

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023**

Semester : Semester IV - 2021

Course Code : DES2067

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

Program : BDC

Date : 14-JUN-2023

Time : 1.00PM - 4.00PM

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.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(2 X 5 = 10M)

1. What are the three essential skills for Interaction designers?
(CO2) [Knowledge]
2. Give a brief explanation of any two interaction design principles you have applied to your project.
(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. What are the seven interaction design guiding principles?
(CO2) [Comprehension]
4. What techniques and procedures do you employ for UX research when you first begin a project? Give a detailed explanation of any two research techniques you employed in your study.
(CO2) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 60 = 60M)

5. Submission and Presentation of Interaction design project.
(CO3) [Application]