

Unit 6 Critical Thinking Questions

- 1. Imagine that you were writing an announcement for a project manager's job. What would you list as the project manager's responsibilities?**

- Play the lead role in planning, executing, monitoring, controlling and closing projects
- They are accountable for the entire project scope, project team, resources, and the success or failure of the project.

- 2. What is scope creep? What are a few ways that it can be avoided?**

Scope creep are changes, continuous or uncontrolled growth in a project's scope, at any point after the project begins. The most important thing you can do to avoid it is documenting the requirements.

- 3. Imagine that you were hired to manage a project to build a website for a new energy bar company. Describe the activities that would be part of the design phase and the planning phase for this project.**

I would figure out what the client wants with their website and get to know the company. When you know the company, it can better help you make the website to reflect their core values. When it comes to the design phase, I would see what they have already and what they don't. I would see if they have a logo/branding scheme yet. If they have that, it helps with styling the website as I would theme it off of those branding elements. Another important thing I would make sure to do is continuously check in with the company. I would do this because if there would happen to be something that they don't like, I wouldn't be too far ahead to where a conflict would arise.

- 4. Imagine that you were hired to make a brief presentation on the importance of information architecture in the web design process. What three points would you most like your audience to remember? Assume that they are unfamiliar with the concept of information architecture.**

I would stress that a well-designed, user-friendly information architecture ensures that users spend less time and effort searching for information and are successful in finding what they need. I would also state that if a user spends more time finding what they want, they'll end up leaving the site. If you want to have the user remain on the site, you need to make it as simple to navigate as possible.

- 5. What is a search engine crawler? What might you compare it to so that a younger person could more easily understand the concept?**

Crawling is the process used by search engine web crawlers to visit and download a page and extract its links in order to discover additional pages. I would compare it to a spider that crawls around a site.