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
(5Qx4M=20Marks)

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

SECTION B
(4Qx10M= 40 Marks)

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: (a) Touch (c) Tangible (e) Shareable (b) Gesture (d) Voice	10	CO2
Q 9	Mention Nielson principles of Heuristics for good usability, take example for demonstration.	10	CO2
	or		
	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. (b) Explain the advantages and disadvantages of low fidelity wireframes.	12, 8	CO3
Q 11	(a) Sketch the wireframe for a sports material shopping app. (b) Sketch the storyboard for a fitness and gym app.	10, 10	CO3
	Or		
	(a) Sketch the wireframe for a location tracking traveler's app. (b) Sketch the storyboard for the user experience with a digital media player.	10, 10	CO3