Viking Code School Test questions & answers

Why is it so important to design before building?

> So I can have some sort of a guideline when building the product.

What are the three phases of the design process?

> Discovery, Strategy, Design.

User Experience

What is UX?

> UX is how users feel when they are using my site. It's closely related to usability - can my users achieve their goals quickly and with satisfaction?

How is UX different from UI?

> UX designer focuses on the user interactions with the user interface created by UI designer.

How is UI different from interaction?

> UI is more about how the user feels when he sees the website.
> Interaction is about how the user acts when he uses the website.

Who is the most important person for achieving good UX?

> User/customer.

What are the 3 key factors in determining (and measuring) good UX?

1. How many of them actually accomplish the goal(s) they set out without dropping off in frustration? (effectiveness)
2. How much time does it take them to do so? (efficiency)
3. How many of them enjoyed the experience and would do it again or, better, recommend it to their friends? (satisfaction)

What are the main components of the UX designer's toolkit?

> 1. Information Architecture
> 2. Navigation
> 3. Interfaces and Interaction

What is information architecture?

Information architecture is a blueprint developers and designers use to build the system. An effective information architecture enables people to step logically through a system confident they are getting closer to the goal they want to achieve/an information they want to get to.

What factors should guide your choice of information architecture?

1. What information do we need to deliver?
2. How can we group that information into pages?
3. What information do we need to include on each page?
4. Which pages should be nested beneath others?

How could you verify with users that you've chosen a good information architecture?

Get them to use the site to see if the organization makes sense to them.

What are 3 common navigation patterns?

1. navigation bar (horizontal, vertical, tabs)
2. breadcrumbs
3. search field/tags

What 2 key questions should you answer for the user on every page to have a good navigation flow?

1. Where am I and how did I get here?
2. Where should I go next and how do I get there?

What is a CTA?

Call to action. Provokes the user to take action immediately.

How many CTAs should you typically have on a page?

There is no limit, it also depends on the content provided. If I had one specific goal, I would use one per page/website - again, depending on the content.

What are the 10 properties of good interaction design?

1. Use established patterns!
2. Be consistent.
3. Draw the user's eye.
4. Provide feedback for interactions.
5. Provide an "undo" for all actions.
6. Help users diagnose and recover from errors.
7. Empower your experienced users.
8. Speak the users' language.
9. Keep It Simple Stupid (KISS).
10. Identify that next step.

Design

What is design?

It is a process of creation. From a "seller-consumer relationship" point of view: creating a guideline for a particular product that solves users pain.

What are the 10 principles of good design (it's okay to cheat a bit on this one) according to Dieter Rams?

1. Innovative
2. Useful
3. Aesthetic
4. Intuitive
5. Unobtrusive
6. Honest
7. Durable
8. Is thorough down to the last detail
9. Environmentally friendly

Why should you use common layouts in your site composition?

So the user gets what he expects, to reduce friction, to keep him "in the flow."

What pattern will your user's eye typically follow? Which users might this fail for?

The one that won't let me search for things - an intuitive pattern.

What is whitespace and why is it important?

1. It frames everything on the page and directs the user's eye towards the content.
2. To give the content of the website some breathing room.
3. Not to overwhelm my user with too much content.
4. Make the text easy to read by giving it the right spacing between the letters or lines of text.

What is visual hierarchy and why is it so important for websites?

It's the priority of how user's eye is drawn to different areas of the page. The path my user will take through my page depends on it.

What are the 8 primary properties of page elements that allow you to alter the visual hierarchy?

1. Size -- Larger objects will stand out more.
2. Color -- Stronger colors will stand out more.
3. Contrast -- Things with deep contrasts between them (e.g. in color or tone) will be viewed as "separate".

4. Repetition -- Things repeated will be viewed as related.
5. Alignment -- Things aligned either vertically or horizontally will be viewed as related.
6. Proximity -- Things placed close to each other will be viewed as related.
7. Density and Whitespace -- Content framed by space draws focus while overcrowding distracts
8. Style and Texture -- Tweaks to these finer properties will also draw or repel the eye.

Which of these are the CRAP factors that determine relationships between elements?

1. Contrast - we are all wired to notice differences.
2. Repetition - repetition is about subtly using elements to make sure the design is viewed as being part of a larger whole.
3. Alignment - alignment is about obtaining unity among elements of a single page.
4. Proximity - is about moving things closer or farther apart to achieve a more organized look

What is a serif?

Serif is more traditionally looking font like Times New Roman or Georgia. Serif font contains extra flicks and embellishments, sans serif fonts don't have these.

Where do fonts come from?

The Sumerians began to experiment with writing at the close of the fourth millennium BC, in Mesopotamia between the rivers Tigris and Euphrates.

What is vertical rhythm and why is it useful?

"Vertical Rhythm" is a relationship between line height and height of the text. We can optimize the readability of the text by using this relationship.

How is vertical rhythm achieved?

By finding a balance between font size and line height of <h> and <p> elements.

What is a grid system?

Keeps all elements on the page in order. It's basically dividing the page into columns we use as guidelines when creating the website.

Why are grids useful?

Makes CRAP principles easier to follow.

What are the most common grids?

12 - 16 columns.

What are the primary, secondary, and tertiary colors?

Primary - red, blue and yellow - no two "lesser" colors that make them up.

Secondary - purple, orange and green - created when you mix two primary colors together.

Tertiary - when you mix one primary and one secondary color together.

What are complementary colors?

A colour that combined with a given colour makes white or black.

What are analogous colors?

Analogous colors are any three colors which are side by side on a 12 part color wheel.

What is a monochrome color scheme?

One hue + tints & shades.

What is a complementary color scheme?

Complementary color schemes are created by choosing two colors that are opposites on the color wheel.

What is a triadic color scheme?

Triadic color schemes use three colors that are evenly spaced around the color wheel.

What add-ons and tools make your life easier when choosing color schemes?

paletton.com, colorzilla

What is RGB?

Red-green-blue. Refers to a system for representing the colors to be used on a computer display.

What is Hexadecimal? How can you tell a color by reading it?

3 pairs of numbers from 0-9 or letters from a-f or 3 numbers or letters with a hash tag in front of them. Together they represent the amount of "# RED | GREEN | BLUE". "0" represents the darkest color, "f" represents the brightest color.

What color is closest to (without looking):

#dd0044 (bright red, slight hint of purple)

#99ff99 (light green, slight hint of red and blue)

#93c47d (light green with slight hint of red)

#c27ba0 (light pink with slight hint of green)

#7bc3ef (darker light blue)

#fff (white)

#000 (black)

Mockups

What is a mockup?

Sketch that represents the way the site will look.

How is a mockup different from a wireframe or a prototype (technically speaking)?

Mockup = static visual look of the site.

Wireframe = structural representation of my site.

Prototype = user's interactions with the design.

What is "fidelity" in the world of mockups?

Fidelity is the measure of how close my mockup is to the end product. A low fidelity mockup is basically just a simple sketch. A high fidelity mockup, like those done in photoshop, are basically pixel-perfect representations of the final site.

In Balsamiq, how do you download and use a partial mockup (like a control or grid) someone else uploaded to the web?

Project -> Import -> BMML Mockups