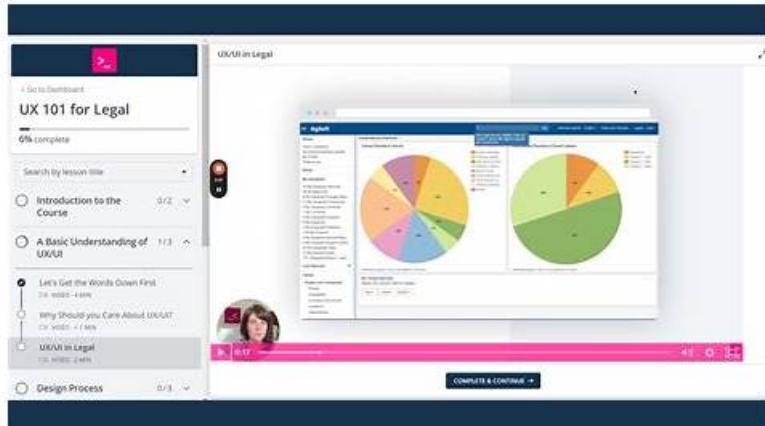


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## Salesforce Certified Platform User Experience Designer Sample Questions (Q30-Q35):

### NEW QUESTION # 30

Cloud Kicks (CK) has been tracking the details of its storage facilities in an Excel sheet, where each facility is represented as a row and the details about each facility are represented by columns.

How should CK store this information in Salesforce?

- A. Objects to represent storage facilities and fields to store facility details
- B. Objects to represent facility details and fields to store storage facilities
- C. Objects to represent both storage facilities and facility details

**Answer: A**

Explanation:

The best way to store the information of Cloud Kicks' storage facilities in Salesforce is to use objects to represent storage facilities and fields to store facility details. This is because objects and fields in Salesforce are analogous to database tables and columns, respectively. Each object contains a set of fields that store data values, and each record is an instance of an object. Therefore, if

Cloud Kicks wants to store the same information that they have in their Excel sheet, they can create a custom object called Storage Facility, and add fields for each detail that they want to track, such as location, capacity, inventory, and so on. Then, they can create records for each storage facility and populate the fields with the corresponding data. This way, they can store and manage their data in a structured and consistent way, and leverage the features and benefits of Salesforce, such as reports, dashboards, automation, and security<sup>23</sup>.

Using objects to represent facility details and fields to store storage facilities is not a valid option, as it does not make sense to use objects as data values. Objects are meant to represent entities or concepts, not attributes or properties<sup>1</sup>. Using objects to represent both storage facilities and facility details is also not a good option, as it would create unnecessary complexity and redundancy in the data model. Objects can be related to each other through various types of relationships, such as lookup, master-detail, or many-to-many<sup>4</sup>. However, in this case, there is no need to create a separate object for each facility detail, as they are not independent entities, but rather characteristics of the storage facilities<sup>5</sup>. Creating a separate object for each detail would also require creating more fields, records, and relationships, which would increase the maintenance and storage costs, and reduce the performance and usability of the system<sup>5</sup>. Reference:

[Learn All About Objects and Fields in Salesforce - Forcetalks](#)

[Mastering Salesforce CRM Administration - Packt Subscription](#)

[Overview of Salesforce Objects and Fields](#)

[Object Reference for the Salesforce Platform](#)

[Understand Custom & Standard Objects Unit | Salesforce Trailhead](#)

## NEW QUESTION # 31

A UX Designer has been asked to optimize a Lightning app for screen reader-assisted accessibility.

How should the page be optimized?

- A. Use accordions to organize components.
- B. Stack components on the same page.
- C. Switch to a Lightning Console layout.
- D. Place components in adjacent tabs.

**Answer: A**

Explanation:

Accordions are collapsible sections that can be used to separate different content areas. By using accordions, users can quickly navigate through the page and easily find the content that they need. The use of accordions also ensures that screen readers can access the content within each section, reducing the need for additional navigation. Additionally, a Lightning Console layout can be used to organize components, but this layout is optimized for customer service agents and not necessarily for screen reader users. Placing components in adjacent tabs or stacking them on the same page can make the page difficult to navigate and can make it difficult for screen readers to understand the page. For more information, see the Salesforce Accessibility Guide ([https://help.salesforce.com/articleView?id=accessibility\\_overview.htm&type=5](https://help.salesforce.com/articleView?id=accessibility_overview.htm&type=5)).

According to the Salesforce Lightning Design System, accordions are a good way to organize components on a page for screen reader-assisted accessibility. Accordions allow users to expand and collapse sections of content, which can help reduce cognitive load and scrolling. Accordions also provide a clear heading structure and keyboard navigation for each section<sup>1</sup>. The other options are not recommended for screen reader-assisted accessibility, as they can create confusion, clutter, or inefficiency for users who rely on auditory feedback. For example, switching to a Lightning Console layout can make it harder for users to navigate between tabs and subtabs<sup>2</sup>. Placing components in adjacent tabs can also increase the number of keystrokes and commands needed to access the information<sup>3</sup>. Stacking components on the same page can create a long and overwhelming page that requires excessive scrolling and reading<sup>4</sup>.

## NEW QUESTION # 32

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

**Answer: C**

Explanation:

According to the Web Content Accessibility Guidelines (WCAG) 2.1, the minimum color contrast ratio for normal text is 4.5:11. 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 sensitivity1. The contrast ratio can be calculated using the formula:

$$L2+0.05L1+0.05$$

where L1 is the relative luminance of the lighter color and L2 is the relative luminance of the darker color2. The relative luminance is a value between 0 and 1, where 0 is black and 1 is white2. The contrast ratio can range from 1:1 (white on white) to 21:1 (black on white)2.

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 3:11. For graphics and user interface components, such as form input borders, the minimum contrast ratio is also 3:13. For level AAA conformance, the minimum contrast ratio for normal text is 7:1 and for large text is 4.5:11.

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

Contrast ratio - WCAG WG

### NEW QUESTION # 33

Cloud Kicks' Sales team needs in-App Guidance for key functions and processes so they can maximum their time.

In which three ways should a UX Designer customize the Salesforce Help Menu to meet this request/ Choose 3 answers

- A. Add links to a company dictionary or glossary of key terms.
- B. Add links to printable tipsheets or training videos.
- C. Create a just-in-time pop-up content based on new feature rollouts.
- D. Provide the user with a site map of all the content.
- E. Provide access to specific Trailhead or MyTrailhead content.

Answer: B,C,E

Explanation:

A UX Designer can customize the Salesforce Help Menu to meet the request of providing in-app guidance for key functions and processes for the Cloud Kicks' Sales team in the following ways:

Add links to printable tipsheets or training videos: This can help the Sales team to learn and review the key functions and processes at their own pace and convenience. The tipsheets or videos can be hosted on internal or external websites, and can be added to the custom help menu section in the Help Menu settings1. The links can have descriptive labels and icons to make them easy to identify and access.

Create a just-in-time pop-up content based on new feature rollouts: This can help the Sales team to get familiar with the new features and functionalities that are introduced in the app. The pop-up content can be created using the In-App Guidance Builder2, which allows the UX Designer to define the content type, style, placement, timing, and audience of the pop-up. The pop-up content can include text, images, videos, or links to more resources.

Provide access to specific Trailhead or MyTrailhead content: This can help the Sales team to gain skills and knowledge on the key functions and processes in a gamified and interactive way. The Trailhead or MyTrailhead content can be customized to match the business goals and branding of Cloud Kicks3. The content can be added to the custom help menu section in the Help Menu settings1, or embedded in the app using the Trailhead Component4.

Customize the Help Menu in Lightning Experience

Create In-App Guidance for Your Users

Customize Your Learning Experience with MyTrailhead

Add the Trailhead Component to Your App

### NEW QUESTION # 34

Cloud Kicks wants to apply branding to its current Salesforce org, currently using Lightning Experience. The look and feel must follow company design guidelines.

Which declarative design properties should be used to achieve this?

- A. Create a custom Theme in Themes and Branding, selecting logo, brand colors, and images.
- B. Choose one of the built-in Salesforce themes that closest matches the design guidelines
- C. Design a custom Branding set in use interface, selecting a logo, colors, and font type.
- D. Develop a custom Layout in user interface, attaching a new stylesheet in static resources.

#### Answer: A

Explanation:

The best way to apply branding to a Salesforce org using Lightning Experience is to create a custom theme in Themes and Branding. Themes and Branding is a feature that allows the administrator to customize the look and feel of Salesforce to match the branding of the organization. The administrator can add logos, default images, and colors to the theme. The administrator can also choose one of the built-in Salesforce themes, or create their own custom themes with just a few clicks. To create a custom theme, from Setup, enter Themes and Branding in the Quick Find box, then select Themes and Branding. Click New Theme and upload the logo, brand colors, and images that follow the company design guidelines. The administrator can also preview and activate the theme for the entire org1.[Brand Your Org in Lightning Experience] ([https://help.salesforce.com/s/articleView?id=sf.brand\\_your\\_org\\_in\\_lightning\\_experience.htm&language=en\\_US&type=5](https://help.salesforce.com/s/articleView?id=sf.brand_your_org_in_lightning_experience.htm&language=en_US&type=5))

#### NEW QUESTION # 35

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