



# USER-EXPERIENCE-DESIGNER<sup>Q&As</sup>

Salesforce Certified User Experience Designer

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### QUESTION 1

Cloud Kicks has identified that its users are having difficulty figuring out where to look on a web page due to the number of design elements.

Which three considerations should be made to improve the visual hierarchy of the page?

Choose 3 answers

- A. Grouping proximity and common regions
- B. Scale using relative size to signal importance
- C. Continuity keep all typeface the same size
- D. Proportion, keep all element a similar size
- E. Color and contrast, saturation between the elements

Correct Answer: ABE

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### QUESTION 2

The Client Service team at Cloud Kicks is having issues when editing an order record. The validation rule returns a top-of-page error indicating two other fields must be provided to validate and save the order changes. How should they efficiently find the correct fields?

- A. Make sure the required field names are added to the top-of-page error message.
- B. Replace the validation rule with help text informing the business requirement.
- C. Replace the top-of-page validation with two field validations, assigning the respective fields.
- D. Remove the validation rule completely and provide training about order changes.

Correct Answer: A

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### QUESTION 3

A UX Designer is creating an experience to help organize content into collapsible sections.

Which Lightning component should be used?

- A. Einstein Next Best Action
- B. Lightning Toggle
- C. Accordion
- D. Highlights Panel



Correct Answer: C

The Lightning Accordion component is designed to help create an organized, collapsible display of content. It is composed of a header and a body, which can be used to display different sections of content in an organized way. The body of the Accordion is hidden until the header is clicked, allowing the user to quickly and easily access the content they need. Salesforce provides a detailed guide to using the Accordion component, including examples and code snippets, which can be found here: [https://developer.salesforce.com/docs/component-library/documentation/lwc/lwc.use\\_accordion](https://developer.salesforce.com/docs/component-library/documentation/lwc/lwc.use_accordion).

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#### QUESTION 4

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

In which 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.

Correct Answer: BC

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#### QUESTION 5

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>.

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#### QUESTION 6

A UX Designer is creating a customer support site in ExperienceBuilder that will be internationalized across 12 different



countries. Which two design considerations should be made when planning for this site?

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

Correct Answer: AD

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### QUESTION 7

A UX Designer is asked to design a responsive page. When screen resolution changes, the content of the page should expand across columns or wrap and push it self onto new rows. Which Salesforce Lightning Design System (SLDS) utility provides the most flexible system to meet these requirements?

- A. Spacing
- B. Layout
- C. Alignment
- D. Grid

Correct Answer: D

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### QUESTION 8

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

Correct Answer: B

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### QUESTION 9

Cloud kicks research team provides its UX Designer with a readout stating the audience for the design solution has a high number of visually impaired people. How should the design be approached?

- A. Ensure all text is black to maximize readability.



- B. Optimize for color contrast-ratio and screen-reading technology.
- C. Ensure Health Insurance Portability and Accountability Act (HIPAA) standards and guidelines are followed.
- D. Design a mobile-responsive solution to be used with Mobile Publisher.

Correct Answer: B

The correct answer is B. When designing for a visually impaired audience, it is important to optimize for color contrast-ratio and screen-reading technology. This will ensure that the design is accessible to those with visual impairments. Color contrast-ratio ensures that the text is easily readable, while screen-reading technology allows people with visual impairments to access the content on the website using a screen reader. Additionally, Salesforce has some great resources on designing for accessibility, such as their Accessibility Design Guide [1] and their Accessibility Best Practices [2].

[1] [https://www.salesforce.com/content/dam/web/en\\_us/www/documents/salesforce-accessibility-design-guide.pdf](https://www.salesforce.com/content/dam/web/en_us/www/documents/salesforce-accessibility-design-guide.pdf)

[2] [https://developer.salesforce.com/docs/atlas.en-us.salesforce\\_accessibility\\_best\\_practices.meta/salesforce\\_accessibility\\_best\\_practices/accessibility\\_best\\_practices\\_intro.htm](https://developer.salesforce.com/docs/atlas.en-us.salesforce_accessibility_best_practices.meta/salesforce_accessibility_best_practices/accessibility_best_practices_intro.htm)

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#### QUESTION 10

Universal Containers (UC) uses a custom lightning component with an Apex class to display shipment information (custom object, private OWD). UC sales managers are complaining about two important points:

1.

Shipment records that belong to their teams can be seen by other users.

2.

Shipment amount should be visible only by managers, but sales reps are able to view it.

Which two features did the development team miss that is causing the problems?

Choose 2 answers.

- A. Use runAs in test class to enforce user permissions and field-level permissions.
- B. Use With Sharing keyword in Apex classes to enforce sharing rules evaluation.
- C. Use isSharable keyword in Apex classes to assure record visibility.
- D. Use isAccessible() method in Apex classes to check field accessibility

Correct Answer: BD

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#### QUESTION 11

Cloud Kicks (CK) wants to display contact information, including avatar, name, and title, for people who are related to a



customer on a Record page. However, title space is available.

Which standard component's design should be used given CK's constraints?

- A. Table
- B. Tree Grid
- C. Tiles
- D. Interactive Cards

Correct Answer: D

Interactive cards are compact components that can display information such as avatars, names, and titles in an organized way. Additionally, Interactive Cards are designed to be responsive and can be used to display information on smaller screens, such as mobile devices, without taking up too much space. This makes them ideal for CK's use case, as they can display all of the required information within the limited title space. For more information, see the Salesforce Lightning Design System documentation (<https://lightningdesignsystem.com/components/cards/#interactive-cards>).

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## QUESTION 12

Cloud Kicks (CK) wants to adopt a human-centered design process in the redesign of its Salesforce journeys and processes.

In which order should CK's UX Designer undertake the steps of this process to achieve maximum impact?

- A. Ideation > Iteration > Prototyping > Implementation > User Feedback > Observation
- B. Observation > Ideation > Prototyping > User Feedback > Iteration > implementation
- C. Prototyping > Iteration > Observation > Ideation > Implementation > User Feedback
- D. Implementation > Observation > User Feedback > Prototyping > Ideation > Iteration

Correct Answer: B

The order in which CK's UX Designer should undertake the steps of the human-centered design process to achieve maximum impact is Observation > Ideation > Prototyping > User Feedback > Iteration > Implementation. This allows the designer to take into account the user's preferences and needs from the very beginning, as well as provide the user with feedback throughout the entire process. The order of steps for a human-centered design process is as follows:

1.

Observation: Observing user behaviour and interactions to gain insights into their needs and preferences.

2.

Ideation: Coming up with ideas for potential solutions based on the insights from the observation phase.

Prototyping: Creating a prototype of the potential solution to test out with users. User Feedback: Gathering feedback from users on the prototype and making changes based on their feedback.



Iteration: Iterating on the prototype based on the feedback from users.

Implementation: Implementing the final solution.

For more information on the human-centered design process, please see the following Salesforce documentation:  
[https://trailhead.salesforce.com/en/content/learn/modules/ux\\_design\\_process](https://trailhead.salesforce.com/en/content/learn/modules/ux_design_process)

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### QUESTION 13

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

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### QUESTION 14

Which criteria should the designer consider when selecting users for testing?

- A. Traits dissimilar to customer personas
- B. Traits similar to friends and family
- C. Traits similar to customer personas



D. traits of the most common demographic and ability

Correct Answer: C

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#### QUESTION 15

A Development team is not valuing the results of a usability testing session.

How should acceptance of the results be increased?

- A. Include links to best practice articles for each finding.
- B. Invite team members to observe usability sessions.
- C. The Development team can perform script testing.
- D. Create a new prototype to demonstrate improvement.

Correct Answer: A

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