



Free Salesforce Certified Platform User Experience Designer (Plat-UX-101) Practice Questions

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Question 1

Question Type: MultipleChoice

Cloud kicks wants to incorporate human-centered design across its organization.

Which two practices should be adopted?

Options:

- A- Including Innovative ideas to showcase technology
- B- Observing user behavior
- C- Putting oneself in the situation of the end user
- D- Creating requirements based business leaders' priorities

Answer:

B, C

Explanation:

Human-centered design is a practice where designers focus on people and their context, and seek to understand and solve the right problems for them. Human-centered design involves the following elements:

Empathy. Designers need to genuinely care about the people they design for, and build empathy by immersing themselves in the community that will use their products or services.

Creativity. Designers need to find creative ways to solve users' problems, and generate multiple ideas and prototypes that can be tested and refined.

Business needs. Designers need to make their products or services commercially successful, and align them with the goals and values of the organization.

To incorporate human-centered design across its organization, Cloud Kicks should adopt the following two practices:

Observing user behavior. Designers should conduct user research and communicate with their users regularly, to understand their needs, motivations, challenges, and goals. Observing user behavior can help designers to identify the pain points and opportunities for improvement, and to validate their assumptions and hypotheses.

Putting oneself in the situation of the end user. Designers should empathize with their users, and try to see the world from their perspective. Putting oneself in the situation of the end user can help designers to create products or services that are relevant, useful, and desirable for them.

The following two practices are not aligned with human-centered design, and should be avoided:

Including innovative ideas to showcase technology. Designers should not prioritize technology over people, and should not include features or functions that are not necessary or beneficial for the users. Including innovative ideas to showcase technology can lead to products or services that are complex, confusing, or frustrating for the users.

Creating requirements based on business leaders' priorities. Designers should not ignore the voice of the users, and should not create products or services that only satisfy the business needs. Creating requirements based on business leaders' priorities can lead to products or services that are irrelevant, useless, or undesirable for the users.

Question 2

Question Type: MultipleChoice

Cloud Kicks' digital support representatives have different needs and requirements for Knowledge articles than customers. Customers need to see:

- * Some Knowledge articles, not all
- * Articles organized in different categories
- * Different fields than support representatives

Which consideration should be made when determining how to present Knowledge articles to each audience?

Options:

- A- Separate articles should be written for each audience, with only relevant information.
- B- Page layouts or permissions can display only the fields needed for each audience.
- C- Topics within a customer site must be organized the same as internal data categories.

Answer:

B

Explanation:

The best way to present Knowledge articles to different audiences is to use page layouts or permissions to display only the fields needed for each audience. This way, the same article can be reused for both internal and external users, but with different levels of detail and visibility. Page layouts can control which fields are shown on the article detail page, and permissions can

control which fields are searchable and editable. This is more efficient and consistent than writing separate articles for each audience, which would require more maintenance and duplication. Topics and data categories are different ways of organizing articles, but they do not affect the fields that are displayed. Topics are used for external sites, such as communities or portals, and data categories are used for internal sites, such as the Salesforce app. They can be mapped to each other, but they do not have to be organized the same way. Reference:

[5 Best Practices for Salesforce Knowledge](#)

[The Ultimate Guide to Salesforce Knowledge](#)

[How to Write a Good Knowledge Base Article](#)

[Prepare Your Salesforce Knowledge Base](#)



Question 3

Question Type: MultipleChoice

A UX Designer wants to remotely collect feedback from hundreds of users on tasks or activities that do not require much imagination or emotion.

Which testing approach should be used?

Options:

- A- Online surveys
- B- Usability study
- C- A/B Testing



Answer:

A

Explanation:

Online surveys are a testing approach that allows a UX Designer to remotely collect feedback from hundreds of users on tasks or activities that do not require much imagination or emotion. Online surveys are useful for gathering quantitative data, such as ratings, rankings, preferences, and satisfaction levels. Online surveys are also relatively easy and inexpensive to administer and analyze. Usability studies and A/B testing are testing approaches that require more interaction and observation from the UX Designer and the users, and are more suitable for tasks or activities that involve more complexity, creativity, or emotion. Reference: [Online

Surveys], [Usability Studies], [A/B Testing]

Question 4

Question Type: MultipleChoice

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?

Options:

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

Answer:

D

Explanation:

The SLDS utility that provides the most flexible system to meet the requirements of designing a responsive page is Grid. Grid is a utility that allows you to create a layout using a series of rows and columns that house your content. Grid uses a 12-column structure that can be adjusted based on breakpoints, which are predefined screen sizes that trigger a change in the layout. Grid also supports nesting, alignment, ordering, and offsetting of the columns. By using Grid, you can create a responsive page that can adapt to different screen resolutions and devices¹²Reference: [Grid - Lightning Design System], [Mastering Salesforce Lightning Design System Grids and Lightning Layouts]

<https://www.lightningdesignsystem.com/utilities/grid/>

<https://developer.salesforce.com/blogs/developer-relations/2017/04/mastering-salesforce-lightning-design-system-grids-lightning-layouts>

Question 5

Question Type: MultipleChoice

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

Which three business outcomes represent these values?

Select 3 answers

Options:

- A- Less employee turnover
- B- Greater market share
- C- Economic growth
- D- Critical investing
- E- Fewer workplace debates

Answer:

A, B, C

Explanation:

Diversity, inclusion, and equality in design are values that can lead to positive business outcomes, such as less employee turnover, greater market share, and economic growth. These values can help create a more inclusive and innovative workplace, where employees feel valued, respected, and engaged, and where customers feel understood, represented, and satisfied. Some of the benefits of these values are:

Less employee turnover: Diversity, inclusion, and equality in design can reduce employee turnover by fostering a culture of belonging, trust, and collaboration, where employees can thrive and grow. According to a Salesforce report¹, employees who feel a sense of belonging at work are 5.3 times more likely to feel empowered to perform their best work, and employees who feel their voice is heard at work are 4.6 times more likely to feel empowered to perform their best work. Moreover, employees who feel valued and included are more likely to stay loyal to their employer, reducing the costs and risks of hiring and training new staff.

Greater market share: Diversity, inclusion, and equality in design can increase market share by expanding the customer base, enhancing the customer experience, and improving the brand reputation. According to a McKinsey report², companies in the top quartile for ethnic and cultural diversity on executive teams were 36% more likely to experience above-average profitability than companies in the fourth quartile. Moreover, companies that design products and services that meet the needs and preferences of diverse customers can gain a competitive edge and increase customer loyalty and retention.

Economic growth: Diversity, inclusion, and equality in design can contribute to economic

[growth by boosting productivity, innovation, and social impact. According to a World Bank report³, increasing women's labor force participation and earnings could add \\$172 trillion to global wealth. Moreover, companies that leverage the diverse perspectives and experiences of their employees can generate more creative and effective solutions, and companies that support social causes and environmental sustainability can create positive change and attract more customers and investors.](#)

[\[Our 2023 Annual Equality Update: Where We Are and Where We're Going - Salesforce\]](#)¹

[\[Diversity wins: How inclusion matters | McKinsey\]](#)²

[\[Women, Business and the Law 2020 | World Bank\]](#)³

Question 6

Question Type: MultipleChoice

Cloud Kicks wants to prevent its sales agents from being able to save a new account unless they have entered the phone number in the correct format and with the correct number of digits. A validation rule would then prevent the new account from saving.

Which method should be used to improve the user experience in the simplest way while preventing errors?

Options:

- A- Set a prompt to display on the page using In-App Guidance.
- B- Set field-level error message to display on the page.
- C- Mark the field as Required.

Answer:

B

Explanation:

A field-level error message is a message that appears next to a specific field when the user enters invalid data or omits required data. It helps the user to correct the error and proceed with the action. A field-level error message is more user-friendly than a validation rule, which displays a generic message at the top of the page and prevents the user from saving the record. A field-level error message can also provide guidance on the correct format and number of digits for the phone number field. Marking the field as required would not ensure that the user

enters the phone number in the correct format and with the correct number of digits. Setting a prompt to display on the page using In-App Guidance would not prevent the user from entering invalid data or omitting required data. Reference: [Field-Level Error Messages], [Validation Rules], [In-App Guidance]

Question 7

Question Type: MultipleChoice

During discovery, a UX Designer finds that most sellers like the idea of using the utility bar for easy access and productivity.

Which three standard use cases could be recommended for using the utility bar to enhance the user experience? Choose 3 answers

Options:

- A- Quick access to Lightning Dialer
- B- Perform common tasks without navigating away from page
- C- Access to view a list of records favorited for quick access
- D- Access to a consistent custom help menu across the org for all users
- E- Access at any time to a customized set of items specific to an app

Answer:

B, C, E

Explanation:

The utility bar is a fixed footer that gives users quick access to productivity tools, such as notes, history, and recent items. It can be customized for each Lightning app to enhance the user experience and efficiency. Some of the standard use cases for using the utility bar are:

Perform common tasks without navigating away from the page: Users can use the utility bar to perform tasks such as creating notes, logging calls, or sending emails without leaving their current context. This reduces the need for switching tabs or opening new windows, and saves time and clicks.

Access to view a list of records favorited for quick access: Users can use the utility bar to access their favorites, which are records, lists, groups, or other items that they have marked with a star icon for easy access. This allows users to quickly navigate to the items they use most frequently, and organize them in a personalized way.

Access at any time to a customized set of items specific to an app: Users can use the utility bar to access items that are relevant and useful for the app they are using. For example, in the Sales app, users can access the Lightning Dialer, the Assistant, or the Today's Events utility. In the Service app, users can access the Omni-Channel, the Macros, or the Case Timer utility. The utility bar can be configured to show different items for different apps, depending on the user's needs and preferences.

: User Experience Designer Certification Prep: Module 5: Design User Interfaces

: Lightning App Builder: Utility Bar

Question 8

Question Type: MultipleChoice

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

Options:

- A- The content should only be visible.
- B- The content should not be visible to all senses.
- C- The content should only be presented In a visual format.
- D- The content should only be audible.

Answer:

A

Explanation:

According to the Web Content Accessibility Guidelines (WCAG), which are the leading international standards for accessible web design, perceivable content is content that can be presented to users in ways they can perceive. This means that the content should be available to the senses (vision, touch, and hearing) either through the browser or through assistive technologies like screen readers, screen enlargers, and others¹. Therefore, the content should only be visible is the correct answer, as it implies that the content can be seen by users who rely on vision to access the web. The other options are incorrect, as they suggest that the content is not perceivable to all users.

[Web Accessibility For Beginners | DigitalOcean](#), [Perceivable: Content on the web should be](#)

[perceivable.](#)

Question 9

Question Type: MultipleChoice

A sales representative needs to quickly see key fields whenever viewing an opportunity.

Which three Salesforce feature would allow fields to be available when they are viewing arecord?

Choose 3 answers

Options:

- A- Customer Links
- B- Highlights Panel
- C- Compact Layout
- D- Tabs
- E- List Views

Answer:

B, C, E

Explanation:

These three features allow fields to be available when viewing a record in Salesforce.

A highlights panel displays key fields at the top of a record page in Lightning Experience. It can be customized to show the most important information for each object.

A compact layout determines which fields appear in the highlights panel, the list view hover, and the Salesforce app. It can be assigned to different record types and profiles.

A list view displays a set of records that meet specified filter criteria. It can be sorted and filtered by different fields, and users can select which fields to display in the list view.

[Customize the Highlights Panel]

[Create and Assign Compact Layouts]

[Create and Customize List Views]

Question 10

Question Type: MultipleChoice

A UX Designer is considering the design of a record creation screen for the custom object Appointment.

Appointment records have to record types: Virtual and In-Person, Virtual appointments may have different virtual meeting software options, each with fields specific to it.

Which two considerations should be made when creating this record using Dynamic Forms?

Choose 2 answers



Options:

- A- The use of tabs when creating the record is not allowed.
- B- The form will not be available on mobile devices.
- C- All software option sections of the form will always be visible.
- D- Fields can be organized into sections.

Answer:

A, D

Explanation:

Dynamic Forms is a feature that allows users to customize the form fields and sections displayed to users on a page layout. Dynamic Forms can be used to create user-centric, intuitive, and dynamic record creation screens for custom objects, such as Appointment. When creating a record using Dynamic Forms, the UX designer should consider the following two aspects:

The use of tabs when creating the record is not allowed. Dynamic Forms does not support the use of tabs within the form, as tabs are not compatible with the record creation process. Tabs are only available for viewing or editing existing records, not for creating new ones. Therefore, the UX designer cannot use tabs to separate the fields for different record types or software options on the record creation screen.

Fields can be organized into sections. Dynamic Forms allows the UX designer to group fields into sections, and place them anywhere on the page layout. Sections can have labels, collapsible headers, and visibility rules. The UX designer can use sections to create a logical and clear structure for the form, and to show or hide fields based on user input, data, or profile. For example, the UX designer can create a section for each software option, and use visibility rules to display only the relevant section based on the user's selection.

The following two aspects are not true when creating a record using Dynamic Forms, and should be disregarded:

[The form will not be available on mobile devices. Dynamic Forms is compatible with mobile devices, and the UX designer can preview and test the form on different device sizes and orientations. The form will automatically adjust to the screen size and layout of the mobile device, and provide a responsive and consistent user experience3.](#)

[All software option sections of the form will always be visible. Dynamic Forms allows the UX designer to use visibility rules to control the visibility of fields and sections on the form. Visibility rules can be based on user input, data, or profile. The UX designer can use visibility rules to show or hide software option sections based on the user's selection of the record type or the software option. This can reduce the clutter and complexity of the form, and provide a personalized and flexible user experience4. Reference: Get Started with Dynamic Forms Unit | Salesforce Trailhead, Salesforce Dynamic Forms: Overview & Deep Dive Tutorial, Dynamic Forms and Actions FAQ | Salesforce Help, Create Dynamic Forms with Visibility Rules | Salesforce Trailhead](#)



Question 11

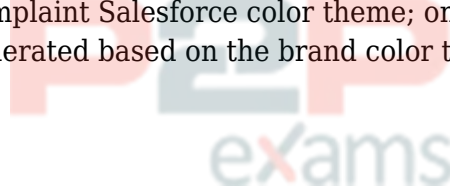
Question Type: MultipleChoice

Cloud Kicks wants its Salesforce app to represent company branding and comply with Web Content Accessibility Guidelines (WCAG) 2.1.

What should they consider about themes and branding?

Options:

- A- Salesforce automatically updates the selected brand color to make it accessible; this should be overridden to select the colors manually.
- B- There is a default WCAG compliant Salesforce color theme; only brand color can be updated.
- C- The color palette is auto-generated based on the brand color to be WCAG compliant.



Answer:

C

Explanation:

Themes and branding allow Salesforce app developers to customize the look and feel of their apps to match their company's branding and accessibility standards. One of the features of themes and branding is the ability to select a brand color, which is the primary color used for buttons, links, and highlights. Salesforce automatically generates a color palette based on the brand color, which includes accessible colors that meet the WCAG 2.1 contrast ratio guidelines. This ensures that the app is visually appealing and accessible to users with different color vision.

abilities. Developers can also customize other aspects of the theme, such as the logo, page background, and default font. Reference: [Themes and Branding Basics], [Accessibility in Salesforce]

Question 12

Question Type: MultipleChoice

Which document should be the source of truth for consistency when implementing a company's brand on Salesforce?

Options:

- A- Style Guide
- B- DesignPrinciples
- C- Pattern Library
- D- Salesforce Lightning Design System

Answer:

A

Explanation:

A style guide is a document that defines the visual identity and branding of a company, such as the logo, color palette, typography, iconography, imagery, and tone of voice. It helps ensure consistency and coherence across different platforms and channels, and communicates the company's values and personality. When implementing a company's brand on Salesforce, the style guide should be the source of truth for consistency, as it provides the guidelines and rules for applying the brand elements to the user interface. A style guide can also include a pattern library, which is a collection of reusable UI components and design patterns that follow the style guide. A design principle is a statement that expresses the core values and goals of a design process, and guides the decision making and evaluation of a design solution. The Salesforce Lightning Design System (SLDS) is a set of design guidelines and resources for creating consistent and beautiful user experiences on the Salesforce platform. It can be used as a reference and a foundation for customizing the UI according to the company's style guide. Reference:

: User Experience Designer Certification Prep: Module 5: Design User Interfaces

: User Experience Designer Certification Prep: Module 7: Implement User Interfaces

: What is a Style Guide and Why Every UX Designer Needs One

: What is a Pattern Library and Why Should You Use One?

The Salesforce Lightning Design System (SLDS) is a comprehensive library of design patterns, components, and guidelines that enable developers and designers to create consistent user interfaces on the Salesforce platform. It includes a comprehensive library of user interface components, guidelines for design consistency and accessibility, and detailed usage instructions. Using the Salesforce Lightning Design System ensures that all design elements and interactions on Salesforce use the same set of standards and patterns, resulting in a consistent and unified user experience. For more information, see the Salesforce Lightning Design System page (<https://www.lightningdesignsystem.com/>).



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