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Salesforce Certified Platform User Experience Designer Sample Questions (Q110-Q115):

NEW QUESTION # 110

A developer is creating a Lightning Web Component (LWC) and wants to make sure the visual experience is consistent with Cloud

Kicks' branding. The developer asks their UX Designer about the Salesforce Lightning Design System (SLDS) styling hooks. How should the designer describe them?

- A. They use custom CSS properties to directly style HTML elements.
- B. They use standard CSS properties to directly style HTML elements.
- **C. They use custom CSS properties to easily style base and custom components.**
- D. They use standard CSS properties to easily style base and custom components.

Answer: C

Explanation:

Styling hooks are CSS custom properties that allow developers to customize the appearance of base and custom components in a consistent and supported way. They work with web components and shadow DOM, which provide encapsulation and modularity for LWC. Styling hooks use the `--sldsnamespace` and follow a naming convention that reflects the component, category, property, attribute, and state of the element being styled. For example, `--slds-c-button-brand-color-background-hover` is a styling hook for the button component, brand category, color background property, and hover state. Styling hooks can be declared in the CSS file of the LWC or in a global CSS file that affects all components on the page. Styling hooks are not standard CSS properties, but custom ones that are defined by SLDS and applied to the components using the `var()` function. Reference:

Styling Hooks - Lightning Design System

SLDS Styling Hooks | Lightning Web Components Developer Guide | Salesforce Developers

-dxp Styling Hooks | LWR Sites for Experience Cloud | Salesforce Developers The Salesforce Lightning Design System (SLDS)

styling hooks use standard CSS properties to easily style base and custom components. Salesforce documentation states that "SLDS styling hooks are CSS classes that give you access to the same styling used in the Salesforce Lightning Design System. They make it easy to style base and custom components with the same look and feel" [1].

[1] https://developer.salesforce.com/docs/component-library/documentation/lwc/lwc.use_slds_styling_hooks

NEW QUESTION # 111

A UX Designer is adding an icon without a visible, descriptive label to an interface using a Salesforce Lightning Design System (SLDS) component Blueprint.

Which attribute should be used to ensure the icon complies with accessibility requirements?

- A. class
- **B. title**
- C. for
- D. href

Answer: B

Explanation:

According to the SLDS documentation, icons require a containing element with the class `slds-icon_container` for accessibility support. If the icon is used without a visible, descriptive label, a title attribute is needed on the containing element. The title should describe the icon. For example:

```
<span class="slds-icon_container slds-icon-utility-announcement" title="Description of icon when needed"><svg class="slds-icon slds-icon-text-default" aria-hidden="true"><use xlink:href="/assets/icons/utility-sprite/svg/symbols.svg#announcement"></use></svg></span>
```

The title attribute provides a tooltip for the icon when the user hovers over it, and it also helps screen readers to announce the icon's meaning. The other attributes (href, class, and for) do not provide this functionality.

NEW QUESTION # 112

Cloud Kicks has identified a Trusted Advisor persona as their primary focus for the next iteration.

Which key business process defining their work should be analyzed to make sure the delivered experience fits their needs?

- A. Managing sales pipeline and forecasting
- B. Customizing and administering Salesforce
- **C. Maintaining relationships with existing customers**

Answer: C

Explanation:

According to the Salesforce Trailhead, the Trusted Advisor persona spends 3+ hours a day maintaining relationships with existing

customers. They upsell products, grow deals, and manage renewals. This persona also spends time prospecting for new opportunities in existing accounts and gathering requirements from prospects¹. Therefore, the key business process that defines their work and should be analyzed to make sure the delivered experience fits their needs is maintaining relationships with existing customers. This process involves understanding the customer's needs, goals, expectations, and satisfaction, as well as providing them with relevant solutions, support, and value. The UX Designer should focus on creating a user interface that enables the Trusted Advisor to easily access and update customer information, communicate and collaborate with customers, and track and measure customer loyalty and retention²³.

Managing sales pipeline and forecasting: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Data Expert persona. The Data Expert persona spends 3+ hours a day on reporting and sales forecasting. They also spend 1-3 hours managing the sales pipeline and tools for the sales team¹.

Customizing and administering Salesforce: This is not the key business process that defines the work of the Trusted Advisor persona, but rather the Sales Leader persona. The Sales Leader persona spends most of their day managing, coaching, and training sales reps. They also spend time managing tools and processes for sales reps, which includes customizing and administering Salesforce¹.

Learn About Sales Cloud Personas Unit | Salesforce Trailhead How to Increase Your Sales with Personas for Salesforce Users | RTS Labs How to Use Journey Mapping to Improve Employee Engagement

NEW QUESTION # 113

A Sales team is having trouble interacting with Contact records in Sales Cloud. They cannot find the information they need, and many of the visible record fields are not relevant to sales activities. On top of that, they complain the page load time is very long. Which approach should be recommended to improve their experience?

- A. Implement In-App Guidance to help users focus on the most important fields.
- B. Move all unused fields to a separate section at the bottom of the page.
- C. Run the Salesforce Optimizer App to identify fields not in use.

Answer: C

Explanation:

The best approach to improve the Sales team's experience with Contact records in Sales Cloud is to run the Salesforce Optimizer App to identify fields not in use. The Salesforce Optimizer App is a free tool that scans the Salesforce org and provides a diagnostic report on the performance and health of the org¹. It analyzes how the org uses various features, such as fields, triggers, layouts, profiles, reports, and more, and suggests customizations and improvements based on best practices¹. By running the Salesforce Optimizer App, the Sales team can find out which fields are not being used or are redundant, and remove or hide them from the Contact record page. This way, they can simplify the page layout, reduce the page load time, and focus on the fields that are relevant to their sales activities².

Moving all unused fields to a separate section at the bottom of the page is not a good option, as it does not solve the problem of having too many fields on the page. It would still affect the page load time and the user experience, as the users would have to scroll down to see the entire page. Moreover, it would not help the users to find the information they need, as the fields would not be organized in a logical or meaningful way³.

Implementing In-App Guidance to help users focus on the most important fields is also not a good option, as it does not address the root cause of the problem, which is having too many fields on the page. In-App Guidance is a feature that allows admins to create custom prompts and walkthroughs to guide users through tasks or processes on Salesforce Lightning pages⁴. It can be useful for user training, onboarding, or adoption, but it cannot replace the need for a clean and efficient page layout. In fact, having too many prompts or walkthroughs on the page can be distracting and annoying for the users, especially if they are not relevant or helpful⁴. Reference:

Run the Salesforce Optimizer App

Improve Your Implementation with Salesforce Optimizer

Page Layouts

In-App Guidance in Lightning Experience

NEW QUESTION # 114

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

Answer: B

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 org. [Brand Your Org in Lightning Experience] (https://help.salesforce.com/s/articleView?id=sfbrand_your_org_in_lightning_experience.htm&language=en_US&type=5)

NEW QUESTION # 115

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