(3 Hours) **[Total Marks: 80]**

N.B. (1) Question 1 is compulsory.
(2) Attempt any three from remaining Questions.
(3) Assume suitable data wherever necessary.

Q.1. a) Explain Model driven inquiry (5)

b) Explain Ubiquitous interaction? (5)

c) Explain different Usability Principles? (5)

d) List and explain UX team roles in the context of the Wheel lifecycle template (5)

Q.2 a) Explain elements of User Experience (10)

b) Explain in detail Mental Models (10)

Q.3 a) Identify and describe objectives of UXE with example (10)

b) Explain Task Structure Models with example (10)

Q.4 a) Explain wireframe with suitable example (10)

b) Explain role of affordance with in UAF along with its practical value (10)

Q.5 a) Explain UX design guidelines (10)

b) What are Flow Models? Draw Flow model for Ticket Kiosk System. (10)

Q.6 a) Explain UX evaluation technique along with example. (10)

b) Define concept of Ideation in detail? State Difference between Idea creation (10)
and Critiquing.

_____

58660