Reg. No. : | E | N | G | G | T | R | E | E | . | C | O | M |

Question Paper Code : 40471

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2024.

Fifth/Sixth Semester

Civil Engineering

CCS 370 — UI AND UX DESIGN

(Common to: Computer Science and Design/Computer Science and Engineering/Computer Science and Engineering (Artificial Intelligence and Machine Learning)/Computer Science and Engineering (Cyber Security)/Computer and Communication Engineering/Artificial Intelligence and Data Science/Information Technology)

(Regulations 2021)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is the primary goal of the "Ideate" stage in Design Thinking?

2. How can consistency in UI design benefit the overall user experience?

3. Name one benefit of using a design system in conjunction with a style guide.

4. State the role does consistency play in brand identity.

5. Why is aligning UX goals with business goals important?

6. Define User Experience (UX). Give example

7. Name the common method for gathering quantitative data in usability tests.

8. Which way sketching red routes contribute to prioritizing design efforts?

9. In user stories, what does the "As a" component represent?

10. State the role does a problem statement play in stakeholder communication.

PART B — (5 × 13 = 65 marks)

11. (a) Explain the benefits of integrating brainstorming and game storming as ideation techniques into the design process.

Or

(b) Mention the core stages of design thinking. How can they be effectively applied to enhance the overall user experience in UI/UX design?

12. (a) Compare and contrast the principles of affordance and error prevention in interaction design with an example.

Or

(b) Discuss the key elements typically included in a style guide and explain how it aids designers and ensures brand cohesion.

13. (a) Infer the insights of the user experience design with its tools and methods.

Or

(b) How do UX design process and its methodology contribute to creating user-centric products and services? Illustrate with example.

14. (a) Describe the principles of building a prototype and explain how it contributes to ideation, collaboration and problem-solving.

Or

(b) How do sketching principles assist in creating effective wire frames? Give example with a responsive design.

15. (a) Discuss the criteria and considerations that influence the choice of qualitative or quantitative research methods.

Or

(b) Examine the utility of flow mapping diagrams in UX design. Give the importance of information architecture.

PART C — (1 × 15 = 15 marks)

16. (a) Explain the steps involved, from planning and preparation to execution and analysis of testing in VI/VX design.

Or

(b) A leading e-commerce company aims to revamp its mobile application's interface to enhance user engagement and reduce bounce rates. They want a fresh UI that ensures minimal clutter and maximum ease of use. As a UI designer, propose a design approach using visual and UI principles that would address their requirements.

(i) Suggest UI elements and patterns to simplify navigation. (5)

(ii) Evaluate how branding and style guides influence the design strategy. (10)

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