(**3 Hours**)   [**Total Marks: 80**]

N.B. :   (1)   Question **No. 1** is compulsory.

(2)   Attempt any **three** questions out of remaining questions.

(3)   Assume suitable data if required.

1.	(a)	Define UX .Why UX is important for Business	**5**
	(b)	Explain different Usability Principles?	**5**
	(c)	Explain mental models	**5**
	(d)	Compare different Prototyping approaches	**5**

2.	(a)	Explain Contextual Inquiry process in detail	**10**
	(b)	Explain the template of a UX process lifecycle.	**10**

3.	(a)	Define concept of Ideation in detail? State Difference between Idea Creation and Critiquing.	**10**
	(b)	For Ticket Kiosk System design wireframe and create prototype.	**10**

4.	(a)	Why to create "*persona*"? Explain the process of creating a persona for a design.	**10**
	(b)	Explain design-thinking paradigm.	**10**

5.	(a)	Explain UX evaluation methods in detail	**10**
	(b)	Explain various UX design guidelines.	10

6. Write short notes on (**any two**):-   **20**

(a) User Action Framework and its Practical value
(b) User requirement analysis for UXE project
(c) Task Models.

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