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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

A web site designer is using percentage based dimensions to allow a web site to shrink or enlarge according to the browser and device screen size.

A. Responsive grid design

B. Fixed grid design

C. Fluid grid design

D. Symmetrical grid design

Correct Answer: A

QUESTION 3

You have built a website that incorporates responsive web design. However, Google has notified you that

your site is not mobile-friendly. They report that several links are too close together.

Which of the following practices will resolve this issue?

A. Optimize for touchscreen gestures

B. Modify all links to text

C. Modify all links to graphics

D. Arrange the links to different areas of the page

Correct Answer: A

QUESTION 4

You are including both a site map and a navigation bar on your website. What is the rationale for doing this?

A. Navigation bars display well on large monitors, but site maps work better on mobile phones.

B. Visitors need special training to use a site map.

C. Different users prefer different types of navigation.

D. It provides a clear sense of the layout of the entire website.

Correct Answer: C

QUESTION 5

User-Centered Web Design focuses on understanding what users want, and regular testing to make sure

users are getting what they want.

What are the primary benefits of this practice?

A. Increased ecommerce revenue and lower labor costs

B. Reduced development time and increased user satisfaction

C. Reduced marketing expenses and improved user retention

D. Improved product development and fewer web site errors (bugs)

Correct Answer: C

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