

(3 Hours)

[Total Marks : 80

- N.B. :** (1) Question number 1 is compulsory, solve any **three** questions from **remaining** questions.
(2) **All** questions carry **equal** marks.
(3) Specify your answers with neat **diagrams** and **examples** wherever **necessary**.

1. a) Mumbai is the best place to watch movie, 89% of Mumbaikars are engaged film audiences still think the cinema is the best place to watch a film. According to the research from Bollywood cinema review they questioned more than 20k people across Mumbai about their habits to watch movie. However, from the research it has been clear that age group 16+ in Mumbai Use smart phones, which support mobile apps. To age group 16+ will be the targeted customers for this development. Create an application user interface for mobile users. Using this mobile application user can book ticket, can see upcoming movie lists, can watch thriller and get description of the movie. Finally, user will be allow to place an real time order for snacks, popcorn, ice-creams or drinks by sitting on the hall and get food in their sit. 10
- b) Explain between subjects testing versus within subjects testing. 10
2. a) Explain parallel and participatory design in usability engineering lifecycle. 10
- b) Explain various stages of a test in usability engineering. 10
3. a) Explain usability Heuristics in detail. 10
- b) List and explain various usability slogans. 10
4. a) Explain attributes of system acceptability. 10
- b) What is need of standards? Explain National, International and Vendor standards in detail. 10
5. Write short notes on (Any Four) :- 20
 - a) Usability issues in Organization.
 - b) Emerging Paradigms of user collaborative systems.
 - c) Focus Groups.
 - d) CAUSE Tools.
 - e) Intelligent user Interfaces.
6. a) What are different test goals and different test stages? 10
- b) Explain different usability assessment methods. 10
