

THE KAVERY ENGINEERING COLLEGE*(An Autonomous Institution)***UG/PG DEGREE END SEMESTER THEORY EXAMINATIONS, APRIL-MAY 2026*****Sixth Semester******Computer Science and Engineering*****CCS370 – UI AND UX DESIGN*****Regulations – 2021******Duration : 3 Hrs******Maximum : 100 Marks******PART – A(ANSWER ALL QUESTIONS) (Marks 10*2=20)***

Q.No	Questions	BLT	CO	Marks
1.	How does UX (User Experience) design differ from UI design?	L2	1	2
2.	Compare Divergent and Convergent Thinking.	L2	1	2
3.	Outline the two principles of visual design in UI.	L2	2	2
4.	How does a design system contribute to the scalability of a product's user interface?	L2	2	2
5.	How might a seamless User Experience positively influence a company's reputation?	L2	3	2
6.	How can heat maps be useful in UX research?	L1	3	2
7.	Compare high-fidelity mockups and low-fidelity designs.	L2	4	2
8.	How do interaction pattern help the UI designer in the design process?	L2	4	2
9.	What distinguishes flow mapping from traditional flow diagrams?	L2	5	2
10.	Infer about site map and how is it used in information architecture?	L2	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*16 = 80)

Q.No	Questions	BLT	CO	Marks
11.	a Assess the role of observational empathy and its role in the user-centered design process and how it helps designers understand user needs and behaviors?	L4	1	16
	Or			
	b Analyze the relationship between UI and UX design and discuss how does the core stages of Design Thinking contribute to achieving a harmonious balance between user interface and user experience? Illustrate with examples.	L4	1	16
12.	a Compare and contrast the principles of affordance and error prevention in interaction design. How do these principles influence user behavior and contribute to the overall usability of a digital interface?	L2	2	16
	Or			
	b Explore the characteristics and functionalities of a specific UI element of your choice. Discuss its role in enhancing user interactions and experiences, and analyze why it is commonly used in contemporary interface design.	L2	2	16
13.	a Illustrate the impact of UX design on customer satisfaction and loyalty. Provide examples of how businesses have leveraged UX design to improve these metrics	L2	3	16

Or

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| | b | Interpret why businesses and designers alike should prioritize and invest in creating a positive user experience. Provide examples to support your arguments. | L2 | 3 | 16 |
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| 14. | a | Examine the principles of responsive design to an online education platform, ensuring that the platform is usable across various devices (smartphones, tablets, desktops). Sketch the main user interface for both desktop and mobile views. In your explanation, experiment with different layout, navigation, and content strategies for adapting to various screen sizes and orientations. | L4 | 4 | 16 |

Or

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| | b | Analyze the principles of effective sketching and explain how it contributes to ideation, collaboration, and problem-solving. | L4 | 4 | 16 |
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| 15. | a | Explain the significance of user stories in Agile UX design. | L2 | 5 | 16 |

Or

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| | b | Explain the significance of a well-crafted problem statement in the UX design process. Discuss how the clarity and specificity of a problem statement influence the subsequent stages of design, including research methods, ideation, and solution development. | L2 | 5 | 16 |
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