

Nov – Dec 2022 B.Tech Program: Information Technology Examination: LY Semester: VII Course Code: ITDLC7044 and Course Name: UI/UX Design Specializations Duration: 2.5 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)	What are the 7 key factors of user experience?	2	CO1	U
ii)	What is cognitive processes in UX design?	2	CO2	U
iii)	What is social interaction in design?	2	CO2	U
iv)	How does a UX designer gather data?	2	CO3	U
v)	What are the UX Research Methods.	2	CO3	U
vi)	What is a conceptual design in the design process?	2	CO4	U
vii)	What three attributes of an interface does ISO International Standards Organization include in their definition of usability?	2	CO5	U
viii)	What is walkthrough analysis?	2	CO6	U
Q.2	Solve any four questions out of six.	16		
i)	Differentiate of good and bad design against its key characteristics.	4	CO1	An

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ii)	What are the benefits of creating a conceptual design?	4	CO2	U
iii)	Discuss problem associated with Data gathering.	4	CO3	U
iv)	Explain color scheme in details.	4	CO4	U
v)	Describe Principles to Support Usability.	4	CO5	U
vi)	Explain Usability Testing and its Advantages.	4	CO6	U
Q.3	Solve any two questions out of three.	16		
i)	What's Interaction Design? Explain Interaction Design Principles?	8	CO1	U
ii)	Explain Role of Metaphors in User Interface Design. Explain Advantages of Prototyping.	8	CO4	U
iii)	Explain Design Golden Rules and Usability Heuristics rules in detail.	8	CO5	U
Q.4	Solve any two questions out of three.	16		
i)	Explain benefit and Problems with interface metaphors.	8	CO2	U
ii)	Explain Task descriptions. List and explain Different types of category of requirements.	8	CO3	U
iii)	Draw and Explain DECIDE framework in details.	8	CO6	U
