. A collaborative influencing style is an approach that involves working with others to find a mutually beneficial solution or outcome. A collaborative influencing style can help the BA to present their findings to the CMO and other stakeholders by acknowledging their perspectives, sharing relevant data and insights, and seeking their input and feedback. A collaborative influencing style can also help the BA to build trust and rapport with the CMO and other stakeholders, and to facilitate a constructive dialogue and consensus among them. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

NEW QUESTION: 22

The service Center at Universal Containers is deploying a new case management solution. Management has asked the project team to prepare for end user training. The project team consists of an admin and a business analyst (BA).
Which task should be assigned to the BA?

A. Conduct user training.

B. Create user training materials.

C. Set up users for training.

Answer: (SHOW ANSWER)

A business analyst is responsible for creating user training materials that explain how to use the new case management solution. The training materials should include screenshots, videos, diagrams, and step-by-step instructions that cover the key features and functionalities of the solution. The business analyst should also ensure that the training materials are aligned with the user stories and requirements.
References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep/create- user-training-materials
https://trailhead.salesforce.com/en/content/learn/modules/trailhead_basics/trailhead-basics-trails

NEW QUESTION: 23
A business analyst has been asked to evaluate all of the reporting tools that Universal Containers (UC) currently uses, including CRM Analytics, to identify gaps and overlaps in functionality.
Which tool would help UC understand the existing functionality.
A. Value stream map
B. Capability model
C. Process map
Answer: (SHOW ANSWER)
The tool that would help UC understand the existing functionality of all of its reporting tools is a capability model. A capability model is a visual representation of the core capabilities or functions that an organization performs or delivers to achieve its strategic objectives. A capability model helps to identify and organize high- level process areas that span across different departments or teams, as well as highlight any gaps or overlaps in functionality. A capability model can also help to prioritize and scope Salesforce projects based on business value and impact.
In this case, UC can use a capability model to map out all of its reporting tools by their capabilities or functions, such as data sources, data integration, data analysis, data visualization, data sharing, etc. This would help UC understand what each reporting tool can do or provide, how they relate or differ from each other, and where there may be redundancies or inefficiencies in their reporting processes. References:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business- process-mapping

NEW QUESTION: 24
An executive stakeholder at Northern Trail Outfitters (NTO) wants to explore automating NTO's Quote-to- Cash process and has asked the business analyst (BA) to pull together some high-level information on possible solutions.
Which type of document should the BA present to the stakeholders?
A. A capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products
B. A SIPOC (Support inputs, Process, Outputs, and Customers) map outlining the Quote-to-Cash process
C. A business process map detailing the existing step-by-step Quote-to-Cash process
Answer: (SHOW ANSWER)
This answer states that creating a capability map detailing the functionality of Salesforce and AppExchange Quote-to-Cash products is the type of document that the BA should present to the stakeholders who want to explore automating NTO's Quote-to-Cash process. A capability map is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability map can help the BA to present to the stakeholders how Salesforce and AppExchange Quote-to-Cash products can support their business activities or functions related to generating quotes, contracts, orders, invoices, and payments. A capability map can also help the BA to align the potential solutions with the business goals and strategies of

NTO. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-process-mapping-to-understand-your-business

NEW QUESTION: 25

Cloud Kicks (CK) wants to redefine its lead-to-customer business process. CK wants to unify the interactions between sales, marketing, and customers to provide a more seamless experience. The business analyst (BA) need to create a visual representation that includes the steps and inputs from both sales and marketing.

Which tool should the BA use to capture all launches of the current state?

A. Process Mapping

B. Whiteboarding

C. Journey Mapping

Answer: (SHOW ANSWER)

NEW QUESTION: 26

Northern Trail Outfitters is undergoing a Service Cloud implementation and has decided to use the Scrum methodology for the implementation. A business analyst (BA) received an urgent, high-priority change request m the middle of a sprint.

Which step should the BA take next?

A. De-prioritize some user stones and add the change request to the current sprint.

B. Begin working on the change request as soon as the team has capacity.

C. Add the change request to the backlog to be prioritized for the next sprint.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 27

Of the following Locale Settings, select which one CANNOT be selected when creating a new user.

A. Time Zone

B. Language

C. Working Hours

D. Locale

Answer: (SHOW ANSWER)

Working Hours is not a Locale Setting that can be selected when creating a new user. Working Hours are set at the organization level or at the resource level for scheduling purposes. Time Zone, Language, and Locale are Locale Settings that can be selected when creating a new user. References: https://help.salesforce.com/s
/articleView?id=sf.users_add.htm&type=5

NEW QUESTION: 28

Universal Containers is in the planning phase of a Salesforce project that will transform its retail locations.

The implementation team has had a difficult time determining the priorities and requirements of previous projects from people who would be directly impacted by the solution under consideration.
Which type of analysis should the business analyst recommend to ensure the implementation team avoids this challenge on the current project?
A. Persona analysis
B. Enterprise analysis
C. Stakeholder analysis
Answer: (SHOW ANSWER)
The type of analysis that the BA should recommend to ensure the implementation team avoids this challenge on the current project is stakeholder analysis. Stakeholder analysis is a technique that helps to identify and understand the people who are affected by or involved in a project, and their needs, expectations, interests, influence, and attitudes towards the project. Stakeholder analysis helps to avoid missing or overlooking important stakeholders, and to plan appropriate communication and engagement strategies for each stakeholder group. The other options are either irrelevant or insufficient. Option A does not address the challenge of identifying and understanding stakeholders, but rather their behaviors and preferences. Option B does not address the challenge of identifying and understanding stakeholders, but rather their organizational context and environment. References:
https://trailhead.salesforce.com/en/content/learn/modules/business- analysis-stakeholder-management/identify-stakeholders

NEW QUESTION: 29
Support managers at Cloud Kicks have received urgent feedback from staff that record pages are slow to respond and users and growing frustrated. The business analyst (BA) has been asked to evaluate to determine which pages are being accessed most frequently and which pages are the slowest to load.
What is the first step the BA should take to help resolve the issue?
A. Update page layouts in production.
B. Create a test plan for each web browser.
C. Confirm steps to reproduce the issue.
Answer: (SHOW ANSWER)
The first step that the business analyst should take to help resolve the issue is to confirm steps to reproduce the issue. Reproducing an issue means following the same steps or actions that caused the issue to occur in order to verify its existence and severity. Reproducing an issue helps to confirm whether it is a real bug or a human error, as well as gather more information about its root cause, impact, frequency, etc. Reproducing an issue also helps to document it clearly and accurately for reporting and resolution purposes. References:
https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/report-and-resolve-issues

NEW QUESTION: 30

Business analyst (BA) at Universal Containers looks at the user stories for a new implementation of the for salesforce Customer Data Platform (CDP) and notices they are too large. The BA recommends that the large Dries be broken down into smaller stories which will decrease the future level of effort for subsequent ac.

Which activity will be mast impacted by breaking down the user stories?

A. Estimation

B. Defining the persona

C. Acceptance criteria

Answer: (SHOW ANSWER)

This answer states that estimation is the activity that will be most impacted by breaking down large user stories into smaller stories for implementing Experience Cloud at Cloud Kicks. Estimation is a process of predicting or calculating how much time, effort, or resources are needed to complete a user story or a task.

Breaking down large user stories into smaller stories means that the BA divides a complex or vague user story into more manageable and specific user stories that can be delivered in a shorter time frame. Estimation is the activity that will be most impacted by breaking down large user stories into smaller stories because it helps the BA to reduce uncertainty and risk, increase accuracy and reliability, and facilitate planning and prioritization of user stories or tasks.

References: https://trailhead.salesforce.com/en/content/learn/modules
/salesforce-business-analyst-quick-look/use-user-stories-to-capture-requirements

NEW QUESTION: 31

Up to how many Profiles can a User have?

A. Up to 3

B. The Administrator can have up to 3, normal users only 1.

C. As many as required.

D. Only 1

Answer: (SHOW ANSWER)

A User can have only 1 Profile in Salesforce. A Profile defines the permissions and access settings for a User.

A User cannot have multiple Profiles or switch between them. A User can have multiple Permission Sets, which are additional sets of permissions that can be assigned to a User on top of their Profile. References:
https://help.salesforce.com/s/articleView?id=sf.users_profiles.htm&type=5

NEW QUESTION: 32

The business analyst (BA) at Northern Trail Outfitters is helping to improve the process for handling customer returns using Salesforce. The BA has completed a current state process map to identify areas for improvement. The BA plans to present ideas for a future state return handling process to the larger project team.

What should the BA present to the team in a way that is relatable and invites discussion, feedback, and ideas?

A. A story using personas to illustrate potential solutions

B. Detailed technical documentation with annotations

C. A prototype for a specific business outcome

Answer: (SHOW ANSWER)

NEW QUESTION: 33

The Salesforce project team at Cloud Kicks is about to start a project that crosses sales and service teams. The business analyst (BA) has been tasked with writing user stories with the teams in a workshop.

What should the BA keep in mind during the process?

A. User stories encourage iterative development.

B. User stories specify which technical components are impacted.

C. User stories are fixed upon stakeholder approval.

Answer: (SHOW ANSWER)

One thing that user stories help the business analyst do is encourage iterative development. Iterative development is an approach that breaks down a project into smaller cycles or iterations, each delivering a working piece of functionality or value to the user. User stories are well suited for iterative development because they are concise, focused, and prioritized based on user needs and value. User stories help to deliver features faster and more frequently, while allowing for feedback and changes along the way. References:
https://trailhead.salesforce.com/content/learn/modules/user-story-creation/learn-about-user-stories

NEW QUESTION: 34

Universal Containers has chosen to leverage Experience Cloud to create an engaging site for its customers.

The business analyst (6A) leading this project needs to validate that the requirements meet the goal.

What should the BA do to ensure alignment?

A. Survey customers to confirm whether the new site meets their requirements.

B. Circulate the requirements to stakeholders, incorporate feedback, and obtain sign-off.
C. Conduct a white boarding session to ensure the requirements are accurate.
Answer: (SHOW ANSWER)
This answer states that circulating the requirements to stakeholders, incorporating feedback, and obtaining sign-off is what the BA should do to ensure alignment on goals and strategies across NTO's organization for creating an engaging site for its customers using Experience Cloud. Circulating the requirements to stakeholders means that the BA shares the written statements that describe what the solution must do or have to meet the goals and strategies of NTO's organization with the people who have a significant interest or influence in the project outcome. Incorporating feedback means that the BA revises and updates the requirements based on the comments or suggestions from the stakeholders. Obtaining sign-off means that the BA gets a formal approval or confirmation from the stakeholders that they agree with and accept the requirements. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-quick-look/use-user-stories-to-capture-requirements

NEW QUESTION: 35
Cloud Kicks Is conducting sprint planning for an Experience Cloud user portal project. The focus for this sprint Is on the minimum viable product.
Which requirement should the business analyst prioritize?
A. Items chat are user-friendly features
B. Items requested by the majority of users
C. Items that are crucial to the business
Answer: (SHOW ANSWER)
The minimum viable product (MVP) is the version of a product that has just enough features to satisfy early customers and provide feedback for future development. The MVP should focus on the items that are essential to the business value and goals, not on the items that are nice to have or preferred by some users.
Therefore, the business analyst should prioritize the items that are crucial to the business over the items that are user-friendly features or requested by the majority of users. References:
Certification - Business Analyst - Trailhead, under "About the Exam"
Get Started with Salesforce Business Analyst Certification Prep, under "The Salesforce Business Analyst Certification" Cert Prep: Salesforce Business Analyst | Salesforce Trailhead, under "Get Started with Salesforce Business Analyst Certification Prep"

NEW QUESTION: 36
Universal Containers has planned an initiative to assess its Salesforce org to identify areas of risk and has asked the business analyst (BA) to provide an analysis of its current state. The BA will utilize Salesforce Optimizer for the assessment.
How should the BA use the output from the tool?
A. Understand the project scope.
B. Verify Lightning page loading time.

C. Identify top project priorities.
Answer: (SHOW ANSWER)
The business analyst should use the output from the Salesforce Optimizer tool to identify top project priorities. Salesforce Optimizer is a tool that analyzes a Salesforce org and provides recommendations and best practices for improving performance, security, usability, and maintenance. Salesforce Optimizer generates a report that highlights any issues or risks in the org, such as unused fields, inactive users, complex sharing rules, etc., as well as suggests actions for resolving them. The business analyst should use the output from the Salesforce Optimizer tool to identify top project priorities by reviewing the report and ranking or ordering the issues or risks based on their impact, urgency, dependency, or value. The business analyst should also communicate and align with the stakeholders on the project priorities and scope.
References: https://help.
salesforce.com/s/articleView?id=sf.optimizer.htm&type=5

NEW QUESTION: 37
The Salesforce information technology (IT) team has built a solution in a sandbox for a cross-functional project to implement Customer 360. It is time for user acceptance testing (UAT).
What is a business analyst's role during UAT?
A. Assist in building the requirements using standard functionality so IT can focus on code-related scenarios.
B. Document user stories and clarify business needs so IT can deliver results based on the requirements.
C. Coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live.
Answer: (SHOW ANSWER)
The business analyst's role during UAT is to coordinate stakeholder participation and notify the team when scenarios fail so IT can solve potential problems prior to go live. The business analyst is responsible for facilitating UAT by ensuring that all stakeholders are involved and engaged in testing the solution according to their roles and responsibilities. The business analyst is also responsible for monitoring and reporting on UAT progress and results by tracking any issues or bugs that are detected during testing and communicating them to the IT team for resolution. The business analyst's role during UAT is to ensure that the solution meets the requirements and expectations of all stakeholders before it is deployed to production. References:
https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video/learn-about-user- acceptance-testing

NEW QUESTION: 38
Which method should a business analyst use to show current state business flows in Salesforce?
A. Universal Process Notation
B. Entity Relationship Diagramming
C. Storyboarding

Answer: (SHOW ANSWER)
Universal Process Notation (UPN) is a method to show current state business flows in Salesforce. UPN is a process modeling technique that shows the flow of activities and decisions using simple symbols and plain language. It can help document existing processes in a clear and concise way that can be easily understood by anyone involved in the project. Entity Relationship Diagramming (ERD) is not a method to show current state business flows in Salesforce. ERD is a data modeling technique that shows the relationships among entities using symbols and attributes. It can help design database schemas or data structures for an application.
Storyboarding is not a method to show current state business flows in Salesforce. Storyboarding is a technique to help stakeholders visualize how a solution will work by creating sketches or mockups of the user interface and interactions. It can help elicit feedback and validate requirements for a proposed solution.
References: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/business-process-mapping

NEW QUESTION: 39
The project team at Cloud Kicks is under a tight deadline to implement a new Service Cloud feature. The business analyst, BA) has received feedback from the customer that the existing functionality is difficult to use. The BA wants to better understand the customers pair points before writing requirements Which document should the BA use?
A. Journey map
B. Process map
C. Capability map
Answer: (SHOW ANSWER)
This answer states that using a journey map is what the BA should use to better understand the customers pain points before writing requirements for Cloud Kicks who will launch a new customer experience portal. A journey map is a diagram that shows how a customer interacts with an organization across different touchpoints or channels over time. A journey map can help the BA to better understand the customers pain points by identifying where, when, why, and how the customer experiences frustration, dissatisfaction, or difficulty with the current service or solution. A journey map can also help the BA to empathize with the customer and to design a better customer experience that meets their needs and expectations. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use- stakeholder-engagement-skills

NEW QUESTION: 40
Cloud Kicks is preparing for User Acceptance testing (UAT) related to an upcoming major release. To which environment should a business analyst recommend that users log in to complete their assigned testing?

A. Full Sandbox
B. Production

C. Developer

Answer: (SHOW ANSWER)

This answer states that a full sandbox is what users should log in to complete their assigned testing for preparing for UAT related to an upcoming major release at Cloud Kicks. A full sandbox is a type of sandbox that copies all data and metadata from an organization's production environment into an isolated environment for development, testing, or training purposes. A full sandbox is what users should log in to complete their assigned testing because it provides a realistic and accurate representation of how the new functionality would work in production, and it allows users to test without affecting live data or operations. References:
https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle-and-development-models
/application-lifecycle-and-development-models-sandboxes

NEW QUESTION: 41

The technical team at Cloud Kicks is trying to deliver one of its Salesforce customizations. The business analyst (BA) has been asked to put assignments, test plans, decisions, and milestones in writing and share this document with stakeholders so there is less potential for confusion.
Which tactical document should the BA use to capture features?

A. Business analysis plan

B. User Acceptance Test plan

C. Release plan

Answer: (SHOW ANSWER)

The tactical document that the business analyst should use to capture features is a release plan. A release plan is a document that outlines the scope, schedule, resources, and deliverables of a project or enhancement that will be released to production. A release plan helps to communicate and align with stakeholders on what features will be delivered, when they will be delivered, how they will be delivered, and who will be involved in delivering them. A release plan also helps to manage expectations, risks, dependencies, and changes throughout the project lifecycle.
References: https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/project-planning

NEW QUESTION: 42

A business analyst (BA) at Northern Trail Outfitters was asked to create a new user story for a Sales Cloud update requested by the inside sales team. The BA created the following story: "As a user, I need visibility to customers' purchase history details so I can increase efficiencies and improve closure rates by better tailoring sales offerings." Which mistake did the BA make when creating this story?

A. The goal is undefined.

B. The persona is undefined.

C. The need is undefined.

Answer: (SHOW ANSWER)

The mistake that the business analyst made when creating this story is that the persona is undefined. A persona is a fictional representation of an end user who has a specific role, goal, or need. A user story should specify the persona as part of its format: "As a [persona], I need [need], so I can [goal]". Specifying the persona can help the business analyst communicate who will use the feature and why it matters to them. The goal and the need are defined in this user story. The goal is to increase efficiencies and improve closure rates by better tailoring sales offerings. The need is visibility to customers' purchase history details. References:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user- stories https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep
/customer-discovery

NEW QUESTION: 43
A business analyst (BA) is working with stakeholders at Universal Containers to walk through a potential solution for the lead routing and qualification process. The solution will include automated and manual features.
Which artifact should help the BA illustrate the vision of a solution to stakeholders?
A. Detailed user stories with technical documentation about the existing process
B. Annotated process flows with modifications to an existing process
C. Collected pain points from people who follow the existing process
Answer: (SHOW ANSWER)
Annotated process flows are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.
Here are some additional details from Salesforce Certified Business Analyst documents and resources that support the answer:
* Annotated process flows are process flows that include additional information, such as notes, comments, and explanations.
* Modifications to an existing process are changes that are made to an existing process.
* Stakeholders are people who have an interest in the success of a project.
In conclusion, annotated process flows with modifications to an existing process are a great way to illustrate the vision of a solution to stakeholders. They can show the current state of the process, the proposed changes, and the benefits of the changes. This can help stakeholders understand the solution and why it is needed.
An artifact that can help the business analyst illustrate the vision of a solution to stakeholders is annotated process flows with modifications to an existing process. Annotated process flows are diagrams that show how a process works step by step, with notes or comments that explain the logic or rationale behind each step.
They can help the business analyst show how the lead routing and qualification process will change or improve with the new solution, and invite feedback or validation from stakeholders.
Detailed user stories with technical documentation about the existing process are artifacts that

can help the business analyst capture the requirements or specifications of the new solution, but not illustrate the vision of it. Collected pain points from people who follow the existing process are artifacts that can help the business analyst understand the problems or needs of the end users, but not illustrate the vision of the solution. References: https://trailhead. salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process- mapping https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep
/user-stories

NEW QUESTION: 44

The business analyst (BA) at Universal Containers is preparing for user acceptance testing (UAT) for an Experience Cloud implementation.

Which people should participate in UAT?

A. Business users, project manager, key stakeholders

B. BA, project manager, key stakeholders

C. BA, business users, key stakeholders

Answer: (SHOW ANSWER)

This answer states that business users, project manager, and key stakeholders are the people who should participate in UAT for an Experience Cloud implementation. UAT is a phase of testing where the BA verifies that the solution meets the requirements and expectations of the end users or customers. Business users are the people who will use or benefit from the solution on a regular basis, and who can provide feedback on its functionality, usability, and value. Project manager is the person who oversees and coordinates the project activities, resources, and deliverables, and who can ensure that UAT is conducted according to the project plan and scope. Key stakeholders are the people who have a significant interest or influence in the project outcome, and who can approve or reject the solution based on UAT results

NEW QUESTION: 45

The business analyst at Cloud Kicks received verbal acceptance of all user stories by the product owner and set the status of the user stories to "Ready for Development" on a spreadsheet. The development team later reports are unable to confirm which user stories are ready to be built.

A. The user stories were save outside of a shared repository

B. The definition of done of the user stories was unclear.

C. The user stories were linked to the incorrect business process map.

Answer: (SHOW ANSWER)

This answer states that saving user stories outside of a shared repository is why UC's development team reports they are unable to confirm which user stories are ready to be built after receiving verbal acceptance of all user stories by the product owner and setting their status to 'Ready for Development' on a spreadsheet by UC's BA. A shared repository is a common or central location where documents or files can be stored, accessed, and updated by multiple users or teams. Saving user stories outside of a shared repository means that the BA stores user stories in a place where they are not visible or available to other users or teams, such as their personal computer, email, etc. Saving user stories outside of a shared repository is why UC's development team reports they are unable to confirm which user stories are ready to be built because it prevents them from seeing or accessing the latest version or status of user stories, and it creates confusion or inconsistency among them. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce- business-analyst-quick-look/use-stakeholder-engagement-skills

NEW QUESTION: 46
In which of the following app markets CANT the Salesforce App be found?
A. Google Play
B. AppExchange
C. App Store
Answer: (SHOW ANSWER)
The Salesforce App cannot be found in the AppExchange market. The AppExchange is a marketplace for Salesforce apps, components, and consulting services, but it does not host the official Salesforce app itself.
The Salesforce App can be found in Google Play and App Store markets for Android and iOS devices respectively. References: https://help.salesforce.com/s/articleView?id=sf.appexchange_overview.htm&type=5

NEW QUESTION: 47
The product development team at Northern Trail Outfitters is creating a process within Salesforce to onboard new retail employees. The business analyst (BA) creates a current state process map by interviewing a few members of the onboarding team using email questionnaires. After presenting the process map to the entire onboarding team, the BA receives feedback that it is incorrect.
What should the BA do to provide the product development team with more accurate information about the onboarding team's process?
A. Review survey feedback again to better understand pain points in the existing onboarding process.

B. Meet with key project stakeholders in a live workshop to build consensus on the current and desired onboarding processes.
C. Conduct individual interviews with each team member to gather more information about the existing onboarding process.
Answer: (SHOW ANSWER)

NEW QUESTION: 48
Cloud Kicks leadership wants to use custom code for functionality that can easily be created declaratively in Sates Cloud. The business analyst (BA) has been asked to advise leadership on how these approaches impact their solution options.
What is one of the BA's strongest arguments for using configuration over code?
A. Configuration leverages multiple programming languages.
B. Configuration allows for any level of complexity.
C. Configuration provides faster speed to market.
Answer: (SHOW ANSWER)
One of the BA's strongest arguments for using configuration over code is that configuration provides faster speed to market. Speed to market is the time it takes to deliver a product or service from conception to launch.
Speed to market is important for gaining competitive advantage, meeting customer demand, and maximizing revenue potential. Configuration provides faster speed to market than code because it allows for creating and modifying functionality in Salesforce without writing code or deploying changes. Configuration can be done by using point-and-click tools such as App Builder, Process Builder, Flow Builder, Lightning Web Components Builder, etc., which are easy to use and require less technical skills than coding. Configuration also reduces the risk of errors or bugs that may occur with code and require more testing or debugging time.
References: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional- requirements/evaluate-s

NEW QUESTION: 49
Cloud Kicks is creating a new lead conversion process in Sales Cloud. During a recent sprint, the business analyst created user stories related to the Opportunity object. Test scripts were created for the lead conversion process. All of the test scripts passed and the new functionality was deployed. After deployment, end users reported error messages when manually creating new Opportunities.
Which area of user acceptance testing (UAT) was overlooked"
A. End users who are experts in that functionality should participate in UAT.
B. Several teams should be part of UAT to represent multiple viewpoints.
C. Functionality on interconnected objects should be part of UAT.
Answer: (SHOW ANSWER)

NEW QUESTION: 50

A new business analyst (BA) Just started working at Northern Trail Outfitters (NTO). The BA has been tasked with Implementing Service Cloud for NTO's Internal support team.
Which information should the BA gather during the Initial discovery meeting?

A. Contact information for key stakeholders

B. Employee review cycle for the support team

C. Limitations of the current support process

Answer: C (LEAVE A REPLY)

The BA should gather information about the limitations of the current support process during the initial discovery meeting. This will help the BA to understand the pain points, challenges, and gaps that the internal support team is facing, and to identify the opportunities for improvement and optimization. The BA should not gather contact information for key stakeholders, as this is not relevant to the scope of the project, and should be done before the discovery meeting. The BA should also not gather employee review cycle for the support team, as this is not related to the business requirements or the solution design. References: Customer Discovery, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

NEW QUESTION: 51

A business analyst at Universal Containers has begun user acceptance testing for a new Experience Cloud implementation with the project team. A major gap for one of the personas was identified in the documented scenarios.
What went wrong?

A. Failure to include all stakeholders in the requirements gathering process

B. Failure to validate the application against the functional requirements

C. Failure to perform thorough unit testing during the development process

Answer: (SHOW ANSWER)

NEW QUESTION: 52

The delivery team at Cloud Kicks is getting ready to demonstrate some new Sales Cloud functionality for a project's stakeholders. The business analyst has prepared a demo script, created test data in the sandbox, and tested the new functionality.
Which additional activity is most likely to result in a successful sprint demo?

A. Exporting a backup copy of the demo data

B. Conducting multiple dry runs

C. Performing a code review

Answer: (SHOW ANSWER)

NEW QUESTION: 53

The business analysis (BA) at Northern Trail Outfitters is assigned to a project to help revamp its Experience Cloud implementation.
When assessing the existing process, which type of diagram should the BA use to identify waste within and between processes?

A. Suppliers, Inputs, Process, Outputs, Customers (SIPOC) Map
B. Detailed Process Map
C. Value Stream Map
Answer: (SHOW ANSWER)
The type of diagram that business analyst should use to identify waste within and between processes when assessing existing processes for Northern Trail Outfitters' Service Cloud implementation is value stream map.
A value stream map is diagram that shows flow of materials information value-added non-value-added activities cycle times wait times involved in process value stream map can help identify waste inefficiencies opportunities improvement within between processes by highlighting where time resources being wasted where value being added where bottlenecks occurring etc.
A Suppliers Inputs Process Outputs Customers (SIPOC) Map is not type diagram that business analyst should use identify waste within between processes when assessing existing processes for Northern Trail Outfitters' Service Cloud implementation SIPOC Map high-level process map shows key elements process such suppliers inputs outputs customers SIPOC Map can help define scope boundaries project identifying what triggers process what are inputs outputs process who are involved affected by process what are expectations requirements process SIPOC Map does not help identify waste within between processes detail.
A detailed process map is not type diagram that business analyst should use identify waste within between processes when assessing existing processes for Northern Trail Outfitters' Service Cloud implementation detailed process map diagram shows steps activities decisions involved in process detailed process map can help document existing processes clear concise way can easily understand anyone involved project but does not help identify waste within between processes detail.
References: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills-strategies
/explore-techniques-information-discovery

NEW QUESTION: 54
Northern Trail Outfitters (NTO) is working with an implementation partner to transform its customer support team with Service Cloud. A new business analyst (BA) who is a replacement from the partner was introduced to NTO stakeholders during the discovery phase of the project. The new BA is still getting to know each of the stakeholders when they start the requirements workshop. The BA asks a stakeholder a discovery question and they seem irritated.
What should the BA do to build trust with the stakeholder as the project continues?
A. Set up a casual meeting to create a personal connection with the stakeholder.
B. Reset project expectations at the next meeting with the stakeholder.
C. Ask an executive sponsor to address the stakeholder's concerns.
Answer: (SHOW ANSWER)
The business analyst should set up a casual meeting to create a personal connection with the stakeholder to build trust with them as the project continues. A casual meeting is an informal

conversation that allows the business analyst and the stakeholder to get to know each other better, share their backgrounds and interests, and establish rapport and empathy. A casual meeting can help to ease any tension or frustration that may have arisen during the discovery session, as well as show respect and appreciation for the stakeholder's input and feedback.
References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/stakeholder-management

NEW QUESTION: 55
A business analyst (BA) at Universal Containers had a meeting with sales and service reps to gather requirements around contact management for a new Salesforce implementation. A sales rep wants a place to capture the names of the contact's spouse and children to help build the relationship. The BA writes the following user story.
"As a user, I need to be able to record a contact's title and role as separate data points so I know who to address for various needs of the account." Who should be listed as the persona?
A. Sales rep
B. Contact
C. Service rep
Answer: (SHOW ANSWER)
The persona that should be listed in this user story is sales rep. A persona is a fictional representation of a user role or group who will benefit from a feature or functionality. It helps describe who the user is, what they want or need, and why they want or need it. The persona should be specific enough to capture the characteristics and goals of the user group, but not too specific that it excludes other potential users. The persona that should be listed in this user story is sales rep because they are the ones who want to capture the names of the contact's spouse and children to help build the relationship. Contact is not a persona that should be listed in this user story because they are not the ones who will use or benefit from this feature or functionality. They are the object of the feature or functionality, not the subject. Service rep is not a persona that should be listed in this user story because they are not the ones who want or need this feature or functionality. They may have different goals or expectations than sales reps when it comes to contact management. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/user-stories

NEW QUESTION: 56
A business analyst (BA) uncovered a number of issues communicated by stakeholders in a Sales Cloud discovery session.
Which issue should concern the BA most?
A. The previous implementation partner neglected to do a knowledge transfer of the final solution.
B. The support organization still needs to be trained on how to use Sales Cloud.
C. The system admins note a fair amount of technical debt without having the time or expertise to address it.

Answer: (SHOW ANSWER)

The issue that should concern the business analyst most is that the system admins note a fair amount of technical debt without having the time or expertise to address it. Technical debt is the accumulated cost or consequence of suboptimal design, development, or maintenance decisions on a software system. Technical debt can negatively affect the performance, security, usability, and maintainability of a software system, as well as increase the complexity and risk of future changes or enhancements. Technical debt can also reduce user satisfaction and adoption, as well as business value and return on investment. Therefore, the business analyst should be concerned about the technical debt in the Sales Cloud implementation and work with the system admins and other stakeholders to identify, prioritize, and resolve it. References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/project-initiation

NEW QUESTION: 57

Northern Trail Outfitters follows an Agile methodology for its Marketing Cloud projects. The project team creates several types of documents.

Which document should a business analyst use to. capture the software and behavioral requirements of the application?

A. Scope statement specification

B. Functional requirements specification

C. System requirements specification

Answer: (SHOW ANSWER)

A functional requirements specification is a document that describes the software and behavioral requirements of an application, such as what features it should have and how it should behave under different scenarios. It can help communicate the expectations and needs of the stakeholders to the development team. A scope statement specification is a document that defines the project scope, objectives, deliverables, assumptions, constraints, and exclusions. It does not describe the software and behavioral requirements of an application. A system requirements specification is a document that describes the technical requirements of an application, such as hardware, software, security, performance, and reliability. It does not describe the software and behavioral requirements of an application. References: 1 https://trailhead.salesforce.com/en/content/learn /modules/salesforce-business-analyst-certification-prep/requirements

NEW QUESTION: 58

Cloud Kicks (CK) needs to integrate the industry standard due-diligence in its sales process to verify customers in Sales Cloud. CK asks the business analyst (BA) to identify which stage in the sales process the industry standard due-diligence should be embedded.

What should the BA do to meet the requirement?

A. Develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage.

B. Identify the triggers, locate the stage, and add the standard due-diligence as a subprocess.
C. Locate the stage, add the standard due-diligence as a subprocess, and set the trigger point.
Answer: (SHOW ANSWER)
The best practice for identifying which stage in the sales process the industry standard due-diligence should be embedded is to develop a process map as a base, work with stakeholders to understand the trigger point, and locate the stage. This practice helps to:
Develop a process map as a base: This provides a visual representation of the sales process, showing the steps, inputs, outputs, roles, and decisions involved in each stage.
Work with stakeholders to understand the trigger point: This helps to elicit feedback and insights from the stakeholders who are familiar with or affected by the sales process, and identify when or why the industry standard due-diligence is needed or required.
Locate the stage: This helps to determine where in the sales process the industry standard due-diligence should be embedded, based on the trigger point and the business logic. References: https://trailhead.salesforce.
com/en/content/learn/modules/business-analysis-process-mapping/create-a-process-map

NEW QUESTION: 59
Cloud Kicks has moved into the quality assurance (QA) phase of Salesforce product configuration and extension. The QA team is now trying to confirm it has delivered value to stakeholders based on business requirements. The team is asking questions such as, "Did we build the right product?" and "Did we build the product right?" Which element should the business analyst use to help the QA team validate that the product fulfilled the requirements without ambiguity?
A. Process maps
B. User stories
C. Acceptance criteria
Answer: (SHOW ANSWER)
The element that the business analyst should use to help the QA team validate that the product fulfilled the requirements without ambiguity is acceptance criteria. Acceptance criteria are statements that define the conditions that a product or feature must meet in order to be accepted by stakeholders or end users. They can help the QA team test the functionality based on specific scenarios or outcomes, and verify that it meets the expectations or needs of stakeholders or end users. Process maps are diagrams that show how a business process flows from start to end. They can help the QA team understand how a product or feature works in relation to a process, but not how to validate it without ambiguity. User stories are statements that capture a requirement or feature from an end user's perspective. They can help the QA team understand what needs to be done and why it matters, but not how to validate it without ambiguity.
References: https://trailhead.
salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-stories
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user- acceptance

NEW QUESTION: 60

The sales team recently received training on a new sales methodology. When viewing an Opportunity in Sales Cloud, the sales manager wants the sales cycle to include new stages in addition to multiple custom fields.
The business analyst is starting to construct user stories to support the new process.
What should each user story include?

A. Value, purpose, and need

B. Who, what, and why

C. Who, where, and how

Answer: (SHOW ANSWER)

This answer states that using who, what, and why is what each user story should include for optimizing a very manual process in its Salesforce org. Who refers to the persona, which is a fictional representation of a typical user or stakeholder who will use or benefit from a feature or a functionality. What refers to the goal, which is what the user or stakeholder wants to accomplish with the feature or functionality. Why refers to the value, which is why the user or stakeholder wants to accomplish the goal, and how they will measure success. Using who, what, and why can help the BA to write effective user stories that capture and prioritize the requirements, and align them with the stakeholder value and expectations. References: https://trailhead.
salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user-stories-to-capture- requirements

NEW QUESTION: 61

As a part of discovery, the business analyst (BA) at Universal Containers is trying to understand how Salesforce was implemented.
What should the BA utilize to help uncover any technical constraints or potential problems in a Salesforce implementation?

A. Salesforce Optimizer

B. Setup Audit Trail

C. Reports and Dashboards

Answer: (SHOW ANSWER)

The tool that the business analyst should use to help uncover any technical constraints or potential problems in a Salesforce implementation is Salesforce Optimizer. Salesforce Optimizer is a feature that analyzes a Salesforce org and provides recommendations for improving its performance, security, usability, and maintenance. It can help the business analyst identify any issues or risks in a Salesforce implementation such as unused features or components, complex configurations or customizations, low adoption rates or user satisfaction scores, etc. Setup Audit Trail is a tool that monitors and logs changes made by administrators in Setup. It can help the business analyst track who made what changes and when, but not uncover any technical constraints or potential problems in a Salesforce implementation. Reports and Dashboards are tools that display data or metrics in visual formats such as charts or tables.

NEW QUESTION: 62
The business analyst (BA) on the Salesforce development team at Northern Trail Outfitters is leading a requirements elicitation workshop about the process for onboarding new wholesale partners. While whiteboarding the process, one stakeholder continuously interrupts and points out inefficiencies with invoicing and delivery processes.
What should the BA do to prevent the session from being derailed?
A. Shift the conversation from onboarding to the stakeholder's concerns.
B. Ask the stakeholder to focus on the onboarding process.
C. Add the stakeholder's concerns to a "parking lot" for further discussion.
Answer: (SHOW ANSWER)
The best practice for preventing a session from being derailed by an off-topic stakeholder is to use a "parking lot" technique. A parking lot is a list of topics or issues that are not relevant to the current session but may need further discussion or resolution later. The BA should add the stakeholder's concerns to a parking lot for further discussion, and acknowledge that they are important but out of scope for the current session. This way, the BA can keep the session focused on the onboarding process and avoid wasting time or losing engagement from other stakeholders.
References: https://trailhead.salesforce.com/en/content/learn/modules/business- analysis-process-mapping/plan-and-facilitate-a-process-mapping-session

NEW QUESTION: 63
The VP of sales at Clod Kicks wants to streamline the lead qualification process to improve the team's productivity and help them reach their target goals. A business analyst (BA) has been assigned to the project to identify the disconnect between the sales and marketing teams' definition of a qualified lead?
What should the BA focus on?
A. Mapping historical leas data from each team and building charts to highlight similarities
B. Evaluating team' skill and experience to determine how they can better align.
C. Scheduling and all-day collaboration workshop with both team to resolve their differences
Answer: (SHOW ANSWER)
The business analyst should focus on scheduling an all-day collaboration workshop with both teams to resolve their differences around contact management for a new Salesforce implementation. A collaboration workshop is a technique to bring together different stakeholders

to share information, discuss issues, generate ideas, make decisions, or reach consensus on a topic or problem. Scheduling an all-day collaboration workshop with both teams can help identify their needs, expectations, pain points, goals, and priorities around contact management and find common ground or alignment among them. Mapping historical lead data from each team and building charts to highlight similarities is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not lead management. Evaluating team' skill and experience to determine how they can better align is not a good option because it would not address the disconnect between the sales and marketing teams' definition of a qualified lead, which is related to contact management, not skill or experience.
References: 1 https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- certification-prep/collaborate-with-stakeholders

NEW QUESTION: 64
A Cloud Kicks business analyst (BA) is conducting user interviews with the support team as part of a migration to Salesforce.
Several users indicate they use multi-factor authentication (MFA) on their phones to log in to existing systems. Other users have indicated they access existing systems with only a username and password.
How should the BA resolve the issue?
A. Determine the most commonly used process.
B. Ask the security team to confirm company policy.
C. Ask executive leadership to make the decision.
Answer: (SHOW ANSWER)
When resolving conflicting user practices, consulting the security team ensures compliance with organizational and regulatory standards:
* Policy Confirmation: Salesforce emphasizes the importance of aligning system configurations, such as multi-factor authentication (MFA), with the company's security policies.
* Consistency and Compliance: By confirming with the security team, the BA ensures the Salesforce implementation adheres to company-wide requirements and prevents unauthorized access or deviations from compliance mandates like GDPR or HIPAA.
* Best Practices: Relying on established company policies avoids arbitrary decisions and ensures uniformity across user authentication processes.

NEW QUESTION: 65
Cloud Kicks (CK) recently decided to transition its business from spreadsheets to a Salesforce solution. CK leaders are excited about the capabilities of Salesforce. Each leader has different ideas about how the platform should be implemented. CK has hired a business analyst (BA) to help define and manage the implementation.
What should the BA do in the first discovery meeting with stakeholders?

A. Collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision.
B. Discuss and document specific pain points in existing processes to inform future project requirements.
C. Preview potential Salesforce solutions and collect feedback from stakeholders on each option to inform the direction of the project.
Answer: (SHOW ANSWER)
The business analyst should do in the first discovery meeting with stakeholders is to collaborate with stakeholders to examine and define CK's purpose, customers, metrics, and overall business to inform project direction and vision. Discovery is a phase of a Salesforce project that aims to understand the current state of a business, identify its problems or needs, and define its goals or desired outcomes. In the first discovery meeting, the business analyst should work with stakeholders to establish a common understanding of CK's business context, such as its mission, vision, values, customers, competitors, performance indicators, etc. This can help the business analyst align stakeholders on a shared vision and strategy for the Salesforce implementation.Discussing and documenting specific pain points in existing processes may be part of discovery, but not in the first meeting. The business analyst should first understand the big picture of CK's business before diving into the details of its processes.Previewing potential Salesforce solutions and collecting feedback from stakeholders may be part of discovery, but not in the first meeting. The business analyst should first understand the problems or needs of CK's business before proposing any solutions. References:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer- discovery https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep
/collaboration-with-stakeholders

NEW QUESTION: 66
The scrum team working on Salesforce projects at Northern Trail Outfitters plans to review the current build with stakeholders to gather feedback. The business analyst will facilitate the meeting.
Which type of meeting should be held?
A. Retrospective
B. Daily stand-up
C. Sprint review
Answer: (SHOW ANSWER)
This answer selects sprint review as the type of meeting that should be held to review the current build with stakeholders and gather feedback. A sprint review is a meeting that takes place at the end of each sprint in the scrum methodology, where the development team demonstrates the working product increment to the stakeholders and collects their feedback. A sprint review helps to validate the requirements, evaluate the progress, and adjust the priorities for the next sprint.
References: https://trailhead.salesforce.com/en/content

/learn/modules/agile-development-with-scrum/perform-a-sprint-review

NEW QUESTION: 67
Cloud Kicks will launch a new customer experience portal. During discussions with the VP of customer service, a business analyst (BA) recorded the following:
* All logins must use multi-factor authentication (MFA).
* Portal pages should load within 2 seconds.
How should the BA document the items?
A. functional requirement
B. Non-functional requirement
C. User story
Answer: (SHOW ANSWER)
The items that the business analyst documented are non-functional requirements. Non-functional requirements are statements that describe how a system or solution should perform, behave, or appear, rather than what it should do or provide. Non-functional requirements can include aspects such as usability, reliability, security, availability, scalability, etc. Non-functional requirements help to ensure that the system or solution meets the quality standards and expectations of the stakeholders or users. The items that the business analyst documented are non-functional requirements because they specify how Sales Cloud should perform (portal pages should load within 2 seconds) and behave (all logins must use multi-factor authentication). References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep
/requirements-management

NEW QUESTION: 68
Cloud Kicks leadership wants to improve the new customer onboarding experience. There are a number of complex handoffs between teams. Service managers have been tasked with working with the operating team to improve the handoff between salesforce and internal systems. The business (BA) wants to break down the onboarding processing and sub-processes into simpler steps.
What should the BA create to engage stakeholders?
A. Value Stream Map
B. Universal Process Notation
C. Capability Model
Answer: (SHOW ANSWER)
This answer states that creating a value stream map is what the BA should do to engage stakeholders for improving the new customer onboarding experience at Cloud Kicks which involves complex handoffs between teams. A value stream map is a type of process map that shows how value flows from a customer request to a product or service delivery across different teams or departments. Creating a value stream map means that the BA works with stakeholders from different teams or departments to identify and visualize their inputs, outputs, activities, roles,

etc. related to customer onboarding. Creating a value stream map is what the BA should do to engage stakeholders for improving customer onboarding because it helps them to collaborate and communicate their perspectives and expectations, and to discover and eliminate waste or inefficiencies in customer onboarding. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce- business-analyst-quick-look/use-process-mapping-to-understand-your-business

NEW QUESTION: 69
A new employee at Universal Containers just sent the business analyst (BA) a Slack message with an named User3tories_v37_final_final_final.docx.
Which best practice should the 6A train the employee on first?
A. Use standard naming conventions.
B. Use acceptance criteria to define success.
C. Use a version control repository.
Answer: (SHOW ANSWER)
This answer states that using standard naming conventions is the best practice that the BA should train the employee on for sending a document named UserStories_v37_final_final_final.docx. A standard naming convention is a set of rules or guidelines that define how to name or label a document or a file in a consistent and meaningful way. A standard naming convention typically includes elements such as project name, document type, version number, date, author, etc. Using standard naming conventions is the best practice that the BA should train the employee on for sending a document because it helps the BA to organize and manage documents or files more efficiently and effectively, and to avoid confusion or duplication among them.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look
/use-stakeholder-engagement-skills

NEW QUESTION: 70
Cloud Kicks has invited stakeholders from multiple departments and roles to participate in its latest Salesforce project. Each stakeholder's experiences and priorities for the project are different which causes tension within the team and a lack of clarity around project direction.
What should the business analyst do to help the team work together more effectively?

A. Encourage leadership to share their vision for the project, and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders
B. Limit participation in key project discovery, requirements, and solutioning meetings to leadership. and engage the larger team to answer questions directly/ related to their roles when needed.
C. Lead the stakeholders in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success
Answer: (SHOW ANSWER)

The best way for a business analyst to help the team work together more effectively is to lead them in creating a team agreement that assigns project roles and outlines how the team will collaborate, disagree, develop trust, and define success. This will help them align on common goals, expectations, and norms, and resolve any conflicts or misunderstandings. Encouraging leadership to share their vision for the project and ask the larger team to focus feedback only on the key objectives, pain points, and requirements outlined by leaders may create a top-down approach that ignores other stakeholder perspectives or needs. Limiting participation in key project discovery, requirements, and solutioning meetings to leadership and engaging the larger team to answer questions directly related to their roles when needed may create a siloed approach that reduces collaboration or buy-in. References:
https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/collaboration-with-stakeholders

NEW QUESTION: 71
The business analyst (0A) at Universal Containers has met with stakeholders and is using the waterfall methodology to capture requirements for Sales Cloud enhancements for a future product release.
What is the next step for the BA to take before build can begin?
A. Define the minimal viable product.
B. Get approval and signoff on the requirements.
C. Schedule sprint planning meetings.
Answer: (SHOW ANSWER)
This answer states that getting approval and signoff on the requirements is the next step for the BA to take before build can begin. Approval and signoff on the requirements means that the stakeholders agree that the requirements are accurate, complete, and feasible, and that they authorize the development team to start building the solution. Approval and signoff on the requirements helps to avoid scope creep, rework, and miscommunication. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business- analyst-certification-prep/prepare-for-the-salesforce-business-analyst-certification-exam

NEW QUESTION: 72
Northern Trail Outfitters (NTO) plans to significantly grow its workforce and wants to increase the overall security of its Sales Cloud instance. NTO has previously implemented a complex security solution with organization wide defaults, criteria-based sharing rules, and dozens of user profiles. NTO has asked a business analyst (0A) for recommendations on how to proceed.
Which aspect of a potential solution is most important for a BA to consider?
A. User adoption
B. Scalability
C. System downtime
Answer: (SHOW ANSWER)

This answer considers scalability as the most important aspect of a potential solution for NTO's security challenge. Scalability refers to the ability of a system to handle increased workload or demand without compromising performance or functionality. Since NTO plans to significantly grow its workforce, it needs a security solution that can accommodate more users, data, and features without compromising security or efficiency. References:
https://trailhead.salesforce.com/en/content/learn/modules/security_basics
/security_basics_intro

NEW QUESTION: 73
Cloud Kicks hired a new business analyst (BA) to join an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders. The BA wants to quickly become a trusted advisor to the team.
What should the BA do?
A. Focus on the task at hand instead of on individual team members.
B. Avoid exposing one's own mistakes to the team.
C. Tell the truth in difficult situations.
Answer: (SHOW ANSWER)
This answer states that telling the truth in difficult situations is what the BA should do to quickly become a trusted advisor to an experienced cross-functional team that has successfully delivered high-quality Salesforce solutions to global stakeholders for Cloud Kicks. Telling the truth in difficult situations means that the BA communicates honestly and transparently with the team members, even when it involves admitting mistakes, delivering bad news, or expressing disagreement. Telling the truth in difficult situations can help the BA to quickly become a trusted advisor to an experienced cross-functional team because it demonstrates integrity, accountability, and respect for the team members, and it fosters an open and collaborative culture within the team.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick- look/use-stakeholder-engagement-skills

NEW QUESTION: 74
A project is in the user acceptance testing phase of a Sales Cloud implementation at Universal Containers.
The business analyst (BA) is coordinating the test case execution and supporting the testers. One of the testers fails a test case because they were unable to see a custom field identified in the directions. The BA has reviewed the details of the failed test case and compared the expected outcome to the requirements.
What should the BA do next?
A. Assign the test case to another tester.
B. Assign a bug to the development team.
C. Attempt to reproduce the issue.
Answer: (SHOW ANSWER)

The next thing that the business analyst should do after reviewing the details of the failed test case is to attempt to reproduce the issue. Reproducing an issue means following the same steps or actions that caused the issue to occur in order to verify its existence and severity. Reproducing an issue helps to confirm whether it is a real bug or a human error, as well as gather more information about its root cause, impact, frequency, etc. Reproducing an issue also helps to document it clearly and accurately for reporting and resolution purposes. References: https://trailhead.salesforce.com/content/learn/modules/user-acceptance-testing-video /report-and-resolve-issues

NEW QUESTION: 75

Northern Trail Outfitters (NTO) has moved its inventory systems to Salesforce to track the clothing it manufactures and sells. As a part of this project, NTO wants to implement several features which will also improve how its inventory is restocked. In order to manage the discovery phase of the project, the project team plans to hire a business analyst (8A).

What should a BA do to be successful during the first phase of the project?

A. Elicit requirements, build automation, and deploy a solution,

B. Architect a solution, configure a sandbox, and build a proof of concept.

C. Elicit requirements, create flows and process diagrams, and understand business analytics.

Answer: (SHOW ANSWER)

The tasks that a business analyst should do to be successful during the first phase of an inventory project are elicit requirements, create flows and process diagrams, and understand business analytics. These tasks will help them understand the current state of NTO's inventory system, capture the needs and expectations of stakeholders, map out how NTO tracks its clothing manufacturing and sales processes, and measure how NTO's inventory affects its business performance. Building automation and deploying a solution are tasks for later phases of the project after validating and testing prototypes. Architecting a solution and configuring a sandbox are tasks for developers or architects based on user stories. References:
https://trailhead.salesforce.
com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery
https://trailhead.
salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process- mapping https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep
/user-stories

NEW QUESTION: 76

The business analyst (BA) working with the contract renewal team at Cloud kicks has mapped out is current renewal process, the BA has noted where representatives are inputting contract information from PDF document which is introducing errors an inaccurate date into Salesforce.

Which type of inefficiency is happening during this step in the process?

A. Avoidance

B. Manual effort

C. Duplication

Answer: (SHOW ANSWER)

The type of inefficiency that is happening during this step in the process is manual effort. Manual effort is a type of inefficiency that occurs when a task or activity requires human intervention or input that could be automated or eliminated. Manual effort can lead to errors, delays, inconsistencies, or redundancies in the process. In this case, the representatives are inputting contract information from PDF documents into Salesforce manually, which introduces errors and inaccurate data into Salesforce. References: https://trailhead. salesforce.com/en/content/learn/modules/business-analysis-process-mapping/identify-inefficiencies-in-a- process

NEW QUESTION: 77

At Cloud Kicks (CK), the marketing director's management style is results-driven. CK uses scrum methodology when developing improvements to its Salesforce org. The director requests urgent enhancements in the middle of a sprint that require changes by the development team, The director believes their needs are of the highest importance.

What should the business analyst do when disruptions to the project occur?

A. Focus on the agreed upon deliverables instead of the new requests to prevent overallocation of resources.

B. Ask the project manager for an additional resource to implement the new requests.

C. Interpret the requests as guidelines to be used when determining priorities for the upcoming release.

Answer: (SHOW ANSWER)

The best way for a business analyst to handle disruptions to the project from urgent requests by the marketing director is to interpret them as guidelines to be used when determining priorities for the upcoming release.

This will help them balance between meeting stakeholder expectations and following scrum methodology principles. Focusing on agreed upon deliverables instead of new requests may ignore changing business needs or miss opportunities for improvement. Asking for an additional resource to implement new requests may increase complexity or cost without adding value or quality. References: https://trailhead.salesforce.com /content/learn/modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

NEW QUESTION: 78

During a discovery workshop, it was identified that the solution needs to meet all legal accessibility standards (for example, ADA, Section 508, WCAG, etc.).

How should a business analyst document this need and ensure it is applied universally across the solution?

A. Create a functional requirement for accessibility standards.

B. Create a non-functional requirement for accessibility standards.

C. Create a user story for accessibility standards.

Answer: (SHOW ANSWER)

Legal accessibility standards fall under non-functional requirements (NFRs), which define system constraints or quality attributes:

Applicability: NFRs like accessibility apply universally to the solution, ensuring compliance with ADA, Section 508, and WCAG standards, as mandated for many Salesforce projects.

Consistency Across Features: Documenting accessibility as an NFR ensures the requirement is enforced universally and is not tied to specific functional user stories.

Industry Alignment: Salesforce emphasizes capturing non-functional needs to meet legal and organizational standards effectively.

NEW QUESTION: 79

Northern Trail Outfitters is setting up a new team to support an implementation of Service Cloud and is considering which workflow to use.

In which scenario should he business analyst recommend Kanban?

A. Work is generally project-based and can be broken into smaller pieces.

B. Work includes platform support requiring immediate outage handling.

C. Work is predictable but sometimes lacks sufficient planning.

Answer: (SHOW ANSWER)

Kanban is an agile methodology that focuses on visualizing work, limiting work in progress, managing flow, making policies explicit, implementing feedback loops, improving collaboratively, evolving experimentally (Kaizen). Kanban is suitable for scenarios where work is generally project-based and can be broken into smaller pieces that can be completed quickly and independently by different team members without dependencies or bottlenecks. Kanban uses boards with columns representing different stages of work (such as backlog, doing, done) and cards representing individual work items (such as tasks, features, bugs). Kanban helps teams monitor their progress, identify issues, prioritize work, optimize resources, improve quality, reduce waste, increase efficiency, deliver value faster, adapt to changing needs, etc.

NEW QUESTION: 80

After the first round of user acceptance testing for a Sales Cloud project, the business analyst discovered that a high number of test cases failed.
What is a possible reason why the test cases failed?

A. Missing test org access details

B. Missing test result details

C. Missing test script details

Answer: (SHOW ANSWER)

NEW QUESTION: 81

During the discovery phase of a Sales Cloud project at Cloud Kicks, the business analyst (BA) gathers information about the current sales process to uncover potential areas of improvement. The VP of sales has been collecting data from their sales team but is unsure which numbers are truly relevant indicators of the team's success.
Which benchmark should the BA recommend as an effective way to measure the team's success?

A. Number of outbound calls per hour

B. First contact resolution rate

C. Average revenue per account

Answer: (SHOW ANSWER)

According to the Salesforce Business Analyst Study Guide (v1.2, p. 82):
"When defining success metrics for a Sales Cloud rollout, Business Analysts should distinguish between activity metrics (which measure what reps do) and outcome metrics (which measure business results). Activity metrics-such as number of calls or emails-help track adoption of new processes, but they do not directly tie to revenue goals. Outcome metrics-such as average revenue per account or win rate-directly reflect the health of the pipeline and the profitability of the sales organization." Additionally, the Salesforce Sales Cloud Implementation Guide (Summer '24, p. 45) states:
"Average Revenue Per Account (ARPA) is a key benchmark for sales teams because it normalizes revenue performance across accounts of varying sizes and sales cycles. Tracking ARPA over time enables stakeholders to see whether new strategies are driving higher-value deals and to pinpoint which segments or products are most profitable."

* Option A measures activity volume but doesn't tie directly to revenue outcomes.
* Option B is a service/support metric, not a sales performance indicator.
* Option C is an outcome metric that directly correlates with business goals by showing deal value trends.

References:
Salesforce Business Analyst Study Guide, v1.2, Section "Metrics for Sales Cloud," p. 82
Salesforce Sales Cloud Implementation Guide, Summer '24 Release, Chapter 3 "Sales Performance Metrics," p. 45

NEW QUESTION: 82

Cloud Kicks is implementing cases to handle its growing volume of customer inquiries. The Business analyst (BA) on the implementation has 2 years of experience with Service Cloud. This is one of the user stories the BA wrote for the implementation:

A customer service representative wants to use Salesforce Macros to update notes and change the case stats to close to reduce the time spent on each case.

Which mistake did the BA make when writing this user story?

A. The story included feature- specific language.

B. The story explained the value to the user.

C. The incorrect persona was used in the story.

Answer: A (LEAVE A REPLY)

NEW QUESTION: 83

A cloud Kicks business analyst (BA) is conducting user interviews with the support team as part of a migration to Salesforce. Serval users indicate they use multi-factor authentication (MFA) on their phones to log in to existing systems. Other users have located they access existing systems with only username and password.

A. Bring the requirement to the product owner's attention.

B. verify the requirement with the security team.

C. Select the requirement used by the majority of the support team.

Answer: (SHOW ANSWER)

NEW QUESTION: 84

The Salesforce team at Cloud Kicks (CK) is reviewing the sales team's business processes. During a review session, the business analyst notices that quantifiable benchmarks have yet to be established.

Why is it a best practice to establish benchmarks to evaluate existing processes?

A. Proves processes are out of date and require a new solution

B. Compares processes against CK's closest competitors

C. Shows tangible impact from changes to processes

Answer: (SHOW ANSWER)

The best practice to establish benchmarks to evaluate existing processes is to show tangible impact from changes to processes. Benchmarks are quantifiable measures that can be used to compare current performance with desired performance or best practices. They can help CK evaluate how effective its sales processes are, identify gaps or opportunities for improvement, and measure the results or benefits of process changes.

Proving processes are out of date and require a new solution is not a best practice, but a potential outcome of benchmarking. Comparing processes against CK's closest competitors is not a best practice, but a possible source of benchmarking data. References:

https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/business-process-mapping https://trailhead.salesforce.com/content/learn

/modules/salesforce-business-analyst-certification-prep/user-acceptance

NEW QUESTION: 85

The business analyst at Northern Trail Outfitters receives a requirement from the CRM manager to have visibility into their team's queues to monitor open cases.

Which user story meets this requirement?

A. As a CRM manager, I need a record-triggered flow to view my team's work queues so 1 can monitor their open tickets.

B. As a CRM manager, I need to see my team's work queues so I can monitor their open tickets.

C. As a user, I need to see case queue to monitor my team's work.

Answer: B (LEAVE A REPLY)

The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets". A user story is a statement that describes what a user or stakeholder needs or wants from a system or solution in order to achieve a specific goal or outcome. A user story follows the format "As a [role], I want to [action], so that I can [outcome]". A user story helps to capture and communicate the business value and benefit of a requirement or feature. The user story that meets the requirement is "As a CRM manager, I need to see my team's work queues so I can monitor their open tickets" because it specifies the role (CRM manager), the action (see my team's work queues), and the outcome (monitor their open tickets). The other user stories are either too vague or too specific (A) to meet the requirement.

References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/requirements-management

NEW QUESTION: 86

The business analyst (BA) at Cloud Kicks is having a hard time documenting a user story to change an existing Opportunity flow for sales users. The architect expressed their concerns to the BA that they lack a comprehensive list of the components that will be affected by the updated flow.

Which best practice should the BA follow?

A. Write the user story without making any assumptions about how it will be implemented or which components are affected.

B. Ask the development team to investigate and document all affected components before the story can be written.

C. Schedule additional discovery sessions with the sales users to understand what will be impacted by the changes.

Answer: (SHOW ANSWER)

The best practice that the BA should follow is to schedule additional discovery sessions with the sales users to understand what will be impacted by the changes. Discovery sessions are meetings or workshops where the BA elicits, clarifies, and validates the needs, expectations, pain points, goals, and priorities of the stakeholders for a project. Discovery sessions help to gather more information and feedback from the stakeholders, understand their perspectives and

preferences, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of the proposed solution. By scheduling additional discovery sessions with the sales users, the BA can better understand their challenges and requirements, and document a comprehensive list of the components that will be affected by the updated flow. References: https://trailhead.
salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facilitate-discovery-sessions

NEW QUESTION: 87

Sales leadership at 230Cloud Kicks (CK) is concerned about the limited adoption of Salesforce at the company. Salesforce implementation includes many custom pages. Multiple users have complained about wa.
t.ng a long time for key functionality to display

A. Monitor the Lightning Usage App.

B. Run the Lightning page layout.

C. Enable Debug Logs.

Answer: A (LEAVE A REPLY)

The business analyst should monitor the Lightning Usage App to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. The Lightning Usage App is a tool that tracks and reports on how users are engaging with Salesforce in Lightning Experience. The Lightning Usage App can help measure and improve user adoption by showing metrics such as daily and monthly active users, usage by browser and device type, usage by profile and permission set, feature adoption, performance, and feedback.
The business analyst should monitor the Lightning Usage App to identify trends, patterns, issues, or opportunities related to user adoption and take actions accordingly. Running the Lightning page layout is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Running the Lightning page layout is a process that optimizes a page layout for Lightning Experience by removing unsupported components, adding supported components, and rearranging components based on best practices. Running the Lightning page layout can help improve user experience and satisfaction but does not measure or improve user adoption directly. Enabling Debug Logs is not an action that the business analyst should take to address the concern of sales leadership about the limited adoption of Salesforce at Cloud Kicks. Enabling Debug Logs is a process that captures information about database operations, system processes, and errors that occur when executing a transaction or running unit tests. Enabling Debug Logs can help troubleshoot issues and errors but does not measure or improve user adoption directly. References:
https://trailhead.salesforce.com/en/content/learn/modules/lightning-experience- rollout/lightning-experience-rollout-evaluate-readiness

NEW QUESTION: 88

The business analyst (BA) at Cloud Kicks has been asked to map the current sales process in Sales Cloud to document legal compliance with local privacy regulations, which can differ based on the state or country of a data transaction.
Which activity would be most effective in helping the BA understand the sales process?
A. Using live workshops to map out the sales process
B. Asking stakeholders to complete a questionnaire
C. Conducting individual interviews with stakeholders
Answer: (SHOW ANSWER)
This answer suggests using live workshops to map out the sales process as the most effective activity for the BA to understand the sales process at CK. A live workshop is a collaborative session where the BA facilitates a group discussion with stakeholders or users to elicit information, generate ideas, or solve problems. A live workshop can help the BA map out the sales process by engaging participants in creating a visual representation of the process, identifying pain points and opportunities, and reaching a consensus on the current state.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-live-workshops-to-collaborate

NEW QUESTION: 89
Universal Containers (UC) has low adoption rate of its Salesforce solution. UC has hired a new vendor to overhaul its documentation and train) ng process. needs a business analyst to facilitate this transition.
Which of set if actions are the most effective business needs from stakeholders?
A. send surveys to collect feedback; observe end 'Users; whiteboard incoming requests; and store communication in a centralized location.
B. Mock up a design; build a prototype; demonstrate functionality to end users; and collect feedback for Changes.
C. Use multiple forms of communication; build trust; show empathy; and get commitment for next
Answer: (SHOW ANSWER)
The set of actions that are the most effective for collaborating with key stakeholders are to use multiple forms of communication; build trust; show empathy; and get commitment for next steps. These actions help to establish and maintain positive and productive relationships with key stakeholders who have an interest or influence in the project outcome. Using multiple forms of communication helps to ensure clarity, consistency, and timeliness of information and feedback among stakeholders. Building trust helps to foster mutual respect, honesty, and reliability among stakeholders. Showing empathy helps to understand and acknowledge the needs, expectations, preferences, pain points, goals, etc. of stakeholders. Getting commitment for next steps helps to ensure alignment and engagement among stakeholders on the project goals, scope, roles, and responsibilities. References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/stakeholder-management

NEW QUESTION: 90

The business analyst (BA) at Universal Containers needs to gather information for their project including the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process. Which elicitation technique should the BA use?

A. journey Mapping

B. Survey /Questionnaire

C. Focus Groups

Answer: (SHOW ANSWER)

The elicitation technique that the business analyst should use to gather information about the steps a user takes to accomplish a goal, challenges a user faces, people the user interacts with, applications they use to complete the steps, and their level of morale as they move through the process is journey mapping. Journey mapping is a technique that creates a visual representation of a user's experience with a product or service over time. It can help the business analyst understand how a user interacts with a product or service across different touchpoints or stages, what pain points or obstacles they encounter, what emotions or feelings they have, etc.
Survey/Questionnaire is an elicitation technique that collects quantitative or qualitative data from a large number of stakeholders using predefined questions or scales. It can help the business analyst measure stakeholder satisfaction, preferences, or feedback, but not capture the details or nuances of their experience.

NEW QUESTION: 91

Universal Containers is merging with another company that uses a different CRM. During requirements workshops, the incoming support team has been proactively sharing ideas, but the incoming sales team has been less engaged.
What should the BA do to ensure they are able to gather the necessary requirements?

A. Put extra effort into following up with the sales team ... requirements.

B. Shift focus to the support team since they are proactively providing requirements.

C. Continue the requirements workshops and hope the salesforce become more responsive.

Answer: (SHOW ANSWER)

Proactively engaging the sales team is crucial for gathering a comprehensive set of requirements:
Ensuring Inclusivity: All functional teams must provide input for a successful CRM merger.
Salesforce encourages proactive engagement with less responsive stakeholders to ensure all perspectives are considered.
Addressing Resistance: Direct follow-ups allow the BA to uncover reasons for disengagement and address them effectively.
Balanced Requirements Gathering: This approach prevents an imbalance in requirements that may lead to solutions favoring one team over another.

NEW QUESTION: 92

As part of the digital transformation at Cloud Kicks, company leaders have decided to adopt Service Cloud as its CRM platform for customer service and support. Executive directors are supportive of the initiative, but end users are unconvinced and prefer to remain on the current platform.

What should the business analyst do to gain the end users' cooperation?

A. Respond to end users with empathy and accommodate their needs; translate the end users' needs into technical requirements; and deliver the project to the developers to implement the solution.

B. Use an assertive influencing style; demonstrate authority and expertise; outline the project objectives; and make sure end users know that the decision has been made and the time to make changes has passed.

C. Identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liasion between business and technical teams.

Answer: (SHOW ANSWER)

The best way for a business analyst to gain the end users' cooperation is to identify key stakeholders and develop relationships with them as a trusted advisor; involve stakeholders and end users in the design of the new solution; and act as a liasion between business and technical teams. This will help them understand their needs and expectations, demonstrate value and benefits, and facilitate communication and feedback.

Responding to end users with empathy and accommodate their needs; translating the end users' needs into technical requirements; and delivering the project to the developers to implement the solution may be too reactive or passive without addressing the root causes of resistance or ensuring alignment. Using an assertive influencing style; demonstrating authority and expertise; outlining the project objectives; and making sure end users know that the decision has been made and the time to make changes has passed may be too aggressive or authoritative without building trust or rapport. References: https://trailhead.salesforce.com/content/learn /modules/salesforce-business-analyst-certification-prep/collaboration-with-stakeholders

NEW QUESTION: 93

The executive director of Universal Containers (UC) plans to purchase additional Salesforce licenses. The director recently hired a business analyst (BA) to lead a series of journey mapping sessions. The director wants the Journey mapping sessions to be tailored to the features and capabilities that are currently available in UC's Salesforce environment.

Which information does the BA need to determine the features and functionality UC can implement while avoiding additional costs?

A. Organization edition and license type

B. Storage capacity and license type

C. Number of active users and license type

Answer: (SHOW ANSWER)

This answer states that organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs for purchasing additional Salesforce licenses. Organization edition is a version of Salesforce that provides a set of features and functionality based on the needs and size of an organization, such as Essentials, Professional, Enterprise, Unlimited, etc. License type is a category of user access that determines what features and functionality a user can access within an organization, such as Salesforce Platform, Salesforce, Customer Community Plus, etc.

Organization edition and license type are the information that the BA needs to determine the features and functionality that UC can implement without additional costs because they define the limits and capabilities of UC's Salesforce environment, and they affect the pricing and availability of additional licenses. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use- stakeholder-engagement-skills

NEW QUESTION: 94

The business analyst (BA) at Northern Trail Outfitters needs to create a current state process map for a Service Cloud implementation with its retail division. The BA needs a simple diagramming notation for the process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations.

Which diagramming notation should the BA use for the process map?

A. Business Process Modeling Notation (BPMN)

B. Unified Modeling Language (UML)

C. Universal Process Notation (UPN)

Answer: (SHOW ANSWER)

This answer selects Universal Process Notation (UPN) as the diagramming notation that the BA should use for the process map. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA create a process map that is applicable across all industries, provides context for metrics and management decisions, and supports regulatory considerations. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce- business-analyst-quick-look/use-process-mapping-to-understand-your-business

NEW QUESTION: 95

After completing requirements gathering session for a Sales Cloud implementation, the business analyst (BA) has started to write user stories. During an internal user story grooming session, the project manager decided that each user story must:
* Be assigned a level of effort
* Be demonstrated to the stakeholder
* Have documented deployment steps
Where should the DA capture these requirements?
A. Definition of done
B. Assumptions
C. Acceptance criteria
Answer: (SHOW ANSWER)
This answer states that definition of done is where the BA should capture these requirements after writing user stories for developing a solution for managing leads in Sales Cloud at UC: be assigned a level of effort, be demonstrated to the stakeholder, and have documented deployment steps. Definition of done is a set of criteria that defines when a user story or a task is completed and ready for deployment or delivery. Capturing these requirements in the definition of done means that the BA specifies that a user story or a task must meet or pass these criteria in order to be considered done. Capturing these requirements in the definition of done is where the BA should do it after writing user stories because it helps the BA to clarify and communicate the expectations and standards of the user stories or tasks, and to ensure that they are met or passed. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-user- stories-to-capture-requirements

NEW QUESTION: 96
Which tool is used to create reports, incorporate filters and select the Report Type?
A. Data Loader
B. Report Builder
C. A csv file that will then get imported.
D. Report Composer
Answer: (SHOW ANSWER)
Report Builder is the tool used to create reports, incorporate filters and select the Report Type. Data Loader is a tool used to import and export data in Salesforce. A csv file is a file format that can be used to import or export data in Salesforce, but it is not a tool to create reports. Report Composer is not a valid tool in Salesforce. References: https://help.salesforce.com/s/articleView?id=sf.reports_builder_overview.htm&type=5

NEW QUESTION: 97
The business analyst (BA) at Northern Trail Outfitters is writing user stories about a Case creation feature within Service Cloud for an upcoming sprint. This feature overlaps with another feature

that is being developed in the current sprint. The BA is working with the technical team to identify metadata dependencies across features to prevent overwriting before the release.
What should the BA use?
A. Version control
B. Change Sets
C. Setup Audit Trail
Answer: (SHOW ANSWER)

NEW QUESTION: 98
A business analyst at Universal Containers is converting a requirements document into user stories for upcoming Manufacturing Cloud deployment. The first requirement is "finance needs a time tracking sys containers." Which option best represents the "IF component of the INVEST checklist to make a good user story from this requirement?
A. As a finance user I want a Timesheet object implemented so I can accurately report on container profitability.
B. As a finance user, I want to know how long it takes to assemble a container so I can accurately report on container profitability.
C. As a finance user, I want an Assembly Time field on the container cost record so I can accurately report on container profitability.
Answer: (SHOW ANSWER)
The option that best represents the "I" component of the INVEST checklist to make a good user story from this requirement is B. As a finance user I want to know how long it takes to assemble a container so I can accurately report on container profitability. The "I" component stands for Independent, which means that the user story should be self-contained and not depend on or overlap with other user stories. Option B is independent because it focuses on a specific need and goal of the finance user, and does not rely on or affect other user stories. The other options are either dependent or irrelevant. Option A is dependent because it specifies a particular solution (Timesheet object) that may depend on or overlap with other user stories.
Option C is irrelevant because it does not address the requirement of knowing how long it takes to assemble a container. References:
https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

NEW QUESTION: 99
Cloud Kicks (CK) wants to Improve the current business process for moving orders from the warehouse to the customer as part of a Commerce Cloud Implementation. The business analyst would like to gather more Information to create the future state process.
Who is the most appropriate subject matter expert (SME) to confirm the current business process and elicit deeper understanding of CK's goals, opportunities, and pain points?
A. Sales manager
B. Chief financial officer

C. Supply chain manager
Answer: (SHOW ANSWER)
The most appropriate subject matter expert (SME) to confirm the current business process and elicit deeper understanding of CK's goals, opportunities, and pain points is the supply chain manager. The supply chain manager is responsible for overseeing the flow of goods from the warehouse to the customer, and has the most knowledge and insight into the current business process. The supply chain manager can also provide valuable feedback and suggestions for improving the business process and achieving the desired outcomes.
The sales manager and the chief financial officer are not directly involved in the business process of moving orders from the warehouse to the customer, and may not have the same level of expertise or interest as the supply chain manager. References: Customer Discovery, Get Started with Salesforce Business Analyst Certification Prep, Cert Prep: Salesforce Business Analyst

NEW QUESTION: 100
Cloud Kicks (CK) faces challenges with accurate reporting and metrics to use when CK schedules service agent shifts. The VP of service is unsure how the challenges can be solved in Salesforce. Which analysis should a business analyst perform?

A. Strategy Analysis
B. Stakeholder Analysis
C. Enterprise Analyst
Answer: (SHOW ANSWER)
The analysis that a BA should perform is strategy analysis. Strategy analysis is a technique that helps to understand the business context and environment of an organization, its vision and goals, its strengths and weaknesses, its opportunities and threats, its capabilities and resources, and its stakeholders and competitors.
Strategy analysis helps to identify the business problems or needs that need to be addressed, evaluate potential solutions or options that can address them, and align them with the business strategy and objectives. In this case, CK faces challenges with accurate reporting and metrics to use when scheduling service agent shifts. A BA should perform strategy analysis to understand CK's business context and environment, identify the root causes of the challenges, evaluate potential solutions or options that can solve them in Salesforce, and align them with CK's business strategy and objectives. References: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-strategy-analysis/understand-strategy-analysis

NEW QUESTION: 101
Universal Containers is implementing a Salesforce solution that's designed to transform its customer service division. During sprint planning, it was determined that the development team would be able to successfully deliver all remaining work items. However, due to unplanned delays, the development team is now at risk of being unable to complete the work items.

Work Item	User Story	Epic	Priority	Effort
US-4007	Case Closure Action	Case Closure	High	12 hours
[illegible]8	Case Reason Reports	Case Reports	Medium	12 hours
US-4009	Case Age Reports	Case Reports	Medium	4 hours
US-4010	Case Routing by Type	Case Routing	Low	12 hours

The project manager has asked for the business analyst's (BA) help to prioritize the remaining work items.
The development team has 16 hours of capacity remaining and is focused on launching a minimum viable product (MVP) of the customer service solution as soon as possible.
Which work items should the BA prioritize with the remaining 16 hours of development capacity?

A. US-4008 and US-4009
B. US-4007 and US-4009
C. US-4009 and US-4010

Answer: (SHOW ANSWER)

The business analyst should prioritize US-4007 and US-4009 because they are the most critical work items.
US-4007 is the work item that will allow customers to submit support tickets, and US-4009 is the work item that will allow customer service representatives to view and respond to support tickets.
These two work items are essential for the MVP to be functional.
US-4008 is a less critical work item because it will allow customers to track the status of their support tickets.
This work item is important, but it is not essential for the MVP to be functional.
US-4010 is the least critical work item because it will allow customers to rate the quality of customer service.
This work item is important, but it is not essential for the MVP to be functional.
In conclusion, the business analyst should prioritize US-4007 and US-4009 because they are the most critical work items. These two work items are essential for the MVP to be functional.

NEW QUESTION: 102

A business analyst (BA) is compiling a list of subject matter experts to consult throughout the discovery for a new Service Cloud implementation.
What is the primary value of the BA speaking with customer service reps?

A. Validating current processes
B. Estimating the project cost
C. Building solution design consensus

Answer: (SHOW ANSWER)

The primary value of the business analyst (BA) speaking with customer service reps during the discovery for a new Service Cloud implementation is validating current processes. Customer service reps are the end users of Service Cloud and they can provide valuable insights into how

they perform their tasks, what challenges they face, and what expectations they have from the new system. The BA can use this information to validate or update the current process maps and identify areas for improvement. Estimating the project cost is not a value of speaking with customer service reps, as this is usually done by project managers or sponsors based on resource allocation and budget constraints. Building solution design consensus is not a value of speaking with customer service reps, as this is usually done by solution architects or developers based on technical feasibility and best practices. References:
https://trailhead.salesforce.com/content/learn/modules/business- analysis-for-salesforce-projects/understand-the-salesforce-implementation-lifecycle https://trailhead.
salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/analyze-business-processes- and-requirements

NEW QUESTION: 103

The operations team at Universal Containers is developing a new inventory forecasting application available on its Experience Cloud see. Management wants key external stakeholders to assist with determining project priorities.

Which external stakeholders to assist with determining project recommend?

A. Governing bodies

B. Third-party vendors

C. Partners and customers

Answer: (SHOW ANSWER)

This answer states that partners and customers are external stakeholders that should assist with determining project priorities for developing a new inventory forecasting application available on its Experience Cloud site at UC. Partners are external entities or organizations that have a business relationship or an agreement with UC, such as suppliers, distributors, resellers, etc. Customers are external entities or organizations that purchase or use UC's products or services. Partners and customers are external stakeholders that should assist with determining project priorities for developing a new inventory forecasting application because they have an interest or an influence on UC's business performance and outcomes, and they can provide valuable feedback or insights on UC's inventory forecasting needs and expectations. References:
https://trailhead.
salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement- skills

NEW QUESTION: 104

Universal Containers has kicked off a project focused on transforming its customer service department using Service Cloud. During onboarding, the project manager shared the following process maps with the business analyst (BA):

Case Creation

* Case Triage

* Case Assignment

* Case Management
* Case Closure

Which key attributes should the BA look for when reviewing the process maps?

A. Audiences, scope, inputs, outputs, and resources

B. Cost, timeline, risks, requirements, and opportunities

C. Case sources, types, volumes, priorities, and reasons

Answer: (SHOW ANSWER)

This answer lists audiences, scope, inputs, outputs, and resources as the key attributes that the BA should look for when reviewing the process maps. These attributes help to define and understand a business process, and identify its purpose, boundaries, stakeholders, data, and resources. These attributes also help to evaluate the effectiveness and efficiency of a business process, and identify areas for improvement or optimization.

References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look
/use-process-mapping-to-understand-your-business

NEW QUESTION: 105

Northern Trail Outfitters is implementing Marketing Cloud. Stakeholders are having a difficult time conceptualizing how Marketing Cloud uses insights to create journeys. The Business analyst (BA) has been asked to show stakeholders how it works so the implementation project can move forward. Timelines are two tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track.

What should the BA do to help stakeholders visualize how it will work?

A. Create a UPN (Universal Process Notation) diagram.

B. Build a capability model.

C. Schedule a storyboarding session.

Answer: C (LEAVE A REPLY)

This answer states that scheduling a storyboarding session is what the BA should do to help stakeholders visualize how Marketing Cloud uses insights to create journeys, when timelines are too tight to present a demo, and approval from stakeholders is needed soon in order to keep the project on track. A storyboarding session is a technique that involves creating and presenting a series of sketches or images that illustrate how a user interacts with a system or a feature. A storyboarding session can help the BA to show stakeholders how Marketing Cloud uses insights to create journeys by depicting the steps, actions, and outcomes of the process in a visual and engaging way. A storyboarding session can also help the BA to elicit feedback, validate requirements, and obtain approval from stakeholders in a timely manner.

NEW QUESTION: 106

Which type of process diagram should the business analyst use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract?

A. Capability model

B. SIPOC (Suppliers, Inputs, Process, Outputs, Customers)
C. Value stream map
Answer: (SHOW ANSWER)
This answer states that using a capability model is the type of process diagram that the BA should use at the beginning of a Salesforce project to outline high-level process areas such as "Prospect to Contract". A capability model is a diagram that shows what an organization does at a high level of abstraction, without going into details of how it does it. A capability model can help the BA to identify and group related business activities or functions into capability areas or domains, such as sales, marketing, service, or finance. A capability model can also help the BA to align business processes with business goals and strategies.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look
/use-process-mapping-to-understand-your-business

NEW QUESTION: 107
Universal Containers (UC) needs a Quip template to create Account plans. UC's business analyst has been tasked with documenting requirements for this initiative. During one of the business requirements gathering sessions, a sales manager notes that it's important the new template is user-friendly and only accessible to the account team.
Which option captures this requirement?
A. Make the template user-friendly and accessible only by members of the account team.
B. The sales manager can make the template user-friendly.
C. Accessible by members of the account team.
Answer: (SHOW ANSWER)
The option that captures this requirement is "Make the template user-friendly and accessible only by members of the account team." This option clearly states what needs to be done (make the template user-friendly and accessible) and who it is for (members of the account team). The other options are either incomplete or irrelevant. Option B does not specify what needs to be done or who it is for. Option C does not specify what needs to be done or why it is important. References: https://trailhead.salesforce.com/en/content/learn/modules
/business-analysis-requirements/understand-requirements

NEW QUESTION: 108
Which element of the storytelling process for UX is described here: "A hurdle that makes it difficult for your heroes to succeed on their journeys."
A. Challenge
B. Monster
C. Victory
D. Helper
Answer: (SHOW ANSWER)
A challenge is an element of the storytelling process for UX that describes a hurdle that makes it difficult for your heroes to succeed on their journeys. A monster is an element of the storytelling process for UX that describes a person or thing that causes problems for your heroes. A victory is an element of the storytelling process for UX that describes a successful outcome for your heroes. A helper is an element of the storytelling process for UX that describes a person or thing that assists your heroes along their journeys. References:
https://trailhead.salesforce.com/content/learn/modules/ux-design-fundamentals/understand-the-storytelling- process

NEW QUESTION: 109
Universal Containers has asked a business analyst (BA) to create a process map indicating how it is using Marketing Cloud to manage its campaigns. In a process map that uses Universal Process Notation (UPN), the BA has marked each activity box with a resource.
What does an activity box marked "C Customer' mean?
A. The customer should be responsible.
B. The customer should be informed.
C. The customer should be consulted.
Answer: (SHOW ANSWER)
This answer explains that an activity box marked "C Customer" means that the customer should be consulted.
In a process map that uses Universal Process Notation (UPN), an activity box is a symbol that represents a task or an action that is performed in a business process. An activity box can be marked with a letter to indicate the role or the resource that is responsible for performing the task or action. The letter C stands for consult, which means that the resource should be asked for input or advice before or during the task or action.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look
/use-process-mapping-to-understand-your-business

NEW QUESTION: 110

The customer service director at Universal Containers wants a self-service portal for customers using Experience Cloud. The director has a limited budget and wants the solution delivered before the end of the quarter.
After assessing several potential options, which solution should the business analyst recommend?

A. The solution with the lowest cost
B. The solution with the fastest implementation time
C. The solution with the highest business value
Answer: (SHOW ANSWER)
When recommending a solution, especially under constraints such as a limited budget and tight timeline, the focus should be on delivering the highest business value. This approach ensures that the chosen solution effectively addresses the most critical needs of the business, providing significant benefits that justify the investment. While cost and implementation time are important considerations, the primary goal is to enhance customer service and satisfaction through the self-service portal, thereby achieving strategic business objectives. Selecting the option that offers the most substantial impact on service quality and customer experience, even if it's not the cheapest or quickest, will provide long-term benefits to the organization.

NEW QUESTION: 111
A business analyst (BA) at Universal Containers (UC) has been asked to evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind. Management wants to use the output from the BA's evaluation to inform decisions about UC's future implementations of Sales Cloud and Service Cloud.
What should the BA use for their evaluation?
A. Cross-functional flowchart
B. Entity Relationship Diagram (ERD)
C. Universal Process Notation (UPN)
Answer: (SHOW ANSWER)
This answer selects Universal Process Notation (UPN) as the tool that the BA should use for their evaluation of a business process at UC. UPN is a simple and standardized way of creating process maps, using only four symbols: activity, decision, start/end, and annotation. UPN can help the BA evaluate a business process at a high level and in detail, while also keeping regulatory considerations in mind, by showing the steps, actions, decisions, roles, and dependencies of the process, and adding notes or comments to explain or clarify certain aspects.
References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-process-mapping-to-understand-your-business

NEW QUESTION: 112
A business analyst (BA) is preparing to demonstrate the functionality built by the development team over the last sprint to the client.
Which technique should the BA use to create a compelling demo?
A. Functional - requirements, code/configuration, run as user

B. Storytelling - hero, challenge, helper, victory
C. STAR method - situation, task, action, result
Answer: (SHOW ANSWER)
In creating a compelling demo, the storytelling technique is highly effective. This approach involves framing the demo narrative around a hero (typically the end-user), presenting a challenge they face, introducing the solution (the Salesforce functionality) as the helper, and showcasing the victory, which is the successful resolution of the challenge through the implemented functionality. This technique engages the audience by making the demonstration relatable and showing the practical value of the solution in a real-world context. It emphasizes the impact of the features on the users' daily tasks and how it addresses their specific needs.

NEW QUESTION: 113
What is used to declaratively move metadata from one environment to another?
A. Data Loader
B. Change Sets
C. Import Wizard
D. Ant Migration
Answer: (SHOW ANSWER)
Change Sets are used to declaratively move metadata from one environment to another in Salesforce. Change Sets are outbound sets of changes that can be sent from one Salesforce org to another using deployment connections. Data Loader, Import Wizard, and Ant Migration are not used to declaratively move metadata in Salesforce. References:
https://help.salesforce.com/s/articleView?id=sf.changesets.htm&type=5

NEW QUESTION: 114
Northern Trail Outfitters (NTO) is a rapidly growing company that needs to hire a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the top skills of a BA and has asked a consultant for more information.
Which BA skills should the consultant recommend to NTO?
A. Requirements writing, communication, creativity, problem-solving, synthesis, project management
B. Team leadership, communication, personas, change management, synthesis, legal and compliance issues
C. Information discovery, analysis, synthesis, communication, collaboration, documentation
Answer: (SHOW ANSWER)
The top skills for a Salesforce Business Analyst (BA) emphasize abilities that support requirements elicitation, analysis, collaboration, and documentation. These align with Salesforce's expectations for effective business analysis:
* Information Discovery and Analysis: Critical for understanding business needs and translating them into Salesforce solutions. Salesforce emphasizes these skills during requirements gathering and aligning solutions to business objectives.

* Synthesis: The ability to combine gathered insights into actionable strategies or system requirements ensures seamless integration within Salesforce.
* Communication and Collaboration: Essential to engage stakeholders, developers, and project teams to ensure all parties are aligned. Salesforce Business Analyst job descriptions highlight communication and teamwork as core competencies.
* Documentation: Salesforce projects require detailed documentation, such as user stories, process flows, and solution blueprints, which are integral to successful implementations.
These skills ensure the BA can effectively bridge the gap between business needs and technical solutions, as recommended in Salesforce's business analyst role expectations.

NEW QUESTION: 115
The product owner at Cloud Kicks wants to know which user stories fail user acceptance testing (UAT) and the potential impact on other successful use stories. Currently, user stories are stored in a shared spreadsheet.
What should a business analyst recommend to ensure UAT result are document security.
A. Give all stakeholder the ability to edit the shared spreadsheet.
B. Ask each tester to admit share spreadsheet.
C. Enable history y in the shared spreadsheet.
Answer: (SHOW ANSWER)
This answer states that enabling history in the shared spreadsheet is what the BA should recommend to ensure UAT results are documented securely after receiving verbal acceptance of all user stories by the product owner for developing a new Commerce Cloud implementation at CK. History is a feature that allows users to view, restore, or compare previous versions of a document or a file. Enabling history in the shared spreadsheet means that the BA turns on this feature in the spreadsheet where user stories are stored, such as Google Sheets, Microsoft Excel, etc. Enabling history in the shared spreadsheet is what the BA should recommend to ensure UAT results are documented securely because it helps the BA to track and record who made what changes to user stories and when, and to prevent or recover any accidental or unauthorized changes to user stories. References:
https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst- quick-look/use-stakeholder-engagement-skills

NEW QUESTION: 116
The Salesforce delivery team at Cloud Kicks consistently has user stories that developers start but are unable to complete during each sprint. During the most recent retrospective, the development team expressed that they are running out of time to complete the stories. The team used the INVEST checklist to diagnose why these stories are incomplete at the end of the sprint.
Which checklist item is the most likely reason why the stories are incomplete at the close of the sprint?
A. Negotiable
B. Valuable

C. Small

Answer: ([SHOW ANSWER](#))

The checklist item that is the most likely reason why the stories are incomplete at the close of the sprint is small. Small means that a user story should be simple and concise, and it should be able to be completed within a single sprint by a single developer or a small team. A user story that is too large or complex may be difficult to estimate, prioritize, test, or deliver within the sprint timeframe. A user story that is too small may be trivial, redundant, or irrelevant to the project goals. A user story that is not small enough may need to be broken down into smaller and more manageable chunks. References: https://trailhead.salesforce.com/content /learn/modules/user-story-creation/write-user-stories

NEW QUESTION: 117

Northern Trail Outfitters (NTO) is a rapidly growing company that hired a business analyst (BA) to help revamp its sales and support processes. The stakeholder at NTO wants to understand the value of Application Lifecycle Management (ALM).

What are benefits of ALM that the BA should share with the stakeholder?

A. ALM provides processes and policies which help build apps more efficiently.

B. ALM offers preview access to the three Salesforce Releases per year.

C. ALM allows features to remain static and reduces incremental changes.

Answer: ([SHOW ANSWER](#))

One of the benefits of ALM that the BA should share with the stakeholder is that ALM provides processes and policies which help build apps more efficiently. ALM is a framework that defines and manages the stages and activities involved in developing, testing, deploying, and maintaining software applications. ALM helps to:

Build apps more efficiently: ALM helps to streamline and standardize the development process, reduce errors and rework, improve collaboration and communication among team members and stakeholders, and ensure quality and consistency of the applications.

Align with business goals and needs: ALM helps to ensure that the applications meet the requirements and expectations of the users and stakeholders, deliver value and benefits to the business, and support the business strategy and objectives.

Adapt to changes and challenges: ALM helps to enable continuous feedback and improvement, incorporate new features and functionalities, address issues and risks, and leverage new technologies and innovations. The other options are either incorrect or irrelevant. Option B is incorrect because ALM does not offer preview access to the three Salesforce releases per year, but rather requires maintenance exams or modules to keep up with the releases. Option C is incorrect because ALM does not allow features to remain static and reduce incremental changes, but rather encourages iterative and agile development that embraces changes and enhancements. References:

https://trailhead.salesforce.com/en/content/learn/modules/application-lifecycle- and-development-models/understand-the-application-lifecycle

NEW QUESTION: 118

The Salesforce development team is strictly following scrum to govern its releases. An executive trying to plan a vacation wants to know when work on the feature will begin so they can be available for additional implementation questions. After consulting with the product owner, the business analyst (BA) learns the team has decided to adopt Kanban instead for all future releases.

What should the BA tell the executive?

A. Work will begin after executive approval is given.

B. Work will begin in the next sprint.

C. Work will begin when capacity becomes available

Answer: (SHOW ANSWER)

The business analyst should tell the executive that work will begin when capacity becomes available. This is because Kanban is a development model that focuses on continuous delivery and flow of work, rather than fixed iterations or sprints. Kanban uses a visual board that shows the status of work items across different stages, such as backlog, in progress, done, etc. Work items are pulled from one stage to another when there is available capacity or demand, rather than according to a predefined schedule or plan. Work will not begin after executive approval is given or in the next sprint because these are concepts that are more relevant for other development models such as change set development or org development. References:
https://trailhead.
salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/user-acceptance
https://trailhead.salesforce.com/content/learn/modules/agile-development-with-scrum

NEW QUESTION: 119

From where can an Admin unlock a user?

A. Setup > Locked Users > Unlock

B. Users > Select user > Unlock

C. Setup > Object Manager > Users > Select User > Unlock

D. Users > Logins > Unlock Users

Answer: (SHOW ANSWER)

An Admin can unlock a user from Users > Select user > Unlock. This is the standard way to unlock a user who has been locked out due to incorrect password attempts or other reasons. Setup > Locked Users > Unlock, Setup > Object Manager > Users > Select User > Unlock, and Users > Logins > Unlock Users are not valid ways to unlock a user in Salesforce. References:
https://help.salesforce.com/s/articleView?id=sf.
users_unlock.htm&type=5

NEW QUESTION: 120

The development team at Universal Containers is reviewing several stories to be added to the current sprint.
The team is having trouble with a particular story about an Opportunity email alert and is unsure about which type of testing is needed.
What should the business analyst review and revise to provide more clarity to the team?

A. Definition of done

B. User persona

C. Acceptance criteria

Answer: (SHOW ANSWER)

The document that the BA should review and revise to provide more clarity to the team is acceptance criteria.

Acceptance criteria are statements that define what conditions or requirements must be met for a user story or sprint to be accepted by the user or stakeholder. Acceptance criteria help to clarify the scope, functionality, and quality of the user story or sprint, provide a basis for testing and validating the work done, and ensure that it meets the user's needs and expectations. By reviewing and revising acceptance criteria for the user story about an Opportunity email alert, the BA can provide more clarity to the team about what type of testing is needed. References:
https://trailhead.salesforce.com/en/content/learn/modules

NEW QUESTION: 121

The business analyst (BA) at Cloud Kicks is deep in planning activities for its Commerce Cloud implementation project. The project sponsor asks the team to adjust their efforts due to budgetary constraints.

What should the BA do next?

A. Prioritize requirements.

B. Organize requirements.

C. Validate requirements.

Answer: (SHOW ANSWER)

NEW QUESTION: 122

The business analyst (BA) at Cloud Kicks (CK) is writing user stones for an upcoming Commerce Cloud website release. One of the requirements from the technical team is to perform stress testing for an upcoming promotion. The BA is translating the requirement into a user story.
Which user story most accurately represents the goal?

A. As a visitor to the CK website, I want to make sure that I can shop without disruption during a large promotion so I have a frictionless shopping experience.

B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion.

C. As a user, I want to make sure that shoppers on the CK website can complete their purchases without disruption during the newest promotion.

Answer: (SHOW ANSWER)

The user story that most accurately represents the goal is B. As a site administrator of the CK website, I want to make sure that the web server can process requests at 150% of the average traffic rate during the latest promotion. This user story clearly defines who (site administrator), what (make sure that the web server can process requests), why (during the latest promotion), and how (at 150% of the average traffic rate). This user story also aligns with the goal of performing stress testing for an upcoming promotion, which is a type of testing that evaluates how a system performs under extreme load or demand. The other options are either inaccurate or incomplete. Option A is inaccurate because it does not represent the goal of stress testing, but rather the goal of usability testing, which is a type of testing that evaluates how easy and intuitive a system is to use. Option C is incomplete because it does not specify how (at what rate or level) to make sure that shoppers can complete their purchases without disruption. References:
https://trailhead.salesforce.com/en
/content/learn/modules/business-analysis-user-stories/write-user-stories

NEW QUESTION: 123

The Sen/ice Center at Universal Containers (UC) uses Service Cloud and Experience Cloud to manage its customer case lifecycle. UC wants to limit the number of interactions a customer has during the lifecycle. The project leader has asked the business analyst (BA) to visually illustrate the lifecycle.
Which document should the BA create?

A. Journey Map

B. Heat Map

C. Process Map

Answer: (SHOW ANSWER)

This answer identifies a journey map as the document that the BA should create to visually illustrate the customer case lifecycle for UC. A journey map is a tool that shows how customers interact with a business across different touchpoints, channels, and stages. A journey map helps to understand and improve the customer experience, identify pain points and opportunities, and align business goals with customer needs.

References: https://trailhead.salesforce.com/en/content/learn/modules/customer-journey-basics/create-a- customer-journey-map

NEW QUESTION: 124
Universal Containers is working to improve Salesforce adoption. Customer reps are utilizing many Salesforce features in the org, but sales reps are still relying on their personal spreadsheets.
What should the business analyst do to better understand the sales reps process in order increase Salesforce adoption?
A. Host Focus group, conduct surveys, and shadow the sales reps to observe the tools they use and how the use them.
B. Run reports based on usage to see where the sales reps are spending the majority of their time in Salesforce.
C. Arrange for the sales reps to collaborate with customer service reps to learn service reps interact with Salesforce.
Answer: (SHOW ANSWER)
The best practice for understanding the sales reps process in order to increase Salesforce adoption is to host focus groups, conduct surveys, and shadow the sales reps to observe the tools they use and how they use them. These methods help to elicit feedback and insights from the sales reps, understand their pain points and needs, identify the gaps and opportunities in their current process, and demonstrate the value and benefits of using Salesforce. The other options are either insufficient or irrelevant. Option B does not capture the sales reps' perspectives or preferences, and may not reflect their actual usage of Salesforce. Option C does not address the sales reps' process or challenges, and may not be applicable or effective for them. References: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-discovery/plan-and-facilitate- discovery-sessions

NEW QUESTION: 125
A business analyst JBA) for Northern Trail Outfitters (NTO) is reviewing the business backlog and determines that many of the requirements would require custom code that is expensive and hard to maintain.
The BA knows that the backlog should be prioritized by people who have knowledge of the features and functionary of the Salesforce Platform.
Who should own the process of prioritizing the business backlog?
A. The third-party implementation team, with support from the internal technology teams affected by the project who understand NTO's vision and strategy
B. The business teams affected, with support from the internal technology teams who understand ways to maximize Salesforce's declarative features
C. The project manager, with support from the third-party implementation and business teams who understand both platform and business priorities.
Answer: B (LEAVE A REPLY)

The process of prioritizing the business backlog should be owned by the business teams affected, with support from the internal technology teams who understand ways to maximize Salesforce's declarative features. The business backlog is a list of requirements or user stories that describe the features or functionality that the business needs or wants from a project or enhancement. The business backlog should be prioritized by the business teams affected because they are the ones who have the most knowledge and interest in the business value and impact of each requirement or user story. The business backlog should also be supported by the internal technology teams who understand ways to maximize Salesforce's declarative features because they are the ones who have the most knowledge and expertise in the technical feasibility and complexity of each requirement or user story. References:
https://trailhead.salesforce.com/content/learn/modules/salesforce- business-analyst-certification-prep/requirements-management

NEW QUESTION: 126

The VP of customer success at Northern Trail Outfitters wants to implement a new client onboarding process leveraging custom objects and a custom Console Lightning App.
Which approach should a business analyst take to begin this process?

A. Partner with Salesforce account executives to complete discovery.

B. Schedule a meeting with stakeholders and create a journey map.

C. Develop the project plan and finalize the release date.

Answer: (SHOW ANSWER)

The approach that the business analyst should take to begin this process is to schedule a meeting with stakeholders and create a journey map. A journey map is a tool that creates a visual representation of the steps or stages that a user goes through when interacting with a system or solution. A journey map helps to understand and document the user's experience, needs, goals, pain points, emotions, and touchpoints across their entire lifecycle. A journey map also helps to identify any gaps or opportunities for improvement or innovation in the user journey. The business analyst should schedule a meeting with stakeholders and create a journey map by asking questions, collecting feedback, drawing diagrams, and validating information.
Scheduling a meeting with stakeholders and creating a journey map helps to begin this process by engaging and involving them in defining and designing the new client onboarding process.
References: https://trailhead.
salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery

NEW QUESTION: 127

A business analyst (BA) is working with the support team at Cloud Kicks (CK) on a Service Cloud implementation. The BA has decided to create a process map to understand CK's current merchandise return process.
What are the top three benefits of creating a process map?

A. Engages stakeholders, identifies improvements, and starts the change process

B. Builds accountability, increases revenue, and decreases overall time spent on requirements
C. Identifies improvements, decreases project costs, and starts the change process
Answer: (SHOW ANSWER)
A process map is a visual representation of a business process that helps to engage stakeholders, identify improvements, and start the change process. By creating a process map, the business analyst can understand the current state of the process, identify pain points and opportunities for improvement, and communicate the findings and recommendations to the stakeholders. A process map also helps to initiate the change process by providing a baseline for measuring the impact of the proposed solutions. References: https://trailhead. salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/business-process-mapping

NEW QUESTION: 128
A business analyst (BA) at Universal Containers has been assigned to a Salesforce project that will have an impact on more than 5,000 office locations across the globe. The BA needs to identify the people who can describe the business problem and provide detailed requirements. Which document should the BA use?
A. RACI chart
B. User stories
C. Stakeholder analysis
Answer: (SHOW ANSWER)
The document that the business analyst should use to identify the people who can describe the business problem and provide detailed requirements is stakeholder analysis. Stakeholder analysis is a technique that identifies and evaluates the people who have an interest in or influence on a project or initiative. It can help the business analyst understand who are the key stakeholders, what are their roles and responsibilities, what are their needs and expectations, how they communicate and collaborate, etc. A RACI chart is a document that defines and clarifies the roles and responsibilities of different stakeholders in relation to specific tasks or deliverables. It can help the business analyst manage stakeholder expectations and avoid confusion or conflicts. A user story is a document that captures a requirement or feature from an end user's perspective. It can help the business analyst communicate what needs to be done and why it matters. References:
https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep
/collaboration-with-stakeholders
https://trailhead.salesforce.com/content/learn/modules/salesforce-business- analyst-certification-prep/user-stories

NEW QUESTION: 129
Sales managers at Northern Trail Outfitters (NTO) have received feedback from sales reps that record pages are slow and often take longer to load when using the app on the phone. The

business analyst (BA) has been asked to evaluate NTO's org to find out which pages are the slowest to load when using the app on the phone.
What is the first step the BA should take to help resolve the issue?
A. Create a new page layout for the phone.
B. Use performance analyzer to view the assessment.
C. Confirm steps to reproduce the issue.
Answer: (SHOW ANSWER)
The performance analyzer is a tool that helps business analysts and admins identify and troubleshoot performance issues on record pages. It shows the load time of each component on a record page and provides recommendations to improve performance. The first step to resolve the issue is to use the performance analyzer to view the assessment and identify the slowest components.
References:
* https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-certification-prep
/optimize-performance
* https://help.salesforce.com/s/articleView?id=sf.performance_analyzer.htm&type=5

NEW QUESTION: 130
What are the business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle?

A. Complete testing, build training materials, and elicit requirements for the next iteration.
B. Create a data dictionary, write end user documentation, and review test scripts.
C. Gather business requirements; create process maps, and write user stories.
Answer: (SHOW ANSWER)
The business analyst's responsibilities during the analyze phase of the Salesforce implementation lifecycle are to gather business requirements, create process maps, and write user stories. These activities help the business analyst understand the current state, future state, and gaps of the business processes and translate them into clear and actionable requirements for the solution design and development teams. Completing testing, building training materials, and eliciting requirements for the next iteration are responsibilities during the validate phase of the Salesforce implementation lifecycle. Creating a data dictionary, writing end user documentation, and reviewing test scripts are responsibilities during the prepare phase of the Salesforce implementation lifecycle. References:
https://trailhead.salesforce.com/content/learn/modules/business- analysis-for-salesforce-projects/understand-the-salesforce-implementation-lifecycle https://trailhead.
salesforce.com/content/learn/modules/business-analysis-for-salesforce-projects/analyze-business-processes- and-requirements

NEW QUESTION: 131

The data science team at Universal Containers (UC) has been asked to analyze the sales team's data within Salesforce. Early in their research, the data science team discovered concerns about data quality. UC has brought in a business analyst (BA) to help address the concern.
What should the BA focus on doing first during the initial discovery phase?
A. Shadow the sales team to observe process for entering data into Accounts and Opportunities.
B. Meet with the executive leadership team to accurately understand the business need.
C. Understand and document the data quality issues reported by the data science team.
Answer: (SHOW ANSWER)
The first step that the business analyst should take during the initial discovery phase is to understand and document the data quality issues reported by the data science team. Data quality issues are problems or errors that affect the accuracy, completeness, consistency, timeliness, or validity of data in a system or database.
Data quality issues can negatively affect the analysis, reporting, decision making, or performance of a system or solution. The business analyst should understand and document the data quality issues reported by the data science team by asking questions, reviewing data samples, identifying root causes, and measuring impacts.
Understanding and documenting the data quality issues helps to define and prioritize the business problem or need, as well as propose and evaluate potential solutions. References: https://trailhead.salesforce.com/content
/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery

NEW QUESTION: 132
The business analyst (BA) at Cloud Kicks is managing a project to build a recruiting app for the management and human resources (HR) teams. The HR director wants the app to help the team navigate the hiring process more efficiently. The BA designs a Stakeholder Wheel to better understand all of the people with an interest m the project.
Which level of influence should the BA place the MR Director on the stakeholder wheel?
A. The Sponsor
B. The Enterprise
C. The project
Answer: (SHOW ANSWER)
The level influence that business analyst should place HR Director stakeholder wheel project stakeholder wheel tool identifies understands needs expectations interests influence power stakeholders involved project stakeholder wheel has four levels influence sponsor project enterprise environment sponsor highest level influence project second highest level influence enterprise third highest level influence environment lowest level influence HR Director should placed project level influence stakeholder wheel HR Director makes decisions determines priorities requirements project HR Director also directly affected outcome project.
The sponsor is not level influence that business analyst should place HR Director stakeholder wheel sponsor highest level influence stakeholder wheel sponsor provides funding resources

support project sponsor also defines vision objectives success criteria project HR Director not sponsor project unless also provides funding resources support project.
The enterprise is not level influence that business analyst should place HR Director stakeholder wheel enterprise third highest level influence stakeholder wheel enterprise includes internal individuals teams groups affected outcome project but not actively contribute project enterprise also includes policies procedures standards guidelines govern project HR Director not enterprise unless also affected outcome project but not actively contribute project.
References: https://trailhead.salesforce.com/en/content/learn/modules/business-analyst_skills-strategies
/explore-techniques-information-discovery