


Name:			
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, May 2022			
Course: Introduction to UI/UX Program: B.Tech., CSE, specialization in G&G Course Code: CSGG 2006		Semester: IV Time: 03 hrs. 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	Name the <i>four</i> steps for the process of Interaction Design with their one liner description.	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	Mention any <i>four</i> tasks of UX design.	5	CO2
Q 5	Discuss usability testing.	5	CO3
SECTION B (4Qx10M= 40 Marks)			
Q 6	Explain different Maps in the context of a product ideation. Discuss the working of polarization grid.	10	CO1
Q 7	Discuss design conceptualization. Contemplate on the conceptualization of 3D and curved televisions (TVs).	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	Explain responsiveness of web pages. Define grid system.	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. (b) Explain the advantages and disadvantages of low fidelity wireframes.	12, 8	CO3
Q 11	(a) Sketch the wireframe for a grocery shopping app. (b) Sketch the storyboard for a location tracking traveler's 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