

[3 Hours]

[Total Marks: 80]

- Note :
1. Question 1 is compulsory
 2. Answer any three out of remaining question
 3. assume suitable data where required

Q1

- a) Explain visual design principles? **5**
- b) Explain user interface design? **5**
- c) What is cognition ?Explain cognitive processes? **5**
- d) Give differences between User experience and User Interface? **5**

Q2

- a) Explain core elements of User Experience ? **10**
- b) Sketch a wireframe for an online music store? **10**

Q3

- a) Explain Usability Testing with its types? **10**
- b) Describe the concept of prototyping and various techniques that can be used for prototyping? **10**

Q4

- a) Give the importance of feedback in improving user experience? **10**
- b) Explain how vision and sound can be used to enhance the virtual reality experience? **10**

Q5

- a) Write a short note on Virtual Reality **10**
- b) Explain Visual representation in VR **10**

Q6

- a) Create a proposal for the use of virtual reality in a journalism field that has not traditionally embraced VR technology. **10**
- b) Construct testing scenarios for ordering food with Zomato to conduct usability testing. **10**