


Name:			
Enrolment No:			
UNIVERSITY OF PETROLEUM AND ENERGY STUDIES End Semester Examination, Dec 2022			
Course: Introduction to UI/UX Program: B.Tech. CSE Course Code: CSGG 2006		Semester: V Time: 03 hrs. Max. Marks: 100	
Instructions: All questions are to be attempted. There are internal choices in Q.N. 9 and 11.			
SECTION A (5Qx4M=20Marks)			
S. No.		Marks	CO
Q 1	Differentiate between UI and UX.	5	CO1
Q 2	Mention Gestalt Principles of Visual Design	5	CO1
Q 3	List various interaction types with examples	5	CO2
Q 4	Explain bad design, give example.	5	CO2
Q 5	Discuss the need for creating user personas	5	CO2
SECTION B (4Qx10M= 40 Marks)			
Q 6	In visual design, color theory plays a very vital role, describe the type of color schemes with example.	10	CO1
Q 7	Empathy is an essential part of design process, mention various steps how we can empathize with the stakeholders and mention what is the need for same.	10	CO1
Q 8	Explain Information architecture, how card sorting helps us in managing our user requirement.	10	CO2
Q 9	Mention Nielsen principles of Heuristics for good usability, take example for demonstration.	10	CO2
	<i>or</i>		
	Usability testing is integral part of product design, mention its various type and give example which one would be suitable where immediate feedbacks are required.	10	CO2
SECTION-C (2Qx20M=40 Marks)			

Q 10	(a) Sketch the wireframe for social media (e.g Instagram, etc.) registration process. (b) Sketch the storyboard for depicting a process of filling fuel in a car.	12, 8	CO3
Q 11	(a) Sketch the wireframe for designing an Augmented Reality app. (b) Sketch the storyboard for a user who wants to visit Kedarnath Temple with tracker(location) which can guide him to visit temple under a tourist application.	10, 10	CO3
	Or		
	(a) Explain the different steps in UX process. Discuss the importance of interviews and enlist the steps for conducting effective interviews. (b) Differentiate between low and high-fidelity wireframes.	10, 10	CO3