Time : 3 hrs   **Total Marks : 80 marks**

Note : Question No. **1** is **compulsory.**
Attempt any **three** from the remaining **six** questions.
All questions carry equal marks.

Q1 a) Explain in details emotional impact of user experience.   (10 marks)
   b) Explain the Formative and summative UX evaluation model with its data analysis
   technique.   (10 Marks)

Q2. A) Draw User Experience lifecycle diagram and explain in details each module.
                    (10 Marks)
   b) Explain Mapping between Designers and User Mental Model.   (10 Marks)

Q3. A) Discuss various Ux Design paradigms.   (10 Marks)
    B) Explain various bridged contextual inquiry process.   (10 Marks)

Q4. A) Enlist all User Experience needs in business and its usability impact in business
       model.   (10 Marks)
   B) Differentiate between user persona and sketching.   (10 Marks)

Q5. A) Explain the process of extracting requirements systematically from conceptual data.
                    (10 marks)
    B) Explain some Ux design data collection technique and its impact on result evaluation.
                    (10 marks)

Q6. A) What are the factors essential for User experience agile SE method and its

       advantages and disadvantages.   (10 marks)

   B) Write short note on i) User Classes ii) UXD evaluation report.   (10 Marks)

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