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Salesforce Certified Platform User Experience Designer Sample Questions (Q70-Q75):

NEW QUESTION # 70

A UXDesigner is asked to design a new application built on Salesforce.
What should be their first step?

- A. Design a series of custom web component for the app.
- **B. Become familiar with the Salesforce Lightning Design System (SLDS) component blueprints.**
- C. Find and review relevant AppExchange packages.
- D. Create branding sets for each audience using Experience Builder.

Answer: B

Explanation:

The Salesforce Lightning Design System (SLDS) is a collection of design guidelines, resources, and tools that help create consistent, beautiful, and accessible user experiences across the Salesforce platform¹. Component blueprints are one of the key resources that the SLDS provides. They are framework-agnostic, accessible HTML and CSS code snippets that can be used to create UI elements such as buttons, cards, menus, and more². A UX Designer who is asked to design a new application built on Salesforce should become familiar with the SLDS component blueprints as their first step, because they can help them to³:

Understand the structure, behavior, and appearance of the standard Salesforce components and how they can be customized or extended.

Follow the SLDS design principles and best practices, such as clarity, efficiency, consistency, and beauty.

Ensure that the application is responsive, adaptive, and compatible with different devices and screen sizes.

Leverage the SLDS design tokens, icons, and utilities to create a coherent and scalable visual language.

Reduce the development time and effort by reusing the existing code and avoiding duplication.

The other options are not the best first steps for a UX Designer who is asked to design a new application built on Salesforce. Creating branding sets for each audience using Experience Builder is a later step that involves applying the visual identity and style of the application to different user segments and channels⁴. Finding and reviewing relevant AppExchange packages is a research step that can help to identify existing solutions or features that can be integrated or adapted to the application⁵. Designing a series of custom web components for the app is a development step that can be done after defining the requirements, wireframes, and prototypes of the application.

Lightning Design System, Lightning Design System Create the World's Best Enterprise App Experiences Design System

Fundamentals Component Blueprints Ready-to-use HTML and CSS UI elements provide the foundation for Salesforce experience development Go to Blueprints Tokens Visual design values and attributes that ensure branding and UI consistency at scale View

Tokens Design Guidelines Design principles and best practices that guide beautiful, consistent, user-friendly product experiences

Read Guidelines Tools New! Easy-to-use tools help all Trailblazers optimize workflows and bring Salesforce ideas to life Get Tools

Blueprint Overview - Lightning Design System, Blueprint Overview - Lightning Design System What's New Getting Started

Platforms Design Guidelines Kinetics Accessibility Component Blueprints Overview Accordion Activity Timeline Alert App

Launcher Avatar Avatar Group Badges Brand Band Breadcrumbs Builder Header Button Icons Cards Chat Docked Utility Bar

Dueling Picklist Dynamic Icons Dynamic Menu Expandable Section Feeds File Selector Files Form Element Global Header Global

Navigation Icons Illustration Input List Builder Lookups Map Menus Notifications Page Headers Panels Path Picklist Pills Progress

Indicator Prompt Radio Button Group Rich Text Editor Scoped Notifications Scoped Tabs Select Spinners Tabs Textarea Tiles

Timepicker Toast Tooltips Tree Grid Trees Trial Bar Vertical Navigation Vertical Tabs Visual Picker Welcome Mat Utilities Design

Tokens Icons Tools Resources Blueprint Overview Component blueprints are framework agnostic, accessible HTML and CSS used to create components in conjunction with our implementation guidelines. For more details, check out the glossary on the FAQ

page. Show Filters Showing 85 blueprints, 183 variants. Accordion Lightning Component Responsive Adaptive Styling Hooks

Prototype Base Checkmark \nCheckmark \nActivity Timeline Responsive Adaptive Styling Hooks Prototype Base \n \n Alert

Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nApp Launcher Responsive Adaptive Styling

Hooks Prototype Base Checkmark \n \n Avatar Lightning Component Responsive Adaptive Styling Hooks Prototype Base

Checkmark \nCheckmark \nInitials Checkmark \nCheckmark \nAvatar Group Responsive Adaptive Styling Hooks Prototype Base

Checkmark \n \n Grouped Checkmark \n \n Badges Lightning Component Responsive Adaptive Styling Hooks Prototype Base

Checkmark \nCheckmark \nBrand Band Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \n Breadcrumbs

Lightning Component Responsive Adaptive Styling Hooks Prototype Base \n Checkmark \n Builder Header Responsive Adaptive

Styling Hooks Prototype Base \n \n Toolbar \n \n Button Groups Lightning Component Responsive Adaptive Styling Hooks

Prototype Base Checkmark \n \n List Checkmark \n \n Row Checkmark \n \n Button Icons Lightning Component Responsive

Adaptive Styling Hooks Prototype Base Checkmark \n \n Bordered Filled Container Checkmark \n \n Bordered Inverse Checkmark

\n \n Bordered Transparent Container Checkmark \n \n Brand Checkmark \n \n Inverse Checkmark \n \n Stateful Checkmark \n

\n \n Transparent Container Checkmark \n \n Buttons Lightning Component Responsive Adaptive Styling Hooks Prototype Base

Checkmark \nCheckmark \n Dual Stateful Checkmark \nCheckmark \n Stateful Checkmark \nCheckmark \n With Icon Checkmark

\nCheckmark \n Cards Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark

\nEinstein Checkmark \nCheckmark \n Wrapper Checkmark \nCheckmark \n Carousel Lightning Component Responsive Adaptive

Styling Hooks Prototype Base Checkmark \n \n Chat Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \n Past

Checkmark \n \n Checkbox Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark

\nForm Element Checkmark \nCheckmark \nCheckbox Button Lightning Component Responsive Adaptive Styling Hooks

Prototype Base Checkmark \n \n Checkbox Button Group Responsive Adaptive Styling Hooks Prototype Base Checkmark \n

\nCheckbox Toggle UX Designer Certification Prep: Design System Fundamentals, UX Designer Certification Prep: Design System

Fundamentals Learn how to use the Salesforce Lightning Design System (SLDS) to create consistent, beautiful, and accessible user

experiences across the Salesforce platform. Add to Favorites Add to Trailmix tags ~1 hr 30 mins +500 points Module Design System Fundamentals Learn about the Salesforce Lightning Design System (SLDS) and how it can help you create consistent, beautiful, and accessible user experiences across the Salesforce platform. 4 hrs 15 mins +800 points Project Build a Bear-Tracking App with Lightning Web Components Use Lightning Web Components and the Salesforce Lightning Design System to build a bear-tracking app. 2 hrs 15 mins +500 points Project Build a Conference Management App with Aura Components Use Aura Components and the Salesforce Lightning Design System to build a conference management app. 2 hrs 15 mins +500 points Project Build a Discount Calculator with Visualforce Use Visualforce and the Salesforce Lightning Design System to build a discount calculator. 2 hrs 15 mins +500 points Project Build a Survey App with Experience Builder Use Experience Builder and the Salesforce Lightning Design System to build a survey app. 2 hrs 15 mins +500 points Project Build a Travel Approval App with Lightning Flow Use Lightning Flow and the Salesforce Lightning Design System to build a travel approval app. 2 hrs 15 mins +500 points Project Build a Volunteer Management App with Lightning App Builder Use Lightning App Builder and the Salesforce Lightning Design System to build a volunteer management app. 2 hrs 15 mins +500 points Project Build an Expense Tracker App with Lightning Web Components Use Lightning Web Components and the Salesforce Lightning Design System to build an expense tracker app. 2 hrs 15 mins +500 points Project Build an Inventory Management App with Aura Components Use Aura Components and the Salesforce Lightning Design System to build an inventory management app. 2 hrs 15 mins +500 points Project Build an Order Management App with Visualforce Use Visualforce and the Salesforce Lightning Design System to build an order management app. 2 hrs 15 mins +500 points Project Build an RSVP Management App with Experience Builder Use Experience Builder and the Salesforce Lightning Design System to build an RSVP management app. 2 hrs 15 mins +500 points Project Build an SMS Notification App with Lightning Flow Use Lightning Flow and the Salesforce Lightning Design System to build an SMS notification app. 2 hrs 15 mins +500 points Project Build an Branding Sets Unit | Salesforce Trailhead, Branding Sets Unit | Salesforce Trailhead Branding Sets Learn how to use branding sets to apply different styles to your digital experiences. Add to Favorites Add to Trailmix tags ~20 mins Incomplete Branding Sets Customize the look and feel of your digital experiences with branding sets. 15 mins +200 points Quiz +200 points Get Started with Branding Sets Learn how to create and apply branding sets to your digital experiences. 5 mins +200 points Quiz +200 points AppExchange Basics Unit | Salesforce Trailhead, AppExchange Basics Unit | Salesforce Trailhead AppExchange Basics Learn how to find, try, buy, and install AppExchange solutions. Add to Favorites Add to Trailmix tags ~25 mins Incomplete AppExchange Basics Learn how to find, try, buy, and install AppExchange solutions. 20 mins +200 points Quiz +200 points Get Started with AppExchange Learn what AppExchange is and how it can help you extend Salesforce functionality. 5 mins +200 points Quiz +200 points

NEW QUESTION # 71

Cloud Kicks is displaying Knowledge articles on a site with a colored background. A UX Designer is asked to evaluate Web Content Accessibility Guidelines (WCAG) level AA for normal text.

What is the minimum color contrast ratio that would pass these guidelines?

- A. At least 4.5:1
- B. At least 3.0:1
- C. At least 7.0:1

Answer: A

Explanation:

According to the Web Content Accessibility Guidelines (WCAG) 2.1, the minimum color contrast ratio for normal text is 4.5:1. This means that the difference in brightness (luminance) between the text color and the background color should be at least 4.5 times. This ensures that the text is readable by people with moderately low vision, color deficiencies, or contrast sensitivity. The contrast ratio can be calculated using the formula:

$$\frac{L_2 + 0.05}{L_1 + 0.05}$$

where L1 is the relative luminance of the lighter color and L2 is the relative luminance of the darker color. The relative luminance is a value between 0 and 1, where 0 is black and 1 is white. The contrast ratio can range from 1:1 (white on white) to 21:1 (black on white).

The contrast ratio requirement for normal text is lower for larger text or bold text, as they are easier to read at lower contrast. For large text (18 point or 14 point bold), the minimum contrast ratio is 3:1. For graphics and user interface components, such as form input borders, the minimum contrast ratio is also 3:1. For level AAA conformance, the minimum contrast ratio for normal text is 7:1 and for large text is 4.5:1.

To evaluate the color contrast ratio of a site, there are various tools available, such as the Contrast Checker or the Contrast Ratio tool. These tools allow users to enter the text color and the background color and see the contrast ratio and whether it meets the WCAG guidelines. They also provide suggestions for improving the contrast ratio if needed.

Understanding Success Criterion 1.4.3: Contrast (Minimum)

Contrast Ratio - WCAG Color Contrast Checker

WebAIM: Contrast Checker

WCAG: Accessible colour and contrast ratios

NEW QUESTION # 72

Cloud Kicks(CK) is incorporating Relationship Design principle into its business model and customer offerings wherever possible. Choose 3 answers

- A. Reframing products in terms of user value over features and functions
- B. Uncovering customer needs over broadcasting product benefits
- C. Releasing Salesforce updates in managed packages over unmanaged packages
- D. Prioritize engagement number of impressions
- E. Prioritizing Innovation over copying the competition

Answer: A,B,E

Explanation:

Relationship Design is a creative practice that drives social and business value by building strong relationships. It is based on four mindsets: compassion, intention, courage, and reciprocity. Cloud Kicks can incorporate Relationship Design principles into its business model and customer offerings by adopting these mindsets and applying them to its products, services, and interactions. Some examples of how Cloud Kicks can do this are:

Prioritizing innovation over copying the competition. This shows that Cloud Kicks is courageous and intentional in creating unique and valuable solutions that meet the needs and expectations of its customers and communities. Cloud Kicks can use design thinking methods, such as empathy mapping, ideation, and prototyping, to generate and test new ideas that solve real problems and create positive impact¹.

Reframing products in terms of user value over features and functions. This shows that Cloud Kicks is compassionate and reciprocal in understanding and communicating the benefits and outcomes that its products and services can deliver to its customers and stakeholders. Cloud Kicks can use value proposition design tools, such as the value proposition canvas, to identify and articulate the jobs, pains, and gains of its customers, and how its products and services can address them².

Uncovering customer needs over broadcasting product benefits. This shows that Cloud Kicks is intentional and reciprocal in listening and learning from its customers and co-creating solutions with them. Cloud Kicks can use user research methods, such as interviews, surveys, and observations, to discover and validate the needs, preferences, and behaviors of its customers, and to involve them in the design process³.

NEW QUESTION # 73

A UX Designer wants to conduct customer interviews as part of discovery research. Which best practice should be followed while conducting these interviews?

- A. Ignore vague or general answers.
- B. Engage in a friendly and informal way.
- C. Analyze findings in the moment.

Answer: B

Explanation:

Customer interviews are a qualitative research method that allows the UX Designer to understand the needs, goals, pain points, and behaviors of the target users. To conduct effective customer interviews, the UX Designer should follow some best practices, such as:

Engage in a friendly and informal way: The UX Designer should try to establish rapport and trust with the interviewee, and make them feel comfortable and relaxed. This can help elicit honest and candid responses, and encourage the interviewee to share more details and stories. The UX Designer should use a conversational tone, smile, and show interest and empathy¹²

Ask open-ended questions: The UX Designer should avoid asking yes/no questions, or questions that lead or suggest a specific answer. Instead, the UX Designer should ask open-ended questions that allow the interviewee to express their thoughts and feelings in their own words. The UX Designer should also probe deeper by asking follow-up questions, such as "why?", "how?", or "can you tell me more about that?"¹²

Listen actively and attentively: The UX Designer should focus on listening to the interviewee, and avoid interrupting, judging, or correcting them. The UX Designer should also use verbal and non-verbal cues, such as nodding, eye contact, and paraphrasing, to show that they are paying attention and understanding the interviewee. The UX Designer should also take notes or record the interview, with the interviewee's permission, for later analysis¹²

Ignore vague or general answers: This is not a best practice, because vague or general answers can indicate that the interviewee is not comfortable, engaged, or clear about the question. The UX Designer should try to clarify the question, or ask more specific or concrete questions, to elicit more meaningful and relevant responses¹²

Analyze findings in the moment: This is not a best practice, because analyzing findings in the moment can distract the UX Designer from listening to the interviewee, and bias their interpretation of the data. The UX Designer should wait until

the interview is over, and review the notes or recordings, before analyzing the findings and identifying patterns, insights, and opportunities

12 Customer Interviews: The Ultimate Guide - User Interviews How to Conduct User Interviews - Interaction Design Foundation

NEW QUESTION # 74

Cloud Kicks's development team is working on the build of a new custom component using VS Code. They often have new CSS classes and properties conflicting with the Salesforce Lightning Design System (SLDS).

What should simplify working with SLDS in Lightning Components?

- **A. SLDS Validator extension for VS Code**
- B. Salesforce Developer Console should be used instead
- C. Install SLDS creator from AppExchange
- D. Keep the SLDS Stylesheet open for reference

Answer: A

Explanation:

The SLDS Validator extension for VS Code is a tool that simplifies working with the Salesforce Lightning Design System (SLDS) in Aura and Lightning components. It provides code completion, syntax highlighting, and validation with recommended tokens and utility classes. It also scans the markup and validates it against a database of guidelines, tips, and best practices extracted from the SLDS documentation. It offers suggestions on how to improve the code and avoid conflicts with SLDS.

12.SLDS Validator - Visual Studio Marketplace, SLDS Validator for VS Code - Lightning Design System

NEW QUESTION # 75

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