

Actual Salesforce Certified Platform User Experience Designer Exam Questions are Easy to Understand Plat-UX-101 Exam



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Salesforce Certified Platform User Experience Designer Sample Questions (Q57-Q62):

NEW QUESTION # 57

A UX Designer wants to inform user stories based on user value and development effort. Which method should be used?

- A. Customer Journey Map
- **B. Prioritization Matrix**
- C. Card Sorting

Answer: B

Explanation:

A prioritization matrix is a method that helps UX designers to inform user stories based on user value and development effort. A prioritization matrix is a table that compares different user stories or features based on two criteria: user value and development effort. User value is the benefit or satisfaction that the user will get from using the feature. Development effort is the time, cost, and complexity involved in building the feature. By plotting user stories or features on a prioritization matrix, UX designers can identify which ones are high-value and low-effort, which ones are high-value and high-effort, which ones are low-value and low-effort, and which ones are low-value and high-effort. This helps UX designers to prioritize the user stories or features that will deliver the most value to the user with the least amount of effort, and to deprioritize or eliminate the ones that will deliver the least value to the user with the most amount of effort. A prioritization matrix can also help UX designers to communicate and align with stakeholders and developers on the scope and feasibility of the project. Prioritize User Stories and Features Unit | Salesforce Trailhead, How to Prioritize User Stories (and Build the Right Features), Salesforce User Experience (UX) Designer Certification Guide & Tips

NEW QUESTION # 58

A UX Designer needs to restyle a Lightning Experience model to meet brand guidelines.

Which two steps should the designer take?

Choose 2 answers

- A. Use a Lightning flow.
- **B. Find the appropriate component blueprint.**
- C. Use design tokens.
- D. Configure properties in App Builder.

Answer: B,C

Explanation:

To restyle a Lightning Experience model to meet brand guidelines, the designer should use design tokens and find the appropriate component blueprint. Design tokens are variables that store visual design attributes, such as colors, fonts, and spacing. They allow the designer to customize the appearance of Lightning components without writing any code. Component blueprints are design specifications for Lightning components that provide guidance on how to use them, what properties they support, and how they behave in different scenarios. They help the designer to choose the right component for the model and apply the brand guidelines consistently. Design Tokens | Salesforce Developer Guide : Component Blueprints | Lightning Design System : UX Designer Certification Prep: Designing with Lightning Components | Trailhead

NEW QUESTION # 59

A UX Designer is hired to help create a brand new app for the AppExchange with a human-centered approach.

Which strategy will most likely strengthen employee relationships the most?

- A. Send an anonymous survey to collect ideas from across the whole company.
- **B. Invite employees from different departments and create a journey map together.**
- C. Create a first draft in a design team and then share it for feedback with employees.

Answer: B

Explanation:

A journey map is a visual representation of the steps, emotions, and pain points that a user goes through when interacting with a product or service. A journey map can help the UX Designer understand the user's needs, goals, expectations, and frustrations, and identify opportunities for improvement or innovation.¹² Creating a journey map together with employees from different departments is a strategy that can strengthen employee relationships the most, because it can:

Foster collaboration and communication: Inviting employees from different departments to create a journey map can help them share their perspectives, insights, and ideas, and learn from each other. This can also help them align on a common vision and goal, and

build trust and respect among the team members³⁴ Increase engagement and ownership: Inviting employees from different departments to create a journey map can help them feel more involved and invested in the design process and the outcome. This can also help them develop a sense of ownership and responsibility for the product or service, and increase their motivation and satisfaction³⁴ Enhance creativity and innovation: Inviting employees from different departments to create a journey map can help them generate more diverse and creative solutions, as they can leverage their different skills, experiences, and backgrounds. This can also help them challenge their assumptions and biases, and explore new possibilities and opportunities³⁴ Create a first draft in a design team and then share it for feedback with employees: This is not a strategy that can strengthen employee relationships the most, because it can create a sense of exclusion and hierarchy among the employees. The design team may appear to be the sole authority and decision-maker, while the other employees may feel like passive observers or critics. This can also limit the diversity and quality of the feedback, as the employees may not have enough context or understanding of the design process and the user's needs³⁴ Send an anonymous survey to collect ideas from across the whole company: This is not a strategy that can strengthen employee relationships the most, because it can reduce the interaction and connection among the employees. An anonymous survey may not allow the employees to express their thoughts and feelings fully, or to receive any feedback or recognition for their contributions. This can also make the employees feel detached and indifferent about the design process and the outcome³⁴ Create a Journey Map Unit | Salesforce Trailhead How to Create a Customer Journey Map - UX Mastery How to Use Journey Mapping to Improve Employee Engagement How to Use Journey Mapping to Drive Collaboration and Innovation

NEW QUESTION # 60

How would a UX Designer Differentiate between voice and tone?

- A. Voice reflects the frequency and tone is one's pitch.
- B. Voice reflects the character and tone is one's strength.
- **C. Voice reflects the personality and tone is the way one speaks.**
- D. Voice reflects the expression and tone is the way one designs.

Answer: C

Explanation:

Voice and tone are two important aspects of UX writing that affect how users perceive and interact with a product. According to the Salesforce User Experience Designer Exam Guide, voice and tone are defined as follows:

Voice reflects the personality of the brand or product. It is consistent and does not change depending on the context or situation. Voice conveys the values, mission, and identity of the brand or product through the choice of words, phrases, and style of communication.

Tone reflects the way the voice speaks to the users. It is context-specific and can change depending on the user's mood, goal, and situation. Tone conveys the attitude, emotion, and empathy of the voice through the use of punctuation, grammar, and formatting. For example, Mailchimp is a brand that has a distinctive voice and tone. Their voice is friendly, humorous, and quirky. Their tone varies depending on the user's experience, such as congratulating them for a successful campaign, or apologizing for an error. They use a tone map to guide their writers on how to adjust their tone for different scenarios.

- 1: [Salesforce User Experience Designer Exam Guide]
- 2: [Voice and Tone | Salesforce Style Guide for Documentation and UX Writing]
- 3: [Voice and Tone | Salesforce Trailhead]
- 4: [UX writing 101: A beginner's guide to mastering tone of voice]
- 5: [Tone of Voice and User Experience | UX Magazine]
- 6: [Things I learned designing the voice and tone for our company]
- 7: [How to use voice and tone in UX writing]
- 8: [Voice and Tone | Mailchimp Content Style Guide]

NEW QUESTION # 61

Cloud Kicks (CK) wants to display contact information, including avatar, name, and title, for people who are related to a customer on a Record page. However, title space is available.

Which standard component's design should be used given CK's constraints?

- A. Table
- **B. Tiles**
- C. Tree Grid
- D. Interactive Cards

Answer: B

Explanation:

Tiles are standard components that display records or objects as a collection of boxes that contain a photo and additional information1. Tiles are suitable for Cloud Kicks (CK) to display contact information, including avatar, name, and title, for people who are related to a customer on a Record page, as they provide a compact and visual way to show the relevant data. Tiles also allow users to interact with the records by clicking or tapping on them1. Tiles can be customized to fit the available space and layout of the Record page2. Components - Salesforce Lightning Component Library, Tiles - Lightning Design System Interactive cards are compact components that can display information such as avatars, names, and titles in an organized way. Additionally, Interactive Cards are designed to be responsive and can be used to display information on smaller screens, such as mobile devices, without taking up too much space. This makes them ideal for CK's use case, as they can display all of the required information within the limited title space. For more information, see the Salesforce Lightning Design System documentation (<https://lightningdesignsystem.com/components/cards/#interactive-cards>).

NEW QUESTION # 62

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