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PAPER CODE	U325-2104A (02)
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**(AY:2024-25) May 2025 (ENDSEM) EXAM
TY (SEMESTER - II)**

COURSE NAME: UI/UX Design**Branch: Information
Technology****COURSE CODE: ITUA32204A****T.Y 2020 R1****Time: [1Hr 30 Min]****[Max. Marks: 40]**

Instructions to candidates:

- 1) Figures to the right indicate full marks. Use of scientific calculator is allowed**
- 2) Use suitable data wherever required**
- 3) All questions are compulsory. Solve any two sub question each from Questions 1, 2, 3 and 4**

Q. No.	Question Description	Max. Marks	CO mapped	BT Level
Q.1	a) List Jakob Nielsen's 10 Usability Heuristics. Explain any three of these heuristics with suitable examples.	[5]	[1]	[3]
	b) State Hick's Law and Fitts's Law. Explain how these laws can be applied to UX design. Provide examples.	[5]	[1]	[3]
	c) Compare Figma, Adobe XD, and Sketch in terms of collaboration features and platform compatibility.	[5]	[1]	[2]
Q2	a) What is Atomic Design in UI? Explain its five stages with examples.	[5]	[2]	[3]
	b) How does typography impact readability and user experience? Mention key typographic rules in UI design with suitable example.	[5]	[2]	[2]
	c) Design a basic sitemap for an e-learning website using Information Architecture principles.	[5]	[2]	[3]
Q3	a) Define a high-fidelity prototype. Compare it with a low-fidelity prototype in terms of detail, purpose, and usage in the design process.	[5]	[3]	[2]
	b) Give examples of common UI elements that use micro-interactions. Why are they important?	[5]	[3]	[3]
	c) Explain some best practices for using animation in web/mobile interfaces?	[5]	[3]	[2]

Q4	a) Explain how you would define measurable UX goals for an e-commerce website redesign.	[5]	[4]	[3]
	b) How can analytics tools (e.g., Google Analytics, Hotjar) be used to inform UX decisions?	[5]	[4]	[3]
	c) Describe an example of ethical design in UX. Why is it increasingly important today?	[5]	[4]	[4]

Note: [BT Level – 1. Remember 2. Understand 3. Apply 4. Analyze 5. Evaluate 6. Create]

Q No.	Question Description	Max. Marks	Min. Marks
Q1	a) List Jakob Nielsen's 10 usability heuristics. Explain any three of these heuristics with suitable examples.	[5]	[3]
	b) State Fitts's Law and Fitts's Law Explain how they have been applied to UX design. Provide examples.	[5]	[3]
	c) Compare Figma, Adobe XD and Sketch in terms of collaboration features and platform compatibility.	[5]	[3]
Q2	a) What is Atomic Design in UI? Explain its five stages with examples.	[5]	[3]
	b) How does transparency impact usability and user experience? Provide key examples related to UI design with suitable examples.	[5]	[3]
	c) Design a basic stamp for an e-learning website using Information Architecture principles.	[5]	[3]
Q3	a) Define a user-friendly checkout process. Identify its key usability principles in terms of clarity, purpose, and ease in the design process.	[5]	[3]
	b) Give examples of common UI elements that use micro-interactions. Why are they important?	[5]	[3]
	c) Explain your best practices for using animation in web/mobile interfaces.	[5]	[3]