


11/06/24 - FN (10)

Regulations: 2022

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|  Stay Ahead | BANNARI AMMAN INSTITUTE OF TECHNOLOGY (An Autonomous Institution Affiliated to Anna University, Chennai) SATHYAMANGALAM – 638 401 |
| | PERIODICAL TEST II - JUNE 2024 IV Semester |

22CS008/22IT008/22CT008/22AI002 & UI AND UX DESIGN
(answer key)

Degree & Branch: B.E. / B.Tech. &CS,IT,CT,AI

Time: 1:30 Hrs. Maximum: 50 Marks

| | | |
|---|--|------------------|
| Mention if any code-books, data books, data-sheets, reference tables, graphs are required to answer this question paper. Delete this box if it is not required. | | |
| Instructions: 1. Students should not mark/write anything on the Question Paper other than the register number. 2. Section A of the Question Paper contains questions for 15 Marks. Section B and C contains questions for 30 Marks each. 3. Students can attempt answering any two out of three subsections in each section. Maximum mark is limited to 10 in section A and 20 in sections B&C. | | |
| Q.No. | Questions | |
| | SECTION A | COURSE OUTCOME 3 |
| | MAXIMUM: 10 MARKS | |
| A1 | Consider a healthcare organization is planning to develop a new Health and wellness application to streamline patient record management and improve healthcare delivery. The wireframe for the above applications is <ul style="list-style-type: none"> Login/Signup Page Personal Details Page Fitness Goals Page Homepage Profiles Page and Goals Progress Workout Page with Personalization Tracking page Meals Intake Page with personalization Friends Leaderboard Page The figure shows the sample wireframe design for login/signup page for the application | |



Fig A1.1 :Health and wellness application

(i) By referring the above Fig A1.1, Design the wireframe for Homepage

(3 Marks [An/c,1])

Answer:



(ii) Predict the tool or software is commonly used to create click-through prototypes

- a) Adobe Photoshop
- b) Figma
- c) Microsoft Word
- d) Microsoft Excel

Answer :

B)Figma

(1

Mark-[Ap/C,2])

(iii) Which principle is central to inclusive design in UI/UX?

- a) Exclusivity
- b) Diversity
- c) Simplicity
- d) Complexity

Answer:


b) Diversity


(1 Mark-[An/C,2])

A2

Imagine a marketing team using Figma's collaborative features to brainstorm ideas for a new social media campaign. They can use sticky notes, mind maps and freehand drawing tools to capture their thoughts and visually represent their ideas in real time. This allows for a dynamic and interactive brainstorming session where everyone can contribute and build upon each others ideas

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| | (i) | <p>When a person from a marketing team had gone to abroad for a client meeting, Predict whether it is possible to connect with him to discuss the social media campaign project. If yes, justify.</p> <p style="text-align: right;">(3 Marks – [Ap/C,2])</p> <p>Answer: Yes, it is possible to connect with the person in the marketing team. Where figma allows remote access , so anyone from access and connect from everywhere. Where it provide several drawing tools and notes to conduct meeting easily.</p> |
| | (ii) | <p>Which of the following statements best describes the concept of "equitable use" in inclusive design?</p> <p>a) Designing for users with specific disabilities b) Designing for the average user c) Designing products that can be accessed and used by people with diverse abilities d) Designing products that are affordable for everyone</p> <p>Answer: c) Designing products that can be accessed and used by people with diverse abilities</p> <p style="text-align: right;">(1 Mark-[An/C,2])</p> |
| | (iii) | <p>Which of the following tools is commonly used for sketching in UI/UX design?</p> <p>a) Adobe Photoshop b) Sketch c) Microsoft Excel d) AutoCAD</p> <p>Answer: b) Sketch</p> <p style="text-align: right;">(1 Mark-[An/C,2])</p> |
| A3 | | <p>A visually impaired library member named sarah who relies on a screen reader and voice commands to navigate her phone. Sarah loves audiobooks and enjoys borrowing them from the library. Today, she wants to find a new mystery novel to listen to. Here's how an inclusive library app can help sarah to borrow a book easily and independently. Inclusive library have following features such as,</p> <ul style="list-style-type: none"> • Voice activation • Screen reader compatibility • Search by genre • Multiple formats <p>Audio book download</p> |
| | (i) | <p>Find the process carried out by sarah to borrow books and download the books using the library app.</p> <p>ANSWER: To borrow the books: sarah can use voice activation function , search activates her phone and opens the library app using a voice command, the book listed includes audio description, so she can easily viewed and click the borrowing option to get the respective audio book. (2 marks) To download the book: Once borrowed ,sarahselects the download option for the audio book, which provides audio feedback of the download progress. (1 mark)</p> <p style="text-align: right;">(3 Marks – [An/p,2])</p> |
| | (ii) | <p>Which stage of the design process typically involves creating wireframes?</p> <p>a) Ideation b) Testing c) Prototyping d) Evaluation</p> <p>Answer: a) Ideation</p> <p style="text-align: right;">(1 Mark-[An/C,2])</p> |
| | (iii) | <p>Which of the following is NOT a common type of wireframe?</p> <p>a) Low-fidelity wireframe b) Medium-fidelity wireframe</p> |

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|-----------|--|------------------|--|--------------------|
| | <p>c) High-fidelity wireframe d) Dynamic wireframe</p> <p>Answer: d) Dynamic wireframe</p> <p>(1 Mark-[An/C,2])</p> | | | |
| SECTION B | | COURSE OUTCOME 4 | | MAXIMUM : 20 MARKS |
| B1 | <p>Consider designing a new mobile app for a food delivery service. The app allows users to browse menus from various restaurants, order food, and track their deliveries. Here are some specific icon examples for a food delivery app:</p> <div></div> <p>Fig B1.1: Icons</p> | | | |
| (i) | <p>Predict the three key considerations for iconography of a food delivery app.</p> <p>(3 Marks – [An/C,2])</p> <p>Answer: Clarity and recognition Functionality and readability Aesthetics and brand identities</p> | | | |
| (ii) | <p>Predict the factors to prioritize when choosing icons for this app's user interface (UI)?</p> <p>(4 Marks – [An/C,2])</p> <p>Answer: By prioritizing clear and universally recognizable icons, you ensure a user-friendly and intuitive experience for everyone using the food delivery app..</p> | | | |
| (iii) | <p><u>Question</u></p> <p>What is the purpose of a style guide in a design system?</p> <p>a) To provide guidelines for consistent design elements b) To showcase different design options c) To define project timelines d) To manage project budgets</p> <p><u>Answer :</u></p> <p>a) To provide guidelines for consistent design elements</p> <p>(1 Mark - [R/F, 1])</p> | | | |
| (iv) | <p>What does a color palette contribute to a design system</p> <p>a) It sets the project budget b) It provides guidelines for consistent color usage c) It defines project timelines d) It showcases different design options</p> <p><u>Answer :</u></p> <p>b) It provides guidelines for consistent color usage</p> | | | |

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| | | (1 Mark - [R/F, 1]) |
| | <p>(v) Which of the following is NOT typically included in a design system?</p> <p>a) Typography guidelines b) Photography or imagery suggestions c) Marketing strategy d) UI elements</p> <p>Answer : c) Marketing strategy</p> | (1 Mark - [R/F, 1]) |
| B2 | <p>User interface animation adds visual effects to UI elements and components to make them interactive. This interactivity helps users through a website or digital product while creating an immersive and enjoyable user experience. There are five types of UI animations namely Loading and Progress, State changes, Navigation, Micro interactions and Branding.</p>  <p>Fig B2.1 User interface animation</p> | |
| | <p>(i) Check whether the following statements are valid or not with respect to UI animation (4 Marks – [An/C,2])</p> <p>Statement 1:</p> <p>Animation Entity : Loading Properties : An animation showing the user that the system is working. For example percentage indicator showing a user that a product is processing information</p> <p>Statement 2 :</p> <p>Animation Entity : State change Properties : Designers often use animations to communicate a digital product or elements. For example a button might remain dark and un clickable until a user completes the required form fields</p> <p>Statement 3 :</p> <p>Animation Entity : Navigation Properties : UI animations help users to find what they want. Designers will use animation to show which page or tab they are viewing or create page transitions that indicate which direction they are moving</p> <p>Statement 4:</p> <p>Animation Entity : Branding Properties : Animations are not a fantastic way to promote awareness and interaction with users. Designers will often use fun logo animations to give the light</p> | |

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| | | hearted, welcoming appeal |
| | | <p>Answer</p> <p>Statement 1: Valid</p> <p>Statement 2 : Valid</p> <p>Statement 3: Valid</p> <p>Statement 4: In Valid</p> |
| | (ii) | <p>UI animation plays a crucial role in design psychology and reducing cognitive load. Designers minimize the mental effort required to use a digital product by providing context, familiarity and consistency through animations. Identify the UI elements from the interface given in the fig B2.1</p> <p>(3 Marks – [An/C,2])</p> <p>Answer</p> <ol style="list-style-type: none"> 1. Header 2. News feed 3. Animated icons 4. Navigation 5. Search box <p>[Anything related to above interface]</p> |
| | (iii) | <p>What is the purpose of defining a grid in a design system?</p> <ol style="list-style-type: none"> a) To manage project budgets b) To showcase different design options c) To provide guidelines for consistent layout d) To define project timelines <p>Answer :</p> <p>c) To provide guidelines for consistent layout</p> <p>(1 Mark - [R/F, 1])</p> |
| | (iv) | <p>What role does iconography play in a design system</p> <ol style="list-style-type: none"> a) Managing project budgets b) Providing guidelines for consistent icon usage c) Defining project timelines d) Showcasing different design options <p>Answer :</p> <p>b) Providing guidelines for consistent icon usage</p> <p>(1 Mark - [R/F, 1])</p> |
| | (v) | <p>Which aspect of a design system guides the selection and usage of fonts?</p> <ol style="list-style-type: none"> a) Iconography b) Color palette c) Typography d) UI elements <p>Answer :</p> <p>c) Typography</p> <p>(1 Mark - [R/F, 1])</p> |
| B3 | | <p>Consider the scenario, in a travel planning application, Microinteractions plays a crucial role in providing users with visual representations of destinations, accommodations, activities, and experiences. Overall, Microinteractions enhances the user experience in the travel planning application by providing users with visual inspiration, information, and guidance throughout their journey.</p> |
| | (i) | <p>Predict the incorrect statements with respect to Microinteractions in UI design.</p> <ol style="list-style-type: none"> a) Micro interactions are small interactive moments in UI that provide visual feedback and guide users |

- b) They enhance UX by making the product more intuitive, engaging, efficient, and enjoyable
- c) Examples of micro interactions are pre-loaders, chat bots, gamified animations, and celebratory gifs
- d) Micro interactions consist of 4 parts: trigger, rule, feedback, and loop/modes.
- e) Micro interactions decreases the complexity of tasks that causes friction in the customer journey.
- f) It helps users to navigate from one interface to another and finds what they want.
- g) It promotes brand awareness and interaction with users.

Answer

- f) It helps users to navigate from one interface to another and finds what they want
- g) It promotes brand awareness and interaction with users

(2 Marks –[Ap/C,2])

(ii) Match the following UX factors with its properties

| S.No | Factors(A) | Properties (B) | Examples(C) |
|------|-----------------------------|--|-----------------------------------|
| 1. | Real life images and videos | It provides a glassy effect and background is slightly blurred | Dribble images |
| 2. | Shapes and screenshots | This style if image is primarily decorative rather than meaningful | Icon images |
| 3. | 3D elements | It provides a glassy effect and background is slightly blurred | Scan images |
| 4. | Glass-morphism image | This style if image is primarily decorative rather than meaningful | Medical Images |
| 5. | Abstract or artistic image | It is an ideal medium for depicting persona and human behaviours | Imaginative or unrealistic images |

(5 Marks –[Ap/C,2])

Answer

| Factors | Properties | Examples |
|-----------------------------|--|-----------------------------------|
| Real life images and videos | People are communicating more through everyday human actions | Medical Images |
| Shapes and screenshots | Clear understanding of what the users will get from the product and how it works | Scan images |
| 3D elements | It is an ideal medium for depicting persona and human behaviours | Imaginative or unrealistic images |
| Glass-morphism image | It provides a glassy effect and background is slightly blurred | Icon images |
| Abstract or artistic image | This style if image is primarily decorative rather than meaningful | Dribble images |

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| | (iii) | <p>How does a design system typically handle UI elements?</p> <p>a) By setting project budgets b) By providing guidelines for consistent UI design c) By defining project timelines d) By showcasing different design options</p> <p>Answer : b) By providing guidelines for consistent UI design</p> <p>(1 Mark - [R/F, 1])</p> | |
| | (iv) | <p>What role does photography or imagery play in a design system?</p> <p>a) Managing project budgets b) Providing guidelines for consistent image usage c) Defining project timelines d) Showcasing different design options</p> <p>Answer : b) Providing guidelines for consistent image usage</p> <p>(1 Mark - [R/F, 1])</p> | |
| | (v) | <p>Which component of a design system focuses on visual representations of concepts?</p> <p>a) Color palette b) Fonts c) Iconography d) UI elements</p> <p>Answer : c) Iconography</p> <p>(1 Mark - [R/F, 1])</p> | |
| SECTION C | | COURSE OUTCOME 5 | MAXIMUM: 20 MARKS |
| C1 | | <p>Moderated usability testing works best in a high level of interaction between the contributor. If you want to study a prototype with limited functionality, or a complicated process or concept, moderated usability testing provides us with the interaction we need to guide a contributor through the study</p> <div data-bbox="422 1243 1220 1384" data-label="Diagram"> <pre> graph LR Researcher[Researcher] --> Task[Task] Task --> Participant[Participant] </pre> </div> <p>Fig C1.1 moderated flow of information</p> | |
| | (i) | <p>From the below examples pick the testing which belongs to moderated usability testing and unmoderated usability testing</p> <ul style="list-style-type: none"> • Prototype testing • Website evaluation • Software applicable testing • Mobile app testing • Product prototype feedback • Comparative testing • Remote website testing • Competitive analysis <p>Answer: Moderated testing:</p> <ul style="list-style-type: none"> • Prototype testing • Website evaluation • Software applicable testing • Mobile app testing • Product prototype feedback | |

| | |
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| | <p>Unmoderated testing:</p> <ul style="list-style-type: none"> • Comparative testing • Remote website testing • Competitive analysis <p style="text-align: right;">(4 Marks-[U/C,2])</p> |
| (ii) | <p>State whether the assertion matches with the reason or not</p> <p>Assertion: A . Usability testing refers to evaluating a product or service by testing in with representative users.</p> <p>Reason: The goal is to identify any usability problems, collect quantitative and qualitative data and determine the participants satisfaction with the product</p> <p>A. A is correct and R matches with the reason of A B. A is false and R does not match with the reason C. Both A and R are correct D. Both A and R are false</p> <p>Answer: A. A is correct and R matches with the reason of A</p> <p style="text-align: right;">(2 Marks-[U/C,2])</p> |
| (iii) | <p>Predict the changes takes place when conducting remote usability testing compared to traditional, in-person testing methods.</p> <p>a) Greater control over the testing environment and conditions. b) More opportunities for direct observation of users' facial expressions and body language. c) Ability to recruit participants from diverse geographic locations. d) Faster turnaround time for collecting and analyzing user feedback.</p> <p>Answer:Ability to recruit participants from diverse geographic locations.</p> <p style="text-align: right;">(1 Mark - [R/F, 1])</p> |
| (iv) | <p>To improve Ecommerce website, predict the instances may incorporated in unmoderated usability testing.</p> <p>a)Live observation – intask surveys – remote assistance – live chat b)Observation – survey – assists - feedback c)Remote observation – surveillance – assistance -feedback d)Live observation – tasks – chat – feedback</p> <p>Answer: Live observation – intask surveys – remote assistance – live chat</p> <p style="text-align: right;">(1 Mark - [R/F, 1])</p> |
| (v) | <p>Consider an online shopping website, predict the steps followed to conduct a card sorting exercise</p> <p>a)planning – content preparation –method selection – instruction and introduction – sorting session b)planning- sorting session – method selection – instruction and introduction – content preparation c) planning – content preparation – method selection – sorting session – instruction and introduction d)planning- content preparation – method selection – sorting session – instruction and introduction</p> <p>Answer : planning – content preparation –method selection – instruction and introduction – sorting session</p> <p style="text-align: right;">(1 Mark - [R/F, 1])</p> |
| C2 | <p>Consider a usability study of an academic search engine here participants engage in think-aloud sessions while conducting searches. Their verbalized thoughts provide real-time insights into user behaviour and preferences, guiding iterative improvements to the search engine interface.</p> |
| (i) | <p>From the below sentences identify the incorrect sentence</p> <ol style="list-style-type: none"> 1. Think aloud sessions should be conducted with large group of users 2. Think aloud participants should be compensated for their time |

| | <p>3. Think aloud is only useful for testing prototypes and finished products (incorrect)</p> <p>4. The facilitator should actively guide users through the think aloud process (incorrect)</p> <p>5. Think aloud results can be directly translated into design solutions(incorrect)</p> <p>6. Think aloud sessions should be conducted with large group of users(incorrect)</p> <p>7. Think aloud participants should be compensated for their time(correct)</p> <p>Answer:</p> <ul style="list-style-type: none"> • Think aloud is only useful for testing prototypes and finished products (incorrect) • The facilitator should actively guide users through the think aloud process (incorrect) • Think aloud results can be directly translated into design solutions(incorrect) • Think aloud sessions should be conducted with large group of users(incorrect) <p>(4 marks [An/c, 1])</p> | | | | | | | | | | | | | | | | |
|---------------------|--|--------------|---------|-------------------|--|---------------------|--|---------------------|--|--------------|---------|-------------------|---------------|---------------------|-----------------------------|---------------------|----------------|
| (ii) | <p>Complete the table from the below examples:</p> <p>(Tennis racket, student life and activities, weather report)</p> <table border="1"> <thead> <tr> <th>Card sorting</th><th>Example</th></tr> </thead> <tbody> <tr> <td>Open card sorting</td><td></td></tr> <tr> <td>Closed card sorting</td><td></td></tr> <tr> <td>Hybrid card sorting</td><td></td></tr> </tbody> </table> <p>Answer:</p> <table border="1"> <thead> <tr> <th>Card sorting</th><th>Example</th></tr> </thead> <tbody> <tr> <td>Open card sorting</td><td>Tennis racket</td></tr> <tr> <td>Closed card sorting</td><td>Student life and activities</td></tr> <tr> <td>Hybrid card sorting</td><td>Weather report</td></tr> </tbody> </table> <p>(3 marks [An/c, 1])</p> | Card sorting | Example | Open card sorting | | Closed card sorting | | Hybrid card sorting | | Card sorting | Example | Open card sorting | Tennis racket | Closed card sorting | Student life and activities | Hybrid card sorting | Weather report |
| Card sorting | Example | | | | | | | | | | | | | | | | |
| Open card sorting | | | | | | | | | | | | | | | | | |
| Closed card sorting | | | | | | | | | | | | | | | | | |
| Hybrid card sorting | | | | | | | | | | | | | | | | | |
| Card sorting | Example | | | | | | | | | | | | | | | | |
| Open card sorting | Tennis racket | | | | | | | | | | | | | | | | |
| Closed card sorting | Student life and activities | | | | | | | | | | | | | | | | |
| Hybrid card sorting | Weather report | | | | | | | | | | | | | | | | |
| (iii) | <p>Question</p> <p>Consider a user interacted with a website application where predict the primary benefit of session recording in user experience analysis</p> <p>a) Real-time interaction with users during website browsing.</p> <p>b) Identifying trends and patterns in user behavior.</p> <p>c) Conducting A/B testing on website layouts.</p> <p>d) Gathering demographic information about website visitors.</p> <p>Answer:</p> <p>Identifying trends and patterns in user behavior.</p> <p>(1 Mark - [R/F, 1])</p> | | | | | | | | | | | | | | | | |
| (iv) | <p>Question</p> <p>When conducting an open card sorting exercise, participants are asked to:</p> <p>a) Sort pre-defined categories into groups based on their preferences.</p> <p>b) Group website content categories freely without any predefined structure.</p> <p>c) Rank website content categories in order of importance.</p> <p>d) Memorize the sequence of website content categories.</p> <p>Answer:</p> <p>Group website content categories freely without any predefined structure.</p> <p>(1 Mark - [R/F, 1])</p> | | | | | | | | | | | | | | | | |
| (v) | <p>Question</p> <p>In an online shopping store closed card sorting, participants are provided with pre-defined categories and asked to</p> <p>a) Group website content categories freely without any predefined structure.</p> <p>b) Rank website content categories in order of importance.</p> <p>c) Sort pre-defined categories into groups based on their preferences.</p> <p>d) Memorize the sequence of website content categories.</p> <p>Answer :</p> <p>Sort pre-defined categories into groups based on their preferences.</p> <p>(1 Mark - [R/F, 1])</p> | | | | | | | | | | | | | | | | |

| C3 | <p>Imagine you work for an e-commerce company that sells clothing online. Your company has been experiencing a steady flow of traffic to its website, but the conversion rate (the percentage of visitors who make a purchase) has plateaued. The marketing team believes that optimizing the checkout process could potentially increase conversions.</p> | | | | | | | | | | | | | | | | | | | | |
|-------|---|--|--|--|-----------------------------------|---|-------------------------------------|--------------------------------|------------------------------|---|---------------------------------|----------------------------|------------------------------|---|--------------------------------------|-----------------------------|--------------------|---|---|--------------------------------|---------------------------------|
| (i) | <p>Match the following.</p> <table><tr><th>S. No</th><th>Conversion Rate Optimization Strategies (A)</th><th>Benefits of Optimizing Checkout Process (B)</th><th>Metrics to Measure Success (C)</th></tr><tr><td>1</td><td>A. Implementing a one-page checkout</td><td>A. Increased user satisfaction</td><td>A. Average order value (AOV)</td></tr><tr><td>2</td><td>B. Adding guest checkout option</td><td>B. Higher conversion rates</td><td>B. Checkout abandonment rate</td></tr><tr><td>3</td><td>C. Offering multiple payment options</td><td>C. Reduced cart abandonment</td><td>C. Conversion rate</td></tr><tr><td>4</td><td>D. Simplifying form fields and reducing steps</td><td>D. Enhanced customer retention</td><td>D. Time spent on checkout pages</td></tr></table> <p style="text-align: right;">(4 Marks –[Ap/C,2])</p> <p>Answer: A - C - B B - A - A C - D - D D - B - C</p> | S. No | Conversion Rate Optimization Strategies (A) | Benefits of Optimizing Checkout Process (B) | Metrics to Measure Success (C) | 1 | A. Implementing a one-page checkout | A. Increased user satisfaction | A. Average order value (AOV) | 2 | B. Adding guest checkout option | B. Higher conversion rates | B. Checkout abandonment rate | 3 | C. Offering multiple payment options | C. Reduced cart abandonment | C. Conversion rate | 4 | D. Simplifying form fields and reducing steps | D. Enhanced customer retention | D. Time spent on checkout pages |
| S. No | Conversion Rate Optimization Strategies (A) | Benefits of Optimizing Checkout Process (B) | Metrics to Measure Success (C) | | | | | | | | | | | | | | | | | | |
| 1 | A. Implementing a one-page checkout | A. Increased user satisfaction | A. Average order value (AOV) | | | | | | | | | | | | | | | | | | |
| 2 | B. Adding guest checkout option | B. Higher conversion rates | B. Checkout abandonment rate | | | | | | | | | | | | | | | | | | |
| 3 | C. Offering multiple payment options | C. Reduced cart abandonment | C. Conversion rate | | | | | | | | | | | | | | | | | | |
| 4 | D. Simplifying form fields and reducing steps | D. Enhanced customer retention | D. Time spent on checkout pages | | | | | | | | | | | | | | | | | | |
| (ii) | <p>Indicate how implementing a streamlined checkout process can impact the conversion rate of an e-commerce websites through online. (2 Marks –[Ap/C,2])</p> <p>Answer:</p> <ul style="list-style-type: none">By reducing the number of steps required to complete a purchase and simplifying navigation <p>Customers are more likely to proceed with their transactions, leading to an increase in conversions.</p> | | | | | | | | | | | | | | | | | | | | |
| (iii) | <p>Consider a mobile application, where the user experience of the app can be made by qualitative and quantitative evaluation, predict the considerations made for qualitative evaluation.</p> <ol style="list-style-type: none">First impression, ease of use, clarity and consistency, visual design, feedbackUsage time, price, guarantee, visual design, feedback, attractionFirst impression, guarantee, visual design, feedback, length of usagePrice, visual design, clarity and consistency, feedback. <p>Answer :</p> <ol style="list-style-type: none">First impression, ease of use, clarity and consistency, visual design, feedback | | | | | | | | | | | | | | | | | | | | |
| (iv) | <p>A team developing a mobile app for a local restaurant. The app aims to allow customers to browse the menu, place orders, and make reservations. Find the Guerilla testing plan of the team to gather quick feedback on the app's usability and functionality.</p> <ol style="list-style-type: none">Location – objective – participants – setup – Execution – FeedbackVenue – objective – volunteers – plan – application – descriptionObjective – Location – participants – setup –Execution – FeedbackDefinition – location – members – plan – process- feedback <p>Answer : Objective – Location – participants – setup –Execution – Feedback</p> | | | | | | | | | | | | | | | | | | | | |
| (v) | <p>Identify the usability evaluation method involves experts evaluating an interface based on a set of predefined usability principles or heuristics?</p> <ol style="list-style-type: none">User TestingCognitive WalkthroughHeuristic EvaluationA/B Testing <p>Answer :</p> <p>Heuristic Evaluation</p> | | | | | | | | | | | | | | | | | | | | |