

1D0-621^{Q&As}

CIW User Interface Designer

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QUESTION 1

You are building a series of pages that explains how to prepare a recipe. Each page contains an image, and describes the task the cook should perform.

What web site structure is being implemented?

- A. Sequential
- B. Navigational
- C. Hierarchical
- D. Web-like

Correct Answer: A

QUESTION 2

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 3

When a new user visits your proprietary site, what is typically the first method of interaction with them?

- A. A welcome e-mail message
- B. A registration form allowing access to the site
- C. Log file entry notifying you of new visitor activity
- D. Shopping cart activity

Correct Answer: C

QUESTION 4

How can you optimize your Web site for accessibility by visually challenged persons on any device (computers, laptops, tablets, mobile phones)?

- A. Incorporate white space and strong contrast between text and background.
- B. Place navigation buttons at the top and bottom of web pages.
- C. Make buttons of adequate size and have a small amount of inactive space between targets.
- D. Support external physical keyboards or alternative on-screen keyboards.

Correct Answer: A

QUESTION 5

You are reviewing the results of usability tests for your website. Several of the comments stand out as "red flags" mentioning that for colorblind visitors or those who viewing the site on mobile devices are experiencing confusion with readability or navigation. Which principle of visual design should you revisit to make the necessary improvements?

- A. ERBU
- B. KISS
- C. CMYK
- D. CARP

Correct Answer: D

QUESTION 6

Why website navigation that is easy to understand so important?

- A. It ensures that site visitors can find what they are looking for quickly and easily.
- B. It ensures visitors will be directed to exactly the information you want them to see.
- C. It guarantees that visitors will purchase products/
- D. Because search engines will not be able to index pages within a site, if the navigation is difficult to use.

Correct Answer: A

QUESTION 7

You need to update your website for better search engine optimization. You've heard of technology that

will search web pages, read the code and store the data for public search engines.

What kind of technology is this?

- A. Web crawler
- B. Static index
- C. Database
- D. Dynamic index

Correct Answer: A

QUESTION 8

Which of the following is the preferred standard for responsive web design?

- A. Use Flash to control the appearance of the site and capture browser information.
- B. Use JavaScript to set all CSS style and control interactivity.
- C. Use CSS to organize the information and HTML to control the appearance of the site.
- D. Use HTML to format the web site and CSS to control the appearance of the site.

Correct Answer: D

QUESTION 9

Nicki is working on a website for a company that sells handmade beauty products online. One of the goals for this site is to attract and retain site visitors.

What is one tactic she could use to help achieve this goal?

- A. Create a complex and unique navigation system to really impress new visitors to the site.
- B. Make sure users can only view products on the site after they have filled out a registration form to create an account.
- C. Create a blog section that can be updated weekly with tutorials on innovative ways to use the website's beauty products.
- D. Show visitors a wealth of similar product options on affiliate sites by displaying large, animated ads in the header and sidebar.

Correct Answer: C

QUESTION 10

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

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