



Free Questions for User-Experience-Designer by vceexamstest

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Question 1

Question Type: MultipleChoice

A UX Designer has identified the Case Solver as a key user persona for Cloud Kicks' Service Cloud instance.

Which activities should be considered while designing the Case Solver experience?

Options:

- A- troubleshooting customer issues and logging activities
- B- training other agents and editing knowledge articles
- C- Viewing the status of cases and analyzing campaign metrics

Answer:

A

Explanation:

When designing the experience for a 'Case Solver' user persona, especially in the context of Cloud Kicks' Service Cloud instance, the activities to consider should revolve around the primary responsibilities and tasks of this role. For a Case Solver, these would include:

Troubleshooting customer issues: This involves identifying, analyzing, and solving problems reported by customers. The design should facilitate easy access to relevant information, tools for effective problem-solving, and a seamless workflow for diagnosing issues.

Logging activities: Keeping a detailed record of interactions, solutions provided, and any follow-up actions is crucial. The user interface should support efficient logging and tracking of activities to ensure accountability and facilitate continuous improvement in customer service.

While training other agents and editing knowledge articles (option B) and viewing the status of cases and analyzing campaign metrics (option C) are important in certain contexts, they do not directly align with the core activities of a Case Solver persona focused on direct customer support and problem resolution.

Reference: Salesforce's own documentation, such as the Salesforce Service Cloud User Guide, provides insights into designing user experiences for specific roles within the platform. It offers best practices and recommendations for optimizing the interface and workflows for various user personas, including those involved in case management and customer support.

Question 2

Question Type: MultipleChoice

Which elements of visual design should be used to better translate style and branding guidelines?

Options:

A- Typography, Color, Imagery

B- Wireframes, Personas, Blueprints

C- Sketching, Wireframes, Storyboards

Answer:

A

Explanation:

In visual design, especially within the context of translating style and branding guidelines, certain elements play crucial roles in ensuring that the design effectively communicates the intended brand identity and aesthetic. These elements include:

Typography: The choice of fonts and how text is styled and arranged can significantly impact the brand's voice and how content is perceived by the audience. Typography can convey feelings, create hierarchy, and guide the user's attention through the design.

Color: Color schemes are fundamental in visual design as they can evoke emotions, communicate brand values, and improve the user's experience by creating visual interest and guiding focus.

Imagery: The use of images, icons, illustrations, and other visual media must align with the brand's style and values. Imagery can help tell a brand's story, convey complex information quickly, and connect with users on an emotional level.

Options B and C, such as Wireframes, Personas, Blueprints, Sketching, and Storyboards, are crucial in the early stages of the design process for conceptualization and planning but do not directly translate style and branding guidelines in the same way that typography,

color, and imagery do.

Question 3

Question Type: MultipleChoice

What would it mean for the user when designing perceivable content?

Options:

- A-** The content should only be presented In a visual format.
- B-** The content should only be presented In an audio format.
- C-** The content should be presented in a way that can be convertible between different formats.

Answer:

C

Explanation:

Designing perceivable content means that the content should be presented in a way that can be convertible between different formats, so that users with different sensory abilities can access it. For example, providing text alternatives for images and videos, captions and transcripts for audio, and audio descriptions for visual content. This way, users who are blind, deaf, or have low vision or hearing can perceive the content using assistive technologies, such as screen readers, braille keyboards, or captions. The content should not only be presented in a visual format (A) or an audio format (B), as that would exclude users who cannot see or hear the content. The content should be adaptable to different formats and devices, and follow the Web Content Accessibility Guidelines (WCAG) principle of perceivability¹². Reference:

[Perceivable - Accessibility | MDN](#)

[What Is Perceivability in Web Accessibility? WCAG Principles Explained](#)

Question 4

Question Type: MultipleChoice

A UX Designer at Cloud Kicks is having difficulty getting its developers to see why the design changes would improve the user experience.

How should the designer help mitigate pushback from developers?

Options:

- A- A Share research notes from previous projects with them.
- B- Get buy-in from the development lead first and let them persuade others.
- C- Work together on setting up UX Indicators.

Answer:

C

Explanation:

The best way for the designer to help mitigate pushback from developers is to work together on setting up UX Indicators. UX Indicators are a set of metrics that measure the user experience of a product or feature, such as usability, satisfaction, engagement, and adoption¹. By working together on setting up UX Indicators, the designer and the developers can align on the goals and expectations of the design changes, and use data and evidence to evaluate their impact. This can help to reduce the subjective opinions and assumptions that might cause pushback, and foster a collaborative and user-centered culture. Sharing research notes from previous projects with them (A) might not be very helpful, as the research might not be relevant or applicable to the current project, and the developers might not trust or understand the research methods or findings. Getting buy-in from the development lead first and let them persuade others (B) might not be very effective, as it might create a top-down or hierarchical approach that does not involve the developers in the design process, and might make them feel excluded or ignored. Reference:

UX Designer Certification Prep: UX Indicators

Question 5

Question Type: MultipleChoice

How would a UX Designer differentiate between voice and tone?

Options:

- A-** Voice reflects personality, and tone is the way in which one speaks.
- B-** Voice reflects frequency and tone is one's pitch.
- C-** Voice is how one speaks, and tone reflects personality.

Answer:

A

Explanation:

Voice and tone are two aspects of writing that affect how the reader perceives and responds to the content. Voice is the consistent expression of the writer's or the brand's personality, values, and attitude. Voice reflects who the writer or the brand is, and what they stand for. Tone is the variation of the voice depending on the context, audience, and purpose of the content. Tone is the way in which the writer or the brand speaks to the reader, and how they convey their emotions, intentions, and expectations. Tone can change

depending on the situation, the message, and the reader's needs and feelings¹².

For example, at Salesforce, we have a voice that is friendly, helpful, and empowering. We use simple, clear, and conversational language that shows our respect and appreciation for our customers, partners, and community. We also use humor, metaphors, and storytelling to make our content engaging and memorable. However, our tone can vary depending on the type and goal of the content. For instance, when we write instructional content, such as Trailhead modules or user guides, our tone is more informative, instructive, and supportive. We use active voice, imperative mood, and positive feedback to guide the learner and encourage their progress. When we write promotional content, such as blog posts or social media posts, our tone is more persuasive, enthusiastic, and inspiring. We use rhetorical devices, emotional appeals, and calls to action to attract the reader and motivate them to take action³⁴.

Therefore, a UX Designer would differentiate between voice and tone by understanding that voice reflects personality, and tone is the way in which one speaks. Reference: Voice and Tone - Lightning Design System, How To Create a Voice and Tone Program For Your Brand | Salesforce, Learn Why We Write the Way We Do Unit | Salesforce Trailhead, Write for Trailhead Unit | Salesforce Trailhead

Question 6

Question Type: MultipleChoice

Cloud Kicks is planning to build a custom Lightning Web Component (LWC) that needs to be implemented quickly.

Where should the team go to explore Lightning component code, documentation, and specifications?

Options:

- A- Salesforce Extensions for V5 Code
- B- Design Tokens on SLDS website
- C- A Components Library on developer.salesforce.com is item for later review.

Answer:

C

Explanation:

The best place for the team to explore Lightning component code, documentation, and specifications is the Components Library on developer.salesforce.com¹. The Components Library is the Lightning components developer reference, where the team can find code samples, SDKs, tools, metadata coverage information, and a developer guide for Lightning Web Components¹. The team can also use the live code environment to code their first Lightning web component and see the results in real time². Salesforce Extensions for VS Code (A) is a powerful tool for developing Lightning components, but it is not a source of code, documentation, and specifications. Design Tokens on SLDS website (B) are a way to store and maintain consistent design attributes across different platforms, but they are not specific to Lightning Web Components. Reference:

[Components Library on developer.salesforce.com](#)

[Get Started Coding | Lightning Web Components Developer Guide](#)

Question 7

Question Type: MultipleChoice

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?

Options:

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 4.5:11. 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 sensitivity¹. The contrast ratio can be calculated using the formula:

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

where L1 is the relative luminance of the lighter color and L2 is the relative luminance of the darker color². The relative luminance is a value between 0 and 1, where 0 is black and 1 is white². The contrast ratio can range from 1:1 (white on white) to 21:1 (black on white)².

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 3:11. For graphics and user interface components, such as form input borders, the minimum contrast ratio is also 3:13. For level AAA conformance, the minimum contrast ratio for normal text is 7:1 and for large text is 4.5:11.

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

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