

**UNIVERSITY OF
CALICUT
SCHOOL OF DISTANCE
EDUCATION**

BA MULTIMEDIA (UG SDE)
IV SEMESTER
(2022 Admission onwards)

CORE COURSE

**INTRODUCTION TO
UX/UI Development
QUESTION BANK**

1. Which Dreamweaver view allows you to visually edit web page elements?

- a. Code View
- b. Design View**
- c. Live View
- d. File View

2. What does "cross-platform compatibility" refer to in web development?

- a. Code that runs on different operating systems**
- b. Images optimized for various file formats
- c. Consistent layout across different screen sizes
- d. Responsive design for mobile devices

3. What Dreamweaver feature helps ensure your web pages display correctly across various browsers?

- a. Code Snippets
- b. Snippets Panel
- c. Live View**
- d. Site Definition

4. What is the correct HTML tag to create a table header cell?

- a. <td>
- b. <th>**
- c. <cell>
- d. <header>

5. How can you add an image to a web page using Dreamweaver's Design View?

- a. Insert a table and use the "Image" option within a cell.
- b. Drag and drop the image file directly onto the document window.**
- c. Write the tag manually in Code View.
- d. Use the "Insert" menu and select "Flash Movie."

6. Which Dreamweaver feature allows you to preview your website in different browsers?

- a. Live View**
- b. Code Validator
- c. Get More Tools

d. Site Definition

7. What is the purpose of validating website markup?

- a. To identify potential display issues across browsers**
- b. To optimize website performance
- c. To check for broken links
- d. To ensure website accessibility

8. When transferring website files to a web server, what protocol is often used?

- a. HTTP
- b. HTTPS
- c. FTP**
- d. SMTP

9. What is the difference between synchronizing and uploading website files?

- a. Synchronizing updates both local and server files, while uploading only sends files from local to server.**
- b. Synchronizing transfers all files, while uploading allows for selective transfer.
- c. Uploading is faster than synchronizing.
- d. There is no practical difference.

10. What is a critical step in testing a website before launch?

- a. Testing on a single browser
- b. Running security scans only**
- c. Focusing solely on visual design
- d. Skipping testing altogether

11. What does "UX" stand for in the context of interactive applications?

- a. User Experience**
- b. User Interface
- c. Unified Interface
- d. Universal Access

12. What is the purpose of creating brand guidelines for interactive applications?

- a. To ensure a consistent visual identity across platforms**
- b. To define technical specifications
- c. To specify user account creation steps
- d. To outline marketing strategies

13. What is the primary function of wireframing in interactive application design?

- a. To create high-fidelity mockups
- b. To develop complex animations**
- c. To write HTML code for interactive elements
- d. To focus on branding colors and logos

14. How does user flow review help in interactive application development?

- a. It ensures the design adheres to brand guidelines.
- b. It identifies potential usability issues in the application's navigation.**
- c. It verifies the performance of interactive elements.
- d. It guarantees compliance with legal regulations.

15. What is the main purpose of a final design critique in interactive application development?

- a. To discuss marketing strategies
- b. To provide feedback on user interface aesthetics**
- c. To approve development tools
- d. To test compatibility with various devices

16. What is the primary focus of user interaction in UX design?

- a) Creating visually appealing interfaces**
- b) Ensuring users can effectively complete tasks
- c) Implementing the latest technological trends

17. What is the term used to describe a user's internal representation of how a product works?

- a) Information architecture
- b) Cognitive model/Mental model**
- c) Visual design principles
- d) User experience (UX)

Answer: b) Cognitive model/Mental model

18. The core element of UX design that focuses on user satisfaction and enjoyment is:

- a) Usability**
- b) Accessibility
- c) User research
- d) Information architecture

19. Which stage of the UX design process involves gathering information about user needs and goals?

- a) Visual design
- b) Information design
- c) User research**
- d) Prototyping

20. What is the primary deliverable of the user research phase?

- a) Wireframes
- b) Style guide
- c) User personas**
- d) High-fidelity mockups

21. Which visual design principle emphasizes clarity and ease of understanding?

- a) Hierarchy
- b) Balance
- c) Contrast
- d) All of the above**

22. Data visualization techniques are used to represent data in a way that is:

- a) Visually appealing only
- b) Easy to understand and analyze**
- c) Technically complex
- d) Limited to charts and graphs

23. What is the primary goal of interaction design?

- a) Define the visual style of the interface
- b) Determine how users will interact with the product**
- c) Organize the content of the interface
- d) Develop the underlying code of the product

24. Information architecture focuses on the organization of:

- a) Visual elements on the screen
- b) Content and functionality within a product**
- c) User research data
- d) Wireframes and prototypes

25. What is the purpose of a storyboard in UX design?

- a) Define the layout of individual screens

b) Illustrate the flow of user interactions

- c) Present high-fidelity mockups
- d) Gather user feedback during testing

26. Which UI element allows users to select a single option from a list?

- a) Button
- b) Radio button**
- c) Checkbox
- d) Dropdown menu

27. What is the term for the overall arrangement of elements on a screen?

- a) Information architecture
- b) Wireframe
- c) Layout**
- d) Prototype

28. What is the primary goal of usability testing?

- a) To find bugs in the software code
- b) To assess how easy and efficient a product is to use**
- c) To ensure the product meets all functional requirements
- d) To compare the product to competitor offerings

29. Usability testing is typically conducted by:

- a) Developers only
- b) A team of designers, researchers, and testers**
- c) Marketing specialists
- d) Project managers

30. Which of the following is NOT a benefit of usability testing?

- a) Identifying user interface (UI) design flaws
- b) Reducing development costs by fixing problems early
- c) Increasing user satisfaction with the product
- d) Automating the testing process**

31. Usability testing can be conducted at what stage of the design process?

- a) After the final product launch only
- b) Throughout the design process, from early prototypes to final stages**
- c) During development only
- d) After all functionalities are built

32. What is the difference between usability and functionality?

a) Usability refers to how easy a product is to use, while functionality refers to what the product can do.

b) There is no difference; they are the same concept.

c) Functionality refers to ease of use, while usability is about features.

d) Usability is a subset of functionality.

33. What is a heuristic evaluation?

a) A usability testing method where experts analyze the interface for potential usability issues based on established principles.

b) A type of user testing where users are given a set of tasks to complete.

c) A tool for recording user behavior during a usability test.

d) A method for collecting user feedback through surveys.

34. What is the importance of a well-defined recruitment plan for usability testing?

a) To ensure testers have experience with similar products.

b) To recruit a diverse group of users representative of the target audience.

c) To find testers with strong technical skills.

d) To recruit testers who are familiar with usability testing procedures.

35. What type of data is typically collected during a usability test?

a) User demographics only

b) Quantitative data (e.g., task completion time) and qualitative data (e.g., user feedback)

c) User comments about the product's visual design

d) Data on how often users encounter errors

36. How can you ensure that the usability test results are reliable and unbiased?

a) By testing with a large number of users

b) By asking leading questions during the test

c) By controlling the testing environment

d) By having the product developer observe the test

37. What is the importance of debriefing participants after a usability test?

a) To provide them with additional training on the product

b) To understand their thought processes and frustrations during the test

c) To thank them for their participation

d) To explain the purpose of the test

38. Which type of usability testing involves observing users interacting with a low-fidelity prototype?

- a) Card sorting
- b) A/B testing
- c) Guerilla testing**
- d) Remote usability testing

39. What type of usability testing focuses on evaluating the information architecture of a website or application?

- a) Eye-tracking
- b) Tree testing**
- c) Usability walkthrough
- d) First click testing

40. What is the advantage of conducting remote usability testing?

- a) It allows for testing with a wider range of users.**
- b) It provides a more controlled testing environment.
- c) It requires specialized equipment.
- d) It is more expensive than in-person testing.

41. What is the purpose of A/B testing?

- a) To compare two different design variations and see which one performs better.**
- b) To identify usability problems in a low-fidelity prototype.
- c) To gather user feedback through open-ended questions.
- d) To evaluate the learnability of a new interface.

42. What is the primary goal of usability testing?

- a) To identify bugs in the software code
- b) To ensure the software functions as intended**
- c) To evaluate how easy and efficient a product is to use
- d) To measure the performance of the system under load

43. Usability testing is typically conducted in which phase of the development process?

- a) Design
- b) Development
- c) Testing**
- d) Deployment

44. What type of users should be recruited for usability testing?

- a) Programmers
- b) Designers

c) Target users of the product

d) Management team

45. What is the main difference between moderated and unmoderated usability testing?

a) Moderated tests use real users, while unmoderated tests use simulated users.

b) Moderated tests are conducted in a controlled environment, while unmoderated tests are conducted remotely.

c) Moderated tests focus on quantitative data, while unmoderated tests focus on qualitative data.

d) Moderated tests are more expensive than unmoderated tests.

46. Which of the following is NOT a common technique used during usability testing?

a) Think-aloud protocol

b) Eye tracking

c) User interviews

d) Screen recording

47. What type of usability testing is best suited for evaluating the overall flow and navigation of a website?

a) Card sorting

b) Guerilla testing

c) A/B testing

d) Usability walkthrough

48. Which type of usability testing is ideal for evaluating the first, low-fidelity versions of a design?

a) Expert review

b) Usability testing with a high-fidelity prototype

c) User interviews

d) Eye tracking

49. What is the benefit of conducting remote usability testing?

a) It allows for more controlled testing conditions.

b) It provides a wider range of users for testing.

c) It is typically less expensive than in-person testing.

d) It allows for easier observation of user behaviour.

50. What is the primary focus of a heuristic evaluation?

a) Identifying usability issues based on established usability principles

- b) Gathering user feedback through interviews and observations
- c) Comparing two design options to see which performs better
- d) Evaluating the visual aesthetic of the design

51. What is the main advantage of conducting a competitor analysis for usability testing?

- a) It helps identify new and innovative design features.
- b) It provides a benchmark for your own product's usability.**
- c) It reduces the time and resources needed for testing.
- d) It allows you to recruit users who are familiar with similar products.

52. What is the first step in planning a usability test?

- a) Recruiting test participants
- b) Developing a test script
- c) Defining the usability goals**
- d) Choosing a usability testing tool

53. What is the purpose of a test script in usability testing?

- a) To document the tasks users will be asked to complete**
- b) To record user feedback during the test
- c) To analyse the usability test data
- d) To create a visual prototype of the product

54. What type of data is typically collected during a usability test?

- a) User demographics only
- b) Quantitative data (e.g., task completion time) and qualitative data (e.g., user observations)**
- c) User feedback from surveys only
- d) Eye tracking data only

55. How can you ensure the reliability of your usability test results?

- a) By testing with a large number of users
- b) By using a variety of usability testing techniques**
- c) By testing with users who are experts in the field
- d) By keeping the test script very rigid