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Salesforce Certified Platform User Experience Designer Sample Questions (Q14-Q19):

NEW QUESTION # 14

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 4.5:1. 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 sensitivity. The contrast ratio can be calculated using the formula:

$$\frac{L_2 + 0.05}{L_1 + 0.05}$$

where L_1 is the relative luminance of the lighter color and L_2 is the relative luminance of the darker color. The relative luminance is a value between 0 and 1, where 0 is black and 1 is white. The contrast ratio can range from 1:1 (white on white) to 21:1 (black on white).

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

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 # 15

Cloud Kicks is making inclusive design a priority for its communities and customers.

What are the three inclusive design action-oriented principles?

- A. Recognize diversity. Learn from experts. Focus on one person.
- B. Recognize imperfection. Learn from diversity. One size fits one.
- **C. Recognize exclusion. Learn from diversity. Solve for one, extend to many.**

Answer: C

Explanation:

The three inclusive design action-oriented principles are:

Recognize exclusion: Identify and understand the barriers that prevent people from accessing or using a product or experience.

Exclusion can be caused by ability, context, or personal factors.

Learn from diversity: Seek out and learn from the perspectives of people who have a range of experiences, backgrounds, and identities. Diversity can be a source of inspiration and innovation.

Solve for one, extend to many: Design solutions that address the needs of a specific person or group, and then generalize them to benefit a wider audience. Solving for one can reveal hidden opportunities and create more inclusive outcomes. Explore Inclusive Design, Inclusive Design

NEW QUESTION # 16

Cloud Kicks (CK) is planning to roll out a refreshed version of its mobile app with some new functionality for customers.

What are two reasons why CK's UX Designer would consider using an interactive prototype in this situation?

Choose 2 answers.

- A. To eliminate the need for journey mapping during discovery
- B. To increase the speed of design compared to paper prototyping
- **C. To enable iterative feedback from the users**
- **D. To avoid added long-term cost from oversight-driven rework**

Answer: C,D

Explanation:

An interactive prototype is a simulation of the final product that allows users to interact with it and test its functionality and usability. An interactive prototype can be created using tools such as Figma or Invision, and can be shared with stakeholders and users for feedback and validation. An interactive prototype can have several benefits for a UX designer, especially when planning to roll out a refreshed version of a mobile app with some new functionality for customers. Two of these benefits are^{1,2}:

To avoid added long-term cost from oversight-driven rework. An interactive prototype can help the UX designer to identify and fix any errors, bugs, or gaps in the design before the development stage. This can save time and money that would otherwise be spent on reworking the product after it is developed. An interactive prototype can also help the UX designer to ensure that the new functionality is aligned with the customer needs and expectations, and that it does not compromise the existing functionality or performance of the app.

To enable iterative feedback from the users. An interactive prototype can provide a realistic and engaging user experience, and allow the users to explore the app and provide their opinions and suggestions. The UX designer can use the user feedback to iterate and improve the design, and to validate the assumptions and hypotheses. An interactive prototype can also help the UX designer to measure the user satisfaction and loyalty, and to test the app's usability and accessibility.

The following two reasons are not valid for using an interactive prototype in this situation:

To increase the speed of design compared to paper prototyping. An interactive prototype is not necessarily faster than a paper prototype, as it requires more time and effort to create and refine. A paper prototype is a low-fidelity prototype that uses sketches or drawings to represent the app's layout and functionality. A paper prototype can be useful for generating and testing ideas quickly and cheaply, and for involving the users in the co-design process³.

To eliminate the need for journey mapping during discovery. An interactive prototype is not a substitute for journey mapping, but a complement. Journey mapping is a UX research method that visualizes the user's journey across the app, and identifies the touchpoints, actions, emotions, and pain points. Journey mapping can help the UX designer to understand the user's context, goals, and needs, and to discover the opportunities for improvement. An interactive prototype can help the UX designer to test and validate the journey map, and to communicate the design vision to the stakeholders and users⁴. Interactive Prototypes Without Coding - Studio by UXPin, What is Interactive Prototypes? - updated 2023 | IxDF, Paper Prototyping as a Usability Testing Technique, Journey Mapping 101 | Nielsen Norman Group

NEW QUESTION # 17

Cloud Kicks has identified that users are getting anxious over a multiple-step custom Screen Flow with no way of visualizing its completeness.

What should be done to improve the user experience?

- A. Configure cascading accordions to condense the experience.
- **B. Create a Progress Indicator component that displays the flow's stages.**
- C. Set up a Salesforce Path with Guidance for Success.
- D. Replace multiple-step Screen Flow with a static vertical form.

Answer: B

Explanation:

The best way to improve the user experience of a multiple-step custom Screen Flow is to create a Progress Indicator component that displays the flow's stages. A Progress Indicator component provides a visual indication of the progress of a particular process, showing the number of steps, the current step, and the prior steps completed. This helps to reduce the user's anxiety and uncertainty by letting them know where they are in the flow and how much is left to complete. A Progress Indicator component can be created using the `lightning:progressIndicator` or `lightning-progress-indicator` tags in Aura or Lightning Web Components, respectively. The component can be customized to match the branding and styling of Cloud Kicks, and can be integrated with the Screen Flow using attributes and events. Reference:

`lightning:progressIndicator` - documentation - Salesforce Lightning Component Library

`lightning-progress-indicator` - documentation - Salesforce Lightning Component Library

How to Add a Progress Bar to a Screen Flow

NEW QUESTION # 18

What is a benefit of inclusive design?

- **A. Reducing friction for users in achieving their goals**
- B. Tailoring a solution to one type of user
- C. Creating a lowest-common-denominator design

Answer: A

Explanation:

Inclusive design is a methodology aimed at creating products that are accessible to as many people as possible, regardless of their abilities or circumstances. The benefit of inclusive design is that it focuses on reducing friction for users in achieving their goals by: Considering a wide range of human diversity, including ability, language, culture, gender, age, and other forms of human difference. Identifying and eliminating unnecessary barriers that might prevent people from effectively using a product or service.

Ensuring that products and services can be used by everyone, to the greatest extent possible, without the need for adaptation.

Inclusive design does not mean tailoring a solution to one type of user (B) or creating a lowest-common-denominator design that meets only the most basic needs of all users (C). Instead, it seeks to understand and address the needs of a broad audience to create more usable and accessible experiences for everyone.

Reference: The Interaction Design Foundation provides extensive resources on inclusive design, its principles, and how to apply them in the design process. These resources offer valuable insights into creating designs that are accessible and beneficial to a wide audience.

NEW QUESTION # 19

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