UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Term Semester Examination, July 2020

Program: B Tech CSE+GG   Semester: IV
Course: Introduction to UI/UX Design   Time
Course Code: CSGG2006

Max. Marks: 100

End Semester Examination – JULY 2020

Introduction to UI/UX Design (CSGG 2006) – B.Tech. (CSE, Spl. GG) - Semester IV

Note: Each question carries 10 marks.

1. Enclosed figure shows snapshots of front and rear views of a compact PC introduced by a standard brand. General configuration of this machine is given below. [CO2]

Front   Rear   [1]

Core i3-8109U processor, Intel Iris Plus Graphics 655, M.2 slot for PCIe NVMe or SATA SSD, Dual channel DDR4-2400 SODIMM support (32GB max)

Looking at it, answer the following:

    A. Identify all components with one-liner description for each. [4]
    B. Express you views on the design of this product in four lines. [2]
    C. Suppose that the machine is to be used by an office assistant and a graphics designer. Express your views on the suitability of the purchase for each user in a maximum of four sentences. [4]

2. Consider the Virtual Reality (VR) scenario depicted through the picture. Now, through mere inspection of the figure, cultivate a storyboard and express it through a screenplay within 4-6 storyboard frames. [CO3]

OR

A real-estate company, Surya builders wants customers to visit its constructed sites. Due to various reasons, e.g., lack of time and intercity distances, customers are usually reluctant

for visits. To compensate it, Surya builders creates a Virtual Reality (VR) environment wherein customers can visit the said sites from the company office itself.

Now, suppose that Mr. Ajay Kapoor is interested in buying a flat and eventually gets in touch with Surya builders. Cultivate a storyboard and express through a screenplay within 4-6 storyboard frames that how Mr Ajay could select the flat of his choice using the VR environment. [CO3]

3. While designing the home pages for a bank, a sport firm, and an online shopping store (as your clients), how do you consider the importance of following parameters? Justify in 2-4 sentences importance of each parameter for every client. [CO3]

1. Authentication
2. Look and Feel and Aesthetics
3. Navigation
4. Selection of UI Components

4. Deciding on "which of the interaction type to use and why" can help designers to formulate a conceptual model.

List various interaction types and give their description in two sentences. Give two examples for each interaction type. Example description should not exceed beyond three sentences for each type. [CO2]

5. Within 3-5 sentences, express the following terms: [CO1]

Conceptual model

Interface metaphor

Prototyping

Persona

General instructions (Please read it before you begin):

1. For each answer to be typed in, make the font size larger, preferably 5 or (18 Pt).

2. Typing in restricted sized textboxes may be cumbersome. Make judicious use of icons given on the top right corner of your answer textbox.
   Here you can

   a. Maximize the box to the full screen,
   b. Review your answer,
   c. Find help on all the formatting options.

3. Do not copy-paste.