Reg. No. : ☐☐☐☐☐☐☐☐☐☐☐☐

Question Paper Code:U2204

B.E./B.Tech. DEGREE EXAMINATION, NOV 2025

Professional Elective

Computer Science Engineering

21CSV204 - UI AND UX DESIGN

(Common to ECE, EEE, AIDS,IT, MECH, AGRI, BME, CSE(AIML)
Engineering branches)

(Regulation 2021)

Duration: Three hours   Maximum: 100 Marks

Answer ALL Questions

PART A - (10 x 2 = 20 Marks)

1. Recall the importance of usability in UX design.   CO1- U

2. How does UX (User Experience) design differ from UI design?   CO1- U

3. What is the purpose of visual hierarchy in UI design?   CO1- U

4. How does brand personality contribute to user perception?   CO1- U

5. Why is User Experience important in design?   CO1- U

6. What is the UX design process?   CO1- U

7. Why is sketching considered a quick and efficient ideation tool? CO1- U

8. Define responsive design in UX.   CO1- U

9. What role does a problem statement play in stakeholder communication? CO1- U

10. Define what a persona represents in UX design.   CO1- U

PART – B (5 x 16= 80 Marks)

11. (a) Compare and contrast brainstorming and game storming CO1- U (16)
         as ideation techniques. Provide examples of scenarios where each
         method might be more suitable in the center of UI/UX design, and
         explain the benefits of integrating these techniques into the design
         process.

                                    Or

    (b) Explain the concept of observational empathy and its role in user- CO1- U (16)
         centered design. How does it enhance the design process?

12. (a) Identify and explain common UI elements and patterns. How do CO1- U (16)
they contribute to creating intuitive user interfaces?

Or

(b) How do these principles contribute to improving the user CO1- U (16)
experience, and provide examples of their application in real-
world interfaces?

13. (a) Explain how observing users in their environment can uncover CO1- U (16)
hidden needs.

Or

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

14. (a) Discuss how simplicity fosters quick ideation and iteration. CO1- U (16)

Or

(b) Explain how they facilitate communication between designers and CO1- U (16)
stakeholders.

15. (a) Discuss how diverse ideation techniques, such as brainstorming CO2- App (16)
and mind mapping, contribute to the generation of creative
solutions.

Or

(b) Apply one technique to ideate solutions for reducing wait times in CO2- App (16)
a hospital's outpatient department.

U2204