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Sri Sivasubramaniya Nadar College of Engineering, Kalavakkam – 603 110

(An Autonomous Institution, Affiliated to Anna University, Chennai)

Computer Science and Engineering

Continuous Assessment Test –III

Question Paper

Degree & Branch	B.E. Computer Science and Engineering				Semester	7
Subject Code & Name	UCS1728 USER EXPERIENCE DESIGN				Regulation:	2018
Academic Year	2023-24 ODD	Batch	2020-24	Date	10-11-23	FN
Time: 08:10 - 09:40a.m (90 Minutes)	Answer All Questions				Maximum: 50 Marks	

Part – A (6×2 = 12 Marks)

K1	1.Name some personas in matrimony app. Matchmaker, parents, matrimony interested users, bride, groom	CO4	2.2.3 14.2.2
K1	2. List eight quantitative data in UX design related to online swiggy food delivery app. Number of restaurants registered in the app Number of customer buying from the app Orders delivered per day Orders placed per day Number of premium users Orders placed in a restaurant Orders placed / restaurant	CO4	2.2.3 14.2.2
K1	3.Who is responsible for backlog in agile team and how he prioritizes backlog in agile iterations? Product owner Product owner priorities based on business deliverables and customer goods and vision.	CO4	2.2.3 14.2.2
K1	4. List the agile team members and their responsibilities in developing a mobile app for a pizza restaurant. Product owner Designer Developers Quality assurance	CO5	2.1.1 14.1.3
K1	5.What is meant by continuous improvement? Join the dots between lean startup, continuous design, agile, and continuous delivery, and embrace the concept of continuous improvement Continuous improvement covers all the bases : business, customers, technology	CO5	2.1.1 14.1.3
K2	6.Outline a few examples of customer experiences, when he uses beta version of online zomato food delivery app. Refined and seamless UI look, users scrolled to find button to checkout items in his cart, "plus" button next to food item is small and requires several attempts before successfully clicking.	CO5	2.1.1 14.1.3

Part – B (3×6 = 18 Marks)

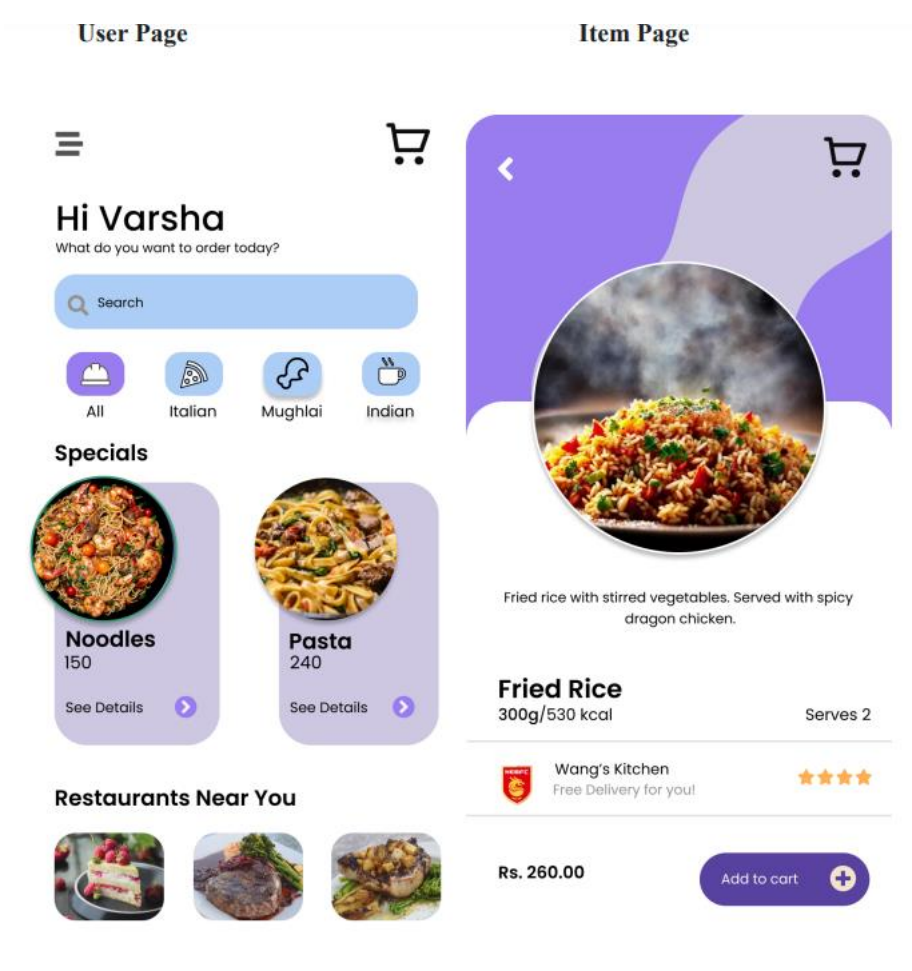
K4	7. Analyze the metrics and tabulate the quantitative data for swiggy app, when you are targeting UX design using three participants.				CO4	3.1.6 10.3.1 14.2.2
	<i>Participant</i>	<i>Goal</i>	<i>Observed result</i>	<i>Target level</i>		
	1	Ease of use	2.5 min	3 min		
	2	Customer satisfaction	8/10 questions	7/10 questions		
	3	Emotional impact	2	5		
K2	8. Explain the importance of UX design documentation in agile iterations. <ul style="list-style-type: none"> • Prototype: A prototype provide the team with a facsimile vision, and reduce the need for rework based on changes to the UI. • Design in browser: visual designer design with wireframes and produce layouts in the form of PSDs or Illustrator files. He also needs to keep the project style guide document up to date to ensure a degree of consistency. • Living prototype : The living prototype is an interactive HTML prototype that has the benefits of prototypes but also shares common code that the developers can with. • The front-end developer writes HTML to support the basic data structure. 				CO5	1.4.1 3.2.3
K2	9. Explain the impacts of collaborative design to create an effective UX design. <ul style="list-style-type: none"> • Apply specific domain knowledge to the emerging design • Understand the context of activities to the design • Shared understanding from the team. • To generate the initial design vision, then do it throughout • This process is to get the next iteration of design. • Can explore low-fidelity design • A rapid solution generation through design thinking. 				CO5	3.4.3 14.1.3

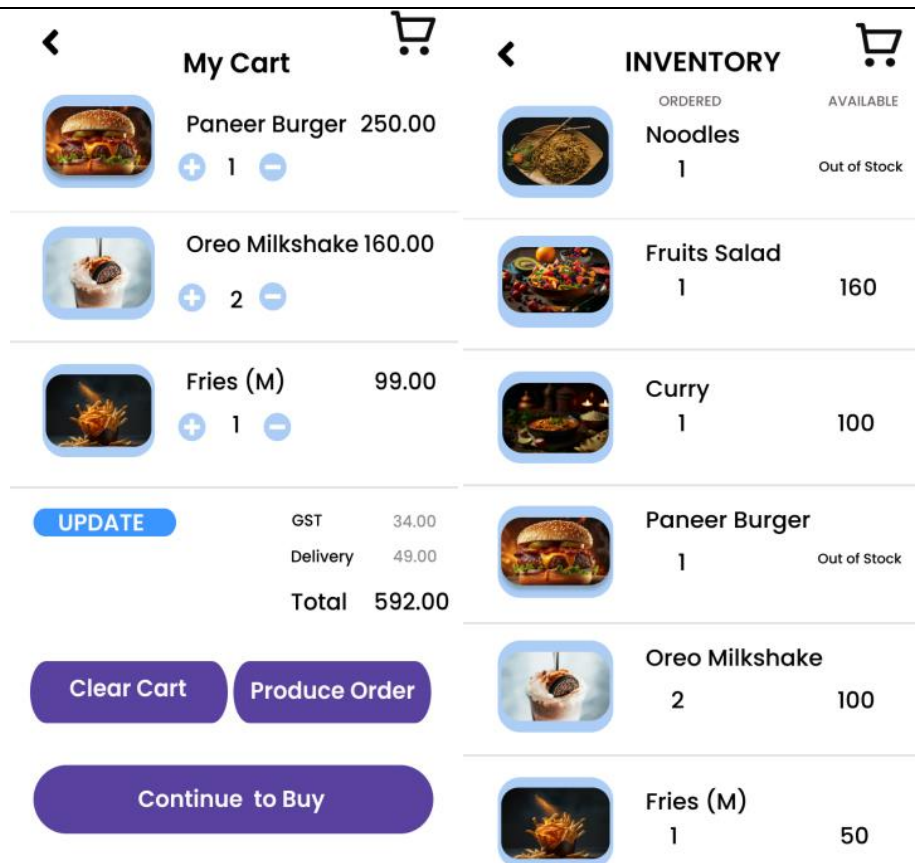
Part – C (2×10 = 20 Marks)

K3	<p>Shopping cart for online food ordering:</p> <p>The dish items purchased by the customer will be added to the shopping cart. The customer can view the dish items he/she purchases, unit price, dish amount and total price. The default amount for each dish item is one, the customer can update the amount according to his own requirement. After modifying the amount, the customer needs to click “Update” button to update the dish amount. Also, if the customer needs to delete some dish item, it is easily implemented by clicking “Delete” Button following each dish item. On this Shopping Cart page, three buttons (“Clear Cart”, “Continue to Buy”, “Produce Order”) are shown. “Clear Cart” button means that the customer can delete all dish items in the shopping cart. To click</p>	CO4	10.3.1 14.2.2
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“Continue to Buy” button, the page will be linked to dishes display page, the customer can continue shopping. By Clicking “Produce Order” Button, the application will produce an order for dish items purchased by the customer, the order produced will be shown in background management platform. At the same time, the remainder of the page will display to inform the customer. This is the entire purchasing process for the customer to order dish on the website platform.

10. Develop a wireframe for the above case study and tabulate the results after performing research activity using three participants.





Tabulation of the Results of the Research Activity:

Participant	Task 1 (Add Items)	Task 2 (Update Quantities)	Task 3 (Delete Items)	Task 4 (Proceed to Checkout)	Overall Feedback
1	<p>–Added items easily</p> <p>–Easy to filter the food items</p> <p>–A quick overview of the ingredients in the food without having to move to a new page would be nice</p>	<p>–Updating the item quantities was easy</p> <p>–The buttons were self-explanatory</p> <p>–Overall a smooth experience updating the cart</p>	<p>–Easy to find, right next to the product</p> <p>–Nice visuals with a color change animation right after you delete</p> <p>–A checkbox would make it easier to delete multiple items at once.</p>	<p>–The order summary display was helpful</p> <p>–The continue to buy button saved me time</p> <p>–Indicator at checkout could provide information with more clarity</p>	<p>–The UX was great</p> <p>–Easy to navigate</p> <p>– Buttons were very clear</p>

	2	–Having all the details mentioned about the food, including the ratings, makes the choice easy	– Easy to update the cart	–Very straightforward, no hidden extra steps to figure out.	–The entire process was smooth and user friendly	–Very little scope for wrongful operations	
		–One suggestion would be to add filters based on eating habits	– Recommendations from previous orders made it easy to filter out the choices.	–It was quick and responsive, deleting an item didn't slow down the page.	–Checkout page was responsive and worked well on both mobiles and desktop	–The app is aesthetically pleasing	
		– Hover effects would preferred	–Prefer a feature to enter the quantity	–Would prefer an undo button in the event of wrongful emptying of the cart	–Having a visual confirmation, like a small animation would be a nice addition	–Very responsive	
	3	–The buttons were easy to use	–Very responsive	–Icons next to the delete and update button were super intuitive	–Easy to review my selected items	–The app works perfectly on all devices	
		–Searching for the food items gives quick results	–Suggest highlighting the update button	–Appreciate the hassle free process of deleting items without log in	–The variety of payment options made it flexible	–The app handles load well	
		–Experienced slight	–The feature to update in real-time is very much appreciated	–A confirmation prompt would be helpful	–A brief note highlighting the security measures can give us confidence	– The overall experience of using the app can be rated above average.	
	(OR)						
K3	11. Identify the user stories for the case study given in question 10, and build the user experience backlog for development.					CO4	10.3.1 14.2.2

User Stories:

1. **Viewing Cart:**
 - a. As a customer, I want to see the items I've added to my shopping cart.
 - b. As a customer, I want to view the unit price, quantity, and total price for each dish item in my cart.
 - c. As a customer, I want the default quantity for each dish item to be one.
2. **Modifying Quantity:**
 - a. As a customer, I want to be able to modify the quantity of each dish item in my shopping cart.
 - b. As a customer, I want to update the total price of a dish item after modifying its quantity.
3. **Updating Cart:**
 - a. As a customer, I want to click an "Update" button to save changes made to the quantity of dish items in my cart.
4. **Deleting Items:**
 - a. As a customer, I want to delete a specific dish item from my shopping cart.
 - b. As a customer, I want a "Delete" button next to each dish item in my cart for easy removal.
5. **Clearing Cart:**
 - a. As a customer, I want a "Clear Cart" button to remove all items from my shopping cart in one click.
6. **Continuing Shopping:**
 - a. As a customer, I want to click a "Continue to Buy" button to go back to the dishes display page and continue shopping.
7. **Producing Order:**
 - a. As a customer, I want to click a "Produce Order" button to generate an order for the dish items in my cart.
 - b. As a customer, I want to be informed that my order has been successfully produced.
8. **Background Order Management:**
 - a. As a customer, I want assurance that the order I produced is visible and managed on the background management platform.

User Experience Backlog:

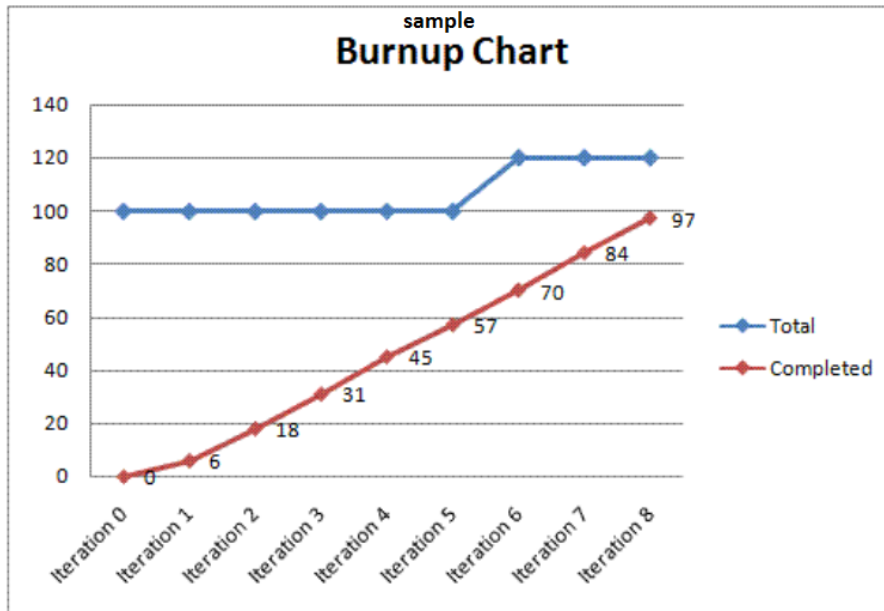
User Story ID	User Story	Acceptance Criteria	Priority
1	View Cart	Display a list of dish items in the shopping cart with unit price, quantity, and total price.	High
2	Modify Quantity	Provide an input field or buttons to modify the quantity of each dish item.	High
3	Update Cart	Implement an "Update" button to save changes made to the quantity of dish items.	High
4	Delete Items	Add a "Delete" button next to each dish item for easy removal.	High
5	Clear Cart	Implement a "Clear Cart" button to remove all items from the shopping cart.	High

	<table><tr><td>6</td><td>Continue Shopping</td><td>Create a "Continue to Buy" button linking back to the dishes display page.</td><td>Medium</td></tr><tr><td>7</td><td>Produce Order</td><td>Develop a "Produce Order" button to generate an order for the dish items in the cart.</td><td>High</td></tr></table> <table><tr><td>8</td><td>Order Confirmation</td><td>Display a confirmation message to inform the customer that the order has been successfully produced.</td><td>Medium</td></tr><tr><td>9</td><td>Background Order Management</td><td>Ensure that the order is visible and managed on the background platform.</td><td>High</td></tr></table>	6	Continue Shopping	Create a "Continue to Buy" button linking back to the dishes display page.	Medium	7	Produce Order	Develop a "Produce Order" button to generate an order for the dish items in the cart.	High	8	Order Confirmation	Display a confirmation message to inform the customer that the order has been successfully produced.	Medium	9	Background Order Management	Ensure that the order is visible and managed on the background platform.	High		
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9	Background Order Management	Ensure that the order is visible and managed on the background platform.	High																
K3	<p>12.a)Identify the pros and cons of relationships when you are working as a team while you prepare the wireflow for the following module in Moodle app (LMS). (5)</p> <p>Faculty will be posting the assignment and students will submit the assignment.</p> <table><tr><td>Item</td><td>Pros</td><td>Cons</td></tr><tr><td>Interaction behavior</td><td>Team should define the communication between for faculty and students</td><td>Team should not rigid</td></tr><tr><td>clarification</td><td>The team should clarify with the customer clearly the personas of faculty role and students when they are handling the event.</td><td>Team cannot assume the event as they wish</td></tr><tr><td>Testing</td><td>Team should co-operate with customer to evaluate their UX design for posting the assignment and student submission as per set goals.</td><td>Team cannot use their preferred personas and goals for evaluation</td></tr><tr><td>Evolving the vision</td><td>Integration of one assignment by faculty and consecutive submission of the</td><td>Team should not decide to deviate from the integration rules.</td></tr></table>		Item	Pros	Cons	Interaction behavior	Team should define the communication between for faculty and students	Team should not rigid	clarification	The team should clarify with the customer clearly the personas of faculty role and students when they are handling the event.	Team cannot assume the event as they wish	Testing	Team should co-operate with customer to evaluate their UX design for posting the assignment and student submission as per set goals.	Team cannot use their preferred personas and goals for evaluation	Evolving the vision	Integration of one assignment by faculty and consecutive submission of the	Team should not decide to deviate from the integration rules.	CO5	3.4.3 14.1.3
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students should occur, else redesign should occur to meet the goal.

b) Plan a burn up chart to track the progress of agile iterations as the project progresses when they are working on iterations for the above module in Moodle app(LMS). (5)

A burn up chart is a graph that shows project progress over time.



<i>Iterations</i>	<i>Planned user stories to complete</i>	<i>Actual user stories completed</i>
1	4 (faculty provide description about assignment, set today for assignment posting, check the submission of assignment date submission, submission file type)	3(faculty provide description about assignment, set today for assignment posting, check the submission of assignment date submission)
2	3(students submission facility, check the size of the upload file, check type of upload file)	2(students submission facility, check the size of the upload file)

(OR)

K3

13.a) Identify the strengths and weaknesses of the competitor review

CO5

3.4.3
14.1.3

with high level fidelity UX design for CSE internship data collection app.(5)			
<i>Competitor review</i>	<i>Strength</i>	<i>Weakness</i>	
<i>Goal 1: Identify the key competitors</i>	<i>Identify the different internship data collection app of the various colleges/ universities. Investigate the top and analyze.</i>	<i>The procedure for data collection may be different as each college/university as different policies.</i>	
<i>Goal 2: Compare yours against theirs feature by feature to understand</i>	<i>Identify the different features used to collect the data so that students feel the ease to fill in the information.</i>	<i>The sharp crisp information/ features should be provided to students otherwise the students may find it difficult to use it.</i>	
<i>Goal 3: Ratings about their product/service compared to yours</i>	<i>Rate the app by using the students, internship faculty, internship committee members of your college</i>	<i>To please the rating may be provided. So top management people should rate to know the exact rating.</i>	
b) Categorize the role of personas in context scenarios for customer research activity in high level fidelity UX design for CSE internship data collection app.(5)			
<i>Context scenario</i>	<i>persona</i>	<i>Research activity</i>	
<i>Goal: Describe the tasks that the customer needs to do to accomplish her goal.</i>	<i>Final year Intern Students, internship incharge, internship committee members,</i>	<i>1) Find the easy of use 2) satisfaction 3) Emotional impact</i>	
<i>Goal : Add details such as inputs and expected outcomes</i>		<i>1) provide the target level 2) collect the observed results.</i>	