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**Presidency University**

**Bengaluru**

 **School Of Computer Science and Engineering & Information Science**

**Summer Term End-Term Examinations, August 2024**

**Date**: 05/08/2024

**Time**: 1:00PM-4:00PM

**Max Marks**: 100

**Weightage**: 50%

**Odd Semester**: 2023 - 24

**Course Code**: CSA3009

**Course Name**: **UI/UX Design**

**Department: Dept of Information Science**

 **Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Do not write any matter on the question paper other than roll number.*

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| **Q.No** | **Questions** | **Marks** | **CO** | **RBT** |
| 1 | 1. Define Return on Investment. State its formula
 | 4 | CO1 | L1 |
| 1. Explain 5 dimensions of interaction design?
 | 6 | CO1 | L2 |
| 1. Illustrate different Visual Design Principles using diagrams
 | 10 | CO1 | L3 |
| OR |
| 2 | 1. Point out the examples of objects generating experiences.
 | 4 | CO1 | L1 |
| 1. Summarize Motion Design? Cite examples
 | 6 | CO1 | L2 |
| 1. Demonstrate any two Attitudinal KPI’s using examples.
 | 10 | CO1 | L3 |

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| 3 | 1. Who is end user? Cite an example.
 | 4 | CO2 | L1 |
| 1. Comment on the 5 elements framework of UX Design in detail?
 | 6 | CO2 | L2 |
| 1. Double diamond process helps them to truly understand the problem and thoroughly test their solutions.in UX Design. Justify the statement.
 | 10 | CO2 | L3 |

OR

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| 4 | 1. What is Lean UX?
 | 4 | CO2 | L1 |
| 1. Interpret the Key considerations while designing cross-platform applications?
 | 6 | CO2 | L2 |
| 1. Present the Case Study of YouTube Go
 | 10 | CO2 | L3 |

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| 5 | 1. Differentiate between Inclusive Design and Accessible Design?
 | 4 | CO3 | L1 |
| 1. Describe Design Sprint?
 | 6 | CO3 | L2 |
| 1. Demonstrate any 5 principles of Universal Design
 | 10 | CO3 | L3 |

OR

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| 6 | 1. Highlight any 4 assistive Technologies?
 | 4 | CO3 | L1 |
| 1. How do you ensure inclusivity in the equity-focused design process?
 | 6 | CO3 | L2 |
| 1. Lens is a narrowed filter to examine a topic. Examine Accessibility Design using any 5 lens.
 | 10 | CO3 | L3 |

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| 7 | 1. What do you mean by Quantitative and Qualitative while assessing user behavior?
 | 4 | CO4 | L1 |
| 1. Explain different perspectives on Personas?
 | 6 | CO4 | L2 |
| 1. Determine the different Gestalt Principles?
 | 10 | CO4 | L3 |

OR

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| 8 | 1. Point out the drawbacks if ‘No Personas’ are created before design?
 | 4 | CO4 | L1 |
| 1. Explain the different Usability Test methods?
 | 6 | CO4 | L2 |
| 1. Demonstrate the steps the steps for creating personas?
 | 10 | CO4 | L3 |

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| 9 | 1. Define Trade-Offs
 | 4 | CO1 | L1 |
| 1. Explain different UX roles in UX team
 | 6 | CO1 | L2 |
| 1. Demonstrate
2. Time on Task?
3. Search vs Navigation
 | 10 | CO1 | L3 |

OR

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| --- | --- | --- | --- | --- |
| 10 | 1. State User centered Design
 | 4 | CO2 | L1 |
| 1. Describe Global Accessibility Framework
 | 6 | CO2 | L2 |
| 1. Illustrate the four Cs of designing for multiple platforms
 | 10 | CO2 | L3 |