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>> **Plat-UX-101 Hot Questions** <<

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Salesforce Certified Platform User Experience Designer Sample Questions (Q84-Q89):

NEW QUESTION # 84

Cloud Kicks (CK) is going mobile and wants to ensure its Salesforce app aligns with company branding. Which element could be customized in the Salesforce app to match CK's branding?

- A. Search bar layout and loading page background
- **B. Brand color and loading page logo**
- C. Background image and focus link color

Answer: B

Explanation:

The Salesforce app allows administrators to customize the brand color and the loading page logo to match the company's branding. The brand color affects the key user interface elements such as the header, buttons, and search bar. The loading page logo is the image that appears after a mobile user logs in. These elements can be customized from Setup by entering Salesforce Branding in the Quick Find box, then selecting Salesforce Branding. The other elements, such as the search bar layout, the background image, and the focus link color, are not customizable in the Salesforce app. Reference:

Customize Salesforce Mobile App Branding

How Salesforce App Branding Works

NEW QUESTION # 85

Cloud Kicks wants to implement its company colors in all UI components, like buttons and icons, using a custom theme. How does the Salesforce Lightning Design System (SLDS) ensure the UI components align with the theme?

- **A. Design tokens prefixed with "brand"**
- B. CSS Hexcolors
- C. JS libraries loaded from a static resource
- D. Builder panels

Answer: A

Explanation:

The Salesforce Lightning Design System (SLDS) is a set of design guidelines and resources for creating consistent and beautiful user experiences on the Salesforce platform. It provides UI components, icons, fonts, colors, and more that follow the best practices and accessibility standards of Salesforce. One of the features of SLDS is the ability to create custom themes that reflect the brand identity and personality of a company or an app. Custom themes can be implemented using design tokens, which are variables that store the values of the UI elements, such as colors, sizes, spacing, fonts, etc. Design tokens can be overridden or customized to change the appearance of the UI components without modifying the CSS or HTML code. To implement the company colors in all UI components, such as buttons and icons, using a custom theme, the UX designer should use the design tokens prefixed with "brand", such as \$brand-primary, \$brand-secondary, \$brand-accessible, etc. These design tokens control the color scheme of the UI components and can be assigned the values of the company colors. For example, to change the color of the primary button to the company's blue color, the UX designer can use the following design token:

```
$brand-primary: #0070d2;
```

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

2: Salesforce Lightning Design System: Customization

3: Salesforce Lightning Design System: Design Tokens

NEW QUESTION # 86

Cloud Kicks is considering whether it should implement the Standard Salesforce Navigation or use the Console for its Sales team. What is one requirement that could lead to recommending the Console?

- **A. Ability to toggle between multiple records**
- B. Work that is mostly in the field
- C. Need for viewing multiple list views at the same time

Answer: A

Explanation:

The Console is a tab-based workspace that allows users to access multiple records and related information on a single screen. This can help users who need to switch between different records quickly and easily, without losing context or wasting time. For example, a salesperson who needs to compare different opportunities, check account details, or update contact information can benefit from

using the Console. The Standard Salesforce Navigation, on the other hand, only allows users to open one record at a time, which can be limiting for some use cases.:Salesforce Console:Explore the Service Console

NEW QUESTION # 87

Following a human-centered design process approach, Cloud Kicks is preparing a user feedback session for an app that is not performing as anticipated.

In which two ways could confirmation bias be avoided?

Choose 2 answers

- A. Obtain user feedback to reinforce known assumptions and support design decisions.
- B. Review questions to remove assumptions about issues or problems not supported by quantitative data.
- C. Diversity feedback by ensuring it features as many unique perspectives as possible.
- D. Interview users about the intended use of the product to support the questionnaire creation.

Answer: C,D

Explanation:

Confirmation bias is the tendency to seek out and prefer information that supports our preexisting beliefs, while ignoring or rejecting information that contradicts them. Confirmation bias can affect the validity and reliability of user feedback, as it can lead to biased questions, selective interpretation, and skewed results. To avoid confirmation bias in user feedback, Cloud Kicks can follow these two strategies:

Interview users about the intended use of the product to support the questionnaire creation. This can help Cloud Kicks to understand the user needs, expectations, and goals, and to design questions that are relevant, clear, and unbiased. By interviewing users, Cloud Kicks can also avoid making assumptions about the user behavior, preferences, and pain points, and instead base their questions on real user data and insights¹.

Diversify feedback by ensuring it features as many unique perspectives as possible. This can help Cloud Kicks to reduce the risk of sampling bias, which occurs when the feedback is collected from a group of users that is not representative of the target population. By diversifying feedback, Cloud Kicks can capture a wider range of user opinions, experiences, and feedback, and avoid overlooking or dismissing important user segments or viewpoints².

NEW QUESTION # 88

A UX Designer at Cloud Kicks is planning out the company's website redesign using Experience Cloud and will help guide discovery.

Which three outputs of the discovery process should be prepared?

Choose 3 answers

- A. High-Fidelity Mock-ups
- B. Journey Maps
- C. User Personas
- D. Interactive Prototypes
- E. High-Level Wireframes

Answer: B,C,E

Explanation:

The discovery process is a crucial phase in any UX design project, as it helps to understand the user needs, business goals, and technical constraints of the problem¹. The discovery process typically involves various research methods, such as interviews, surveys, observations, and analytics, to gather data and insights about the users and the context of use². The outputs of the discovery process are artifacts that synthesize and communicate the findings and insights from the research. Some of the common outputs of the discovery process are:

User personas: These are fictional representations of the target users, based on real data and insights, that describe their goals, motivations, pain points, behaviors, and preferences³. User personas help to empathize with the users and design solutions that meet their needs and expectations.

Journey maps: These are visualizations of the user's end-to-end experience with a product or service, from the initial trigger to the final outcome⁴. Journey maps help to identify the user's actions, thoughts, emotions, pain points, and opportunities for improvement at each stage of the journey.

High-level wireframes: These are low-fidelity sketches or diagrams that show the basic layout, structure, and functionality of the website or app. High-level wireframes help to define the information architecture, navigation, and content hierarchy of the solution, as well as test the usability and feasibility of the design concepts.

These three outputs are essential for planning out the website redesign using Experience Cloud, as they help to define the user requirements, the user flow, and the user interface of the solution. The other two options, interactive prototypes and high-fidelity mock-ups, are not outputs of the discovery process, but rather of the design and testing phases. Interactive prototypes are clickable simulations of the website or app that allow users to interact with the functionality and features of the solution. High-fidelity mock-ups are realistic and detailed representations of the website or app that show the final look and feel of the solution, including the colors, fonts, images, and icons. These two outputs are created after the discovery process, based on the feedback and validation from the user testing sessions.

For the UX Designer at Cloud Kicks, the three outputs of the discovery process that should be prepared are User Personas, Journey Maps, and High-Level Wireframes. User Personas are fictional characters that represent a target audience for the website, and are used to help guide the website design. Journey Maps are diagrams that illustrate the user's experience as they navigate the website, and provide insights into how the user interacts with the website. High-Level Wireframes are simple sketches of the website layout, and are used to organize the website's content and design elements. Interactive Prototypes and High-Fidelity Mock-ups are not necessary outputs of the discovery process, as they are more detailed representations of the design that come later in the design process. For more information, see the Salesforce Experience Cloud documentation (https://help.salesforce.com/articleView?id=experience_cloud_overview.htm&type=5).

NEW QUESTION # 89

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