Salesforce Plat-UX-101 Dumps

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Question 1

Question Type: MultipleChoice

Methods to build inclusive design for all?

Options:

A- Survey
B- heuristic analysis
C- Stakeholder analysis

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Answer:

A

Explanation:

The uploaded study guide keys A. Survey as the correct answer. The abbreviated wording is preserved exactly from the supplied source.

Within the choices provided, a survey is the method that directly gathers information from users or a broader participant population. That makes it consistent with the study guide's broader human-centered emphasis on understanding people rather than making design decisions entirely from internal assumptions.

Option B, heuristic analysis, is an expert-led evaluation method. It can identify usability problems by comparing an interface against established principles, but it does not directly collect perspectives from the diverse users whose needs an inclusive design should address.

Option C, stakeholder analysis, focuses on understanding relevant organizational or project stakeholders. While stakeholders can supply important business and operational context, their perspectives do not automatically represent the full range of end-user experiences.

The source itself provides only the question, options, and keyed answer; it does not provide a deeper rationale for why ''Survey'' was selected. Accordingly, the supported interpretation is that the survey is the option most directly associated with collecting user input across a broader group.

For this study guide, the answer remains A.

Study Guide reference/topics: Inclusive Design, surveys, user input, Human-Centered Design.

Question 2

Question Type: MultipleChoice

Which is not a requirement in design principle?

Options:

A- Robust
B- Tangible
C- Perceivable

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Answer:

B

Explanation:

The uploaded study guide gives B. Tangible as the correct answer. The question wording and capitalization are preserved from the source.

Within the accessibility-oriented terminology used elsewhere in the guide, Robust and Perceivable are recognized accessibility principles. ''Tangible'' is not presented as part of that principle set, so it is the item that does not belong.

Perceivable concerns ensuring that information and interface content can be presented in ways users can perceive. Earlier material in the same guide links perceivability to providing content in formats that can be transformed or accessed in different ways.

Robust also appears in the guide's WCAG-focused material, where it is listed alongside Understandable and Operable.

Option B, Tangible, therefore differs from the terminology used by the guide for digital-accessibility design requirements.

This item is written very briefly in the source, so its intended distinction is best understood by comparing the terminology against the accessibility principles established elsewhere in the same question bank rather than expanding it into a different framework.

For this supplied study guide, the keyed answer is unambiguously B.

Study Guide reference/topics: Accessibility principles, Robust, Perceivable, UX Fundamentals.

Question 3

Question Type: MultipleChoice

A UX Designer has completed usability testing on a newly designed case management system and has gathered many observations from the test participants. What should the UX Designer consider while presenting the findings?

Options:

A- Be specific about the issues testers encountered.
B- Report only the new issues, and omit already known bugs.
C- Include the names of participants in the report.

Answer:

A

Explanation:

The correct answer is A. Be specific about the issues testers encountered, as stated in the uploaded study guide.

Usability findings become actionable when stakeholders understand exactly what happened, where it happened, and how it affected the participant's ability to complete the task. Specific descriptions therefore provide a stronger basis for design and development decisions than vague observations such as ''users found the page confusing.''

Option B recommends excluding issues merely because they were already known. Existing problems encountered again during testing can still be meaningful evidence about their impact on users, so selectively omitting them would weaken the representation of the session.

Option C proposes identifying participants by name. The study guide does not support that approach; participant identities are not necessary for communicating the usability problem itself.

The broader testing principle is to translate observations into precise findings that the product team can understand and act upon. A specific finding connects the observed problem to the relevant part of the experience rather than leaving stakeholders to interpret ambiguous research notes.

Accordingly, the study guide prioritizes clear, concrete reporting of encountered issues.

Study Guide reference/topics: Usability Testing, reporting findings, research observations, actionable UX findings, Testing.

Question 4

Question Type: MultipleChoice

Which part of the Salesforce Lightning Design System (SLDS) should be used to create visual consistency with regard to alignments, grids, spacing, and typography?

Options:

A- Component Blueprints
B- BEM Naming Classes
C- Utility Classes

Answer:

C

Explanation:

The uploaded Master Study Guide identifies C. Utility Classes as the correct SLDS resource for maintaining consistency in alignment, grids, spacing, and typography.

Utility classes provide reusable styling mechanisms that can be applied to interface elements without creating a separate custom CSS solution for every layout or presentation requirement. Within the study-guide framing, they are the appropriate SLDS resource when designers and developers need consistent control over common visual properties.

Option A, Component Blueprints, is used to communicate the structure and presentation pattern of complete Salesforce-style components. Blueprints are important when implementing component patterns, but this question focuses specifically on commonly reused styling concerns such as spacing, alignment, and typography.

Option B, BEM Naming Classes, relates to CSS naming methodology and structure. It is not the resource keyed by the guide for applying the visual utilities described.

The underlying design-system principle is reuse instead of reinvention. Applying standardized utility classes helps different pages and components use common spacing and alignment behavior rather than accumulating inconsistent custom CSS rules.

That consistency makes Salesforce interfaces more predictable visually and easier to maintain.

Study Guide reference/topics: SLDS Utility Classes, alignment, spacing, grids, typography, Salesforce Lightning Design System.

Question 5

Question Type: MultipleChoice

Cloud Kicks wants to create a site for its customers to manage events regardless of the device they are using. Which best practice should be used to provide this experience?

Options:

A- Create a responsive user interface.
B- Develop a separate native mobile app for Android and iOS.
C- Launch two different interfaces from the same page.

Answer:

A

Explanation:

The correct answer is A. Create a responsive user interface, as explicitly keyed in the study guide.

The requirement is that customers should be able to manage events regardless of the device they are using. Responsive design directly addresses this requirement by allowing the layout and content presentation to adjust according to the available viewport and device conditions.

Option B proposes separate native applications for Android and iOS. That introduces separate experiences and additional implementation paths even though the requirement is for a site that functions across devices.

Option C suggests launching two different interfaces from the same page, which similarly fragments the experience rather than creating one interface capable of adapting appropriately.

This question reinforces responsive-design concepts tested elsewhere in the study guide. Instead of assuming a fixed screen size, designers should plan layouts that can resize, reposition, wrap, or otherwise adjust as the available display area changes.

The UX benefit is continuity. Customers can perform the same underlying event-management tasks across different devices without needing to learn a substantially different interface simply because the screen dimensions have changed.

Study Guide reference/topics: Responsive Design, cross-device UX, adaptive layouts, UX Fundamentals.

Question 6

Question Type: MultipleChoice

Following a human-centered design process approach, Cloud Kicks is preparing a user feedback session for an app that is not performing as anticipated. In what way could confirmation bias be avoided?

Options:

A- Allow the user to explore the application without specific questions regarding which tasks to perform.
B- Ask open-ended questions staying away from questions regarding feelings.
C- Ask specific questions about known pain points to confirm your hypothesis

Answer:

A

Explanation:

The uploaded study guide identifies A. Allow the user to explore the application without specific questions regarding which tasks to perform as the correct way to reduce confirmation bias.

Confirmation bias occurs when researchers consciously or unconsciously seek evidence that supports what they already believe. In this scenario, Cloud Kicks already knows that the application is not performing as expected, so directing users toward suspected problems could influence what researchers observe.

Allowing participants to explore without narrowly steering them toward predefined tasks gives the team a better opportunity to discover what users naturally notice, attempt, and struggle with.

Option C explicitly asks researchers to confirm an existing hypothesis, making it the opposite of the desired approach.

Option B uses open-ended questions, which can be useful in research, but the study guide does not select it as the strongest response in this scenario.

The core Human-Centered Design lesson is to allow evidence from users to challenge the team's assumptions. Researchers should avoid constructing sessions in a way that merely validates what they already expect to find.

This makes exploratory observation particularly valuable when the cause of a performance or

usability problem is uncertain.

Study Guide reference/topics: Confirmation Bias, user feedback, research neutrality, Human-Centered Design.

Question 7

Question Type: MultipleChoice

An organization must be digitally accessible to enable social opportunity. What are three core principles of Web Content Accessibility Guidelines (WCAG)?

Options:

A- Understandable, Operable, Robust
B- Accessible, Inclusive, Flexible
C- Simple, Consistent, Clear

Answer:

A

Explanation:

The correct answer is A. Understandable, Operable, Robust, according to the uploaded Master Study Guide.

The question is testing recognition of formal accessibility terminology rather than a generic collection of good UX qualities. The study guide identifies Understandable, Operable, and Robust as WCAG principles contained in the correct choice.

Understandable means that users should be able to comprehend both the information presented and the operation of the interface. Operable concerns ensuring that users can interact with navigation and interface controls. Robust addresses the ability of content to remain compatible with different user agents and assistive technologies.

Option B contains terms that sound appropriate to inclusive design, but they are not the WCAG terminology keyed by the guide.

Option C---Simple, Consistent, and Clear---contains useful interface-design qualities but again does not represent the WCAG principle terminology requested.

For certification purposes, this question requires recognition of the accessibility framework's

named principles rather than selecting concepts merely because they sound beneficial.

The guide therefore selects Understandable, Operable, Robust.

Study Guide reference/topics: WCAG, accessibility, Understandable, Operable, Robust, UX Fundamentals.

Question 8

Question Type: MultipleChoice

Cloud Kicks' Sales team needs In-App Guidance for key functions and processes so they can maximize their time. In which way should a UX Designer customize the Salesforce Help Menu to meet this request?

Options:

A- Show a site map of all the content.
B- Create a docked prompt based on new feature rollouts.
C- Provide links to external resources, such as training videos or a company dictionary

Answer:

C

Explanation:

The uploaded study guide identifies C. Provide links to external resources, such as training videos or a company dictionary as the correct Help Menu customization.

The scenario asks specifically about customizing the Salesforce Help Menu so sales users can efficiently find assistance for important functions and processes. Providing links to relevant training videos, internal definitions, or other curated resources allows support material to be available from a centralized help location within the users' working environment.

Option A proposes a site map, which organizes content structurally but is not the Help Menu customization selected by the guide.

Option B refers to a docked prompt. Docked prompts belong to In-App Guidance and can be appropriate for contextual announcements or onboarding, but the question specifically asks how to customize the Help Menu.

The distinction is between proactive contextual prompts and a centralized collection of help

resources. For recurring reference material, the study guide points to Help Menu links that connect users directly to supporting resources.

This can improve productivity because users do not have to independently locate training material every time they need clarification.

Study Guide reference/topics: Salesforce Help Menu, In-App Guidance, training resources, user enablement, Declarative Design.

Question 9

Question Type: MultipleChoice

Cloud Kicks wants to incorporate human-centered design across its organization. Which practice should be adopted?

Options:

A- Observing user behavior
B- Creating requirements based on company OKRs
C- Rapid prototyping prior to ideating

Answer:

A

Explanation:

The correct answer is A. Observing user behavior, as explicitly identified by the uploaded study guide.

Human-centered design begins with understanding the people for whom a product, service, or process is being designed. Observing actual user behavior allows designers to understand what users really do, including their workflows, difficulties, workarounds, and environmental constraints. This provides evidence that may not emerge if the team relies only on assumptions or internal business objectives.

Option B places company OKRs at the center of requirements definition. Business objectives are important constraints, but they do not substitute for understanding users when adopting a human-centered approach.

Option C places rapid prototyping before ideation. Prototyping is useful for making ideas tangible

and testing them, but the team first needs to understand users and generate potential solutions.

The study-guide distinction is therefore between evidence about people and organization-centered or prematurely solution-centered activities. Observing users gives the organization direct insight into needs and behavior and helps ensure subsequent design decisions are grounded in real experiences rather than assumptions.

Study Guide reference/topics: Human-Centered Design, user observation, behavioral research, user needs.

Question 10

Question Type: MultipleChoice

Cloud Kicks is going to conduct surveys with users to better understand their purchasing habits. Their UX Designer wants to get the most accurate view of customers' purchasing behaviors using these research methods. Which response bias should the designer be aware of when trying to avoid positively skewed results?

Options:

A- Objectivity Bias
B- Acquiescence Bias
C- Recency Bias

Answer:

B

Explanation:

The correct answer is B. Acquiescence Bias, as keyed in the uploaded study guide.

The scenario concerns survey responses that could become positively skewed. The study guide identifies acquiescence bias as the response bias the UX Designer should watch for in that situation.

Acquiescence bias refers to the tendency of respondents to agree with statements or provide affirmative responses rather than expressing their actual position with complete independence. In a survey about purchasing behavior, this can produce an artificially positive result if the questions are framed in a way that invites agreement.

Option A, Objectivity Bias, is not the response bias selected by the study guide for this scenario.

Option C, Recency Bias, concerns disproportionate influence from more recent experiences or information rather than a tendency to provide agreeable or positive responses.

The practical research lesson is that survey questions must be designed so they do not encourage respondents toward a favorable answer. Neutral wording and balanced response structures help the designer obtain a more accurate picture of user behavior.

Accordingly, the source identifies Acquiescence Bias as the primary concern when avoiding positively skewed survey results.

Study Guide reference/topics: Acquiescence Bias, surveys, response bias, research validity, Testing.

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Question 11

Question Type: MultipleChoice

A UX Designer has created a new form for a call center that takes special delivery information from its customers. The designer wants to ensure the call center staff finds the form easy and intuitive to use. Which kind of testing should be conducted to validate this?

Options:

A- Qualitative
B- Survey
C- Usability Testing

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Answer:

C

Explanation:

The uploaded study guide identifies C. Usability Testing as the correct method.

The question asks whether the form is easy and intuitive to use. That is directly a usability question, so the most appropriate validation method is to observe representative call-center staff interacting with the form and determining whether they can complete the required tasks effectively.

Option A, Qualitative, describes a broad category of research rather than the specific testing

method selected by the guide. Usability testing itself can generate qualitative observations, but the question asks what kind of testing should validate the interface.

Option B, Survey, collects self-reported responses from users. Surveys can capture satisfaction or preferences but do not directly demonstrate whether users can successfully understand and complete the form in practice.

Usability Testing is therefore the more targeted method because it evaluates the interface through actual task interaction. The designer can determine where users hesitate, misunderstand labels, enter information incorrectly, or encounter unnecessary friction.

The study-guide distinction is between asking users what they think and observing whether the interface actually works for them.

Study Guide reference/topics: Usability Testing, forms, task completion, ease of use, Testing.

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