ECC006 Homework 5

1. Which of the following are the three most common methods for organizing websites?
b. hierarchical, linear, and random

2. Which of the following are the four principles of the Web Content Accessibility Guidelines?
b. perceivable, operable, understandable, and robust

3. Which of the following are influenced by the intended or target audience of a site?
d. all of the above

4. Which of the following recommended design practices apply to a website that uses images for its main site navigation?
c. Both a and b.

5. Which of the following is a color scheme that consists of two colors that are opposite each other on the color wheel?

b. complementary

6. Comparison: Amazon.com vs. Alibaba.com

Repetition:
Both Amazon and Alibaba use consistent layouts across pages. Navigation bars, product display grids, and cart icons are in the same place throughout the site.

Contrast:
Amazon uses bright yellow and black to highlight call-to-actions like "Buy Now," whereas Alibaba uses orange and white. The color contrasts help important buttons stand out clearly.

Proximity:
On both sites, related items are grouped together. For example, product information (price, description, reviews) is always close to the image and easy to scan.

Alignment:
Amazon and Alibaba both maintain a grid layout, with products neatly aligned in rows. Headings, text, and images are aligned to enhance readability and visual balance.