| Name:<br><br>Enrolment No: |  |
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## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
### End Semester Examination, Dec 2022

Course: Introduction to UI/UX          Semester: V
Program: B.Tech. CSE          Time: 03 hrs.
Course Code: CSGG 2006          Max. Marks: 100

**Instructions: All questions are to be attempted. There are internal choices in Q.N. 9 and 11.**

| SECTION A<br>(5Qx4M=20Marks) | | | |
|---|---|---|---|
| **S. No.** | | **Marks** | **CO** |
| Q 1 | Differentiate between UI and UX. | 5 | CO1 |
| Q 2 | Mention Gestalt Principles of Visual Design | 5 | CO1 |
| Q 3 | List various interaction types with examples | 5 | CO2 |
| Q 4 | Explain bad design, give example. | 5 | CO2 |
| Q 5 | Discuss the need for creating user personas | 5 | CO2 |
| SECTION B<br>(4Qx10M= 40 Marks) | | | |
| Q 6 | In visual design, color theory plays a very vital role, describe the type of color schemes with example. | 10 | CO1 |
| Q 7 | Empathy is an essential part of design process, mention various steps how we can empathize with the stakeholders and mention what is the need for same. | 10 | CO1 |
| Q 8 | Explain Information architecture, how card sorting helps us in managing our user requirement. | 10 | CO2 |
| Q 9 | Mention Nielson principles of Heuristics for good usability, take example for demonstration. | 10 | CO2 |
| | *or* | | |
| | Usability testing is integral part of product design, mention its various type and give example which one would be suitable where immediate feedbacks are required. | 10 | CO2 |
| SECTION-C<br>(2Qx20M=40 Marks) | | | |

| Q 10 | (a) Sketch the wireframe for social media (e.g Instagram, etc.) registration process.<br><br>(b) Sketch the storyboard for depicting a process of filling fuel in a car. | 12, 8 | CO3 |
|------|---|---|---|
| Q 11 | (a) Sketch the wireframe for designing an Augmented Reality app.<br><br>(b) Sketch the storyboard for a user who wants to visit Kedarnath Temple with tracker(location) which can guide him to visit temple under a tourist application. | 10, 10 | CO3 |
|  | Or |  |  |
|  | (a) Explain the different steps in UX process. Discuss the importance of interviews and enlist the steps for conducting effective interviews.<br>(b) Differentiate between low and high-fidelity wireframes. | 10, 10 | CO3 |