

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) How one should be prepared for contextual enquiry before the visit. (10 marks)

b) What is horizontal and vertical ux process prototype? Give one example of each. (10 Marks)

Q2. a) Explain in brief emotional impact of user experience. (10 Marks)

b) Draw and explain User Experience lifecycle template. (10 Marks)

Q3. a) Explain the nature of gap between analysis and design using diagram. (10 Marks)

b) Explain the design informing models in detail. (10 Marks)

Q4. a) Explain in detail WireFraming. (10 Marks)

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

Q5. a) Differentiate between Formative and Summative Evaluation. (10 marks)

b) Explain the standard guidelines for extracting the requirements. (10 marks)

Q6. a) What are the factors essential for User experience agile SE method in detail. (10 marks)

b) Write short note on i) Critical Incident Identification ii) User Classes (10 Marks)