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CIW User Interface Designer

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QUESTION 1

Which of the following is a clear and specific vision statement?

- A. Our website will be the most popular micro-blogging website for users 18 to 24 in the United States. We will have a minimum of 2 million daily view and earn at least \$4,000,000 in revenues for the first three years.
- B. Our website will be the popular in our target demographic, and will be a springboard to penetrate new markets. Those new markets will increase revenue by 50%.
- C. Our site will have at least 40 million views in the first year and be frequently shared across multiple social media platforms.
- D. User will enjoy our website and be inspired to purchase products from us, share with friends and family on social media and return to the site frequently.

Correct Answer: C

QUESTION 2

you are consulting on the web site design for a young lawyer who is starting a new legal practice in environmental law. She wants the site to feature hot pink and bright green colors, to represent her youthful new approach to solving legal problems. You advise her to consider a neutral color scheme based on gray and blue instead. Which of the following best supports your recommendation?

- A. Her preferred color scheme is offensive to you as the web site designer.
- B. Her preferred color scheme is difficult to read, which will prevent users from exploring the website.
- C. Her potential clients will respond better to the authoritative professional tone of the netural colors.
- D. Her potential client's computer devices will not be able to display pink and green very well, which will cause them to exit the site.

Correct Answer: C

QUESTION 3

Dylan is trying to decide where to host his small personal website. He thinks his best option would be to get a Web site hosting account with an Internet. Service Provider (ISP).

Which of the following is a reason that would support this decision?

- A. Hosting with an ISP is the only way to ensure that a site is available to all users worldwide.
- B. ISPs often offer a large selection of Web applications at no extra charge.
- C. Hosting your site with an ISP ensures your site is validated to W3C standards.



D. An ISP will often block a site from loading if it is self-hosted, due to security concerns.

Correct Answer: C

QUESTION 4

Your web developer has presented a report of a focus group's review of your new website. The report contains information on the amount of time the group spent on the site, the number of clicks required to navigate, and the general pattern of navigation.

What kind of testing was the focus group performing?

- A. Formative testing
- B. Objective testing
- C. Qualitative testing
- D. Summative testing

Correct Answer: C

QUESTION 5

A large hardware retailer has a very large website, with many pages of do-it-yourself (DIY) tutorials, and product information. However, some customers are visiting the site to find the closest physical store. The development team has elected to place a link for the Store Locator in the top right corner of the home page, but it will not appear on tutorial or ecommerce pages. What kind of navigational element is this?

- A. Breadcrumb
- B. Utility
- C. Secondary
- D. Primary

Correct Answer: B

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