



*Republic of Rwanda
City of Kigali*



**GASABO DISTRICT
COMPREHENSIVE ASSESSMENT FOR 2ND
TERM, ACADEMIC YEAR 2022-2023**

TRADES: SOFTWARE DEVELOPMENT

RTQF LEVEL: 3

SUBJECT: UI/UX DESIGN

DURATION: 3 hours, on ... / ... / 2023

INSTRUCTION TO CANDIDATES:

- ✓ This question paper consists of **THREE** sections **A, B and C**
- ✓ Answer all questions in section A (**55marks**).
- ✓ Answer only **Three** questions in section B (**30marks**).
- ✓ Answer only **One** question in section C (**15marks**).
- ✓ Use only blue or black pen for answering.
- ✓ Mathematical instruments are allowed where it is necessary.

Note: Results for any candidate who is caught in examination malpractices are nullified.

SECTION A: Answer All questions**55 Marks**

1. Differentiate Wireframe from Mockup **(6 marks)**
2. What is the first step in creating user personas? **(3 marks)**
3. What is the difference between UI and UX **(6 marks)**
4. **Answer by True or false: (3 marks)**

Clicking on an artboard's name will allow you to select the entire artboard.

5. Hilton is a UX researcher at an e-commerce company. To create a positive user journey, He need to make a research. Explain 3 factors to consider before choosing a research method. **(9 marks)**
6. Which principle of UI design is being described? *“Good UI can comfort users by showing progress while the system is completing a task”* **(3 marks)**

7. Choose the right answer

Consider this sentence: *“As a user I want to type in a new username.”* It is an example of **(3 marks)**

- i) User persona
 - ii) user journey
 - iii) brand persona
 - iv) Consistency
8. Sunny is designing an e-commerce website for a clothing store. Explain how she could apply the 3-clicks rule to improve the usability of the website **(4 marks)**
 9. Explain clearly the difference between Prototype and Testing as phases of creating user persona. **(6 marks)**

10. Explain clearly the relationship between Canvas and Layers.

(4 marks)

11. Explain 4 Responsibilities of a UX Researcher in a company.

(8 marks)

SECTION B: Choose 3 questions

30 Marks

12. You are designing a website for a fashion brand. What are the 5 key principles of user experience design that you should keep in mind? **(10 marks)**

13. Laurine is designing a mobile game that targets the peoples ages 14-23. Discuss 5 research methods She can use to understand the preferences and motivations of those persons **(10 marks)**

14. Tabitha pays for a subscription to Netflix to stream her favorite TV series “*Vagabond*”. However, even though, she has used it for a long time, she still have to get advertisements periodically that annoys her.

a) Define the term End user pain point **(4 marks)**

b) What type of pain point experienced in the above scenario?

Justify your answer **(6 marks)**

15. Naomi Gloria is designing a mobile app for a travel company.

a. Explain 4 UX research methods she would you use to understand user needs. **(8 marks)**

b. Choose the correct answer (2 marks)

She wants to check if people do see the company's name easily the website. She conducts a research by asking them if they can find the name in a period of less than 5 seconds. This type of research is ...

- a) Qualitative research b) Quantitative research

SECTION C: The Question is compulsory

15 Marks

16. a. Differentiate user persona from brand persona. **(5 marks)**
b. What are the benefits of using user personas in the design process? Discuss 5 **(10 marks)**