PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF INFORMATION SCIENCE
END TERM EXAMINATION - JAN 2023

Semester : Semester III - 2021

Course Code : CSA3009

Course Name : Sem III - CSA3009 - UI/UX Design

Program : BCV / BCG

Date : 11-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.

PART A

ANSWER ALL THE FOLLOWING QUESTIONS   **10 X 2 = 20M**

1. Which trillion dollar company maintains that "You've got to start with customer experience and work back toward the technology - not the other way around"?

    (CO1) [Knowledge]

2. What is the role of UX designer?

    (CO1) [Knowledge]

3. Which famous person said that "If user is having a problem, it is our problem"

    (CO1) [Knowledge]

4. Give an example of motion design

    (CO2) [Knowledge]

5. When designing mobile apps should we give one finger space between two options?

    (CO2) [Knowledge]

6. Is it important to create a complementarydesign for each of the different platforms on which the app would be used?

    (CO2) [Knowledge]

7. How important is consistency while designing for multiple platforms?

    (CO2) [Knowledge]

8. Is persona a fictional product?

    (CO3) [Knowledge]

9. Iconic logos such as IBM's and the World Wildlife Fund's are examples of which Gestalt principle?

    (CO3) [Knowledge]

10. What is the objective of a goal directed persona?

    (CO3) [Knowledge]

PART B

ANSWER ALL THE FOLLOWING QUESTIONS   **5 X 10 = 50M**

11. What is the interaction design and how would you incorporate interaction design into your user experience? Give at least 5 dimensions or methods of interaction design which you could apply.

(CO1) [Comprehension]

12. You need to design an app from scratch. Design a framework of stages to complete this task. Describe at the least 5 elements of this frame work of UX design.

(CO2) [Comprehension]

13. How will your ensure that maximum number of people will be able to use your app? Give atleast 7 design principles which you would implement to acheive this.

(CO3) [Comprehension]

14. Creating personas is an important aspect for designing effective user experience. Describe at the least four different perspectives on personas which are employed in the industry.

(CO3) [Comprehension]

15. An NGO wishes you to design an app which is aimed at single mothers. What core principles would you need to implement to ensure that the app is both inclusive and equitable?

(CO3) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS   **2 X 15 = 30M**

16. How will you ensure that your app is accessible to a wide range of users. Mention the steps you would take for accessiblity and lenses applied.

(CO3) [Application]

17. You are tasked to develop an app for teachers. Write a report which will help in convincing your team that personas are important and the steps required to create a persona?

(CO3) [Application]

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