

K. J. Somaiya Institute of Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)

Nov – Dec 2024

Program: B.Tech (Information Technology) Scheme II
Regular Examination: LY Semester: VII

Course Code: ITDLC7044 and Course Name: UI/UX Design Specializations
Duration: 02.5 Hours

Date of Exam: 28/11/2024

Max. Marks: 60

Instructions:

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

Q. No.	Question	Max. Marks	CO	BT level
Q 1	Solve any two questions out of three: (05 marks each)	10		
a)	Write a short note on Interaction Design Process.		CO1	U
b)	Analyze cognitive aspects based on User experience.		CO2	An
c)	Analyze and describe the steps in Decide framework?		CO3	An
Q 2	Solve any two questions out of three: (05 marks each)	10		
a)	Justify various evaluation techniques in UI UX?		CO4	E
b)	Explain Heuristic Evaluation Rules. When to Use Heuristic Evaluation?		CO5	U
c)	Define and Explain Predictive Models.		CO6	U
Q.3	Solve any two questions out of three. (10 marks each)	20		
a)	Explain Steps of UI/UX Design Process. What is the Difference Between Interaction Design and UI Design?		CO1	U
b)	Analyze the requirements for a UI designer?		CO2	An
c)	Analyze the key issues in data gathering.		CO3	An
Q.4	Solve any two questions out of three. (10 marks each)			
a)	Justify the role of Metaphors in User Interface design and explain three Metaphors used in UI/UX.		CO4	E
b)	What three attributes of an interface does ISO International Standards Organization include in their definition of usability? Explain the role of Why, What, Where and When of Evaluation.		CO5	U
c)	Explain Matrix Analysis and explain role of Feedback in Evaluation.		CO6	U
