

Try again once you are ready
Grade received 75%
To pass 80% or higher
Try again

1. A designer develops a website for a local bakery and wants to direct users to its online ordering page. They add a bright orange "Place an Order" button to the homepage with a white background. What visual weight variable did the designer incorporate in the app? 0 / 1 point
- ☐ Color
- ☐ Motion
- ☒ Size
- ☐ Image
- ☒ Incorrect
Size is not the visual weight variable described in this example, but designers can use it as a means to draw the user's attention to a specific area on the page. In this scenario, the designer used color as the visual weight variable.
2. When deciding what to emphasize in your design, what key questions should you ask? Select all that apply. 1 / 1 point
- ☐ How frequently should I include the emphasis?
- ☒ Where do I want to draw the user's attention?
- ☒ Correct
When considering the application of emphasis, the user's needs and actions should be the central focus. Key considerations should also reflect on the user's goals.
- ☒ What are the user's goals?
- ☒ Correct
The user should always be the central focus in any design consideration. Choosing the best emphasis for an element in a design should reflect the user's goals. Key considerations should also prioritize the user's needs and actions.
- ☐ Where should I place the secondary sections?
3. Hierarchy is important in UX design because it makes clear to the user _____ and what action to take. 1 / 1 point
- ☐ what is least important
- ☒ where to focus first
- ☐ what needs the least attention
- ☐ where to find the homepage

- ☒ Correct
Hierarchy helps point the user to the first step to take in their user journey.

4. Which of the following is an example of hierarchy?

1 / 1 point

- ☐ A website that features a consistent color scheme
- ☐ A website's homepage adds bold color to the heading text
- ☐ A website's navigation bar alternates between different colors for each subject
- ☒ A website's homepage that opens up with a large image at the top and, as users scroll down the page, the other like images gradually become smaller.
- ☒ Correct
Hierarchy refers to a group of elements that are organized in order of importance while emphasis is about making one element stand out from the other elements surrounding it. In this case, the size of the header image indicates significant importance, since the images gradually become smaller as users scroll. Think of it like the front page of a newspaper, or above the fold.