

Q.P. Code : 825901

(3 Hours)

[Total Marks : 80

- N.B: (1) Question no.1 compulsory
(2) Attempt any **three** from remaining
(3) Assume necessary data

1. Solve any **four** **20**
 - (a) What is interface design?
 - (b) What is mental model?
 - (c) What are product objectives needed in strategy plane
 - (d) Explain elements of testing in brief?
 - (e) What is qualitative and quantitative research? Explain in brief

 2. (a) Explain UX Design Process **10**
(b) According to type of user (beginner, expert, intermediates) discuss the needs with example **10**

 3. (a) Explain Visual Design Principles. **10**
(b) Suggest modification for any news website. Give reasons for the same. **10**

 4. (a) What are Types of Usability Testing? **10**
(b) Why to create test plan? **10**

 5. (a) How Usability Test feedback help to improve the design **10**
(b) What is Storyboarding? **10**

 6. Write short note on **20**
 - (a) User's conceptual cognition
 - (b) Elements of User Experience
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