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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF DESIGN  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester IV -2021

**Course Code :** DES2067

**Course Name :** Sem IV - DES2067 - Introduction to Interaction Design

**Program :** BDC

**Date :** 13-APR-2023

**Time :** 2:00PM - 3:30PM

**Max Marks :** 50

**Weightage :** 25%

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**Instructions:**

- (i) Read all questions carefully and answer accordingly.*
  - (ii) Question paper consists of 3 parts.*
  - (iii) Scientific and non-programmable calculator are permitted.*
  - (iv) Do not write any information on the question paper other than Roll Number.*
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**PART A**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

1. What distinguishes Interaction design from UI design? List the steps required in the interaction design process.  
(CO1) [Knowledge]
2. How do user-centred design methodologies fit into interaction design? List down the research methods involved in user-centred design.  
(CO2) [Knowledge]

**PART B**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 15 = 15M)**

3. Give a brief summary of each of the 10 interaction design principles using examples.  
(CO2) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 15 = 15M)**

4. Explain all the different stages of Interaction design process?  
(CO2) [Application]