Just as UI design sometimes overlaps with UX design, so too can \_\_\_ design overlap with the actual front-end development of a digital product

UI ✓

UX

Regardless of the technology, screens, spaces, or environments, \_\_\_\_\_ will continue to stay focused on facilitating the user’s interaction and experience between “man and machine” in the most efficient way possible.

UI design ✓

UX design

User interface design can also include data visualization and information design work, which helps users make sense of highly complex data through simplified display of this information on the\_\_\_\_\_\_\_\_\_\_\_.

presentation layer ✓

interaction layer

communication layer

Row after row of standardized office furniture makes a wonderfully symmetric work environment that gives a sense of order thus appearing pleasant and easy on the senses.

True

False ✓

Having different types of fonts in UI makes it easier for users to recognize important content or establish a sense of visual order.

True

False ✓

The S.M.A.R.T. methodology for defining UX goals stands for

Specific, Measurable, Actionable, Reliable, Trackable

Specific, Measurable, Actionable, Reliable, Traceable

Specific, Measurable, Actionable, Relevant, Trackable ✓

Specific, Measurable, Actionable, Relevant, Traceable

Research indicates that users don’t actually read everything they see word by word—they scan and then determine whether the material is worth their time. Marketing expert David Zheng found that in over 60% of cases, visitors give up and leave a website in less than \_\_\_\_ seconds. That is the window you have to attract your customers.

5 seconds

10 seconds

15 seconds ✓

20 seconds

People read the website and newspapers differently. In a website they normally look for hook elements whereas in newspapers they read it word by word.

True

False ✓

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the most common scanning pattern

Z Pattern

F Pattern ✓

Layer Cake Pattern

Marking Pattern

Spotted Pattern

\_\_\_\_\_\_\_\_\_ is a cornerstone of user-centered design and UI design best practices

User experience

User research ✓

User scannability

User interaction