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CIW User Interface Designer

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QUESTION 1

Gabby is meeting with a client to discuss a new web site. She is asking her client a series of questions so

that she can create a site strategy.

Which of the questions below would help Gabby define the site audience?

A. How will users navigate through this site?

B. What kind of users will be visiting the site?

C. What is the most important task for users to complete on the site?

D. How many visitors are expected to visit the site?

Correct Answer: B

QUESTION 2

You have developed a web page to provide some information about your company. You\\'ve organized

sections within the of the page, by using the , and tags.

What kind of elements are these?

A. Semantic elements

B. Style elements

C. Form elements

D. Basic elements

Correct Answer: A

QUESTION 3

You are starting a web site redesign project for a dog trainer who specializes in preparing service animals

for people with special needs. His primary customers have mobility challenges.

What would be a primary consideration in the redesign of the site?

A. Providing large print PDF files for download

B. Providing image and video alternatives to text

C. Minimizing the number of mouse clicks needed to perform tasks

D. Removing page elements that flicker and change color

Correct Answer: C

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QUESTION 4

You are presenting the web design project to the customer and have project material that consists of a

compilation of the web design team\\'s work, including mockups, wireframe, and sketches.

Which of the following project documentations are you presenting?

A. Meeting notes

B. Web site wireframe document

C. Design document

D. Web site style guide

Correct Answer: C

QUESTION 5

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

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