1. Which recommendation would be most effective in making the report more accessible and user-friendly?

- ✅ **Ensure the visualizations are clearly labeled.**
  Clear labeling helps users understand the data without confusion, improving accessibility and usability.

- ❌ The line chart should be small since this information is not interesting.
  This is subjective and dismisses potentially valuable data.

- ❌ Replace all technical terms with plain language alternatives.
  While simplifying language is helpful, replacing all technical terms may reduce precision.

- ❌ Add as much interactivity as possible to keep the users engaged and help them get the most out of the data.
  Interactivity can help, but too much can overwhelm users and reduce clarity.

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2. Which proposed color palette approach is most likely to improve the readability and accessibility of the design?

- ❌ Use completely different color palettes for each element.
  This can create visual clutter and confusion.

- ✅ **Use high-contrast purple and yellow to make the bar chart easy to understand.**
  High contrast improves readability, especially for users with visual impairments.

- ❌ Use two low-contrast colors for the line graph.
  Low contrast makes it harder to distinguish elements.

- ❌ Use a green background and red text to make the scorecard easy to understand.
  Red-green combinations are problematic for colorblind users.

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3. Which option is NOT a key purpose of iteration in wireframing?

- ❌ Iteration allows you to refine your design based on feedback.
  This is a key purpose.

- ❌ Iteration allows you to identify potential design problems early on.
  Also a key purpose.

- ❌ Iteration leads to a more effective and user-friendly design.
  Correct and essential.

- ✅ **Iteration is used primarily to identify technical issues.**
  This is incorrect—wireframing focuses on design and user experience, not technical debugging.

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4. Which of the following recommendations would most improve the proposed layout?

- ❌ Add more elements and data points.
  This can clutter the layout and reduce clarity.

- ✅ **Create a clear visual pathway to guide users' eyes through the information in an intuitive way.**
  This enhances user experience and comprehension.

- ❌ Eliminate white space between elements.
  White space improves readability and prevents visual overload.

- ❌ Make all elements the same size.
  Uniform sizing can reduce emphasis and hierarchy in the design.

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5. Which option most clearly identifies the primary purpose of the report?

- ❌ To educate TheLook eCommerce's marketing team on website analytics.
  This is a secondary benefit, not the main goal.

- ❌ To determine which browsers they should prioritize for marketing efforts based on visitor usage.
  Too narrow in scope.

- ❌ To compare with competitors' website performance.
  Not the focus of the report.

- ✅ **To analyze historical website traffic data and identify opportunities to improve campaign effectiveness and efficiency.**
  This aligns with the core objective of data-driven marketing optimization.