

Time: 3 Hours

Total Marks : 80

Note: Question No. 1 is compulsory.

Attempt any **three** from the remaining **five** questions.

All questions carry equal marks.

Q1 a) What is System complexity space? Differentiate between interaction complexity and work domain complexity. (10 marks)

b) Explain the UX lifecycle process in detail. (10 Marks)

Q2. a) How one should be prepared for contextual enquiry before the visit. (10 Marks)

b) Explain in brief emotional impact of user experience (10 Marks)

Q3. a) List the different members in UX team and explain their roles. (10 Marks)

b) What is T prototype and local prototype in UX design process. (10 Marks)

Q4. a) State guidelines to be used synthesizing the work activity nodes. (10 Marks)

b) Explain the nature of gap between analysis and design using diagram. (10 Marks)

Q5. a) Differentiate between Wire Framing and Prototype. (10 marks)

b) Explain Mapping between Designers and User Mental Model with help of Neat Diagram. (10 marks)

Q6. a) Explain various data Collection Techniques in detail. (10 marks)

b) Write short note on i) Work Role ii) User Personas (10 Marks)