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SL.NO:CAA 212828

SRI SIVASUBRAMANIYA NADAR COLLEGE OF ENGINEERING

(An Autonomous Institution, Affiliated to Anna University, Chennai)
Rajiv Gandhi Salai (OMR), Kalavakkam – 603 110

THEORY EXAMINATIONS

Register Number	205001085		
Name of the Student	Sabarinivasan . V		
Degree and Branch	BE CSE	Semester	VII
Subject Code and Name	UCS1728 User Experience Design		
Assessment Test No.	II	Date	18/10/23

Details of Marks Obtained									
Part A		Part B				Part C			
Question No.	Marks	Question No.	(a) Marks	(b) Marks	Total Marks	Question No.	(a) Marks	(b) Marks	Total Marks
1	2	7	6			10	8		
2	2								
3	0	8	4			11			
4	2					12	6		
5	2	9	6			13			
6	0								
Total (A)	8	Total (B)			14	Total (C)			14
Grand Total (A+B+C)				38	Marks (in words)				
Signature of Faculty									

SSN

(10)

(1) Live tracking of trains on IRCTC

⇒ This objective is needed on an IRCTC platform to track trains on railway stations. It has to be efficient in such a way that live tracking should not leave to any errors or miscalculations.

⇒ Live tracking of trains are done with the help of GPS live location feature.

(2) Improvement in ticket booking

⇒ Tickets are need to be booked properly without any delay. The payment feature implemented should be more flexible instead of getting technical issues.

⇒ Tickets are provided with discount offers too.

(3) Govt. approved food safe card

⇒ Food provided by government approved people should be nice and hygienic. No problems should be caused on consuming those food.

⇒ Food should be provided at appropriate costs along with hygiene.

(4) Quick Complaint lodging

⇒ Complaints should be lodged properly and quickly without any delay. Detailed questions are need to be asked while filing a complaint in the software.

⇒ The given complaints should be resolved within a quick time interval with proper mechanisms.

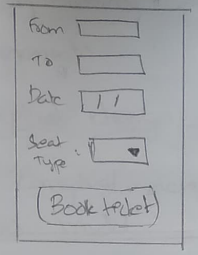
(5) Transparent refund

⇒ Refunds are made by user if there is some cancel or ticket cancellation. Refunding amount should not make too much delay.

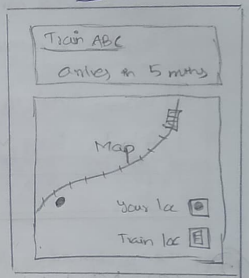
⇒ Refund should be made at the same day itself.

User designs.

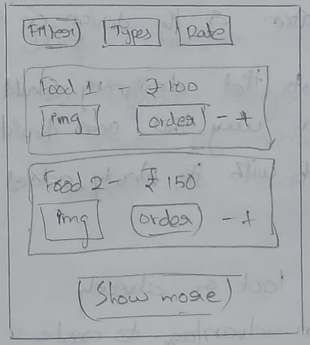
(1) Ticket Booking.



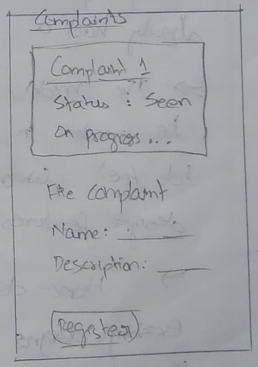
(2) Live tracking of trains



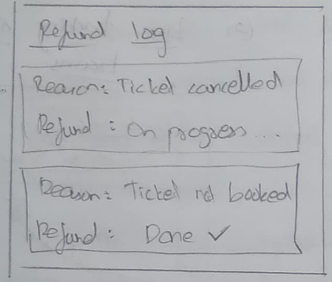
(3) Goat approved Food Rate Card



(4) Complaint lodging



(3) Transparent Refund



(12) (a) ~~Mental~~ Mental model

⇒ It is a type of model in which user should experience a design in which he already had a expectation of the design on it.

⇒ The model suggests that designing should be made in such a way that user should not feel uncomfortable with the already added design features.

⇒ Hence detailed look on already existing designs is an advantage to create those kind of models without any flaw.

⇒ Mental models are made in such a way that users should get the feel of already existing design which has some improvements.

Conceptual design:

⇒ Conceptual design is slightly away from mental model.

⇒ As the name suggests, designing is made basically from conceptual minds.

⇒ Conceptual design can lead to be related with mental model as both focus primarily on design structures.

⇒ Different designs and mindsets are involved in between the relationship of both mental model and conceptual design.

4) Conceptual Design in UX Design

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⇒ Conceptual design plays an important role in user experience design.

⇒ Different concepts are need to be learnt and recreated with different angular perspective in order to create suitable designs.

⇒ Various designing features are implemented in order to satisfy the client or user side.

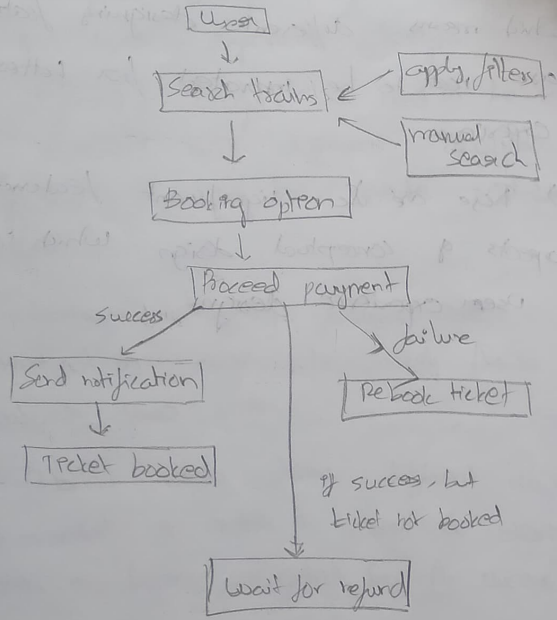
⇒ Detailed data from different users are needed in order to create a design which is been accepted by the users.

⇒ End-users should not feed discomfort in using these conceptual based created designs and artifacts.

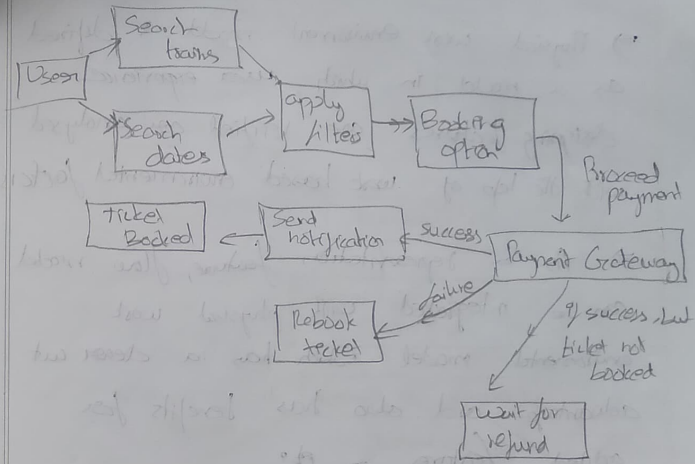
⇒ Designs which are been created should not be in an existing manner; i.e., which means different designing features are need to be innovated for better user experience.

⇒ These are the significant features and aspects of conceptual design which is used in user experience design.

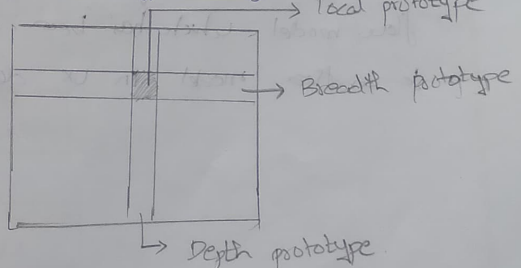
Depth prototype Design



Breadth prototype Design



Depth Breadth Prototype Design



(8) Flow model using physical work environment model

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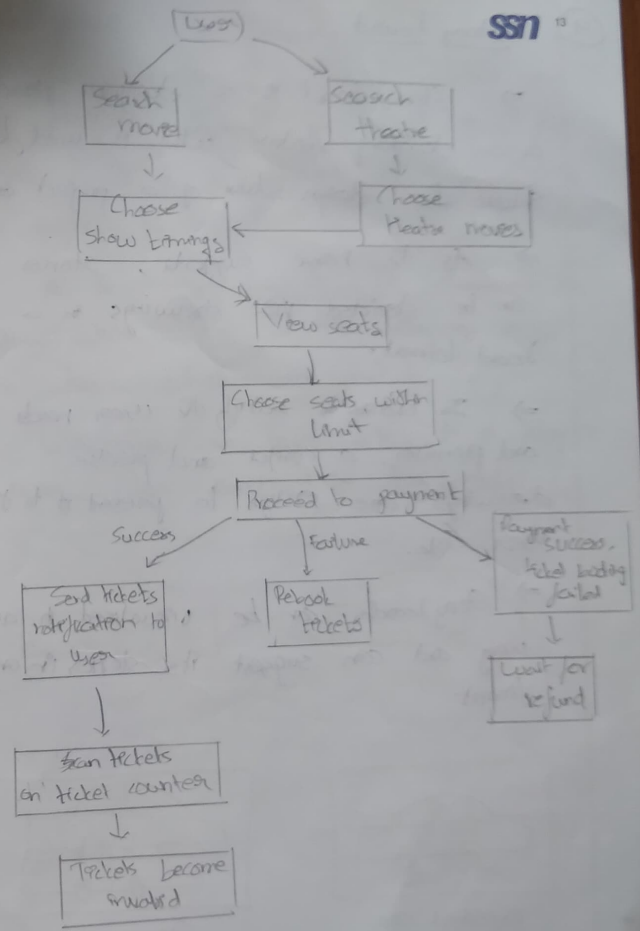
⇒ Physical work environment model is defined as a model in which user experience designing features are verified or analysed with the help of work based environmental factors.

⇒ As a representation feature, flow model can be integrated with physical work environmental model which has a clear cut advantage and also has benefits for added features on it.

⇒ Different markings can be used on the flow model which has been integrated to another model in UX design.



(9) Story Board

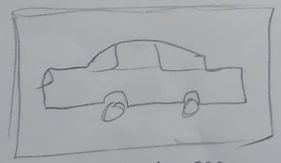
SSN 14

⇒ Story board is a designing practice or a designing feature which is used for showing the design status of a project

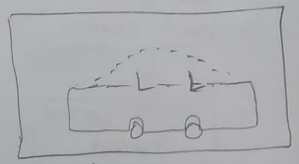
⇒ As the name suggests, stories can be depicted via drawings in a board format.

⇒ In order to satisfy the users needs and promises, a careful and precise drawings are enough to present it to the user side.

⇒ Story boards can be visualised in any way and can suggest its stories in any format



expected car design.



Changes now on car

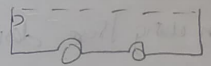
Wireframe

SSN 15

⇒ Wireframe is a designing practice or a designing feature in which used for static design visualisation of a application or project to a user

⇒ As the name suggests, the diagrams or visualisation made look like they are made on frames which are used.

⇒ Wireframes are implemented in a simpler way when compared to story boards.



(1)

(2)

(3)

PART-A

(1) Data models

i) Task work model
ii) Artifact model
iii) Social model
iv) Hybrid model.
v) Design feature model. ✗

(2) Importance of Users Stories

⇒ It helps to visualise the users designing needs.

⇒ It provides data based on the fact that it provides stories to make the user feel confortable on using these designs.

⇒ Stories show what ever important design features can be implemented or improved.

(3) Prototype Fidelity

Prototype fidelity is important because it depicts how close the users designed models are made. The closer the design model, the better will be the prototype testing.

(4)

Top-Down approach	Bottom-Up approach
A new application or design is created from scratch.	Used to improve an existing application or existing design
The larger modules are broken down into smaller modules and development of designs are implemented.	Smaller modules are approached first to update or recreate designs and hence forwarded towards larger module.

(5) ⇒ User's Mental model is different from traditional model because mental model suggests that designing should be made in such a way that the user already had a expectation and previous experience of that application.

⇒ In traditional model, no such suggestions are made, instead designing is implemented directly.

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(6) Interactions in storyboard

→ User interaction with storyboard

→ dynamic visualisation

→ automatic change interaction in storyboard.

→ highlighted design features in storyboard