PRN:		Course Code :	II2802

Final Year B. Tech End Semester Examination Summer 2024

UX design foundations

Day and Date: 11 JUN 2024, Tuesday Max Marks: **100**

Time : 10-30am to 1-30pm Duration: **03** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level
Q.1		**Attempt the following**		
	a)	What is User Experience (UX) Design? Explain its importance in product development.	08	
	b)	How does UX design differ from User Interface (UI) design? Provide examples to illustrate the differences.	08	
		OR		
	b)	List and briefly describe the key elements of UX design.	08	
Q.2		**Attempt the following**		
	a)	Describe three common user research methods used in UX design.	08	
	b)	What are user personas, and why are they important in UX design?	08	
		OR		
	b)	Explain the concept of a user journey map and its significance.	08	
Q.3		**Attempt any two from the following**		
	a)	What is a wireframe? Explain its role in the design process.	08	
	b)	What are Nielsen's usability heuristics? Name and briefly describe any three.	08	
	c)	Differentiate between low-fidelity and high-fidelity prototypes. Give examples of tools used for each.	08	
Q.4		**Attempt any two from the following**		
	a)	Define information architecture (IA) and its purpose in UX design.	08	
	b)	Describe the card sorting technique and its application in creating IA.	08	
	c)	What is a sitemap, and how does it help in organizing information on a website?	08	
Q.5		**Attempt any Two of the following**		
	a)	What is interaction design? Explain its role in UX design.	09	
	b)	Define affordances and signifiers in the context of interaction design with examples.	09	
	c)	Why is feedback important in interaction design? Provide examples of good feedback mechanisms.	09	

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Q.6 **Attempt any Two of the following**

a) What is usability testing, and why is it essential in the UX design process? 09

b) Describe three different types of usability tests. 09

c) Outline the steps involved in conducting a usability test. 09

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