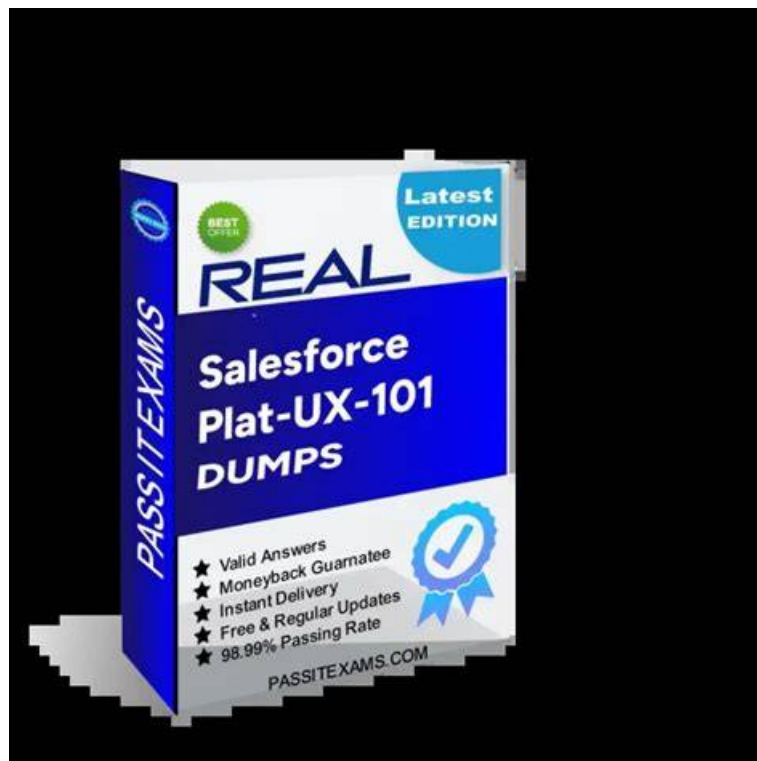


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Salesforce Plat-UX-101 Exam Syllabus Topics:

Section	Weight	Objectives
Topic 1: Interaction Design	14%	- Creating wireframes and prototypes - Defining user flows and interactions - Designing effective page layouts
Topic 2: Information Architecture	12%	- Designing site maps and navigation structures - Creating effective labeling and categorization systems
Topic 3: Visual Design	11%	- Applying Salesforce Lightning Design System (SLDS) - Designing responsive and mobile-friendly interfaces
Topic 4: Testing	11%	- Planning and conducting usability testing - Analyzing testing results and making recommendations
Topic 5: Discovery	13%	- Determining business needs and user needs - Identifying customer experience objectives and goals - Analyzing existing user experiences and identifying gaps
Topic 6: Configuration and Customization	10%	- Configuring Lightning pages and apps for optimal UX - Understanding declarative customization options for UX
Topic 7: Salesforce Lightning Design System	13%	- Applying SLDS components and patterns - Identifying the purpose and resources of SLDS

- Understanding accessibility standards and guidelines
- Describing the user-centered design process
- Identifying user interface design principles

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Salesforce Certified Platform User Experience Designer Sample Questions (Q191-Q196):

NEW QUESTION # 191

Which two UX design principles are key to creating excellent mobile user experiences?

Choose 2 answers

- A. Increase the need for typing with the onscreen keyboard
- B. Removal of all images for faster load times
- C. Prioritization of content and UI elements on the screen
- D. Consistency across device experiences

Answer: C,D

Explanation:

The two UX design principles that are key to creating excellent mobile user experiences are:

Consistency across device experiences. This means that the design of a mobile app or website should match the design of the desktop version, as well as other platforms and devices. Consistency helps users to recognize and trust the brand, as well as to navigate and use the product more easily. Consistency also reduces the cognitive load and confusion for users who switch between different devices.¹² Prioritization of content and UI elements on the screen. This means that the design of a mobile app or website should focus on the most important and relevant information and actions for the user, and eliminate or minimize the unnecessary or secondary ones. Prioritization helps users to achieve their goals faster and more efficiently, as well as to avoid distractions and clutter. Prioritization also improves the readability and usability of the product on smaller screens.³⁴

<https://uxcam.com/blog/mobile-ux/> <https://uxplanet.org/mobile-ux-design-key-principles-dee1a632f9e6>

NEW QUESTION # 192

Sales managers want their team members to help each other close Opportunities. The Opportunity and Account organization-wide defaults are private. To grant Opportunity access to sales reps on the same team, ownership-based sharing rules were created for each team.

What is the side effect of this approach?

- A. All sales reps will have Read access to Accounts for all Opportunities.
- B. Sales reps on the same team will have Read access to the Accounts for Opportunities owned by their team members.
- C. All sales reps will have Read access to all Accounts.
- D. Sales Reps on the same team will have Edit access to the Accounts for Opportunities owned by their team members.

Answer: B

Explanation:

When the organization-wide default for Accounts is private, users can only access the accounts they own or are explicitly shared with them. However, when the organization-wide default for Opportunities is private, users can access the opportunities they own, are explicitly shared with them, or are associated with accounts they can access.¹ Therefore, when ownership-based sharing rules are created for each team to grant access to opportunities owned by their team members, the sales reps on the same team will also

have Read access to the accounts for those opportunities. This is because the sharing rules for opportunities automatically grant access to the parent accounts². However, the sales reps will not have Edit access to the accounts, unless the sharing rules specify Full Access for the opportunities³. The sales reps will also not have access to all accounts or all opportunities, only those that are owned by their team members or themselves. Sharing Records Owned by High-Volume Portal Users | Salesforce Security Guide, Sharing Rules | Salesforce Security Guide, Create Owner-Based Sharing Rules | Salesforce Security Guide

NEW QUESTION # 193

A UX Designer wants to quickly mock up Salesforce user Interface experiences using a collection of prebuilt components. The designer needs sales lightning resources for their design and prototypes such as base components, tokens, design patterns. Which tool to install should need?

- A. SLDS Validator
- B. Lightning Design system Zip
- C. Sketch plugin
- D. Lightning Design system Unmagaged Package

Answer: C

Explanation:

The tool to install that the UX Designer needs is the Sketch plugin. This plugin allows the designer to quickly mock up Salesforce user interface experiences using a collection of prebuilt components, such as base components, tokens, design patterns, and more. The plugin also provides access to the Salesforce Lightning resources for their design and prototype, such as icons, fonts, colors, and images. The plugin is compatible with Sketch, a popular design tool for creating user interfaces.

1: Salesforce Lightning Design System

2: Sketch Plugin

NEW QUESTION # 194

Which two would be considered responsive design best practices?

Choose 2 answers

- A. Specify breakpoint sizes.
- B. Use separate URLs per device.
- C. Minimize page weight.
- D. Utilize pop-up windows.

Answer: A,C

Explanation:

Responsive design is a web design approach that aims to make web pages adapt to different screen sizes and resolutions, ensuring good usability and user experience across all devices. Some of the best practices for responsive design are:

Specify breakpoint sizes: Breakpoints are the points at which the layout of a web page changes based on the width of the viewport. For example, a web page may have a two-column layout on a desktop, a single-column layout on a tablet, and a stacked layout on a mobile phone. Specifying breakpoint sizes helps to create a fluid and flexible layout that responds to the device capabilities and user preferences. Breakpoints can be specified using media queries in CSS, which allow applying different styles depending on the media features, such as width, height, orientation, resolution, etc. For example:

```
@media (max-width: 600px) { /* Styles for screens that are 600px or smaller */ }
```

```
@media (min-width: 601px) and (max-width: 900px) { /* Styles for screens that are between 601px and 900px */ }
```

Minimize page weight: Page weight is the amount of data that a web page transfers to load on a browser. It includes the size of the HTML, CSS, JavaScript, images, fonts, and other resources that make up the web page. Minimizing page weight helps to improve the performance, speed, and user satisfaction of a web page, especially on mobile devices that may have limited bandwidth, battery, and processing power. Some of the ways to minimize page weight are:

Optimize images: Images are often the largest contributors to page weight, so it is important to optimize them for the web. This means choosing the right format, size, resolution, and compression level for each image, as well as using responsive images techniques, such as the srcset and sizes attributes, to deliver the most appropriate image for each device and screen size.

Implement caching: Caching is a technique that stores a copy of a web page or its resources on the browser or the server, so that they can be reused without having to be downloaded again. This reduces the amount of data that needs to be transferred and improves the loading time of a web page. Caching can be implemented using HTTP headers, such as Cache-Control and Expires, or using service workers, which are scripts that run in the background and intercept network requests.

Minify and concatenate files: Minification is a process that removes unnecessary characters, such as whitespace, comments, and formatting, from the code files, such as HTML, CSS, and JavaScript, to reduce their size. Concatenation is a process that combines multiple code files into one, to reduce the number of HTTP requests that the browser needs to make. Both minification and concatenation can help to reduce the page weight and improve the performance of a web page.

Use a content delivery network (CDN): A CDN is a network of servers that are distributed across different locations and regions, and that store and deliver copies of a web page or its resources to the users. A CDN can help to reduce the page weight and improve the speed of a web page by serving the content from the nearest server to the user, reducing the latency and bandwidth consumption.

The other two options, using separate URLs per device and utilizing pop-up windows, are not considered responsive design best practices, as they can create usability and accessibility issues for the users. Using separate URLs per device means creating different versions of a web page for different devices, such as example.com for desktop, m.example.com for mobile, and t.example.com for tablet. This approach can lead to inconsistent and fragmented user experiences, as well as duplicate content and SEO problems. Utilizing pop-up windows means creating new browser windows that open on top of the current web page, usually to display advertisements, notifications, or forms. This approach can be annoying and intrusive for the users, as well as difficult to close or navigate on small screens.

NEW QUESTION # 195

A UX Designer has identified the Case Solver as a key user persona for Cloud Kicks' Service Cloud instance. Which activities should be considered while designing the Case Solver experience?

- A. troubleshooting customer issues and logging activities
- B. training other agents and editing knowledge articles
- C. Viewing the status of cases and analyzing campaign metrics

Answer: A

Explanation:

When designing the experience for a 'Case Solver' user persona, especially in the context of Cloud Kicks' Service Cloud instance, the activities to consider should revolve around the primary responsibilities and tasks of this role. For a Case Solver, these would include:

Troubleshooting customer issues: This involves identifying, analyzing, and solving problems reported by customers. The design should facilitate easy access to relevant information, tools for effective problem-solving, and a seamless workflow for diagnosing issues.

Logging activities: Keeping a detailed record of interactions, solutions provided, and any follow-up actions is crucial. The user interface should support efficient logging and tracking of activities to ensure accountability and facilitate continuous improvement in customer service.

While training other agents and editing knowledge articles (option B) and viewing the status of cases and analyzing campaign metrics (option C) are important in certain contexts, they do not directly align with the core activities of a Case Solver persona focused on direct customer support and problem resolution.

Reference: Salesforce's own documentation, such as the Salesforce Service Cloud User Guide, provides insights into designing user experiences for specific roles within the platform. It offers best practices and recommendations for optimizing the interface and workflows for various user personas, including those involved in case management and customer support.

NEW QUESTION # 196

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