

Art 4208 Interactive Media
Quiz 1_Chapter 1

Student Name: _____

1. Describe your average morning's technology user experience? Define three technologies that could have functioned differently.

2. Define User Experience.

3. Why is the user experience on the web even more important than other products?

4. What is the main goal of a "content" driven site?

5. What is ROI?

6. Describe "Conversion Rate"

7. What is User Centered design?