

Long Answers:

1. Explain in detail Iterative design in UX.2
2. Explain 4 components of UX.3
3. What is Qualitative web analytics?4
4. Explain with example Quantitative web analytics.4
5. What is clickstream? Name different clickstream tools.5
6. Explain 4 types of Behavioural UX Data in detail.7
7. What is Referral data and Conversion data?7
8. Explain Conversions and goals.8
9. What is difference between bounce rate and exit rate?9
10. What is content grouping?9
11. What is Click mapping and Scroll mapping?10
12. Explain Demographic segmentation analysis with its tools.11
13. What is Psychographic segmentation analysis?11
14. Explain A/B testing.12
15. What is difference between A/B testing and Multivariate testing?12

Short answers

1. What is Behavioural data analytics?1
2. How can you make UX easy and good?2
3. What is Web Analytics?4
4. Give any 5 examples of Qualitative web analytics.(mcq)
5. What are different ways for collecting data for Qualitative web analytics?
6. How data is collected for Quantitative web analytics?4
7. What are the 3 outcomes website is expected to deliver?(mcq)5
8. How competitive intelligence helps?Which tools are used for it?5
9. What is Exit page and exit Rate?8
10. What is difference between segmentation and filters?8
11. Explain Landing page.8
12. What is leakage?9
13. Explain Audience segmentation.11
14. What is Behavioural segmentation?11
15. What is Persona creation?12
16. What is Kubler Ross Model of change management? 12