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| Q1. | Choose the correct option for following questions. All the Questions are compulsory and carry equal marks |
| 1. | The Design Council of the UK proposed the double-diamond of design which has four phases. Their sequential steps are |
| Option A: | Define -> Discover -> Develop -> Deliver |
| Option B: | Discover -> Define -> Develop -> Deliver |
| Option C: | Discover -> Develop -> Define -> Deliver |
| Option D: | Define -> Develop -> Discover -> Deliver |
| 2. | Which of these is not a usability goal? |
| Option A: | Effectiveness |
| Option B: | Safety |
| Option C: | Learnability |
| Option D: | Portability |
| 3. | An outline of what people can do with a product and which concepts are needed for the user to understand how to interact with it is known as: |
| Option A: | Concept |
| Option B: | Conceptual Design |
| Option C: | Conceptual Model |
| Option D: | Conceptual list |
| 4. | _____ is what goes on in our heads when we carry out our everyday activities. |
| Option A: | Interaction |
| Option B: | Cognition |
| Option C: | Motivation |
| Option D: | Conceptualization |
| 5. | Operations like Selecting, dragging, opening, closing, zooming in and out using touch gestures on a smartphone are all examples of which type of interaction |
| Option A: | Instructing |
| Option B: | Manipulation |
| Option C: | Conversing |
| Option D: | Exploring |
| 6. | According to UID Theory, What is pilot study? |
| Option A: | study done before the main study |
| Option B: | study done after main study |
| Option C: | study done with main study |
| Option D: | study done after feedback |
| 7. | _____ means to employ different data gathering techniques. |
| Option A: | Triangulation of data |
| Option B: | Investigator triangulation |
| Option C: | Triangulation of theories |
| Option D: | Methodological triangulation |

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| 8. | A Prototype is important as it provides a |
| Option A: | Mini-Model of existing System |
| Option B: | Manifestation of a design that allows stakeholders to interact with it and to explore its suitability |
| Option C: | Working Model of existing System |
| Option D: | can be applied only to the newly created product |
| 9. | Which of the following does not include in Shneiderman's 8 golden rules? |
| Option A: | Support internal locus of control |
| Option B: | Permit easy reversal actions |
| Option C: | Offer informative feedback |
| Option D: | Maintain the System frequently |
| 10. | In a heuristic evaluation: |
| Option A: | A group of psychologists administer a questionnaire |
| Option B: | A group of usability experts review a user interface according to a small set of principles |
| Option C: | A group of test users conduct a formal experiment |
| Option D: | A group of usability experts judge an interface with a detailed checklist of guidelines |

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| Q2. (20 Marks) | Solve any Two Questions out of Three 10 marks each |
| A | Describe four basic activities of Interaction Design. |
| B | Compare Controlled Setting, Natural Setting, and Any Setting Evaluation. |
| C | What do you mean by low-fidelity and high-fidelity prototyping? Explain with examples. |

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| Q3. (20 Marks) | Solve any Two Questions out of Three 10 marks each |
| A | Write a note on 10 heuristics by Nielsen. |
| B | List various usability inspection methods and summarize cognitive walkthrough techniques. |
| C | Describe in detail Cognitive Frameworks. |

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| Q4 (20 Marks Each) | |
| A | Solve any Two 5 marks each |
| i. | Write a note on Good Error Messages with examples |
| ii. | Explain Wireframe with suitable example. |
| iii. | What is DECIDE framework? Explain. |
| B | Solve any One 10 marks each |
| i. | Define usability and identify the most relevant usability goals for Ecommerce website. Also Justify. |
| ii. | Write a note on different interview styles. |