



United International University
Department of Computer Science and Engineering

Semester Final Exam, Spring 2024

CSE 4945 | UI: Concepts and Design

Total marks: 30

Duration: 1 Hour 30 Minutes

Any examinee found adopting unfair means will be expelled from the trimester/program as per UIU disciplinary rules.

Answer all the questions in sequence. The right margin indicates the marks.

Mr. Sabik is a businessman aiming to expand his business of packaged food in the Republic of Congo with the support of the local government and the UN. Having a good and stable business in Bangladesh, he decided to develop a website that could accommodate the widest range of people to unify his business at home and abroad. With these requirements, he delegates the task of development of the website to you as an expert in UI and UX.
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| 1. | Discuss 5 elements of UX design. | [5] |
| 2. | What type of design does Mr. Sabik want from you? | [5] |
| 3. | Create 3 Personas representing different user groups for the planned system. | [6] |

A few months after the development and deployment of the system, Mr. Sabik approached you with some concerns. He observed that the website was attracting a significant number of foreign customers from countries where the company did not have any business operations. Conversely, the system's usage among the people of Congo, where the company operates, was minimal at best. As a result, Mr. Sabik was receiving requests from countries he could not serve, while receiving very few requests from places within his service area. Faced with this issue, he sought your guidance in identifying the root cause and planning a solution to address it.

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| 4. | Why is Mr. Sabik facing this issue? | [4] |
| 5. | What design changes would you bring to address this problem? | [5] |
| 6. | Design a multipage website (wireframe) with navigation for Mr. Sabik. Your design should at least have 4 pages. | [5] |