GOA UNIVERSITY

T.Y.B.C.A. (NEP) (Semester - V)
Subject Name: UI-UX Design (Major)

Paper Title: UI-UX Design **Paper Code: CSA-300**

Duration: 2:00 Hours **Total Marks: 60**

Instructions:
i) All questions are compulsory and figures to the right indicate full marks.
ii) There is internal choice for question numbers 2 to 5.
iii) Questions of 2 marks to be answered in not more than 40 words.
iv) Questions of 3 marks to be answered in not more than 60 words.
v) Questions of 5 marks to be answered in not more than 100 words.

Q1) Answer the following Questions. 6 x 2 = 12 Marks

i) Define the terms Usability and Visibility.
ii) Define Empathy mapping with an example.
iii) Define Mental model with an example.
iv) List any four components of User personas.
v) What do you mean by Vector and Raster image formats.
vi) What do you mean by User interviews. List any two types of user interviews.

Q2 A) i) Describe three advantages of „Mobile-first design approach'. (3) Marks
ii) Differentiate between wireframes and mockups. (2) Marks

OR

Q2 A) iii) Explain the advantages of using Empathy maps. (3) Marks
iv) Explain any one type of User needs with an example. (2) Marks

Q2 B) i) Differentiate between User Interface (UI) Design and User Experience (UX) Design by outlining any five points. (5) Marks
ii) Why is Prototyping necessary before Development? (2) Marks

Q3 A) i) How would you design an „error message" for better UX? (3) Marks
ii) Apply your understanding of UX design to create two user stories that describes „how a student would book an online bus ticket". (2) Marks

OR

Q3 A) iii) How would you apply „affordance" principle to design a button? (3) Marks
iv) Apply your understanding of UX Design to write a user scenario for a student booking a last-minute bus ticket during peak hours. Include user"s goal, context, actions, and expected experience. (2) Marks

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Q3 B) i) Identify a specific aspect that falls under each of the five UX elements (i.e. strategy, scope, structure, skeleton, and surface) for the new mobile app you are designing to find local restaurants. (5) Marks

ii) Apply the UI design concepts understanding to create a wireframe diagram for a login page. The login page includes user ID, password, submit and cancel buttons, a header with the company name (top-left) and logo (top-right), and an address label in the footer. (2) Marks

Q4 A) i) Justify the statement that „Too much information, too many options, or a lack of white space makes it hard for users to focus and complete tasks effectively". (3) Marks

ii) Analyze, how consistency influences usability. (2) Marks

OR

Q4 A) iii) Cite two examples to support that „Overloading users with intrusive pop-ups or notifications disrupts their workflow and creates a frustrating experience". (3) Marks

iv) Evaluate the use of a „Hamburger Menu" in User Interface design. (2) Marks

Q4 B) i) Evaluate the strengths of low-fidelity and high-fidelity prototypes in UI/UX design. Discuss how each impacts design clarity and stakeholder collaboration & communication. (5) Marks

ii) Justify the significance of „drag & drop" in interaction design for a file management application. (2) Marks

Q5 A) i) How would you justify the use of „Dominance" Visual-design pattern in user-interface design? Give an example to support your justification. (3) Marks

ii) What judgment would you make about a „Good" design with a „Bad" user experience? Cite an example. (3) Marks

OR

Q5 A) iii) Identify the most suitable navigation style (e.g., tab bar, hamburger, or bottom navigation) for a food delivery mobile application designed for browsing restaurants, viewing menus, and placing orders. Justify your choice based on usability and ease of access. (3) Marks

iv) Justify the below given statement with an example. (3) Marks
„Long, poorly labeled forms with unclear instructions or excessive mandatory fields lead to high abandonment rates and user frustration."

Q5 B) i) Justify the statement with an example that "UI and UX design are two sides of the same coin". (3) Marks

ii) How would you apply the understanding of contextual design to make an e-commerce app accessible for India"s diverse users, considering differences in literacy, payment-system, and internet connectivity. (3) Marks

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