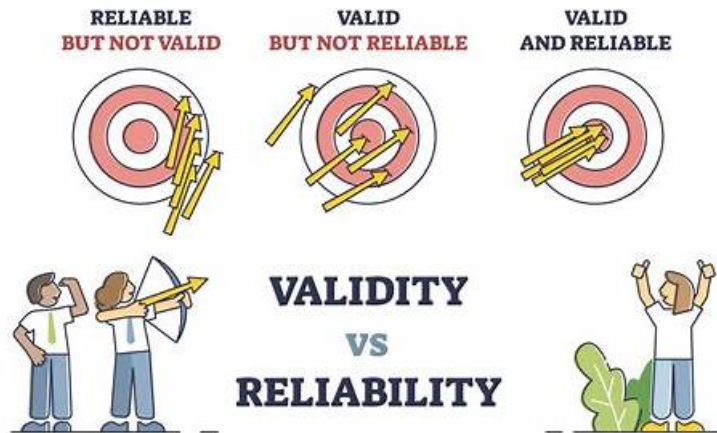


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Salesforce Certified Platform User Experience Designer Sample Questions (Q83-Q88):

NEW QUESTION # 83

Cloud Kicks wants its Salesforce app to represent company branding and comply with Web Content Accessibility Guidelines (WCAG) 2.1.

What should they consider about themes and branding?

- A. Salesforce automatically updates the selected brand color to make it accessible; this should be overridden to select the colors manually.
- B. There is a default WCAG compliant Salesforce color theme; only brand color can be updated.
- C. The color palette is auto-generated based on the brand color to be WCAG compliant.

Answer: C

Explanation:

Themes and branding allow Salesforce app developers to customize the look and feel of their apps to match their company's branding and accessibility standards. One of the features of themes and branding is the ability to select a brand color, which is the primary color used for buttons, links, and highlights. Salesforce automatically generates a color palette based on the brand color, which includes accessible colors that meet the WCAG 2.1 contrast ratio guidelines. This ensures that the app is visually appealing and accessible to users with different color vision abilities. Developers can also customize other aspects of the theme, such as the logo, page background, and default font.[Themes and Branding Basics], [Accessibility in Salesforce]

NEW QUESTION # 84

Cloud Kicks wants to drive engagement on its website.

Which two Salesforce features should boost engagement?

Choose 2 answers

- A. Einstein Bots
- B. MyTrailhead
- C. Salesforce Connect
- D. Automated Invitations

Answer: A,D

Explanation:

Einstein Bots and Automated Invitations are two Salesforce features that can boost engagement on Cloud Kicks' website. Einstein Bots are chatbots that can provide automated and personalized responses to customers' questions and requests on the website. They can also escalate complex cases to human agents, collect feedback, and provide recommendations. Einstein Bots can help Cloud Kicks to improve customer satisfaction, reduce wait times, and increase conversions¹. Automated Invitations are pop-up messages that invite website visitors to start a chat or video call with a service agent. They can be triggered by various criteria, such as time spent on the website, page visited, or customer profile. Automated Invitations can help Cloud Kicks to proactively engage with potential customers, offer assistance, and generate leads². [Einstein Bots Basics] (<https://ascendix.com/blog/salesforce-sales-engagement/>), [Set Up Automated Chat Invitations] (<https://bing.com/search?q=Salesforce+features+to+boost+engagement>)

NEW QUESTION # 85

Which feature is provided in the Salesforce Lightning Design System (SLDS) for designers and developers?

- A. ES6 JavaScript modules and plugins
- B. Semantic and accessible component markup
- C. A library of Lightning Web Components

Answer: B

Explanation:

The Salesforce Lightning Design System (SLDS) is a CSS framework that helps designers and developers create applications with the look and feel of Lightning Experience. SLDS provides a library of design tokens, icons, components, utilities, and patterns that can be used to build consistent, responsive, and accessible user interfaces¹. One of the features that SLDS provides for designers and developers is semantic and accessible component markup. Semantic markup means using HTML elements that describe the meaning and structure of the content, rather than just the presentation. For example, using `<h1>` for a main heading, `<p>` for a paragraph, or `<button>` for a button. Semantic markup helps to improve the readability, maintainability, and SEO of the code². Accessible markup means using HTML attributes and techniques that enhance the usability and accessibility of the content for people with disabilities. For example, using `aria-label` to provide a descriptive label for an element, `role` to indicate the function of an element, or `tabindex` to control the keyboard focus order. Accessible markup helps to ensure that the content can be perceived, understood, operated, and interacted with by people using assistive technologies, such as screen readers, keyboards, or voice commands³. SLDS provides semantic and accessible markup for its components, which are reusable UI elements that can be customized and composed to create complex interfaces. SLDS components follow the Web Content Accessibility Guidelines (WCAG), which are the international standards for web accessibility⁴. SLDS components also use the BEM (Block Element Modifier) naming convention, which is a methodology for creating clear and consistent class names for CSS selectors⁵. By using SLDS components, designers and developers can create user interfaces that are not only visually appealing, but also meaningful and accessible for everyone. Introduction to the Salesforce Lightning Design System, Semantic HTML: How to Structure Web Pages, Accessible Rich Internet Applications (WAI-ARIA), Web Content Accessibility Guidelines (WCAG) Overview, BEM -

Block Element Modifier

NEW QUESTION # 86

A sales representative needs to quickly see key fields whenever viewing an opportunity. Which three Salesforce features would allow fields to be available when they are viewing a record? Choose 3 answers

- A. Compact Layout
- B. List Views
- C. Tabs
- D. Customer Links
- E. Highlights Panel

Answer: A,B,E

Explanation:

These three features allow fields to be available when viewing a record in Salesforce.

A highlights panel displays key fields at the top of a record page in Lightning Experience. It can be customized to show the most important information for each object.

A compact layout determines which fields appear in the highlights panel, the list view hover, and the Salesforce app. It can be assigned to different record types and profiles.

A list view displays a set of records that meet specified filter criteria. It can be sorted and filtered by different fields, and users can select which fields to display in the list view.

[Customize the Highlights Panel]

[Create and Assign Compact Layouts]

[Create and Customize List Views]

NEW QUESTION # 87

A UX Designer is analyzing their Experience Cloud site, enabled for Knowledge articles, and is using the Featured Topic component to display content.

Which UI configuration should be used to further individualize each featured topic?

- A. Add a description displayed on mouse hover further description each topic.
- B. Select and upload SVG Icons that represent each featured topic.
- C. Select and upload images that represent each featured topic.
- D. Add a description under the topic label further describing each topic.

Answer: C

Explanation:

The UI configuration that should be used to further individualize each featured topic is to select and upload images that represent each featured topic. This option allows the UX Designer to customize the appearance of the Featured Topic component and make it more visually appealing and engaging for the users. The images can help to convey the meaning and relevance of each topic and attract the users' attention. The images can also create a consistent and branded look for the Experience Cloud site.

1: Featured Topic Component

2: Customize the Featured Topic Component

This allows users to easily distinguish between different topics and quickly scan for relevant topics. Salesforce documentation on the Featured Topics component states that "You can add a description for each featured topic, which appears in the user interface below the topic label" [1].

[1] https://help.salesforce.com/articleView?id=knowledge_articles_sites_featured_topic.htm&type=5

NEW QUESTION # 88

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