[Duration: 3Hours]   [Total Marks: 80]

Note: 1. Question 1 is compulsory
       2. Answer any three out of remaining questions
       3. Assume suitable data where required

Q1   Solve **any 4**
a)   Explain user's conceptual cognition   **5**
b)   Explain Usability Testing Process   **5**
c)   Demonstrate the benefits of virtual reality   **5**
d)   Define the Interface to the Virtual World-Input & output- Visual, Aural and   **5**
      Haptic Displays
e)   What Is An Interactive Digital Prototype   **5**

Q2
a)   What are some popular UX testing methods and techniques?   **10**
b)   Discuss the various key Elements of Virtual Reality Experience   **10**

Q3
a)   Explain 5 visual-design principles that impact UX   **10**
b)   What is Aural Representation and Haptic Representation in VR   **10**

Q4
a)   Explain the Information Design and Data Visualization   **10**
b)   Why do UI/UX designers use Wireframes? What are the different types of   **10**
      wireframes?

Q5
a)   Discuss in detail, why Understanding the Business Requirements/Goals is   **10**
      important.
b)   Consider a Healthcare Information Portal: In the context of a healthcare   **10**
      information portal, what methods and tools would you use to gather user feedback
      and identify usability issues? How would you prioritize these issues for
      improvement?

Q6   Write a short note on   **20**
a)   The benefits of creating a usability test plan
b)   mental models
c)   Prototyping and its types
d)   Applications of Virtual Reality

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