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QUESTION 1

The business analyst (BA) at Universal Containers is meeting with business leaders to elicit and document functional requirements specifications related to its new Salesforce implementation. The BA will also document the functionality this system should provide so it can be developed into a work item.

What is the name of this documentation type?

A. Business analysis plan

B. Use case

C. User story

Correct Answer: C

A user story is a type of documentation that describes what functionality a system should provide from a user\'s perspective. It is written in simple language that anyone can understand and follows a standard format of "As a [user role], I want [functionality], so that [benefit]". A user story helps to capture the user\'s needs and expectations from the system and provides a basis for developing test cases and acceptance criteria. A BA should use user stories to document the functionality that a system should provide so it can be developed into a work item. References: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-user-stories/write-user-stories

QUESTION 2

Cloud Kicks has completed the user acceptance testing (UAT) phase of a major update to Sales Cloud for its EMEA sales team.

How should the business analyst help the EMEA sales team learn the new features?

A. Organize user groups by permission set and train each team.

B. Document key changes and gather feedback to update the backlog.

C. Build tooltips and discoverable content in the new console layouts.

Correct Answer: C

This answer states that building tooltips and discoverable content in the new console layouts is how the BA should help the EMEA sales team learn the new features after completing the user acceptance testing phase of a major update to Sales Cloud. Tooltips are small pop-up windows that provide brief explanations or instructions for a feature or a functionality when a user hovers over or clicks on an element. Discoverable content is content that is hidden until a user interacts with a trigger, such as a button, a link, or an icon. Building tooltips and discoverable content in the new console layouts can help the BA to provide contextual and on-demand guidance and information to the EMEA sales team, and help them learn the new features at their own pace and convenience. References: https://trailhead.salesforce.com/en/content/learn/modules/salesforce-business-analyst-quick-look/use-stakeholder-engagement-skills

QUESTION 3

Universal Containers has a Salesforce Knowledge base solution; however, the support agents have indicated that the system has duplicate Knowledge articles. The agents have requested a feature that allows them to compare articles

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sideby-side and merge the articles. While researching solution options, the business analyst (BA) noticed an idea in the Salesforce IdeaExchange that directly addresses this requirement. The idea is in beta testing and will be generally available in the next release.

What should the BA suggest?

A. Ask the support manager to wait until the idea is released.

B. Ask the Salesforce Account Executive to release the idea early.

C. Ask the development team to build a custom solution based on the idea.

Correct Answer: A

The best option for the BA to suggest is to ask the support manager to wait until the idea is released. This option avoids spending time and resources on building a custom solution that may not be compatible or necessary once the idea is released. It also ensures that the support team can benefit from the latest features and functionality that Salesforce provides, and avoid potential issues or conflicts with future updates or releases. The other options are either impractical or risky. Option B may not be possible or feasible, as the idea may not be ready or stable for early release. Option C may result in wasted effort or duplication, as the custom solution may become obsolete or incompatible once the idea is released. References: https://trailhead.salesforce.com/en/content/learn/modules/business-analysis-functional-requirements/evaluate-solution-options

QUESTION 4

Universal Containers is setting up a Salesforce email integration for the sales team. Through discovery conversations, the business analyst (BA) learns the operations team also needs email integration in the near future.

What should the BA do next?

A. Proceed with the sales team\'s project as planned.

B. Start project work for the operations team.

C. Include the operations team during discovery.

Correct Answer: C

When a business analyst learns that another team also needs email integration in the near future, they should include that team during discovery. This is because including all relevant stakeholders early in the project can help to identify

common needs, avoid duplication of work, leverage synergies, and deliver value faster. The business analyst should invite the operations team to participate in discovery activities such as interviews, surveys, workshops, observations, etc.,

and capture their requirements, expectations, and feedback. The business analyst should also communicate the project scope, timeline, and risks to both teams and manage any changes or issues that may arise.

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

QUESTION 5

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Universal Containers (UC) has decided to implement Salesforce and has assigned a business analyst (BA) to write user stories for the project. The BA plans to meet customer to their experience in their own words.

Which type of research should the BA use to elicit user stories from UC\\'s customers?

A. Shadowing

B. Interviewing

C. Behavioral

Correct Answer: B

The type of research that the business analyst should use to elicit user stories from UC\\'s customers is interviewing. Interviewing is a technique that involves asking open-ended questions to stakeholders or users to gather information and feedback about their needs, expectations, preferences, pain points, goals, etc. Interviewing helps to elicit user stories from UC\\'s customers by allowing them to express their opinions and experiences in their own words, as well as clarifying any doubts or ambiguities. Interviewing also helps to build rapport and trust with the customers and show them respect and appreciation for their input. References: https://trailhead.salesforce.com/content/learn/modules/salesforce-business-analyst-certification-prep/customer-discovery

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