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Question Paper Code:U2204

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

Answer All Questions

PART A - (10 x 2 = 20 Marks)

1. How does UX (User Experience) design differ from UI design? CO1 U
2. Apply the principle of Alignment contribute to a well-website designed UI. CO2 App
3. Provide an example of a UI element used for navigation. CO1 U
4. How does brand personality contribute to user perception? CO1 U
5. Define User Experience (UX). CO1 U
6. Why is an iterative approach crucial in UX design? CO1 U
7. What is the primary focus of sketching red routes in UX design? CO1 U
8. Define responsive design in UX. CO1 U
9. Why is it essential to clearly define a problem statement in the design process? CO1 U
10. What is a common technique for idea generation in solution ideation? CO1 U

PART – B (5 x 16= 80 Marks)

11. (a) Discuss the relationship between UI and UX design. How do the core stages of Design Thinking contribute to achieving a harmonious balance between user interface and user experience? CO1 U (16)
- Or
- (b) Explain Methods of Observational Empathy CO1 U (16)

12. (a) Explain the role of style guides in UI design. How do they contribute to maintaining consistency and quality in digital products? CO1 U (16)
- Or
- (b) Examine the importance of consistency in UI design. CO1 U (16)
13. (a) Explain user experience (UX) and explain its importance in the design of digital products. CO1 U (16)
- Or
- (b) Explain how qualitative research provides deep insights into user motivations. CO1 U (16)
14. (a) Explain responsive design and its relevance in today's digital landscape. CO1 U (16)
- Or
- (b) Explain how wireframes are integrated with flow diagrams. CO1- U (16)
15. (a) Explain the importance of identifying and writing effective problem statements in UX design. CO1- U (16)
- Or
- (b) Explore the importance of selecting appropriate research methods in UX design. CO1- U (16)