Reg. No:

Question Paper Code:U2204S

B.E./B.Tech. DEGREE EXAMINATION, NOV 2024

Professional Elective

Computer Science Engineering

21CSV204 - UI AND UX DESIGN

(Common to ECE,EEE,CSD,AIDS and IT)

(Regulation 2021)

Duration: Three hours   Maximum: 100 Marks

PART A - (10 x 2 = 20 Marks)

1.	What is the primary focus of UI (User Interface) design?	CO1-U
2.	Apply the principle of Alignment contribute to a well-wesite designed UI.	CO2-App
3.	Define the term "Contrast" in the context of UI design.	CO1-U
4.	How does the "Progressive Disclosure" principle benefit user interactions?	CO2-App
5.	How does a good User Experience impact a business?	CO1-U
6.	What are the consequences of neglecting User Experience in product development?	CO1-U
7.	What is the primary purpose of creating wireframes in UX design?	CO1-U
8.	How do wireframes contribute to collaboration in a design team?	CO1-U
9.	Name a qualitative research method commonly used in UX design.	CO1-U
10.	How do personas contribute to user-centered design?	CO1-U

PART – B (5 x 16= 80Marks)

11.	(a)	Briefly explain the divergent and convergent thinking.	CO1-U	(16)
		Or		
	(b)	Discuss the concepts of divergent and convergent thinking in the context of the design process. How do they contribute to creative problem-solving?	CO1-U	(16)
12.	(a)	Identify and explain common UI elements and patterns. How do they contribute to creating intuitive user interfaces?	CO1-U	(16)

Or

(b) Discuss the key visual and UI principles that guide effective user interface design. How do these principles enhance user experience? CO1-U (16)

13. (a) Describe the UX design process and its key methodologies. How do these methodologies ensure a user-centered approach? CO1-U (16)

Or

(b) Explain how user research helps identify these needs. CO1-U (16)

14. (a) Explain how wireframes are integrated with flow diagrams. CO1-U (16)

Or

(b) Discuss how this approach influences overall design strategy. CO1-U (16)

15. (a) Explore the importance of selecting appropriate research methods in UX design. CO1-U (16)

Or

(b) Explain the significance of information architecture in website design. Design a simple information architecture for a university website, categorizing pages for students, faculty, and admissions. CO1-U (16)

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