

CS160 Practice Final #1

Prepared by Matthew Kam for discussion sections. Some parts were adapted from Prof. James Landay's Spring 1997 CS160 and Fall 2000 CS160.

1. Distinguish between site maps, storyboards, schematics and mock-ups.
2. What are design patterns? Why are they useful for design? Where were they previously used in?
3. Suppose that you are asked to design the website for a local non-profit organization that collects old computers from corporate donors for refurbishing before distributing them to low-income households. Discuss which of the following web design rules are relevant, and how you would apply them:
 - Make a positive first impression
 - Focus on a single item of interest
 - Build your site brand
 - Make navigation easy
 - Lure visitors to return (fresh content, personalization)
 - Make homepage easy to download quickly
4. Distinguish between these four ways of collecting information about a website's visitor in order to personalize the site for him/her:
 1. User edits personal information on homepage
 2. Web form-based interview
 3. Deduction
 4. Collaborative-filtering
5. Give three ways in which you can make it more appealing for website visitors to personalize the site by providing their personal information?
6. Distinguish between the following scoring methods:
 - Rank
 - Top rank
 - Threshold score
 - Required attributes
 - Combination
7. For each of the following web pages, identify **two** web design patterns that are **best** applied on the page. For each pattern, list its name, explain how the pattern is applied, and identify where it is applied.

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