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QUESTION 1

A UX Designer is analyzing their Experience Cloud site, enabled for Knowledge articles, and is using the Featured Topic component to display content.

Which UI configuration should be used to further individualize each featured topic?

- A. Add a description displayed on mouse hover further description each topic.
- B. Select and upload SVG Icons that represent each featured topic.
- C. Select and upload images that represent each featured topic.
- D. Add a description under the topic label further describing each topic.

Correct Answer: D

This allows users to easily distinguish between different topics and quickly scan for relevant topics. Salesforce documentation on the Featured Topics component states that "You can add a description for each featured topic, which appears in the user interface below the topic label" [1].

[1] https://help.salesforce.com/articleView?id=knowledge_articles_sites_featured_topic.htm&andtype=5

QUESTION 2

Cloud Kicks\ website serves two primary authenticated audiences: suppliers and installers. Their overall experience is the same, but the presentations for the audience should have a unique look and feel. Experience Builder will be used to create a unique look for each audience that includes colors, image, and typography.

Which out-of-the-box design approach should be recommended?

- A. Use custom CSS to override the default template and Theme panel styles.
- B. Create branding sets and assign them to each audience using audience targeting.
- C. Use unique sites under digital experiences for each audience and tailor the look and feel of each.
- D. Create a custom theme for each audience and apply it to the same site.

Correct Answer: B

The best approach for Cloud Kicks to create a unique look and feel for each audience is to create branding sets and assign them to each audience using audience targeting. With this approach, the same website can be used for both

audiences, while the look and feel of each page can be tailored to each audience.

Branding sets allow you to create unique designs and apply them to specific audiences. You can create unique colors, images, and typography for each audience and then target them to the appropriate audiences using the audience targeting

feature. This will ensure that each audience has a unique look and feel that meets their needs.

References:



[1] https://help.salesforce.com/articleView?id=siteforce_editing_audience_targeting.htm&type=5

[2] https://help.salesforce.com/articleView?id=siteforce_branding_sets.htm&type=5

[3] https://help.salesforce.com/articleView?id=siteforce_creating_branding_sets.htm&type=5

QUESTION 3

What are two benefits of inclusive design? Choose 2 answers

- A. Removing the need for 508 compliance
- B. Extending access to more users
- C. Reducing friction for users in achieving their goals
- D. Tailoring a solution to one type of user

Correct Answer: BC

Inclusive design is a practice of designing products, services, and experiences that are accessible and usable for as many people as possible, regardless of ability, age, gender, race, language, or culture. By incorporating inclusive design practices, you can extend access to more users and reduce friction for users in achieving their goals. Salesforce provides more information on the benefits of inclusive design here: <https://www.salesforce.com/blog/2020/11/what-is-inclusivedesign.html>.

QUESTION 4

A UX designer is creating a customer support site in experience builder that will be internationalized across the 12 different countries. Which two design considerations should be made when planning for the site?

- A. Country may read text in a different direction (right to left) vs (left to right) and layouts will need to be adjusted
- B. Country flags used as links to adjust languages provide an ideal way to switch between locals or languages for users
- C. Colors may have different contrast ratios in some countries and need adjusted contrast for proper visibility by users
- D. Colors may have different cultural meanings in different countries, changing the intent of UI elements

Correct Answer: AD

QUESTION 5

A UX Designer wants to communicate the value of diversity, inclusion, and equality in design.

Which three business outcomes represent these values?

Choose 3 answers

- A. Less employee turnover



- B. Greater market share
- C. Economic growth
- D. Critical investing
- E. Fewer workplace debates

Correct Answer: BCD

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