

# Microsoft

## EXAM - 74-353

### Windows UX Design

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## Question: 1

What is the meaning of the phrase 'Design for touch first'?

- A. Support for mouse and keyboard interaction is optional.
- B. Prioritize touch interaction over mouse and keyboard interaction.
- C. Ensure that users can directly manipulate content by using touch.
- D. Always allow users to switch between touch mode and mouse-and-keyboard modes.

**Answer: C**

## Question: 2

You are designing a shopping cart for an e-commerce application. Users will commit to purchase transactions by clicking a Confirm button. What is the recommended minimum target width for this high-consequence action button?

- A. 5 mm
- B. 7 mm
- C. 9 mm
- D. 12 mm

**Answer: C**

## Question: 3

When designing interactions for Windows 8 applications, which posture is most important to design for?

- A. Two hands holding the device, thumbs interacting with the device,
- B. Device resting on table or lap, two hands interacting with the device.
- C. One hand holding, one hand interacting with the device.
- D. Whatever posture is relevant to application user scenarios.

**Answer: D**

## Question: 4

When should you use a Cross fade animation?

- A. When some of the information on the page is changing.
- B. When semantic zoom is invoked.
- C. When users launch the application.
- D. when users start their Windows 8 devices.

**Answer: A**

## Question: 5

You are designing a Windows 8 application. You need to include animation. What should you do?

- A. Choose a free animation from the Windows 8 Animation Library.
- B. Purchase an animation from the Windows 8 Animation Library.
- C. Choose a free animation from the Windows 8 Animation Library, or create your own animation.
- D. Create your own animation.

**Answer: D**

## Question: 6

Which monetizing method usually generates the least revenue for applications that don't have a strong pre-existing brand?

- A. in-application purchase
- B. third-party transaction
- C. advertising
- D. one-time purchase

**Answer: D**

## Question: 7

Which statement about application names is true?

- A. An application name must be unique throughout the store.
- B. An application name must be unique within its category.
- C. An application name must be unique within its market.
- D. An application can have the same name as any other application in the store.

**Answer: C**

## Question: 8

An advertiser is willing to pay a \$2 CPM. What does CPM refer to in this context?

- A. cost per 1,000 impressions
- B. cost per 1,000,000 impressions
- C. cost per impression
- D. cost per month

**Answer: A**

## Question: 9

Which attribute makes the Windows Store a good place for users to discover new applications?

- A. availability from the Start screen
- B. advertising support
- C. flexible business model
- D. transparent terms and onboarding process

**Answer: A**

## Question: 10

Which entry point is required in the Settings pane for network-capable applications?

- A. User Login
- B. Connection Status
- C. Privacy Statement
- D. Feedback

**Answer: C**

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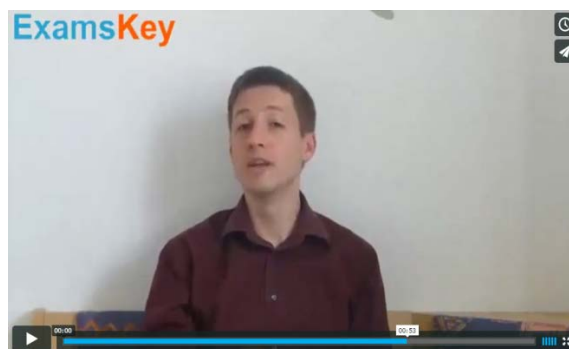
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