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QUESTION 1

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 2

When usability testing results are reported, what should that report include?

A. Test goals, test subject demographics, conclusions

B. Data collection process, original design mockups, wireframes

C. Test schedule, test subject name, screen shots

D. Test subject name, original design plan, release date

Correct Answer: C

QUESTION 3

You are working on a medium sized website for a company that organizes art fairs. On their website, they have three types of pages. One type of page is for recruiting investors in the company. Another type of page is for selling both spaces to artists via ecommerce. And the third type of page is promoting the art fairs to the general public. The company has received feelback that the site is confusing, disorganized, and difficult to navigate through. How can this be corrected?

A. Create separate CCS3 files to organize the information on each type of page.

B. Create and apply a set of custom page templates, one for each type of page on the site.

C. Create a site map that links to all of the assets within the site.

D. Redesign the main page template, and apply it to all forms, blog pages, and ecommerce pages.

Correct Answer: D

QUESTION 4

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 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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