Roll No: | | | | | | | | | | | |

PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Mid Term Examinations - October 2026

Date: 07/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: IST3401 **Course Name:** UI UX Design

Semester: Seventh Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	46	44

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	State the differences between UI and UX	2	CO1	BT1
2	List the major principles used for composing the elements of an interface	2	CO1	BT1
3	List the major stages in the historical development of interface design	2	CO1	BT1
4	Explain the major approaches to screen-based UI Design.	2	CO2	BT2
5	Explain different types of active interface elements used in digital applications.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	List the fundamental Visual Design Principles used in UI Design. State the meaning of each principle.	10	CO1	BT1
7	Define Navigation Design and User Testing. List the major steps involved in user testing and the major types of navigation elements	10	CO1	BT1

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	A food ordering company develops a prototype of a new application. Before releasing it, the designers ask several users to perform tasks such as searching for a restaurant, selecting food, adding it to the cart, and placing an order.Describe the purpose of User Testing in UX Design. Describe the steps involved in conducting user testing for this application and explain how the results can improve the design.	10	CO1	BT1
9	A hospital introduces an online appointment system. Elderly patients find it difficult to understand small text, complicated menus, and multiple steps for booking an appointment.Describe why understanding users is important in UX Design.	10	CO1	BT1

PART D: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
10	Explain how a UX design is developed from identifying user needs to delivering the final product.	10	CO2	BT2
11	Explain the stages involved in Developing and Releasing the Design.	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	Explain characteristics of good design and poor design with examples.	10	CO2	BT2
13	Explain the seven principles that help in designing products and environments usable by everyone.	10	CO2	BT2