


| Name:  |   |  |     |
|--|---|--|-----|
| Enrolment No:  |   |  |     |
| <b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b><br><b>End Semester Examination, Dec 2022</b>       |   |  |     |
| <b>Course: Introduction to UI/UX</b><br><b>Program: B.Tech. CSE</b><br><b>Course Code: CSGG 2006</b> |   | <b>Semester: V</b><br><b>Time: 03 hrs.</b><br><b>Max. Marks: 100</b>               |     |
| <b>Instructions: All questions are to be attempted. There are internal choices in Q.N. 9 and 11.</b> |   |  |     |
| <b>SECTION A</b><br><b>(5Qx4M=20Marks)</b>   |   |  |     |
| S. No.   |   | Marks  | CO  |
| Q 1  | Mention steps for the process of Interaction Design.  | 5  | CO1 |
| Q 2  | Differentiate between UI and UX.  | 5  | CO1 |
| Q 3  | List various interaction types with their one liner description.  | 5  | CO2 |
| Q 4  | What do we mean by bad design, give example.  | 5  | CO2 |
| Q 5  | Differentiate between graphic design and web design.  | 5  | CO1 |
| <b>SECTION B</b><br><b>(4Qx10M= 40 Marks)</b>  |   |  |     |
| Q 6  | In visual design, typography plays vital role, describe the need for various types and fonts.   | 10   | CO1 |
| Q 7  | Design thinking is adopted by every industry for successful production of the product, mention various states involved in design thinking approach.   | 10   | CO1 |
| Q 8  | Discuss the classification of interfaces. Give brief description on the following interfaces:<br>(a) Touch                      (c) Tangible                      (e) Shareable<br>(b) Gesture                      (d) Voice | 10   | CO2 |
| Q 9  | Mention Nielsen principles of Heuristics for good usability, take example for demonstration.  | 10   | CO2 |
|  | <i>or</i>   |  |     |
|  | Discuss the principal of navigation. Express the relation between navigation and responsiveness.  | 10   | CO2 |

**SECTION-C**  
**(2Qx20M=40 Marks)**

|      |  |               |            |
|------|--|---------------|------------|
| Q 10 | (a) Define a persona with the help of suitable example. Express how insights can be derived from personas.<br>(b) Explain the advantages and disadvantages of low fidelity wireframes. | <b>12, 8</b>  | <b>CO3</b> |
| Q 11 | (a) Sketch the wireframe for a sports material shopping app.<br>(b) Sketch the storyboard for a fitness and gym app.   | <b>10, 10</b> | <b>CO3</b> |
|      | Or   |               |            |
|      | (a) Sketch the wireframe for a location tracking traveler's app.<br>(b) Sketch the storyboard for the user experience with a digital media player.                                     | <b>10, 10</b> | <b>CO3</b> |