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## **Plat-UX-101 Test Collection & Plat-UX-101 Latest Exam Format**

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## **Salesforce Certified Platform User Experience Designer Sample Questions (Q62-Q67):**

### **NEW QUESTION # 62**

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

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

**Answer: A**

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 interfaces<sup>1</sup>. 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 code<sup>2</sup>. 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 commands<sup>3</sup>. 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 accessibility<sup>4</sup>. SLDS components also use the BEM (Block Element Modifier) naming convention, which is a methodology for creating clear and consistent class names for CSS selectors<sup>5</sup>. 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 # 63

A UX Designer wants to plan and communicate the intended page layouts of a community portal. Which tool should they use?

- A. Wireframes
- B. Process Flows
- C. Personas
- D. Journey Mapping

**Answer: A**

Explanation:

The tool that the UX Designer should use to plan and communicate the intended page layouts of a community portal is wireframes. Wireframes are low-fidelity sketches or diagrams that show the basic structure, content, and functionality of a web page or app screen. Wireframes help the UX Designer to visualize the layout of the portal, arrange the elements according to their importance and relevance, and communicate the design concept to the stakeholders and developers. Wireframes are one of the learning objectives for the Salesforce User Experience Designer certification<sup>1</sup>. [Wireframes - Lightning Design System] <https://careerfoundry.com/en/blog/ux-design/website-app-wireframe-examples/>

### NEW QUESTION # 64

Cloud Kicks wants to improve its Salesforce org to provide tailored functionality that enables sales representatives to provide quick, competitive pricing and close deals faster.

What is the benefit of Lightning Console Apps in this scenario for the sales representatives?

- A. They can add records to Favorites.
- B. They can organize items in the utility bar.
- C. They can complete actions with a single click.

**Answer: C**

Explanation:

Lightning console apps are designed to help users work faster and more efficiently by providing a workspace where they can access multiple records and their related records on the same screen. Users can complete actions with a single click, such as creating

records, logging calls, sending emails, and updating fields, without losing context or switching tabs. Lightning console apps also support keyboard shortcuts, macros, and quick text to speed up common tasks. Lightning console apps are especially useful for sales representatives who need to provide quick, competitive pricing and close deals faster. They can also use Lightning console apps to view and manage their pipeline, collaborate with team members, and track their performance. Organizing items in the utility bar and adding records to Favorites are features that are available in any Lightning app, not just Lightning console apps. Salesforce Console in Lightning Experience, Create and Edit a Custom Lightning Console App, Create a Lightning Console App

#### NEW QUESTION # 65

Cloud Kicks has an existing customer Experience Cloud portal that is performing well. Which has the highest probability of increasing customer engagement?

- A. Choosing personalized branding
- **B. Recognizing peers with badges**
- C. Customizing page layouts

**Answer: B**

Explanation:

In the context of an existing Customer Experience Cloud portal that is already performing well, the goal is to further increase customer engagement by adding elements that encourage interaction and participation. Recognizing peers with badges is a highly effective way to achieve this because:

**Personalization and Gamification:** Badges introduce an element of gamification and personalization, which can significantly increase engagement. Users are motivated to participate and contribute to the community when they see a tangible recognition of their efforts and achievements.

**Community Building:** Recognizing contributions with badges helps in building a stronger community by highlighting active members and encouraging others to contribute. It fosters a sense of belonging and appreciation among users.

While personalized branding (option A) and customizing page layouts (option B) can enhance the user experience, they do not directly incentivize user interaction and contribution as effectively as recognizing contributions through badges does.

**Reference:** For insights on implementing badges and gamification strategies in Salesforce Experience Cloud portals, Salesforce's official documentation and community resources offer guidelines and best practices. These resources discuss various ways to enhance user engagement and community building within the Salesforce ecosystem.

#### NEW QUESTION # 66

Cloud Kicks requires a custom image to be added to a record detail page, making it easier for the company to visually identify its current membership level.

Which platform tools should be used to achieve this requirement?

- A. Lightning Components, SLDS Icons, and Compact Layouts
- **B. A Formula Field, Static Resource, and Object Page Layout**
- C. Image Field, Dynamic Form, and Lightning Record Page

**Answer: B**

Explanation:

A formula field is a custom field that calculates a value based on a formula expression. A formula field can display text, numbers, dates, or images. A formula field can use the IMAGE function to display an image from a URL. A formula field can be added to an object page layout to show the image on the record detail page<sup>1</sup>.

A static resource is a file or a collection of files that can be uploaded to Salesforce and referenced in a formula field, a Visualforce page, a Lightning component, or a web tab. A static resource can store images, style sheets, JavaScript, or other files. A static resource can be used to store the custom image that Cloud Kicks wants to display on the record detail page<sup>2</sup>.

An object page layout is a configuration of fields, buttons, related lists, and other components on a record detail page. An object page layout can be customized to show different information for different users, based on their profiles or record types. An object page layout can be used to add the formula field that displays the custom image to the record detail page<sup>3</sup>.

These platform tools can be used to achieve the requirement of adding a custom image to a record detail page, making it easier for Cloud Kicks to visually identify its current membership level. For example, the formula field can use the IMAGE function to display the custom image from the static resource, based on the value of another field that indicates the membership level. The object page layout can then include the formula field on the record detail page for the relevant users.

Image field is a custom field that allows users to upload and display images on a record. Image field can be used to show images on a record detail page, but it is not suitable for Cloud Kicks' requirement, because it does not allow the image to be determined by a

formula expression. Image field requires the user to manually upload the image for each record, which is not efficient or consistent. Dynamic form is a feature that allows admins to add, group, and reorder fields and sections on a Lightning record page using the Lightning App Builder. Dynamic form can be used to create flexible and dynamic page layouts that can adapt to different contexts and scenarios. Dynamic form also supports visibility rules, which can be used to show or hide fields or sections based on filters or conditions. However, dynamic form is not a platform tool that can be used to display a custom image on a record detail page, as it does not affect the content or functionality of the fields. Dynamic form can only be used to configure the layout of the fields, not the values or images of the fields.

Lightning components are reusable units of user interface that can be used to build Lightning pages and applications. Lightning components can be built using HTML, CSS, JavaScript, and Apex. Lightning components can display data, images, icons, charts, buttons, or other elements on a Lightning page. SLDS icons are icons from the Salesforce Lightning Design System that can be used in Lightning components to represent actions, objects, or concepts. Compact layouts are page layouts that show a record's key fields at a glance in the highlights panel, the list view, the Related tab, and other places. Compact layouts can be used to customize which fields are displayed in these places.

Lightning components, SLDS icons, and compact layouts are platform tools that can be used to display images on a Lightning page, but they are not the best option for Cloud Kicks' requirement, because they are more complex and require more development skills than a formula field, a static resource, and an object page layout. Lightning components also require more maintenance and testing than formula fields. SLDS icons are predefined icons that may not match the custom image that Cloud Kicks wants to display. Compact layouts are not relevant for displaying images on a record detail page, as they only affect the highlights panel and other places.

## NEW QUESTION # 67

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