WalkMe Builder I Practice Test (Sample)

Study Guide

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Questions

1. What do engagement analytics in WalkMe track?

A. User location information

B. End users' engagement with WalkMe content

C. Completion rates of training modules

D. Feedback from users

2. Which of the following is NOT a way to access the flow tracker?

A. Play and Preview Mode

B. Player Menu Search Bar

C. Entering an API

D. Custom Script

3. Who can access published items in the test environment?

A. Everyone with a WalkMe account

B. Users with production snippets

C. Users with test snippets running in their browsers

D. Only the admin users

4. What characterizes a Moderate strategy in WalkMe?

A. It actively enforces user behavior

B. Content appears but does not enforce user behavior

C. It requires users to complete a quiz

D. Content is hidden until needed

5. Which metric is considered crucial for evaluating engagement during walkthroughs?

A. User retention rate

B. Engagement metric

C. Time spent on site

D. Visitor demographics

6. What is the function of Hover SmartTips in the WalkMe Builder?

A. To provide feedback on user actions

B. To automatically appear when icons are hovered over

C. To display error messages

D. To provide links to external resources

7. Which strategy is classified as moderate in the context of walkthrough design?

A. Auto play

B. Player menu

C. Blockers

D. Launchers

8. Which method is not typically used for moving items in the menu organizer?

A. Drag and drop

B. Keyboard shortcuts

C. Copying and pasting

D. Direct manipulation of item lists

9. What does a grey icon in WalkMe signify about an item?

A. The item is published with modifications

B. The item is currently active

C. The item has been archived

D. The item is undergoing changes

10. What action is required to determine the last physical thing users will do to show process completion?

A. Analyze previous user sessions

B. Identify and define the ultimate user action desired

C. Gather user feedback

D. Review session transcripts

Answers

1. B
2. D
3. C
4. B
5. B
6. B
7. B
8. C
9. C
10. B

Explanations

1. What do engagement analytics in WalkMe track?

A. User location information

B. End users' engagement with WalkMe content

C. Completion rates of training modules

D. Feedback from users

Engagement analytics in WalkMe specifically track end users' interactions and engagement with WalkMe content. This includes how users interact with walkthroughs, tooltips, and other guidance elements created using WalkMe. By analyzing this data, organizations can gain insights into how effectively their content is being utilized and identify areas for improvement. Tracking user engagement helps in understanding which features or guidance are most effective in assisting users, allowing for optimization of content to enhance user experience. This type of analysis is vital for businesses aiming to improve user satisfaction and training outcomes, as it provides valuable metrics such as interaction rates, user retention, and overall effectiveness of the walkthroughs and content provided. While user location information, completion rates of training modules, and user feedback are important metrics, they do not specifically encapsulate the comprehensive engagement analytics focus on user interaction with WalkMe content itself.

2. Which of the following is NOT a way to access the flow tracker?

A. Play and Preview Mode

B. Player Menu Search Bar

C. Entering an API

D. Custom Script

The reason "Custom Script" is not a way to access the flow tracker is that flow tracking typically relies on predefined functionalities within the WalkMe Builder interface. Flow tracker access is primarily designed to be user-friendly and accessible through standard modes available in the platform, such as Play and Preview Mode or the Player Menu Search Bar. These functionalities allow users to visualize and track the performance of their flows effectively. In contrast, "Custom Script" refers to code that you might implement for various advanced functionalities within WalkMe but does not directly correlate with accessing the flow tracker. It is more about enhancing or modifying existing features rather than providing a standard method for flow tracking access. Other options, such as Play and Preview Mode and the Player Menu Search Bar, are established methods for reviewing and analyzing flows, ensuring that users can optimize their in-app guidance effectively.

3. Who can access published items in the test environment?

A. Everyone with a WalkMe account

B. Users with production snippets

C. Users with test snippets running in their browsers

D. Only the admin users

The correct answer focuses on the accessibility of published items within the test environment being restricted to users who have specific configurations in their browsers. In this case, only those users who have test snippets running in their browsers can access the content. This ensures that the items are only available for testing purposes and not accessible to all account holders or users in a production environment, which helps maintain the integrity of the testing process and the stability of the live application. The other options would imply broader access rights that would not typically be found in a test environment. For instance, allowing everyone with a WalkMe account to access published items could lead to unintended exposure and potentially disrupt the testing phase. Similarly, users who only have production snippets would not be able to see test content, as they are intended for the live, stable environment. Lastly, limiting access exclusively to admin users would defeat the purpose of allowing regular users who are involved in the testing to provide feedback and insights. Therefore, having users with test snippets running in their browsers ensures that only relevant stakeholders can interact with and validate the items in a controlled setting.

4. What characterizes a Moderate strategy in WalkMe?

A. It actively enforces user behavior

B. Content appears but does not enforce user behavior

C. It requires users to complete a quiz

D. Content is hidden until needed

A Moderate strategy in WalkMe is characterized by the approach that content appears but does not actively enforce user behavior. This means that while guidance and information are provided to the users, the strategy does not impose mandatory actions or requirements that they must complete. This allows users to consume content at their own pace without the pressure of having to follow specific prompts or directives. By providing information in a more relaxed format, the strategy allows users to engage with the content as needed. This can help enhance the learning experience without overwhelming users, encouraging exploration and self-directed learning. Other options depict strategies that are more intrusive or demanding in their interactions with users. For instance, actively enforcing user behavior or requiring quizzes implies a level of restriction or obligation that is not aligned with a Moderate strategy. Additionally, hiding content until prompted suggests a more restrictive approach than what is offered in a Moderate strategy, as it creates a scenario where users may not have immediate access to helpful information.

5. Which metric is considered crucial for evaluating engagement during walkthroughs?

A. User retention rate

B. Engagement metric

C. Time spent on site

D. Visitor demographics

The engagement metric is pivotal for assessing how users interact with walkthroughs. This metric provides insights into the user's level of participation with the content and can reveal patterns such as how many steps they completed, how frequently they return to the walkthrough, and overall interaction levels. High engagement indicates that users are finding the content valuable and are actively participating, which is essential for determining the effectiveness of the walkthrough. Other options, while they provide valuable insights into user behavior, do not specifically reflect interactive engagement during the walkthroughs. User retention rate speaks to how many users return over time but does not quantify immediate interaction quality. Time spent on site could indicate interest but does not directly measure engagement within the walkthrough itself. Visitor demographics can inform about the types of users but do not measure interaction or engagement level. Thus, the engagement metric stands out as the most relevant for evaluating how well the walkthroughs resonate with users.

6. What is the function of Hover SmartTips in the WalkMe Builder?

A. To provide feedback on user actions

B. To automatically appear when icons are hovered over

C. To display error messages

D. To provide links to external resources

Hover SmartTips in the WalkMe Builder are designed to enhance user experience by automatically appearing when users hover over specific icons or elements. This functionality allows users to receive contextual information or guidance without needing to click or perform additional actions. The purpose of Hover SmartTips is to provide immediate support and clarification, creating a more intuitive and engaging environment for users. In contrast, the other functions suggested do not accurately correspond to the purpose of Hover SmartTips. For instance, while providing feedback on user actions or displaying error messages are valuable in walkthroughs, these tasks are usually handled by other types of smart tips or prompts within the WalkMe suite. Additionally, providing links to external resources is a different use case more aligned with other interactive elements rather than the hover functionality specifically designed for instant, on-demand tips.

7. Which strategy is classified as moderate in the context of walkthrough design?

A. Auto play

B. Player menu

C. Blockers

D. Launchers

The strategy classified as moderate in the context of walkthrough design is the player menu. This approach allows users more control over their experience than auto play, which takes a fully automated approach, but it is not as hands-off as a simple launcher. The player menu serves as an interactive element where users can explore various options and choose what they wish to experience without overwhelming them. This balanced method makes it easier for learners to engage with the content at their own pace, supporting both guidance and independence in the walkthrough process. It provides an effective way to encourage exploration and discovery, while still being structured enough to prevent users from feeling lost. In contrast, auto play leads users through content without their direct involvement, which can sometimes hinder learning as users may not engage deeply with the material. Blockers can create too much friction and potentially frustrate users, while launchers, while helpful in directing users to relevant content, do not offer the same level of interactive choice that a player menu does. Thus, the player menu represents a middle ground in the spectrum of walkthrough design strategies.

8. Which method is not typically used for moving items in the menu organizer?

A. Drag and drop

B. Keyboard shortcuts

C. Copying and pasting

D. Direct manipulation of item lists

Copying and pasting is not typically used for moving items in the menu organizer because this method is generally more associated with duplicating content rather than relocating it. When organizing a menu, the focus is on repositioning items within a structured hierarchy, and methods such as drag and drop or direct manipulation efficiently allow users to rearrange items directly in the interface. In most user interfaces, drag and drop provides an intuitive way to move items by selecting them with the mouse and placing them in the desired location. Keyboard shortcuts may allow for quick navigation and selection, further enhancing the user's efficiency in managing the menu. Direct manipulation also implies physically interacting with the item list to reorder or modify items without the intermediary step of copying, which further emphasizes the intent to simply move rather than duplicate content.

9. What does a grey icon in WalkMe signify about an item?

A. The item is published with modifications

B. The item is currently active

C. The item has been archived

D. The item is undergoing changes

In WalkMe, a grey icon signifies that an item has been archived. Archiving an item indicates that it is no longer in active use but has been retained for reference or potential future use. This can be useful for maintaining a clean workspace where only current, active items are visible, while still preserving older items that may be relevant later on. Options indicating that an item is published with modifications, currently active, or undergoing changes would typically not be represented by a grey icon. Instead, those scenarios would use different color codes or icon styles to indicate their statuses. For instance, an active item is usually represented with a distinct color to illustrate its current usability, and items that are being modified would not typically be archived, hence would not show a grey icon.

10. What action is required to determine the last physical thing users will do to show process completion?

A. Analyze previous user sessions

B. Identify and define the ultimate user action desired

C. Gather user feedback

D. Review session transcripts

To determine the last physical action users will take to indicate that they have completed a process, it is essential to identify and define the ultimate user action desired. This step involves clearly understanding what users need to do to signify that they have finished a particular task or workflow. By pinpointing this final action, you can design the user experience around it, ensuring that all prompts, guidance, and interactive elements lead users effectively to that concluding step. This approach allows for a focused development of the user interface and helps in crafting instructions, tips, or walkthroughs tailored to motivate users towards completing the designated action. Identifying the desired outcome is a fundamental part of user experience design and critical for creating a seamless path to process completion. Meanwhile, other options may provide valuable insights or support, such as analyzing previous user sessions or gathering feedback, but they do not directly lead to identifying that ultimate action. Reviewing session transcripts can inform improvements in the process but does not specifically define the last action users will take. Understanding the final user action is foundational for creating an efficient and user-friendly experience, making this the correct choice.