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**Question Paper Code: U7D02**

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

Seventh Semester

Computer Science and Business Systems

21UCB702-USABILITY DESIGN OF SOFTWARE APPLICATIONS

(Regulations 2021)

Duration: Three hours

Maximum: 100 Marks

PART A - (10 x 2 = 20 Marks)

1. What are some examples of successful Human-Centered Design? CO1-U
2. Define User Centered Design. CO1-U
3. What is heuristic evaluation, and why is it used in usability testing? CO1-U
4. What are the limitations of heuristic evaluation? CO1-U
5. Describe the steps you would take to test your group's presentation for usability. CO1-U
6. What is the main purpose of usability testing in group presentations? CO1-U
7. What are some common challenges faced in UX research? CO1-U
8. How would you leverage social media or online communities to gather insights for UX research? CO2-App
9. How can scenarios help identify user needs and pain points? CO2-App
10. What follow-up actions would you recommend based on the usability testing outcomes for each personal? CO1-U

PART – B (5 x 16= 80 Marks)

11. (a) What is the main focus of User-Centered Design, and how does it differ from other design approaches? CO1-U (16)
- Or
- (b) What are the key differences between user goals and business goals, and how does UCD address both? CO1-U (16)

12. (a) You're conducting a heuristic evaluation for a social media platform. How would you ensure that the evaluation considers both new and experienced users? CO2-App (16)
- Or
- (b) How would you apply heuristic evaluation to improve the accessibility of a website for users with disabilities? CO2-App (16)
13. (a) You discover through usability testing that some data visualizations in your presentation are difficult to interpret. How would you redesign these visual elements? CO2-App (16)
- Or
- (b) Your group received feedback that the flow of the presentation is hard to follow. How would you reorganize the content based on this feedback? CO2-App (16)
14. (a) What are the primary types of UX research methods and explain its types? CO1-U (16)
- Or
- (b) Explain the collaborate with a development team that disagrees with your UX design due to technical constraints. CO1-U (16)
15. (a) What techniques can be employed to observe the different personas interact with the product during usability testing? CO1-U (16)
- Or
- (b) What strategies would you recommend for training team members to effectively use prototyping tools with persona techniques? CO1-U (16)