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Salesforce Certified Platform User Experience Designer Sample Questions (Q61-Q66):

NEW QUESTION # 61

How would a UX Designer Differentiate between voice and tone?

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

Answer: A

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 # 62

Cloud Kicks (CK) has a new Portal landing page built with Experience Builder. Upon review, CK does not think the company's brand experience is translated into the user experience; however, CK does confirm the Theme was set up correctly.

Which additional UX elements should be reviewed to influence the brand experience?

- A. Shapes, Interaction Design, and Typography
- B. Visual Design, Harmony, and Responsiveness
- C. Visual, Content, and Interaction Design

Answer: C

Explanation:

The additional UX elements that should be reviewed to influence the brand experience are visual, content, and interaction design. These elements are essential for creating a consistent, engaging, and memorable user experience that reflects the company's brand identity and values¹².

Visual design refers to the use of colors, shapes, typography, images, icons, and other graphical elements to create a visual hierarchy, contrast, balance, and harmony on the page¹³. Visual design affects the user's perception, emotion, and attention, and can communicate the brand's personality, tone, and message¹³. For example, Cloud Kicks can use their logo, color scheme, and font to create a recognizable and distinctive visual identity for their portal landing page⁴.

Content design refers to the creation, organization, and presentation of text, audio, video, and other media to convey the brand's value proposition, story, and information to the user¹⁵. Content design affects the user's understanding, interest, and trust, and can communicate the brand's purpose, benefits, and voice¹⁵. For example, Cloud Kicks can use clear, concise, and compelling headlines, subheadings, and body text to highlight their products, services, and customer testimonials on their portal landing page.

Interaction design refers to the design of the user interface elements, such as buttons, links, menus, forms, and sliders, that enable the user to interact with the page and perform tasks¹. Interaction design affects the user's behavior, satisfaction, and feedback, and can communicate the brand's functionality, usability, and responsiveness¹. For example, Cloud Kicks can use intuitive, consistent, and accessible navigation, search, and filtering options to help the user find what they are looking for on their portal landing page.

By reviewing and improving these UX elements, Cloud Kicks can ensure that their portal landing page delivers a positive and coherent brand experience to their users, and that their brand identity is translated into the user experience.

The 5 Elements of User Experience Design

How to Create a Brand Experience That Works With Your UX

Visual Design Basics

Use Branding Sets in Experience Builder

Content Design: What It Is and Why It Matters

[How to Write Effective Web Content for Your Experience Cloud Site]

[Interaction Design Basics]

[Designing User Interfaces for Experience Cloud Sites]

NEW QUESTION # 63

Cloud Kicks wants to create a site for its customers to manage events regardless of the device they are using. Which best practice should be used to provide this experience?

- A. Create a responsive user interface.
- B. Develop a separate native mobile app for Android and iOS.
- C. Launch two different interfaces from the same page.

Answer: A

Explanation:

A responsive user interface is a type of user interface that adapts to different screen sizes, resolutions, orientations, and devices, such as desktops, laptops, tablets, and smartphones. It uses flexible layouts, grids, images, and media queries to optimize the user experience and ensure usability, accessibility, and performance across different devices. A responsive user interface can help Cloud Kicks create a site for its customers to manage events regardless of the device they are using, as it can provide a consistent and seamless experience that meets the user needs and expectations. A responsive user interface can also reduce the development and maintenance costs and efforts, as it can use the same code base and content for different devices, rather than creating separate versions for each device. Reference:

1: User Experience Designer Certification Prep: Module 5: Design User Interfaces

2: User Experience Designer Certification Prep: Module 7: Implement User Interfaces

3: What is Responsive Web Design?

To create a site for its customers to manage events regardless of the device they are using, Cloud Kicks should use the best practice of creating a responsive user interface. A responsive user interface is one that adapts to the screen size and orientation of the device, providing an optimal viewing and interaction experience for the user. A responsive user interface can use the same code base and content for different devices, reducing the development and maintenance costs and ensuring consistency and accessibility. A responsive user interface can also leverage the features and capabilities of the device, such as touch, gestures, camera, etc., to enhance the user experience.

Responsive User Interface

NEW QUESTION # 64

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

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

Answer: C

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 # 65

A UX Designer has completed discovery, research analysis, and ideation. How should they prepare for the next phase?

- A. Create business model canvas.
- B. Continue iterating.
- C. Build partnerships.
- **D. Determine what to prototype.**

Answer: D

Explanation:

The next phase after discovery, research analysis, and ideation is prototyping, which is the process of creating low-fidelity or high-fidelity representations of the design solution that can be tested and validated with users and stakeholders. To prepare for this phase, the UX designer should determine what to prototype, which means deciding on the scope, the level of detail, the format, and the tools for creating the prototype. The UX designer should consider the following factors when determining what to prototype:

The goals and objectives of the prototype: What is the purpose of the prototype? What questions or hypotheses does it aim to answer or test? What feedback or data does it seek to collect?

The target users and audience of the prototype: Who are the users and stakeholders that will interact with or evaluate the prototype? What are their needs, expectations, and preferences? How will they access and use the prototype?

The features and functionality of the prototype: What are the key features and functionality that the prototype should include or exclude? How will they support the user goals and tasks? How will they demonstrate the value proposition and the design principles of the solution?

The fidelity and interactivity of the prototype: How realistic and detailed should the prototype be? How interactive and responsive should the prototype be? How will the prototype convey the look and feel, the content, and the behavior of the solution?

The tools and methods of the prototype: What tools and methods will be used to create and present the prototype? How will they affect the time, cost, and quality of the prototype? How will they facilitate the testing and validation of the prototype?

1: User Experience Designer Certification Prep: Module 5: Design User Interfaces

2: User Experience Designer Certification Prep: Module 6: Validate User Interfaces

3: What is Prototyping?

The next phase for a UX designer after completing discovery, research analysis, and ideation is to determine what to prototype.

Prototyping is the process of creating a model, mock-up, or simulation of a user interface to test out ideas and gain feedback from users. Prototyping can be done in a variety of ways, from low-fidelity paper prototypes to high-fidelity digital prototypes. It is important to consider the purpose of the prototype and the amount of detail needed to accurately test out the user experience.

To prepare for the prototyping phase, a UX designer should review the research data and user insights gathered during the discovery, research analysis, and ideation stages. They should determine what needs to be tested out and create a plan for creating the prototype, considering the level of fidelity needed, the resources available, and the timeline. Additionally, they should consider what metrics they want to measure when testing the prototype, such as user engagement, usability, and satisfaction.

NEW QUESTION # 66

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