Question	Option No.	Option Data	Explanation No.	Explanation Data
What are three alternative scopes in a website design project. For each alternative scope provide an explanation to support your selection.	1	Website Consultation and Wireframing	1	This scope is designed for clients who need a basic understanding of their website's requirements and layout before committing to a full-fledged development project. It involves a comprehensive consultation to define the project's goals, target audience, and budget, followed by the creation of low-fidelity wireframes that visualize the website's structure and information architecture. This initial phase helps establish a clear roadmap for the website's development and ensures that both the client and the designer are aligned on the project's direction.
	2	Website Design and Development	2	This scope is suitable for clients who have a clear vision for their website's design and functionality and are ready to embark on a complete development process. It builds upon the approved wireframes to create high-fidelity mockups that showcase the website's aesthetic appeal and interactive elements. The developer then translates these mockups into functional code, ensuring that the website adheres to the client's specifications and delivers the desired user experience. This scope is particularly beneficial for projects that require intricate design elements, complex functionalities, or integrations with third-party services.
	3	Website Design, Development, and Content Management	3	This comprehensive scope caters to clients who require a fully functional and engaging website with managed content. It encompasses all the services included in the previous two scopes, including website design, development, and content creation. The designer and developer collaborate to create a visually appealing and user-friendly website, while the client provides the necessary content, such as text, images, videos, and multimedia elements. The content management aspect ensures that the website remains updated with fresh content and optimized for search engines, enhancing its visibility and engagement. This scope is ideal for business websites, e-commerce platforms, and other projects that demand a consistent stream of high-quality content.
What are three alternative risks in a website design project. For each alternative risk provide an explanation to support your selection.	1	Unclear Client Requirements	1	A lack of clear and well-defined client requirements can lead to misunderstandings, missed deadlines, and ultimately, a website that fails to meet the client's expectations.
	2	Inadequate Project Planning and Management	2	Poor project planning and management can result in delays, budget overruns, and a compromised website.
	3	Technical Challenges and Dependencies	3	Technical complexities and dependencies on third-party services can introduce unforeseen risks and delays.
What are three alternative clauses in a website design project. For each alternative clause provide an explanation to support your selection.	1	Change Orders	1	This clause outlines the process for handling changes to the project scope or requirements.
	2	Acceptance Criteria	2	This clause specifies the standards by which the completed website will be evaluated and accepted by the client.
	3	Intellectual Property Ownership	3	This clause clearly defines who owns the copyright and other intellectual property rights associated with the website's design and development.
What are three alternative questions in a website design project. For each alternative question provide an explanation to support your selection.	1	What are the website's primary goals and objectives?	1	This question helps to define the website's purpose and what it aims to achieve for the client's business or organization. A clear understanding of the website's goals will guide the design and development process, ensuring that the website's features and functionality align with the desired outcomes.
	2	Who is the website's target audience?	2	Understanding the target audience is crucial for tailoring the website's design, content, and messaging to effectively resonate with the intended users. Identifying their demographics, interests, and online behavior will help create a website that is relevant, engaging, and user-friendly for the target group.
	3	What are the website's unique selling points (USPs)?	3	USPs are the features or qualities that set the website apart from competitors and make it a compelling choice for potential customers or visitors. Identifying and highlighting these USPs will enhance the website's value proposition and attract the target audience.
What are three alternative answers to the question "What are the website's primary goals and objectives?" in a website design project. For each alternative answer provide an explanation to support your selection.	1	To increase website traffic and generate leads.	1	This is a common goal for many website owners, as more traffic means more potential customers. The website can be designed to optimize for search engines (SEO) and social media to attract more visitors. Additionally, the website can include lead generation forms to capture contact information from interested visitors.
	2	To establish brand awareness and build credibility.	2	A well-designed and informative website can help businesses establish themselves as experts in their industry and build relationships with potential customers. The website can showcase the company's expertise, products, or services to position it as a trusted resource.
	3	To drive sales or conversions.	3	For e-commerce businesses, the website is the primary channel for generating sales. A seamless shopping experience, clear product descriptions, and compelling calls to action can encourage visitors to make purchases. Non-e-commerce businesses can also use their websites to drive conversions, such as signing up for newsletters, requesting consultations, or booking appointments.