

**K. J. Somaiya Institute of Engineering and Information Technology, Sion, Mumbai-22**

**(Autonomous College Affiliated to University of Mumbai)**

**End Semester Exam**

Nov – Dec 2021

(B.Tech.) Program: Information Technology

Examination: LY Semester: VII

Course Code: 1UITDLC7044 and Course Name: UI/UX Design Specializations

Duration: 03 Hours

Max. Marks: 60

Instructions:

- (1) All questions are compulsory.
- (2) Draw neat diagrams wherever applicable.
- (3) Assume suitable data, if necessary.

		Max. Marks	CO	BT level
Q 1	Solve any six questions out of eight:	12		
i)	Describe what interaction design is and how it relates to human-computer interaction and other fields.	2	CO1	U
ii)	What is meant by social interaction?	2	CO3	U
iii)	Enlist the five key issues of data gathering.	2	CO2	A
iv)	What is prototyping design in user interface.	2	CO4	U
v)	Give two Golden Rules of Interface Design.	2	CO5	U
vi)	Give type of evaluation techniques in user interface.	2	CO5	U
vii)	What is User/Task Matrix in User Experience (UX) Design and Evaluation Methods?	2	CO6	U

viii)	Describe the importance of data in Analytics.	2	CO6	U
<b>Q.2</b>	<b>Solve any four questions out of six.</b>	<b>16</b>		
i)	Explain the difference between good and poor interaction design.	4	CO1	U
ii)	Analyse an interface of your selected category and explain what is good and bad about it in terms of the goals and core principles of interaction design.	4	CO2	An
iii)	Describe how to plan and run a successful data gathering program.	4	CO4	A
iv)	Describe Design Principles with respect to your selected criteria.	4	CO6	U
v)	How to identify and critique interaction design patterns?	4	CO5	U
vi)	Analyse how social media have changed the ways in which we keep in touch, make contact, and manage our social and working lives.	4	CO3	An
<b>Q.3</b>	<b>Solve any two questions out of three.</b>	<b>16</b>		
i)	Is it possible for the user to work out how to use the product by exploring the interface and trying out certain actions? How hard will it be to learn the whole set of functions in this way? Answer with example.	8	CO1	U
ii)	Write a scenario of how you would currently go about choosing a new car. This should be a brand-new car, not a second-hand car. Having written it, think about the important aspects of the task: your priorities and preferences. Then imagine a new interactive product that supports you in your goal and takes account of these issues. Write a futuristic scenario showing how this product would support you.	8	CO4	E
iii)	Describe your category interface using the heuristics. Do these heuristics help you to identify important usability and user experience issues? Explain them.	8	CO5	U
<b>Q.4</b>	<b>Solve any two questions out of three.</b>	<b>16</b>		

i)	Explain in details different Sources of inspiration and knowledge.	8	CO2	U
ii)	Imagine you are a consultant who is employed to help develop a new computerized garden planning tool to be used by amateur and professional garden designers. Your goal is to find out how garden designers use an early prototype as they walk around their clients' gardens sketching design ideas, taking notes, and asking the clients about what they like and how they and their families use the garden. Evaluate the three approaches of data recording in this environment?	8	CO3	An
iii)	Discuss a cognitive walkthrough to find a book to buy as an eBook at <a href="http://www.amazon.com">www.amazon.com</a> or <a href="http://www.wiley.com">www.wiley.com</a> .	8	CO6	U