

THE KAVERY ENGINEERING COLLEGE
(An Autonomous Institution)

BE/B.TECH DEGREE END SEMESTER THEORY EXAMINATIONS, NOV /DEC 2024

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)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
1.	Differentiate between UI and UX design.	UN	1	2
2.	How does observational empathy contribute to user-centered design?	RE	1	2
3.	List two important UI patterns used in designing web applications.	RE	2	2
4.	Why is whitespace important in UI design?	RE	2	2
5.	Define the term 'User Persona' in UX research.	RE	3	2
6.	State two tools used for conducting research in User Experience Design.	RE	3	2
7.	Compare low-fidelity and high-fidelity prototypes.	UN	4	2
8.	Name the significance of creating wire flows in the design process?	RE	4	2
9.	Mention the role of flow diagrams in UX design?	RE	5	2
10.	Define information architecture.	RE	5	2

PART – B (ANSWER ALL QUESTIONS) (Marks 5*13 = 65)

<i>Q.No</i>	<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
11.	a Critically evaluate the importance of divergent and convergent thinking in brainstorming sessions and product development. Provide examples of their application in real-world scenarios. Or	EV	1	13
	b i Compare the benefits of brainstorming and game storming techniques in the ideation process.	EV	1	8
	ii Explain the stages of Design Thinking.	EV	1	5
12.	a i Explain the importance of human consideration in UI design with suitable example.	UN	2	8
	ii Discuss three common obstacles encountered during the user interface design process. Explain how each obstacle impacts the design outcome and suggest a strategy for overcoming them. Or	UN	2	5
	b Discuss how user interface principles, such as visibility, feedback, and affordance, enhance the overall user experience.	UN	2	13
13.	a Explain the User Experience (UX) design process in detail. Discuss the key stages of UX design and the significance of each stage in creating a user-friendly digital product.	UN	3	13

Or

	b	Explain the difference between user goals and business goals in UX design. How do designers balance these two perspectives while creating a product? Give real-world examples where this balance has been successfully achieved.	UN	3	13
14.	a i	List the importance of prototyping in the UI/UX design process.	AN	4	8
	ii	Examine the importance of responsive design in modern UI/UX design.	AN	4	5
		Or			
	b	Describe the process of conducting usability tests and synthesizing the findings. How do usability tests help improve a design?	AN	4	13
15.	a	Discuss the relationship between personas, scenarios, and user flows, and provide examples of how they have been successfully implemented in a design project.	UN	5	13
		Or			
	b	Discuss how information architecture impacts the overall usability of a product and provide a case study or example of good information architecture in a website or application.	UN	5	13

*PART – C (Marks 1*15 = 15)*

<i>Q.No</i>		<i>Questions</i>	<i>BLT</i>	<i>CO</i>	<i>Marks</i>
16.	a	Imagine you are tasked with designing an application that helps senior citizens access healthcare services easily. Write a clear problem statement for this scenario. Then, based on this problem, identify and justify the most appropriate research methods you would use to gather data and insights for the design process.	CR	5	15
		Or			
	b	Choose a scenario where you're designing an information-heavy website for a travel agency offering worldwide tour packages. Describe how you would design the Information Architecture of the website to ensure easy navigation for users looking to explore different regions, book packages, and check tour details. Discuss how this architecture impacts the overall user experience.	CR	5	15