

# **Free Questions for User-Experience-Designer**

**Shared by Vincent on 04-10-2024**

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# Question 1

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## Question Type: MultipleChoice

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A UX Design team is doing a review of a new Lightning Web Component (IWC). They are following the Salesforce Lightning Design System (SLDS) block, element, modifier (BEM) naming conventions.

Which class does NOT follow this convention?

### Options:

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A- .slds-avatar\_circle

B- .slds-box

C- .slds--size-l-of-2

### Answer:

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C

### Explanation:

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The SLDS BEM naming convention consists of three parts: block, element, and modifier. A block is a standalone component that can be reused across projects, such as a button, a card, or a modal. An element is a part of a block that has no standalone meaning, such as a label, an icon, or a header. A modifier is a flag that changes the appearance or behavior of a block or an element, such as size, color, or state. The modifier is separated from the block or element by two hyphens (--), and can have a value separated by a single hyphen (-), such as `.slds-button--brand` or `.slds-button--neutral`. The class `.slds--size-l-of-2` does not follow this convention because it has no block or element name before the modifier. It should be something like `.slds-grid--size-l-of-2` or `.slds-col--size-l-of-2`. Reference:

[1]: Salesforce Lightning Design System - Introduction

[2]: Salesforce Lightning Design System - Naming Con

## Question 2

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**Question Type:** MultipleChoice

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Cloud Kicks (CK) is implementing its brand style guide using out-of-the box Experience Builder features. CK wants to avoid custom solutions.

Which declarative option could be used?

**Options:**

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- A- Apply brand fonts and colors.
- B- Use a different template.
- C- Update global CSS.

**Answer:**

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A

**Explanation:**

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To implement a brand style guide using out-of-the box Experience Builder features, the best option is to apply brand fonts and colors. This can be done by using themes and branding sets in Experience Builder. Themes are collections of information that define the visual flow of a site, such as colors, fonts, and spacing. Branding sets are groups of assets that can be applied to a theme, such as logos, images, and icons. By using themes and branding sets, CK can customize the look and feel of their site without coding or using a different template. Reference: Add Style to Your Experience Builder Site with Themes, Use Branding Sets in Experience Builder

## Question 3

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**Question Type:** MultipleChoice

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What are the foundational principles from the Web Content Accessibility Guidelines (WCAG)?

## Options:

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**A-** Perceivable, operable, understandable, robust

**B-** Useful, effective, efficient, reliable

**C-** Desirable, feasible, viable, affordable

## Answer:

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A

## Explanation:

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The Web Content Accessibility Guidelines (WCAG) are a set of standards that aim to make web content more accessible to people with disabilities. The WCAG are organized by four principles, which state that content must be:

**Perceivable:** Users must be able to perceive the information and user interface components in ways they can sense, such as through sight, hearing, or touch.

**Operable:** Users must be able to interact with the user interface components and navigate the content using various input methods, such as keyboard, mouse, voice, or gesture.

**Understandable:** Users must be able to comprehend the information and the operation of the user interface, which means that the content must be clear, consistent, and predictable.

Robust: Users must be able to access the content using a wide range of technologies, including different browsers, devices, and assistive tools, which means that the content must be compatible with current and future web standards. Reference: WCAG 2 Overview, Understanding the Web Content Accessibility Guidelines

## Question 4

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**Question Type:** MultipleChoice

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Cloud Kicks (CK) has hired a UX Designer to help with the design of its Experience Cloud site. CK wants to understand the structure and layout of the navigation menu.

Which activity should the designer use while card sorting?

### Options:

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- A-** Compare two versions of the navigation menu mockups to see which performs better.
- B-** Have users sort the cards based on similar categories or groups.
- C-** Arrange pages in the navigation menu by alphabetical order.

## **Answer:**

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B

## **Explanation:**

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Card sorting is a UX research method used to discover how people understand and categorize information. In a card sort, participants group ideas or information written on cards into different categories in a way that makes sense to them. The designer can use virtual cards, pieces of paper, or an online card sorting tool. Card sorting can help the designer to:

Assess the information architecture (IA) of a website or homepage

Learn how people understand different concepts or ideas, and how they feel about them

Understand where users expect certain content to be found

Get inspiration for labeling and grouping content or ideas

In this case, the designer wants to understand the structure and layout of the navigation menu for the Experience Cloud site. The designer can use card sorting to learn how users would group and label the pages or features of the site, and what categories or subcategories they would expect to see in the navigation menu. This can help the designer to create a user-friendly and intuitive IA that matches the users' mental models and expectations.

To conduct a card sorting activity, the designer should:

Define the goal and scope of the card sort

Choose the type of card sort (open, closed, or hybrid)

Choose the format of the card sort (moderated or unmoderated)

Select the cards and categories to use

Recruit and screen the participants

Run the card sort sessions

Analyze and interpret the results

Apply the findings to the design

The correct answer is B, have users sort the cards based on similar categories or groups. This is the main task of a card sorting activity, where users are asked to group the cards (representing the pages or features of the site) into categories or groups that make sense to them. The designer can then analyze the results to see how users organize and label the information, and use that to inform the design of the navigation menu.

## Question 5

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**Question Type:** MultipleChoice

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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?

**Options:**

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

**Answer:**

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C

**Explanation:**

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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](#)

## Question 6

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**Question Type:** MultipleChoice

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Cloud Kicks (CK) has made a commitment to incorporating human-centered design and is now collaborating with its Sales team to redesign some of its key sales processes in Salesforce.

Which conceptual approach would describe CK's new design solutions?

**Options:**

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**A-** V2MOM

**B-** Agile

**C-** Desirable, Feasible, Viable

**Answer:**

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C

**Explanation:**

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Cloud Kicks' new design solutions would be described by the conceptual approach of desirable, feasible, and viable. This approach is based on the human-centered design (HCD) methodology, which aims to create solutions that meet the needs, preferences, and expectations of the users or customers, while also being technically possible and economically sustainable. HCD is a creative problem-solving process that starts with identifying the user's problems and ends with creating solutions that address them. The desirable, feasible, and viable framework helps designers evaluate their solutions according to these three criteria:

**Desirable:** A solution that people want or need, that solves a real problem for them, and that provides a meaningful and relevant experience.

**Feasible:** A solution that can be created with new or existing technology, that is within the scope and capabilities of the organization, and that can be tested and validated.

**Viable:** A solution that fits the organization's business model, that generates value for the stakeholders, and that is sustainable in the long term.

By applying this framework, Cloud Kicks can ensure that its new design solutions for its sales processes in Salesforce are not only user-friendly, but also technically sound and profitable. This can help Cloud Kicks achieve its business goals, while also delivering more satisfying and delightful customer experiences.

[Explore Human-Centered Design](#)

[IDEO's Desirability, Viability, Feasibility Framework: A Practical Guide](#)

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