

QUESTIONS & ANSWERS

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CIW

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CIW User Interface Designer



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QUESTION: 49

Thomas and his web design team hurried to complete a 1,000 page data driven web site to meet and exceed the customer's expectation of delivery of a final project. Upon final testing of the site with the customer, Thomas discovered several of the features on the site did not work or provided inaccurate results. A great deal of time is required to go back and correct the mistakes. What is the most probable cause for these errors?

- A. Data driven web sites are best suited for smaller sites and may cause errors in larger projects.
- B. The team failed to build and test a prototype of the site early on in the project.
- C. The customer had set unrealistic expectations that could not be met by the design team.
- D. The wireframe of the project was modified throughout the project creation, causing inconsistencies.

Answer: C

QUESTION: 50

Web development is a collaborative process. Which of the following is an example of a benefit from collaborative design?

- A. Customer recognition
- B. Increased time for development
- C. The ability to show off a skill set
- D. Employee satisfaction

Answer: C

QUESTION: 51

A confirmation message is displayed to a customer after the purchase of product is completed on an ecommerce site. This is an example of which user interface design principle?

- A. Feedback

- B. Tolerance
- C. Structure
- D. Visibility

Answer: D

QUESTION: 52

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 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.

Answer: A

QUESTION: 53

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

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

Answer: A

QUESTION: 54

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.

Answer: B

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