Enrollment No./Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
Bachelor of Engineering - SEMESTER - V EXAMINATION - WINTER 2025

Subject Code: 3154901   **Date: 25-11-2025**

Subject Name: Design Principles, Process and Perspective (UI-UX)

Time: 10:30 AM TO 01:00 PM   **Total Marks: 70**

Instructions
1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Simple and non-programmable scientific calculators are allowed.

			Marks
Q.1	**(a)**	Give difference between UI, UX and HCI.	**03**
	(b)	Why is it Useful to Start Top-Down Design with Abstract Work Activities?	**04**
	(c)	Briefly explain components of user experience with suitable examples.	**07**
Q.2	**(a)**	List out fundamental UX lifecycle activities and their sub activities.	**03**
	(b)	Explain Informal hierarchy of process, methods, and techniques with simple examples.	**04**
	(c)	With the help of a neat diagram, discuss the Funnel Model of Agile UX and discuss its main features.	**07**

OR

	(c)	How a top down and bottom-up approach is involved in example of online shopping application.	**07**
Q.3	**(a)**	Define terms: RITE.	**03**
	(b)	Describe the Impact of Complexity on the Necessity of Strictness.	**04**
	(c)	Explain why a UX Design team should have people with diverse skills and backgrounds. Briefly discuss a real-world example where such a team can have a positive impact on the design of a product.	**07**

OR

	(a)	What are the activities involving in generative design.	**03**
	(b)	Discuss various tools used for UI-UX design to demonstrate design concepts.	**04**
	(c)	Explain Artifact model for online food delivery app.	**07**
Q.4	**(a)**	What is data elicitation? Explain data elicitation goals.	**03**
	(b)	Briefly explain the old waterfall se lifecycle process and describe the limitations of old waterfall process.	**04**
	(c)	Explain flow diagram of the usage research data analysis.	**07**

OR

(a)	Describe concept of a UX target table.	**03**
(b)	Write Short note on Scope of delivery in UX.	**04**
(c)	Explain differences between formal and informal summative UX evaluation methods.	**07**
Q.5 (a)	What are the UX goals, UX measures and UX metrics?	**03**
(b)	Write brief note on Analytic UX Evaluation in the Layers of the Needs Pyramid.	**04**
(c)	Briefly explain how to prepare for data elicitation before the visit and how to collect the data during the visit using suitable example.	**07**

OR

(a)	Explain what Challenges will comes while building systems?	**03**
(b)	Define terms: i) work role ii) work domain iii) work activity	**04**
(c)	Explain different kinds of Data Models that are approximately represents importance and frequency of use.	**07**

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