**Expert Session #1 Answers**

**Assignment Content**

1. Please first watch the expert video session 1 and answer the following questions.
2. Question 1

**/ 0.3**

What are the principles of Attention-Driven Design that the expert discussed in the video? Please list up at least 3 principles.

**Answer**

Some principles of attention-driven design are proximity (elements that are closer together are perceived as being related), anomaly (how different something is compared to thins surrounding it can convey importance), and dominance (if something is bigger, you're going to notice it first).

1. Question 2

**/ 0.3**

What "NSAMCWADLP" stands for?

**Answer**

"NSAMCWADLP" stands for "never start a marketing campaign without a dedicated landing page."

1. Question 3

**/ 0.4**

What is "Call to Action Closers" according to the expert?

Your answer should be similar to the sentence below:

Call to Action Closer is a closer that is designed to "\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_"

**Answer**

Call to action closer is a closer that is designed to apply positive click triggers and eliminate negative impulses at the point of conversion.

**Expert Session 2 answers**

**Assignment Content**

1. Question 1

**/ 0.25**

According to the expert video (Expert Session 2, Intro to Web Analytics), where does 'web analytics' fits in?

Show answer choices

1. Question 2

**/ 0.25**

What is Remote Usability Testing? Briefly describe What Remote Usability Testing is based on what you learned from the expert video. Also, write one advantage of Remote Usability Testing.

**Answer**

Remote Usability Testing is where you can see people (live through a camera) navigate through your website and see all the steps it takes for them to get to a certain point on the site. One advantage of using this testing is that it can be incredibly eye-opening and give insight into how consumers are viewing your website.

1. Question 3

**/ 0.25**

According to the expert, what Action On Site/KPI can be used for the following Business Objective?

Reach revenue targets

**Answer**

According to the expert, the Action On Site/KPI that can be used for businesses to reach revenue targets is 'Sales.'

1. Question 4

**/ 0.25**

According to the expert, what Action On Site/KPI can be used for the following Business Objective?

Expand brand name recognition

**Answer**

According to the expert, the Action on Site/KPI that can be used for businesses to expand brand name recognition is 'clicks on social share buttons.'