

**D5BAG2201**

**Reg. No.....**

**Name: .....**

**FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2024**

**ANIMATION AND GRAPHIC DESIGN**

**GAGD5B07T: INTRODUCTION TO UX/UI DESIGNING**

**Time: 2 Hours**

**Maximum Marks: 60**

**SECTION A: Answer the following questions. Each carries *two* marks.  
(Ceiling 20 marks)**

1. What is "Mental Model" in user interaction?
2. What are the core elements of User Experience (UX) Design?
3. List two benefits of effective user research in UX design.
4. What are some ways to learn about what users need?
5. List down the key principles of visual design in UX.
6. Differentiate between a wireframe and a storyboard.
7. Why is it important to test our designs with real users?
8. How can we improve our designs based on what we learn from testing?
9. What is the core principle behind the iterative approach in UX design?
10. How do usability test results inform the iteration process in UX design?
11. List two essential UX deliverables to be provided to the implementation team.
12. List two challenges that might arise during communication between UX designers and developers.

**SECTION B: Answer the following questions. Each carries *five* marks.  
(Ceiling 30 marks)**

13. Define UX Design and explain why it is important. Discuss how the core elements of UX work together to create a positive user experience.
14. Describe the process of storyboarding in UX design and provide an example of how it can be used.
15. Discuss how to communicate the results of usability testing effectively to stakeholders.
16. Explain the importance of prototyping in UX design. Discuss different prototyping tools and techniques used in the field.

**(PTO)**

17. Explain the iterative cycle in UX design. Provide an example of how you would iterate on your design based on usability testing feedback.
18. Discuss the importance of user-centered design throughout the entire UX design process.
19. Discuss the importance of collaboration between UX designers and developers throughout the design and development process.

**SECTION C: Answer any *one* question. Each carries *ten* marks.**

20. Imagine you are designing a mobile app for a grocery delivery service. Briefly describe how you would conduct user research to understand user needs and business goals for this project.
21. (a) Describe the design thinking process and its role in UX design.  
  
(b) Create a basic information architecture for a mobile app that helps users find local restaurants based on cuisine, location, and price range. Justify your design choices.

**(1 × 10 = 10 Marks)**