

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

MIM (2018-21) Semester III

User Experience and Design

Date : 20/11/2019

Marks: 50

Time: 3 hours

Section I - Choose the correct answer (1 mark each)

1. Kanban is a system that:
 - A. Avoids supply disruption and overstocking of goods at various stages of the manufacturing process
 - B. Eliminates wasteful practices and improves efficiency
 - C. Integrates customer feedback and change with each iteration on the project
 - D. Is designed to optimize flexibility, creativity, and productivity

2. The Drunk Test For usability has the following advantages:
 - A. Gives authentic responses
 - B. Is cost effective
 - C. Is good for international audience
 - D. None of the above

3. SEO is all about:
 - A. Running on-line ads on websites
 - B. Analyzing Google's behaviour so as to get your page listed with a higher ranking
 - C. Creating videos that go viral
 - D. Ensuring symmetry in design

4. True or False: Prototype is a phase in the design thinking process
 - A. True
 - B. False

5. Products that provide great user experience (e.g. iPhone) are designed considering
 - A. How the user will use it
 - B. Process of owning it (marketing)
 - C. Ease of troubleshooting
 - D. Pleasure & fun aspects

6. XAML stands for
 - A. Extensible Application Markup Language
 - B. Extensible Approach to Markup Language
 - C. Exhaustive Additional Markup Language
 - D. None of the above

7. Steps involved in usability testing are:
 - A. User Research, Wireframing, Site Map, Prototype
 - B. Analysis, Design, Test, Report
 - C. Planning, Recruiting, Usability Testing, Data Analysis, Reporting
 - D. None of the above

8. UX Designer Responsibilities include:
 - A. Conducting user research and testing.
 - B. Developing wireframes and task flows based on user needs.
 - C. Collaborating with Designers and Developers to create intuitive, user-friendly software.
 - D. All of the above.

9. UX researchers are often responsible for:
 - A. Running usability tests to see how users interact with the current system.
 - B. Developing user surveys to get information from potential users.
 - C. None of the above.
 - D. All of the above.

10. Card Sorting is a method that asks users to organize items into groups and assign categories to each group
 - A. True
 - B. False

Section 2 - Answer the following – Any 5 (3 marks each):

1. What is isolation effect?
2. Explain the 2 different types of usability testing techniques.
3. Explain Design thinking process.
4. What is mental model and conceptual model?
5. Explain Agile UX process.
6. What is A/B testing?
7. What are High-Fidelity wireframes? Any 2 tools which can be used for making high-fidelity wireframes.
8. What are progressive web apps? Explain the benefits of this technique.

Section 3 - Answer in Brief – Any 5 (5 marks each):

1. What is User Experience Design?
2. What is a wireframe? Create sample wireframe for landing page of a job portal.
3. Draw a flow chart from login to checkout in case of ecommerce website.
4. Describe the card sorting technique of conducting user research with an example.
5. Explain the Qualitative vs. Quantitative Dimension of user research.
6. Describe Lean UX process with a diagram.
7. What is visual design? Describe any 3 visual design principles.
8. What is net promoter score and how is it calculated?
