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1. Which website structure allows users to follow their own path because content is linked in several ways? 1 / 1 point

- ☐ Sequential model
- ☐ Database model
- ☐ Hierarchical model
- ☒ Matrix model

✓ Correct
The matrix model allows users to follow their own path because content is linked in several ways.

2. Hermes wants to create a web page design for a research database that makes it easy for users to search for information. Which website structure should they use? 1 / 1 point

- ☐ Sequential model
- ☐ Matrix model
- ☒ Database model
- ☐ Hierarchical model

✓ Correct
The database model is a website structure that mixes a database, or an organized collection of information, with search functionality. This would be the best structure for the purpose of this web site.

3. Javier starts work for a new client. The client wants Javier to design the look of a website plug-in for the quizzes on their educational platform. They want students to see one question at a time rather than the whole quiz. They want a simple yet modern look. What type of structure model should Javier use? 1 / 1 point

- ☐ Matrix model
- ☐ Hierarchical model
- ☐ Database model
- ☒ Sequential model

✓ Correct
The sequential model is a website structure that leads a user through a step-by-step process. This is used in surveys, program sign-ups, online school exams, or job applications.

4. What are the advantages of using common website structures? Select all that apply.

0.75 / 1 point

☒ Meet user expectations

☒ Correct
Many users have expectations for how websites work based on prior experience using other websites. Common structures can make it easier for users to navigate since they add organization, and have been tested and deemed effective by users.

☒ Timeless design

☐ This should not be selected
Design is constantly evolving. User needs change, and user research may mean that a design that's tried and true now may not be a few years down the line. Common website structures meet user expectations because they have been tested, proven effective, and organizes the website in a way that results in improved navigation.

☒ Tested and effective

☒ Correct
Common website structures have been tested and proven effective over time, which meets user expectations. That's not to say they'll eventually become outdated, but they have evolved based on feedback from users and designers. Common website structures also organizes the website in a way that results in improved navigation.

☒ Improved navigation

☒ Correct
Website structure models add organization and make it easier for designers to build in logical cues that orient and direct users. Common website structures meet user expectations because they have been tested and proven effective.