Salesforce

Plat-UX-101

Salesforce Certified Platform User Experience Designer

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Question: 1

A UXDesigner is asked to design a new application built on Salesforce.
What should be their first step?

A. Create branding sets for each audience using Experience Builder.
B. Find and review relevant AppExchange packages.
C. Become familiar with theSalesforce Lightning Design System (SLDS) component blueprints.
D. Design a series of custom web component for the app.

Answer: C

Explanation:
The Salesforce Lightning Design System (SLDS) is a collection of design guidelines, resources, and tools that help create consistent, beautiful, and accessible user experiences across the Salesforce platform1. Component blueprints are one of the key resources that the SLDS provides. They are framework-agnostic, accessible HTML and CSS code snippets that can be used to create UI elements such as buttons, cards, menus, and more2. A UX Designer who is asked to design a new application built on Salesforce should become familiar with the SLDS component blueprints as their first step, because they can help them to3:
Understand the structure, behavior, and appearance of the standard Salesforce components and how they can be customized or extended.
Follow the SLDS design principles and best practices, such as clarity, efficiency, consistency, and beauty.
Ensure that the application is responsive, adaptive, and compatible with different devices and screen sizes.
Leverage the SLDS design tokens, icons, and utilities to create a coherent and scalable visual language.
Reduce the development time and effort by reusing the existing code and avoiding duplication.
The other options are not the best first steps for a UX Designer who is asked to design a new application built on Salesforce. Creating branding sets for each audience using Experience Builder is a later step that involves applying the visual identity and style of the application to different user segments and channels4. Finding and reviewing relevant AppExchange packages is a research step that can help to identify existing solutions or features that can be integrated or adapted to the application5. Designing a series of custom web components for the app is a development step that can be done after defining the requirements, wireframes, and prototypes of the application.
Lightning Design System, Lightning Design System Create the World's Best Enterprise App Experiences Design System Fundamentals Component Blueprints Ready-to-use HTML and CSS UI elements provide the foundation for Salesforce experience development Go to Blueprints Tokens Visual design values and attributes that ensure branding and UI consistency at scale View Tokens Design Guidelines Design principles and best practices that guide beautiful,

consistent, user-friendly product experiences Read Guidelines Tools New! Easy-to-use tools help all Trailblazers optimize workflows and bring Salesforce ideas to life Get Tools

Blueprint Overview - Lightning Design System, Blueprint Overview - Lightning Design System What's New Getting Started Platforms Design Guidelines Kinetics Accessibility Component Blueprints Overview Accordion Activity Timeline Alert App Launcher Avatar Avatar Group Badges Brand Band Breadcrumbs Builder Header Button Icons Cards Chat Docked Utility Bar Dueling Picklist Dynamic Icons Dynamic Menu Expandable Section Feeds File Selector Files Form Element Global Header Global Navigation Icons Illustration Input List Builder Lookups Map Menus Notifications Page Headers Panels Path Picklist Pills Progress Indicator Prompt Radio Button Group Rich Text Editor Scoped Notifications Scoped Tabs Select Spinners Tabs Textarea Tiles Timepicker Toast Tooltips Tree Grid Trees Trial Bar Vertical Navigation Vertical Tabs Visual Picker Welcome Mat Utilities Design Tokens Icons Tools Resources Blueprint Overview Component blueprints are framework agnostic, accessible HTML and CSS used to create components in conjunction with our implementation guidelines. For more details, check out the glossary on the FAQ page. Show Filters Showing 85 blueprints, 183 variants. Accordion Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nActivity Timeline Responsive Adaptive Styling Hooks Prototype Base \n \n Alert Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nApp Launcher Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nAvatar Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nInitials Checkmark \nCheckmark \nAvatar Group Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nGrouped Checkmark \n \nBadges Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nBrand Band Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nBreadcrumbs Lightning Component Responsive Adaptive Styling Hooks Prototype Base \n Checkmark \nBuilder Header Responsive Adaptive Styling Hooks Prototype Base \n \n Toolbar \n \n Button Groups Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nList Checkmark \n \nRow Checkmark \n \nButton Icons Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nBordered Filled Container Checkmark \n \nBordered Inverse Checkmark \n \nBordered Transparent Container Checkmark \n \nBrand Checkmark \n \nInverse Checkmark \n \nStateful Checkmark \n \nTransparent Container Checkmark \n \nButtons Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nDual Stateful Checkmark \nCheckmark \nStateful Checkmark \nCheckmark \nWith Icon Checkmark \nCheckmark \nCards Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nEinstein Checkmark \nCheckmark \nWrapper Checkmark \nCheckmark \nCarousel Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nChat Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nPast Checkmark \n \nCheckbox Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \nCheckmark \nForm Element Checkmark \nCheckmark \nCheckbox Button Lightning Component Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nCheckbox Button Group Responsive Adaptive Styling Hooks Prototype Base Checkmark \n \nCheckbox Toggle

UX Designer Certification Prep: Design System Fundamentals, UX Designer Certification Prep: Design System Fundamentals Learn how to use the Salesforce Lightning Design System (SLDS) to create consistent, beautiful, and accessible user experiences across the Salesforce platform. Add to Favorites Add to Trailmix tags ~1 hr 30 mins +500 points Module Design System Fundamentals Learn about the Salesforce Lightning Design System (SLDS) and how it can help you create consistent, beautiful, and accessible user experiences across the Salesforce platform.

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Question: 2

The UX Designer at Cloud Kicks is considering using a custom Lightning component to fulfill a specific business requirement.
Which two best practices should be considered?
Choose 2 answers

A. Prioritize Aura markup even if there is a Lightning Web Component (LWC) available.

B. Find the dosest Salesforce Lightning Design System (SLDS) Blueprint to help inform the custom Lightning component.
C. Create HTML markup and link the SLDS stylesheet via static Resource.
D. Exhaust the list of available base Lightning component in the component Library.

Answer: B, D

Explanation:
Two best practices that should be considered when using a custom Lightning component to fulfill a specific business requirement are:
Find the closest Salesforce Lightning Design System (SLDS) Blueprint to help inform the custom Lightning component. The SLDS is a collection of design guidelines, UI components, and code samples that help you create consistent and beautiful user interfaces for Lightning applications. The SLDS Blueprints are examples of common UI patterns and components that are built with the SLDS and follow the design principles and best practices. The Blueprints can help you inform the custom Lightning component by providing inspiration, guidance, and code snippets that you can modify and reuse. The Blueprints can also help you ensure that the custom Lightning component is compatible and consistent with the rest of the Lightning application and the Salesforce platform. [UX Designer Certification Prep: Salesforce Design System], Lightning Design System Website
Exhaust the list of available base Lightning components in the Component Library. The base Lightning components are a set of pre-built UI components that you can use to create custom Lightning components. The base Lightning components are built with the SLDS and provide the functionality and interactivity that you need for common UI elements, such as buttons, icons, forms, tables, charts, and more. The base Lightning components also handle the accessibility, security, and performance aspects for you, so you don't have to worry about them. The Component Library is a reference guide that provides documentation and examples for the base Lightning components, as well as other Lightning web components and Aura components. The Component Library can help you explore the list of available base Lightning components and see how they work and how to use them. The Component Library can also help you avoid reinventing the wheel and save time and effort by using the base Lightning components as much as possible, and only creating custom Lightning components when there is no suitable base Lightning component for your requirement. [UX Designer Certification Prep: User Testing and Evaluation], Developer Center's Lightning Component Library
Prioritizing Aura markup even if there is a Lightning Web Component (LWC) available, and creating HTML markup and linking the SLDS stylesheet via static resource are not best practices that should be considered when using a custom Lightning component to fulfill a specific business requirement. These practices can lead to suboptimal performance, maintainability, and compatibility issues for the custom Lightning component. Aura markup is the older syntax for creating Aura components, which are the predecessor of Lightning web components. Lightning web components are the newer and faster way of creating custom UI components for Lightning applications, using modern web standards and best practices. Lightning web components also have better interoperability and compatibility with Aura components and other web components, as well as with the base Lightning components and the SLDS. Therefore, it is recommended to use Lightning web components over Aura components whenever possible, and to use LWC markup instead of Aura markup for creating custom Lightning components. [UX

Designer Certification Prep: User Testing and Evaluation], Lightning Web Components Developer Guide
Creating HTML markup and linking the SLDS stylesheet via static resource is also not a recommended practice for creating custom Lightning components, because it can create unnecessary complexity and duplication for the custom Lightning component. A static resource is a file or a collection of files that can be referenced by a Lightning component, such as images, style sheets, JavaScript libraries, or fonts. However, linking the SLDS stylesheet via static resource means that you have to manually download and upload the SLDS files to your org, and update them whenever there is a new version of the SLDS. This can create maintenance and compatibility issues for the custom Lightning component, as

Question: 3

A sales representativewants to personalize their own user experience.
Which two recommendations should be made to provide more intuitive access regularly used content?
Choose 2 answers

A. Personalize the Navigation bar.
B. Set up Quick Links in the Utility bar.
C. Customizethe Home page experience.
D. Create shortcuts Favorites.

Answer: A, D

Explanation:
To provide more intuitive access to regularly used content, a sales representative can use the following two recommendations:
Personalize the Navigation bar: The Navigation bar is the horizontal menu at the top of the Lightning Experience page that allows users to switch between different items, such as apps, objects, or utilities. Users can personalize the Navigation bar by adding, removing, or rearranging items according to their preferences and needs. For example, a sales representative can add the Accounts, Opportunities, and Reports items to the Navigation bar for quick access. To personalize the Navigation bar, users can click on the pencil icon next to the app name and use the Edit option.
Create shortcuts Favorites: Favorites are bookmarks that users can create to save links to frequently accessed pages, records, reports, dashboards, or groups in Salesforce. Users can create favorites by clicking on the star icon in the header of any page. Users can also organize their favorites into folders and access them from any device. To view or manage favorites, users can click on the Favorites icon in the header. Favorites can help users save time and navigate Salesforce more efficiently.

Question: 4

Following a human-centered design process approach, Cloud Kicks is preparing a user feedback session for an app that is not performance as anticipated.
Inwhich two ways could confirmation bias be avoided?
Choose 2 answers

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

Answer: A, C

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 insights 1.
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 viewpoints 2.

Question: 5

Cloud Kicks wants its Discovery team to help explain the relationships between process steps and business teams.
Which types of process map should they produce?

A. SIPOC Map
B. High-Level Process Map
C. Cross-Functional Flowchart
D. Value Stream Map

Explanation:
: A cross-functional flowchart is a type of process map that shows the relationships between process steps and business teams. A cross-functional flowchart uses horizontal or vertical swimlanes to group the process steps by the roles or departments that are responsible for them. A cross-functional flowchart can help Cloud Kicks' Discovery team to explain how different teams collaborate and communicate in the process, as well as identify any gaps, overlaps, or inefficiencies in the process. A cross-functional flowchart can also show the inputs, outputs, and decisions at each step, and the flow of information and materials across the swimlanes12. Reference:
Cross-Functional Flowchart
Create a Cross-Functional Flowchart

Question: 6

What are Salesforce core design principles when making design decisions?

A. Emphasis, Alignment. Consistency, Beauty
B. Clarity, Efficiency, Consistency, Beauty
C. Emphasis, Efficiency, Repetition, Proportion
D. Clarity, Efficiency, Balance, Proportion

Explanation:
The Salesforce Lightning Design System (SLDS) reflects the patterns and components that underpin the Salesforce product. These patterns and components provide a unified language and consistent look and feel when designing apps and products within the Salesforce ecosystem. The Lightning Experience UI, which SLDS represents, was crafted using four core design principles. We encourage you to keep them in mind as you develop your applications. They are1:
Clarity — Eliminate ambiguity. Enable people to see, understand, and act with confidence.
Efficiency — Streamline and optimize workflows. Intelligently anticipate needs to help people work better, smarter, and faster.
Consistency — Create familiarity and strengthen intuition by applying the same solution to the same problem.
Beauty — Demonstrate respect for people's time and attention through thoughtful and elegant craftsmanship. Introduction to the Salesforce Lightning Design System

Question: 7

A UX Designer at Cloud Kicks has the requirements and some user scenarios but wants to test how a new feature will be received by the user.
What should the designer create and show to the user to test the content and structure of the new feature?

A. Wireframe Prototype
B. Heuristic Review
C. Dairy Study
D. Task Analysis

Answer: A

Explanation:
A wireframe prototype is a low-fidelity representation of the content and structure of a new feature, without any visual design or branding elements. It is used to test the usability and functionality of the feature with the user, and to gather feedback and iterate on the design. A wireframe prototype can be created using tools like Sketch, Figma, or Adobe XD, and can be interactive or static. Reference:
[Salesforce Certified User Experience Designer Exam Guide], Section 2.2: Design and test prototypes
[UX Designer Certification Prep: Prototyping], Unit 2: Wireframes and Prototypes
[Prepare for Your UX Designer Credential], Trailmix: Prototyping

Question: 8

A UX Designer is creating a site for delivery within Builder for a customer who has strict requirements is stay focusedon out-of-the-box styling and components only.
Which three methods would deliver a branded experience?
Choose 3 answers

A. Select a footer and configure which social media links to display.
B. Display custom variations of pages based on user behavior.
C. Select a theme and customize content including copy and imagery.
D. Use the theme editor to adjust fonts, text case, colors, and site logo.
E. Create flexible layouts for pages with unique background images.

Answer: A, C, D

Explanation:
These three methods would deliver a branded experience for a customer who has strict requirements to stay focused on out-of-the-box styling and components only. They are all features of the Builder tool, which is a drag-and-drop interface that allows users to create and customize websites without coding. By using these methods, a UX Designer can create a

consistent and appealing visual identity for the customer's site, as well as showcase their brand values and personality.

Select a footer and configure which social media links to display: The footer is the bottom section of a web page that usually contains information such as contact details, terms and conditions, privacy policy, and social media links. By selecting a footer component from the Builder library, a UX Designer can easily add and configure the social media links that the customer wants to display on their site. This can help the customer connect with their audience, increase their brand awareness, and drive traffic to their social media platforms.

Select a theme and customize content including copy and imagery: A theme is a predefined set of design elements, such as colors, fonts, and layouts, that can be applied to a website to give it a consistent and professional look. By selecting a theme from the Builder library, a UX Designer can quickly create a site that matches the customer's brand identity and preferences. A UX Designer can also customize the content of the site, such as the copy and imagery, to make it more relevant and engaging for the customer's target audience.

Use the theme editor to adjust fonts, text case, colors, and site logo: The theme editor is a feature of the Builder tool that allows users to fine-tune the appearance of their site by adjusting various design elements, such as fonts, text case, colors, and site logo. By using the theme editor, a UX Designer can create a site that reflects the customer's brand personality and style, as well as enhance the readability and usability of the site. A UX Designer can also upload the customer's site logo, which is a graphical representation of their brand name or symbol, to increase their brand recognition and credibility.

Builder Overview
Create a Site with Builder
Customize Your Site with the Theme Editor

Question: 9

During our interview, a UX designer discovers that the most common daily task for the user is to view and commonly view reports using the global search bar for:

A. Make the global search bar bigger on every page
B. Update the homepage with access to commonly used reports
C. Add the daily task component to the homepage
D. Create the mind board to communicate the visual style of the UI

Answer: B

Explanation:
Updating the homepage with access to commonly used reports is the best way to make sure the user can quickly access the reports they need. This could include making the global search bar bigger on every page, adding the daily task component to the homepage, or creating a mind board to communicate the visual style of the UI. Additionally, Salesforce has some great resources on designing for search, such as their Search Design Guide [1] and their Search Best Practices [2].

[1] https://www.salesforce.com/content/dam/web/en_us/www/documents/salesforce-search-design-guide.pdf [2] https://developer.salesforce.com/docs/atlas.en-us.salesforce_search_best_practices.meta/salesforce_search_best_practices/search_best_practices_intro.htm

Question: 10

How should a UX designer differentiate between a voice and a tone?

A. Voice reflects the expression and the tone is the way one designs
B. Voice reflects the character and tone is one's strength
C. Voice reflects the frequency and tone is one's pitch
D. Voice reflects the personality and tone is the way ones speaks

Answer: D

Explanation:
Voice is the overall personality of the design, while tone is the way that personality is expressed. Voice represents the core characteristics of a design, such as the values, attitude, and emotions it conveys. Tone is how those characteristics are expressed in the design, suchas the language, visuals, and other elements. For example, a design with a friendly voice might be expressed through warm colors, friendly imagery, and casual language. Salesforce has some great resources on voice and tone such as [1] and [2].
[1] https://www.salesforce.com/blog/2017/11/voice-tone-brand-personality.html [2] https://www.salesforce.com/blog/2018/10/voice-tone-brand-personality-ux.html

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