| **Vivekanand Education Society’s Institute of Technology, Chembur, Mumbai,**  **Department Of Artificial Intelligence & Data Science,**  **Year:2023-24 (ODD Sem)**  **MID TERM TEST** |
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| **Class : D16AD** | **Division: -** |
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| **Semester: VII** | **Subject: UXD with VR** |
| **Date: 8/9/23** | **Time: 10:00 - 11:00 AM** |

| **Q.1)** |  | **(Attempt any five of the following )** | **Marks** **(20)** |
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|  | a) | Explain core elements of UXD with respect to an app that helps people find charging stations for electric cars. | 2M |
|  | ANS | 1. Strategy: The goal of an app is , “Informing electric car owners of the nearest place to charge their cars”.we also might want to learn if users would want our product to provide directions to the nearest charging station. 2. Scope: Functional specifications side we might want to include a feature to save previously discovered charging stations in our functional specifications. 3. Structure: to convey the structure of our electric car charger finder app, we might create a site map that shows the hierarchy of the product. 4. Skeleton:  in our app, if we want to explain what users will see when they navigate to a page that describes a specific electric car charging station, we would create a wireframe that provides a blueprint of where each component of the page would go. 5. Surface: For our electric car charging app, this could mean creating a consistent color palette and layout, where the logo appears at the top of the page etc. |  |
|  | b) | In A UX process lifecycle template which process is non iterative? and why? | 2M |
|  | ANS | Implementation process is non iterative. The software implementation does not have to keep up with this iteration; instead we use interaction design prototypes, and there is no reason any production code should be committed to the interaction design until late in its lifecycle.  Nevertheless, because the two roles cannot work in isolation, the software engineering people should be aware of the progression of the interaction design to ensure that their software architecture and design can support the interaction features on the user interface when it does come time to implement. |  |
|  | c) | Draw a System Complexity Space to show two examples for the different combinations of Domain complexity vs Interaction complexity. | 2M |
|  | ANS |  |  |
|  | d) | Difference between horizontal and vertical UX process prototype. | 2M |
|  | ANS | **Horizontal Prototype:** A horizontal prototype is very broad in the features it incorporates, but offers less depth in its coverage of functionality. Horizontal prototypes are appropriate for understanding relationships across a broad system and for showing the range of abilities of a system. A Horizontal, or User Interface, Prototype is a model of the outer shell of an entire system, i.e., windows, dialogue boxes, menus, screens, reports, and batch processes, with little or no processing behind them.  **Vertical Prototype :** A vertical prototype contains as much depth of functionality as possible in the current stage of the project, but only for a narrow breadth of features. Vertical prototypes are most appropriate when a certain complex feature of a system is poorly-understood and needs to be explored, e.g. as a proof-of-concept. |  |
|  | e) | Write a system concept statement for Uber. | 2M |
|  | ANS | Whether you’ve just stepped off a flight, or heading home after work, we all want to find our Uber as quickly as possible. And for drivers—who may do dozens of trips a day—every minute counts.  Almost all of us have had frustrating pick-up experiences while ordering a cab online. Sometimes, the driver just can’t seem to find our pick-up spot and is equally inefficient in following the given directions. Other times, especially when in crowded places like airports, with multitudes of cabs in the vicinity, all somehow with similar paint-jobs, it becomes difficult to identify our cabs.  A solution to the above is Uber Beacon, a device that goes on a driver’s windshield and uses color-pairing technology to help drivers and riders more quickly connect at night, particularly at crowded venues. With this technology, riders can personalize their pickup by selecting from an endless number of colors for the Beacon to glow on their driver’s vehicle. And it’s instantly recognizable with the same design as the rider app icon. |  |
|  | f) | Create a Work Affinity Activity Diagram for food delivery app issues. | 2M |
|  | ANS |  |  |
| **Q.2)** | a) | Draw and explain UX lifecycle template? | 5M |
|  | ANS | • In our lifecycle concept, specific to a UX process,   1) Analysis translates to understanding user   work and needs.  2) Design translates to creating conceptual design and determining interaction behaviour  and look and feel.  3) Implementation translates to prototyping,  4) Evaluation translates to ways to see if our  design is on track to meet user needs and  requirements.  • In a larger system view, Implementation includes a final production of hardware and software, including the user interface.   • However, Implementation is limited to the interaction design component and prototyping is the design manifestation we use for evaluation before it is finalized for production.   In our lifecycle concept, specific to a UX process, analysis translates to understanding user work and needs. Design translates to creating conceptual design and determining interaction behavior and look and feel. Implementation translates to prototyping, and evaluation translates to ways to see if our design is on track to meet user needs and requirements.  In a larger system view, implementation includes a final production of hardware and software, including the user interface. However, in our UX lifecycle template, implementation is limited to the interaction design component and prototyping is the design manifestation we use for evaluation before it is finalized for production. |  |
|  |  | **OR** |  |
|  | b) | Design a User Persona for IRCTC. (One) |  |
|  | ANS | TravelerPersona |  |
| **Q.3)** | a) | What steps do you follow for the preparation of contextual enquiry before visiting the user? | 5M |
|  | ANS | * For work activities situated in the context of a system with a complex work domain, get a feel for the customer’s organizational policies and ethos by looking at their online presence—for example, Website, participation in social networks. * Know and understand the vocabulary and technical terms of the work domain and the users. * Learn about the competition. * Learn about the culture of the work domain in general—for example, conservative financial domain vs. laid-back art domain. * Be prepared to realize that there will be differences in perspectives between managers and users. * Investigate the current system (or practices) and its history by looking at the company’s existing and previous products. If they are software products, it is often possible to download trial versions of the software from the company’s Website to get familiar with design history and themes. * Learn Issues about your team * Lining up the right customer and user people. * How many interviewees at a time? * Preparing your initial questions |  |
|  |  | **OR** |  |
|  | b) | Design a wireframe for the Bike rental system. | 5M |
|  | ANS |  |  |