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CIW User Interface Designer

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QUESTION 1

You are consulting on the development of a complex Web site for an airline maintenance company. It will contain a large library of technical information. Maintenance technicians will use the site to understand the requirements of their jobs, the physical structure of the airplanes, and other important information. They will need to refer to different areas of the site frequently. What kind of positional awareness tool should be included to help navigation through the site?

A. Site maps

B. Deep URLs

C. Breadcrumb trails

D. Descriptive page headings

Correct Answer: A

QUESTION 2

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

QUESTION 3

While updating a customer\\'s web site, you want to optimize the look and feel for the site so it is appealing and functional. Which strategy would help with the optimization plan?

A. Use UI design patterns from online libraries.

B. Create a new custom UI for each web page.

C. Copy the look and feel from computers sites.

D. Copy and paste visual layout from online layouts.

Correct Answer: A

QUESTION 4

You are attending a job interview for a position as a web designer. The interviewer asks you to explain the

reasoning behind using your particular design approach.

Which of the following supports your preference for the bottom-up design approach?

A. This approach maximizes page view and conversions.

B. The design approach is centered around the needs and experiences of the users. If they are satisfied with their experience, they will continue to visit in the future.

C. When designing, create an exciting and vibrant experience for the users. Go bold or go home!

D. The sites are based on a central vision and design concept. After establishing this design base, the focus is then on how to direct users to the parts of the site they need to see.

Correct Answer: D

QUESTION 5

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

Correct Answer: A

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