

- N.B. :**
- (1) Question **No. 1** is compulsory.
 - (2) Attempt any **three** questions out of remaining questions.
 - (3) Assume suitable data if required.
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- 1. (a) What is UX design? Explain the goals of UX design. **5**
 - (b) What is Information Architecture? **5**
 - (c) What are different User Interface elements and widgets? **5**
 - (d) What is Usability? Explain different Usability Principals **5**

 - 2. (a) Explain User Experience Design Process **10**
 - (b) Explain Visual design Principles **10**

 - 3. (a) What is prototyping? Why it is needed? Discuss different types of Prototypes. **10**
 - (b) What are different types of Usability testing? How to apply usability test feedback in improving the design? **10**

 - 4. (a) What is Wire framing? Create wireframe for online video store **10**
 - (b) Explain core elements of User Experience **10**

 - 5. (a) Explain different Screen design and Layouts **10**
 - (b) Explain in detail Mental Models **10**

 - 6. Write short notes on **(any two)** **20**
 - (a) Usability Testing Process
 - (b) User Research for UX Design
 - (c) Storyboarding
 - (d) Interaction Design for Data Visualization