United International University
Department of Computer Science and Engineering

Semester Final Exam, Summer 2024

CSE 4945 | UI: Concepts and Design

Total marks: 30   **Duration**: 1 Hour 30 Minutes

Answer all the questions <u>in the given order</u>. The right margin indicates the marks.

PQR is a successful e-commerce company that launched its business three years ago through a gesture-driven mobile app. The app has gained significant traction, particularly among younger users. Their current mobile app is known for its innovative gesture-based interface, allowing users to swipe through products, add to cart with a flick, and navigate between sections using intuitive hand movements. The company's mobile-first approach has been successful, but market analysis reveals untapped potential in the desktop user segment. Additionally, maintaining separate platforms for mobile and web has become resource-intensive. The company has decided to develop a unified web application replacing the existing one. [Continued]		
1.	Is this a good plan? List 2 reasons behind your answer.	[5]
2.	Design a 3-page wireframe for an E-commerce platform on mobile. (excluding sign-in or sign-up page)	[8]
3.	Create 3 Personas representing different user groups for the system.	[6]
After deploying the new web app, the number of users suddenly dropped. Many users are reporting unintuitive navigation. The users are also complaining that the application is missing previous features, though the new one has feature parity with the old one. Facing these issues, the company is frantically looking for solutions.		
4.	Why are they facing this issue?	[4]
5.	Would usability testing before the launch have helped in this situation?	[2]
6.	"Developing a good empathy map and understanding user pain points would prevent the above-described situation from happening" - Explain precisely.	[5]