

## ANSWER SHEET

### Question 1

#### **How to Verify a Credibility of an Public Figure's Claims.**

Usually,<sup>1</sup> when watching TV or Youtube, traveling in crowded places, or even playing an online game with ads, we will find some billboards, flyer, or brochures of a product starring someone famous at that time. These advertisements appear so often that people likely remember who each brand is starring. Call it like Gigi Hadid, who starred in the Maybelline cosmetic brand, Mohamed Salah with the famous sports goods brand Adidas, to the South Korean band BTS with a car brand from their own country, Hyundai. Unwittingly, it becomes a suggestion in the eyes of the public that the brand is a top brand because it is proven to have been used by well-known and successful public figures.

In 1984, professional basketball player Michael Jordan had just graduated from college. In the first season he played in his former team Chicago Bulls, his performance was impressive for a rookie. His career skyrocketed and continued to shine for decades to come. Jordan was known as the best NBA player in his era. Everyone idolized him, they announced his success and victory everywhere, and no one did not know Jordan. As a fan, of course, it is an event to be able to collect items that similar to their idols. There is one brand that has seen this opportunity from the beginning of Jordan's career, the sports brand Nike.

Nike sees<sup>2</sup> Jordan's success as an opportunity to make its brand famous. He has many factors that make him a perfect public figure; he comes<sup>3</sup> from the African-American community, is<sup>4</sup> a 'phenomenal' rookie professional player, has<sup>5</sup> outstanding performance, and has<sup>6</sup> a brilliant history from before starting his professional career. Finally, in the same year that Jordan started his professional career, Nike launched a collaboration product that rocked the sports shoe world; Air Jordan. The product was a huge success, very, very successful. It is<sup>7</sup> evident from Nike's expected sales target for the first four years of \$3 million, but instead, they sold \$126 million in year one.

Both Michael Jordan's title as the best NBA basketball player of all time and Air Jordan's high-quality basketball shoes are still widely known by the public to this day (Britannica, 2022; Holmes, 2020).

From Michael Jordan's and Air Jordan's story above, it can show how significant public figures' influence is in the eyes of society. The public has acknowledged the greatness of his game that they are competing to buy Air Jordan with the assumption that it can be like him. They believe that by dressing like that, they can **play**<sup>8</sup> basketball as great as the NBA's best players. Despite that, some others buy and collect items as a form of full support for Jordan. These things form public credibility to a public figure.

According to the Oxford Language Dictionary, credibility is 'the quality of being trusted and believed in' or 'the quality of being convincing or believable.' In short, credibility refers to the public judgment of how a person is believable by another person/group. When someone **has**<sup>9</sup> gained credibility from others, they can easily influence the ideas and thoughts of the public. Gaining credibility from others means that everything he does can be trusted and viewed with respect. In the case of the credibility of a public figure, influencer, or artist, the credibility of followers or fans can lead them to engage in imitation behavior, to follow all the lifestyles of the artist. Even with the good name of the artist and the public figure well-known, someone who does not follow the artist or public figure can assume and believe that they are a good person (Quinn, 2016).

The impact of the artist's credibility can make people follow their lifestyle. What is the name of the brand of clothes he wears, what is his favorite brand of bags and shoes, which car brand does he **have**<sup>10</sup>, and even inferior goods that he uses daily, such as bath soap, light snacks, and skincare. This circumstance allows companies and brands to expand their product market by engaging public figures or artists who are well-known at that time as brand ambassadors. Why choose a famous artist? Because soon after, people seemed to be 'concentrating' their attention on the artist and their chances of achieving their sales target were greater. The company also pays close attention to what product advertisements are suitable for the public figure. If he is a racer, he will be worthy to advertise a fast car or automotive product. If he is an

artist, especially a Korean artist, the most suitable market is health supplements or skincare products. This phenomenon is visible today, especially in Asian countries.

After advertisements on the internet, billboards in the middle of the city, and newspapers by brands, the artists will also promote the brands they have starred in on their social media. He claims that his health improved, people who knew his name and his fans saw the promotion, and they started buying similar products. Even with one or two posts, the impact on his followers and fans is significant. Furthermore, for certain fans no matter how expensive the product their idol stars is, they will buy it sooner or later.

So that's how considerable credibility the artist has in his claims about a product. The more famous the public figure, the wider the effect of credibility and imitation he gives.

Grammar errors from the essay:

1. Wrong use of punctuation.

Original → Usually,<sup>1</sup> when watching TV or Youtube,

Correction → Usually when watching TV or YouTube,

2. The event was occurred in the past, use past tense.

Original → Nike sees<sup>2</sup> Jordan's success as an opportunity...

Correction → Nike saw Jordan's success as an opportunity...

3. The event was occurred in the past, use past tense.

Original → he comes<sup>3</sup> from the African-American community,

Correction → he came from the African-American community,

4. The event was occurred in the past, use past tense.

Original → (he) is<sup>4</sup> a 'phenomenal' rookie professional player,

Correction → (he) was a 'phenomenal' rookie professional player,

5. The event was occurred in the past, use past tense.

Original → (he) **has<sup>5</sup>** outstanding performance,

Correction → (he) **had** outstanding performance,

6. The event was occurred in the past, use past tense.

Original → And (he) **has<sup>6</sup>** a brilliant history from before starting his...

Correction → And (he) **had** a brilliant history from before starting his...

7. The event was occurred in the past, use past tense.

Original → It **is<sup>7</sup>** evident from Nike's expected sales target for...

Correction → It **was** evident from Nike's expected sales target for...

8. The context of the sentence is present continuous tense.

Original → They can **play<sup>8</sup>** basketball as great as the NBA's best players.

Correction → They can **playing** basketball as great as the NBA's best players.

9. The context of the sentence is simple present tense.

Original → When someone **has<sup>9</sup>** gained credibility from others,

Correction → When someone **have** gained credibility from others,

10. Missuses of verb.

Original → Which car brand does he **have<sup>10</sup>**,

Correction → Which car brand does he **has**,

## Question 2

### **The importance of UI/UX tools flexibility**

When building an application, an IT team usually has several choices of application development methods or what is commonly called SDLC (software development life

cycle). All these methods go through the same stages, only the time of their implementation is different. The first step in the development of an application is called the requirements stage, then the next stage is the analysis stage, and after that is the design stage.

The requirements stage encourages the team to set the project plan that covers everything involved in the application development process, from selecting team members, planning meetings and regular targets, and tools used for budget planning. In the analysis stage, the team began to observe the scope of the application. This process aims to provide a clear picture of the priority of work and what steps to avoid that can obstruct the progress of application development. The last stage to discuss is the design stage, which is the stage where the team begins to make the structure and design of the application design, especially for the front end. Although it looks trivial and can be skippable, the goal of sketching the front end of the application is to facilitate the work of front-end developers and avoid blaming the UI design guidelines.

Generally, the used tools in the analysis and design process are comes from various kinds. Before the public began to emerge and conventionally used UI/UX tools and applications, all prototypes and blueprints of an application were designed in the form of hand sketches or on canvas applications. They used software like paint or Microsoft Office, then printed so the prototypes could be arranged in the order of the flow and bound. Nowadays, the application design files have saved in soft files. However, the market demands UI/UX designers to present more detailed descriptions of the planned application designs. Although they look different in function, these tools have similar functions and use that are not much different.

For example, things that must be taken into account and planned in the analysis phase are relationships between entities or application flows. Some tools specifically used to execute this task, such as App Diagrams, Lucid Charts, or Creately. However, some applications provide several design tools that can practically manipulate chart diagrams and provide templates as technology advances. One example of the software is Figma. With technological advances in the field of web design, now making a complete application design with detailed descriptions and explanations like flow diagrams and use cases is not difficult and can be done in a shorter time. So, what software that included in this criterion? Here are some well-known software and tools for IT project design:

## **1. Figma**

Figma is a popular UI/UX tool because it is free and one of the software choices of many UI/UX developers in designing and making application prototypes. Released on September 27, 2016, Figma generated \$333.4M in revenues within Jan 3, 2022 and a total average of 4M users all around the world (2022; “Adobe is acquiring Figma: here’s what Figma users can expect”, 2022). One of the main reasons why Figma can become a UI/UX tool that the public relies on is that it is a browser-based application that makes it easier for anyone to access without having to install it on their respective devices. In addition, there are several other advantages that Figma has compared to UI/UX tools in general:

### **a) Design for Free**

One of the reason why Figma is the first choice for design tool is all facilities are accessible for free. Beside that, Figma has a simple and easy-to-understand user interface, so anyone new to it only needs a short amount of time to learn how to use it.

### **b) Community**

Figma community has its own space to create. They share their works, ideas, and built-in features publicly as sources of inspiration and sharing knowledge. Furthermore, other users can use them for free, such as plugins and websites or android UI/UX theme templates.

### **c) Easy Inspection**

Compared to other UI/UX applications, designs in Figma are very easy to inspect. Each element's width and height can be seen easily on the design tab in the top right pane. In addition, the selected segment has its handoff language into a CSS, iOS, or Android on the inspection tab.

## **2. InVision**

Another highly recommended UI/UX tool for creating prototypes that improve the user experience is InVision. Due to their interoperability with every step of the product design process, from ideation to development, middle and upper business and professionals utilize this tool specifically. In the latest report, more than 7 million individuals use InVision to establish a simplified and predictable design workflow.

Listed prominent companies include Fortune 100, Airbnb, Amazon, HBO, Netflix, Nike, Slack, Starbucks, and Uber, which claim to be able to build interfaces more effectively because of it (StackShare). There is a free trial available to create one prototype.

Despite of having similar feature compared to Figma, there is some key features that differ InVision from other tools:

a) Supported Integration

InVision can integrate projects with various applications like Basecamp, JIRA, Teamwork, Trello, Dropbox, Slack, Confluence, and Microsoft Teams. On a monthly subscription basis, services are made available, along with documentation-based assistance.

b) Version Control Support

The Design System Manager module includes brand and UX components, version roll-back, and library access push/pull modifications, making it much easier for UI/UX designers to reverse and monitor prototype changes.

c) Workflow Management

This feature lets users browse and arrange project displays by assigning screens to any prototype team member using the details tab. Also available is a facility to request descriptions, set a due date and time as well as facility to modify color-code for better visibility, and utilize the progress bar to monitor progress over time.

### **3. Miro**

Many people still use Miro especially UI/UX designers for its longevity with the result of gaining credibility among users. Miro was founded in 2011 under the name RealtimeBoard until rebranding in 2019. Even though Miro is a whiteboard app (just like Figma and InVision), the advantages and uses of Miro are more inclined toward the analysis stage support tool in the SLDC cycle. In short, here are some of the key features that are the pledge of the software:

a) Given Freedom to Use

As a whiteboard tool, Miro can be used as a workflow of steps, collaborate with big user groups across many locations, and take the place of past wall-mounted post-it note use. It seems like the tool provides users complete flexibility to use the area in whatever they choose.

b) Suitable Cost

Compared to other professional UI/UX tools, Miro offer an affordable price to get to use, start from \$10/month.

c) Saving Time

Users may quickly zoom in when they need to learn more about a project's intricacies using Miro (as Miro also provide online meeting) rather than emails and text conversations. Bypass regular emails and unnecessary discussions for saving time.

### Question 3

#### **Rewrite and Combine**

Learning English is not easy. Despite of that, learning German is in some ways more difficult since German has different articles for masculine, feminine and neuter nouns.

For this reason, you have to change the endings of adjectives to match the nouns, although this is harder for speakers of English than for speakers of French because French also uses adjectival endings.

Assuming that, people say that knowing English helps you to start learning German. However, when you have passed the elementary stages, English is less help. Furthermore, at an advanced level, knowledge of English is no help at all.