(PAGES: 2)

D5BAG2301 **Reg. No.....**

Name: .....

FIFTH SEMESTER BA DEGREE EXAMINATION, NOVEMBER 2025

(Regular/Improvement/Supplementary)

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. Differentiate between Information Architecture and Wire framing.
2. State the basic principles for designing screens that are easy to use.
3. What is the purpose of usability testing in UX design?
4. What are the key points to consider when communicating your design to the development team?
5. Why is it important to prototype your design for testing?
6. State the concept of user experience (UX).
7. Mention the concept of a "Cognitive Model." in user interaction.
8. Describe two research methods used to understand user needs and goals.
9. Explain why research is done before designing something new.
10. List out some ways we can test how usable a design is.
11. What is the iterative approach in UX design?
12. How do you utilize usability test findings to improve your design?

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

13. Explain the iterative process involved in UX design. Provide an example of how you would apply usability test feedback to iterate on your design.
14. Discuss the importance of continuous improvement in UX design.
15. Explain the role of information design and data visualization in creating effective user interfaces.
16. Explain the steps involved in the usability testing process. Discuss how to plan and prepare for effective usability tests.

(PTO)

17. Describe some popular prototyping tools used in UX design. Explain the benefits of using prototypes.
18. Imagine you are designing a website for a travel booking platform. Discuss the user needs and business goals you would consider during the "Research & Define" phase of this project.
19. Briefly discuss some potential challenges faced during UX design handoff to the implementation team.

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

20. (a) Define User Experience (UX) Design and explain its importance in product development.

    (b) A popular e-commerce website is facing declining sales. As a UX designer, outline a research plan to identify the underlying problems. What research methods would you employ, and what data would you collect?
21. (a) Explain the concept of usability testing. Discuss the different types of usability testing and their purposes.

    (b) Design a low-fidelity wireframe for a mobile app that allows users to book appointments with doctors. Conduct a heuristic evaluation of your design based on usability principles.

(1 × 10 = 10 Marks)