(3 Hours)   [Total Marks: 80]

N.B. :   (1)   Question **No. 1** is compulsory.

          (2)   Attempt any **three** questions out of remaining questions.

          (3)   Assume suitable data if required.

1. (a)   What is UX design? Explain the goals of UX design.   5

   (b)   What is Information Architecture?   5

   (c)   What are different User Interface elements and widgets?   5

   (d)   What is Usability? Explain different Usability Principals   5

2. (a)   Explain User Experience Design Process   10

   (b)   Explain Visual design Principles   10

3. (a)   What is prototyping? Why it is needed? Discuss different types

         of Prototypes.   10

   (b)   What are different types of Usability testing? How to apply usability

         test   feedback in improving the design?   10

4. (a)   What is Wire framing? Create wireframe for online video store   10

   (b)   Explain core elements of User Experience   10

5. (a)   Explain different Screen design and Layouts   10

   (b)   Explain in detail Mental Models   10

6. Write short notes on **(any two)**   20

   (a)   Usability Testing Process

   (b)   User Research for UX Design

   (c)   Storyboarding

   (d)   Interaction Design for Data Visualization