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Android

AND-803

Android Applications UI/UX Design and Monetization Techniques

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Question #:1

AdMob Mediation helps increase the app publisher monetization by sending ad requests to multiple ad networks and ensure that the app's publisher finds the best available ad network to serve ads.

- A. True
- B. False

Question #:2

Which of the following choices you should complete to integrate Google Play Licensing service into your application? (Select three)

- A. Obtaining a License Key.
- B. Setting up a Development Environment.
- C. Setting up an Android Update.
- D. Setting up a Testing Environment.

Question #:3

Google Play In-app billing is a monetization technique that allows you to sell products through your application during its run-time. Whether free of paid, your application can be used to sell some products to users. These products can be game items or any other product that can be processed within your application.

- A. True
- B. False

Question #:4

You should add the following XML code illustrated in the following image to AdView widget in order to add an Ad to your activity:

Which choice of the following can be an attribute value of `ads:adSize="BANNER"` in this code?

```
<com.google.android.gms.ads.AdView
xmlns:ads="http://schemas.android.com/apk/res-auto"
    android:id="@+id/adView"
    android:layout_width="wrap_content"
    android:layout_height="wrap_content"
    android:layout_alignParentBottom="true"
    android:layout_centerHorizontal="true"
    android:layout_marginEnd="8dp"
    android:layout_marginStart="8dp"
    android:layout_marginTop="404dp"
    ads:adSize="BANNER"
    ads:adUnitId="ca-app-pub-3897496718910144/8671452621"
    ads:layout_constraintEnd_toEndOf="parent"
    ads:layout_constraintStart_toStartOf="parent"
    ads:layout_constraintTop_toTopOf="parent">
</com.google.android.gms.ads.AdView>
```

- A. SMART_BANNER
- B. RECTANGLE_BANNER
- C. CIRCLE_BANNER
- D. POP_UP_BANNER

Question #:5

Which of the following is NOT among the UX designer responsibilities? (Select one choice only)

- A. Understanding Users' and Business Needs.

- B. Strategy and Content.
- C. Wireframing and Prototyping.
- D. Visual Design.

Question #:6

Which three of the following factors do the app usability and users' feeling depend on? (Select three)

- A. Font Size and Color.
- B. App Logo.
- C. Navigation.
- D. App customization reports.

Question #:7

You can change your app from being a paid application to a free one.

- A. True
- B. False

Question #:8

Which of the following choices represents exactly the following monetize Android applications technique?

It is recommended that you offer a free version of your application that comes with advertisements, limited features, or even offer a trial version of your app for a limited time. Then, you can build a premium paid version of the same app which would be advertised-free with extra unleashed features.

- A. Subscriptions.
- B. Lite vs. Pro.
- C. Paid Applications.
- D. Free applications

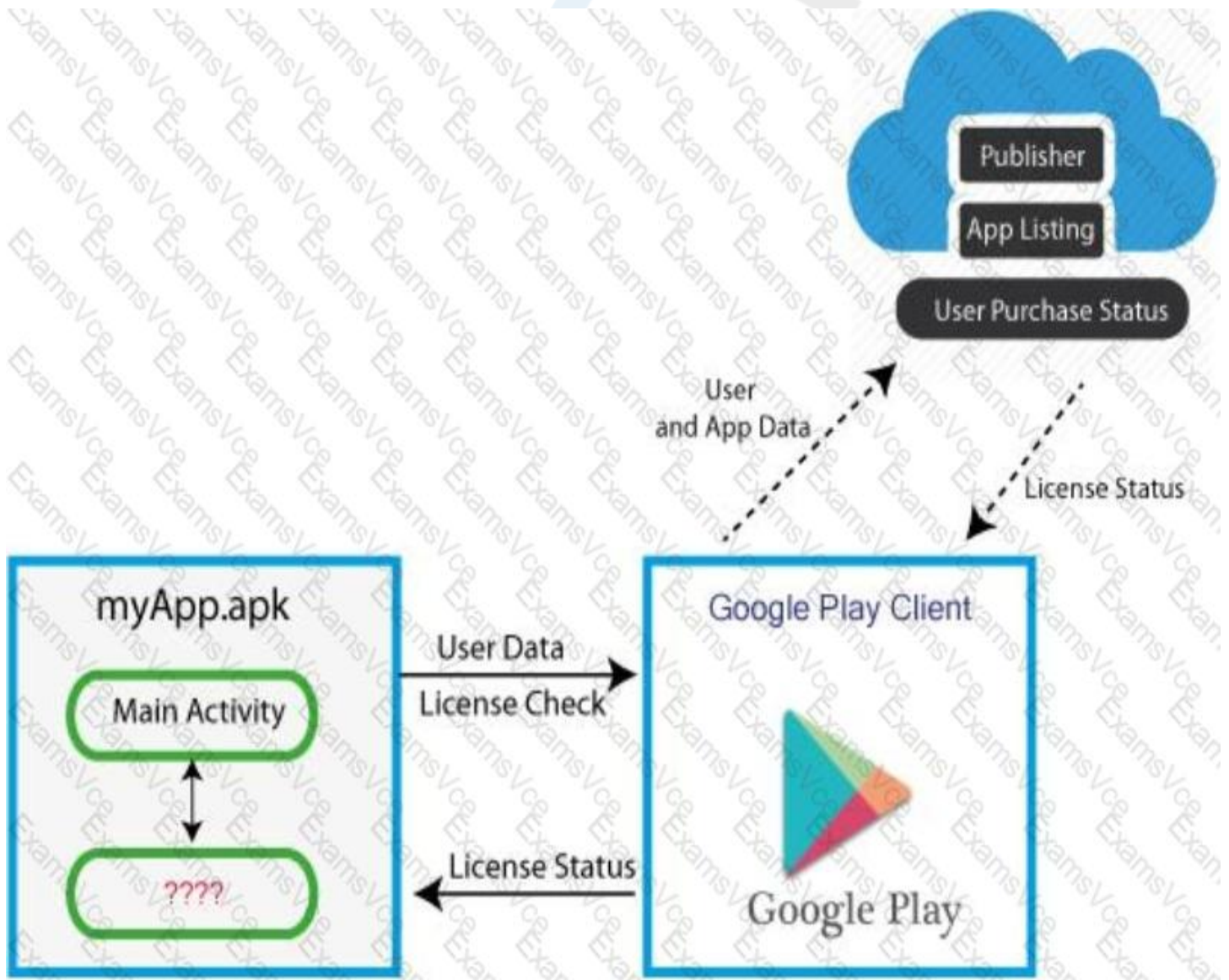
Question #:9


UX makes interfaces useful. UI makes interfaces beautiful.

- A. True
- B. False

Question #:10


What is the name of the missing part of the following image?



- A. activity_main.xml
 - B. Manifest file
 - C. License Verification Library (LVL)
 - D. License.xml
- 

Question #:11


Google Analytics provides an SDK for mobile devices which makes it easy for native Android developers to collect statistics from within their applications. It provides a platform to measure and improve your marketing efforts.

- A. True
 - B. False
- 

Question #:12

Why you should add the following code to Manifest.xml file for your app?


```
<uses-permission android:name="com.android.vending.CHECK_LICENSE" />
```

- A. This code allows internet connection for your app.
 - B. This code allows your app to publish to Google Play.
 - C. This code requests your GPS location.
 - D. This code requests the licensing permission in your application.
- 

Question #:13


Which of the following choices is correct about the types of ads you allow to be shown to app users? (Select three)

- A. Text.

- B. Image.
 - C. Another App.
 - D. Video.
- 


Question #:14

Using the LVL (License Verification Library) in your Android application code requires using one main class: LicenseChecker, and there is no need to using the LicenseCheckerCallback class.

- A. False
 - B. True
- 

Question #:15

Which of the following choices can be considered as part of the app test analyzing process by participants? (Select three)

- A. Identifying exactly what you observed.
 - B. Identifying the causes of problems.
 - C. Determining solutions.
 - D. Determining the version of Android Studio used to create this app.
- 

Question #:16

While adding analytics to your Android app, you should create the file `app/src/res/xml/global_tracker.xml` with the content which is illustrated in the following image: The `S{YOUR_TRACKING_ID}` will be replaced with your tracking ID. How do you get this tracking ID?


```
<?xml version="1.0" encoding="utf-8"?>
<resources>
  <string name="ga_trackingId" translatable="false"> ${YOUR_TRACKING_ID} </string>
</resources>
```

- A. This the same smart device ID.
- B. This ID is the same app ID which you got at AdMob web site for adding ad to your app.
- C. This ID is generated at Google Paly web site.
- D. This ID is generated at your page of Google analytics web site.

Question #:17

How can you configure your app as "Free" or "Paid"?

- A. Through the publishing process at Google Play you can select your app as paid of free.
- B. By adding an XML file called fee.xml to your app files.
- C. Through the MainActivity file, we can add a method about that.
- D. Through Manifest.xml file within <fee> tag.

Question #:18

It is recommended to add some features to your to reflect your professionalism, where it is not recommended to make your app simple.

- A. False
- B. True

Question #:19

Which of the following is among the UX designer responsibilities? (Select three)

- A. Execution and Analytics.
 - B. Usability and User Feeling.
 - C. Testing and Feedback.
 - D. Design Look and Feel.
- [REDACTED]

Question #:20

Which of the following choices is NOT related to app content strategy?

- A. Substance
 - B. Workflow
 - C. Testing
 - D. Structure
- [REDACTED]

Question #:21

When you configure your app to receive adds from Ad mediation, you should add the following code:

```
<meta-data android:name="com.google.android.gms.version"
android:value="@integer/google_play_services_version"/>
```

Which of the following files you should add this code to?

- A. MainActivity.java or MainActivity.kt
 - B. Manifest.xml
 - C. activity_main.xml
 - D. permission.class
- [REDACTED]

Question #:22

Which of the following choices is the best description of the image below?



- A. The man is a UI designer who is monitoring an app test participant.
- B. The man is an app test participant while the lady is the UI designer.
- C. The man is a UX designer who is monitoring an app test participant.
- D. The man is an app designer who is monitoring an app test participant.

Question #:23

Which of the following choices is the most important feature a user may need in any app? (Select three)

- A. Availability
- B. Multiple Languages
- C. Safety
- D. Usability

Question #:24

Android OS only allows installing apps that are signed with a digital certificate.

- A. True
- B. False

Question #:25

Which one of the following choices represents the following paragraph?

Do a thorough market research of all the competitor apps. Find out other apps that engage your target audience, and then try to mimic or better improve the flow and user's experience of the ones that take the most attention.

- A. Understanding the user.
- B. Understanding the development technique.
- C. Focusing on Navigation.
- D. Focusing on the design tools.

Question #:26

User experience (UX) designers and information architects use wireframes and prototypes to show navigation paths between activities.

- A. True
- B. False

Question #:27

A wireframe is a static, low-fidelity representation of your product, and in the world of mobile design, a basic guideline of your app – the skeletal framework – for both designers and developers to follow.

- A. True

B. False

[REDACTED]

Question #:28

Which of the following types of statistics you can gather when using an analytics service for your app? (Select three)

- A. You can get the geographic locations, internet connection speed, screen sizes, and orientation of the users' devices.
 - B. You can record specific code exceptions and errors using analytics during application's usage.
 - C. You can track each activity in your application so you can learn the workflow of the application's usage.
 - D. You can get a report about which telephone number used your app.
- [REDACTED]

Question #:29

App ID is a unique ID number assigned to your apps when they're added to AdMob. The app ID is used to identify your apps.

- A. True
 - B. False
- [REDACTED]

Question #:30

Once your app has been offered for Free, it can be changed to be a Paid one.

- A. True
 - B. False
- [REDACTED]

Question #:31

Which three of the following choices are correct about the difference between UX and UI designers? (Select three)

- A. UX focuses on visual design, whereas UI makes app wire-framing and prototyping

- B. UX makes interfaces useful, whereas UI makes interfaces beautiful.
- C. UX helps users accomplish goals, whereas UI makes emotional connections.
- D. UX is employed among products, interfaces and services, whereas UI only pertains to interfaces.

Question #:32

When our app status in Google Play as illustrated in the following image: What does that mean?

App name	Active / Total installs	Avg. rating / Total #	Last update	Status
Android ATC - My First App com.androidatc.androidatc_myfir...	-	★ -	Mar 30, 2018	Published

- A. Your app is already published, but you should wait 5 working days to be available for users at Google Play.
- B. You should pay after this step to make your app available for users.
- C. Your app is already published at Google Play, but it is not ready to use because you did not get an approval from Google Play team displaying that your code is tested successfully.
- D. Your app is already published at Google Play and it is ready for installation by users through Google Play.

Question #:33

Fill in the blank of the following sentence with one of the choices below:

..... is the person who is responsible for the interaction between the user and the activities, buttons, images, colors and other technical parts of the application visual design.

- A. UI Designer
- B. UX Designer
- C. Graphic Designer
- D. Sales Person

Question #:34

UI design is done first and UX design is done next.

- A. True
- B. False

Question #:35

Which of the choices below describes the following sentence:

These wireframes help a project team collaborate more effectively since they are more abstract, using rectangles and labeling to represent the app content.

- A. Wireframes Low-Fidelity
- B. Wireframes High-Fidelity
- C. Wireframes Medium – Fidelity
- D. Wireframes Top - Fidelity

Question #:36

Which of the following choices is considered a purpose of app test usability by participants?

- A. Better understand how real users interact with your Android app and to improve the product based on the results.
- B. Getting approval from Google Play Store before publishing the app.
- C. Adding ads to your app.
- D. Google Play Store provides free account to who test his/her app by participants.

Question #:37

To publish your Android app at Google Play, you should create an account which will allow you to publish as many applications as you want on Google Play. This account's fee is:

- A. Free
- B. \$25
- C. \$10
- D. \$5

Question #:38

Complete the following sentence with one of the choices below:

One of the responsibilities is finding an optimized method to add advertising banners, which appear depending on the app's business and the user's needs.

- A. UI Designer.
- B. UX Designer.
- C. Graphic Designer.
- D. Android Developer.

Question #:39

As a UX designer, when you design a long signup form, which of the following choices should you consider?

- A. Use a web form inside your app to collect your app users' information.
- B. Collect all user information accurately specially age, date of birth, gender and total income.
- C. Try to put all signup information which you need to collect from users in one form.
- D. Separate this form in two or more forms and when users finish the first one, they will move to another one.

Question #:40

When you create an Android app including ad, you should configure the app ID (AdMob App

ID). Which file of the following files of your app should include your app ID (AdMob App ID)?

- A. Manifest.xml
- B. activity_main.xml
- C. MainActivity.xml
- D. styles.xml



Question #:41

CPM stands for “cost per thousand impressions” which is a measurement of how much money you will pay to Google Play if advertizing in your app reaches 1million viewers or visitors.

- A. True
- B. False



Question #:42

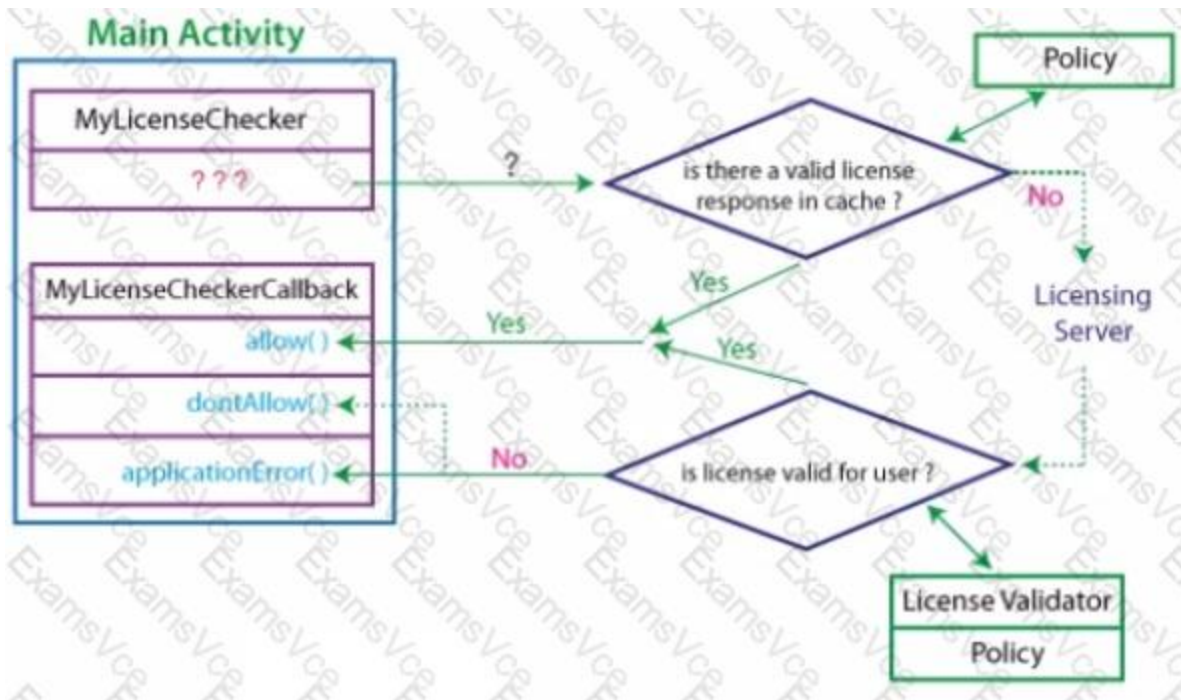
What is the best description of the ad which is illustrated in the following image?



- A. It is a sample ad unit used during development. It has fixed sample ad unit ID :ca-app-pub-3940256099942544/6300978111
- B. It will appear in the app activity without the need to configure neither the ad unit nor the app Id.
- C. It is an option that can be selected through AdMob web site, then this test sample ad unit id will be sent to your email; therefore, it is not fixed.
- D. This is not an ad, it is image already available with Android Studio images. Developers add it to reserve a space for the real ads which will be configured later.

Question #:43

Check the following image, then select one of the following choices to fill out the missing part in Main Activity file.



- A. Certificate Key
- B. CheckAccess()
- C. PolicyValidator()
- D. LicensValidator

Question #:44

How can you generate an APK file for your Android application?

- A. Using Android Studio.
- B. Using Google Play Store.
- C. Install APK converter from Google Play.
- D. Using Java script code to convert your Android app to APK file.

Question #:45

Which three of the following are ad formats? (Select three)

- A. Banner ad format.
 - B. Interstitial ad format.
 - C. Menu ad format.
 - D. Rewarded video ad format.
- [REDACTED]

Question #:46

Which of the following choices is NOT related to preparing your app for the release process?

- A. Providing values for the android:version code and the android:versionName attributes, located in the <manifest> element.
 - B. Building and signing a release version of your application (APK file).
 - C. Testing the release version of your application.
 - D. Adding a free space for Ads.
- [REDACTED]

Question #:47

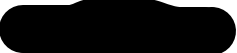
Which of the following choices is NOT correct about what a UX designer must do and must not do for a successful UX design?

- A. Design for yourself.
 - B. Don't confuse UX with UI.
 - C. Keep it simple.
 - D. Don't have a Complicated Signup.
- [REDACTED]

Question #:48


Which of the following choices is the best description for "Don't Have a Complicated Signup to get successful UX design"?

- A. Do not add any screen asking for login for your app.
- B. Add a warning message to ask app users not to enter their personal information within your app.

- C. Ask the user to fill out a signup form including as much Information as you can.
 - D. Have the sign-up procedure possible using Facebook. Twitter. Linkedin or Google+.
- 

Question #:49

Which of the following Android files will be released to Google Play?

- A. APK file.
 - B. MainActivity.java or MainActivity.Kt.
 - C. Manifest.xml.
 - D. All app files.
- 

Question #:50

You should add the following XML code illustrated in the following image to AdView widget in order to add an Ad to your activity:

Which two choices of the following are correct about adUnitId ? (Select two)

```
<com.google.android.gms.ads.AdView
xmlns:ads="http://schemas.android.com/apk/res-auto"
    android:id="@+id/adView"
    android:layout_width="wrap_content"
    android:layout_height="wrap_content"
    android:layout_alignParentBottom="true"
    android:layout_centerHorizontal="true"
    android:layout_marginStart="8dp"
    android:layout_marginTop="404dp"
    ads:adSize="BANNER"
    ads:adUnitId="ca-app-pub-3897496718910144/8671452621"
    ads:layout_constraintEnd_toEndOf="parent"
    ads:layout_constraintStart_toStartOf="parent"
    ads:layout_constraintTop_toTopOf="parent">
</com.google.android.gms.ads.AdView>
```

- A. An ad unit Id is a unique ID number assigned to each of your ad units when they are created in AdMob.
- B. The ad unit Id is added to your app's code and is used to identify ad requests from the ad unit.
- C. The ad unit Id is created by Android Studio, and it must be used for all ads in the same app.
- D. The ad unit Id is used as a user name to login to AdMob web site to check your revenue of this ad.

Question #:51

Google Play licensing service does not determine itself if a given user with a given license was granted access to your application. Rather, this responsibility is left to a Policy implementation that you provide in your application.

- A. False

B. True

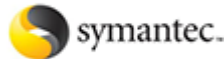


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