Synoptic

Course Code: CE923
Branch: Computer
Name of the Course: User Experience Design

Qu.1

a)5 M

Distinguish between User Interaction and User Experience.

Any three feature differentiating UI and UX : 3M

an instance of user experience occurs dynamically in time within **an instance of interaction** and the associated usage **context** between design and user.

Diagram showing mapping between interaction and user experience : 2 M

b) 5M

Explain in brief Emotional impact of User Experience

5 M :

Emotional impact range when we experience amazingly cool products (software systems almost never reach these heights). We are talking about a product for which the user experience sets the product apart from the rest in the hearts and minds of discriminating users. Have you ever had something that you really loved to use? Something that had a beauty earned by its amazingly beautiful design?

Need Features like sadness, joy and pleasure and other emotional feature attempting usability with example if any

c) 5 M

What is T-prototype and local prototype in UX design process

T-protoype: 2.5 M

Design at shallow level but few parts are done in depth. Advantage of both Horizontal and vertical prototype.

Local Prototpe:2.5 M

It represent small area where horizontal and vertical slices intersect. Depth and breadth are limited.

Used to evaluate design alternative for a particular isolated interaction details.

d) 5 M

Describe UX process activities

Explain UX process activities like analyze, design, prototype and evaluate: 5 M

2 A)10 M

What is system complexity space. Explain Interaction complexity and work domain complexity with suitable example.

Definition of system complexity space : 2 M

Interaction complexity and its types: 2 M

Work domain complexity and its types:2 M

Diagram for system complexity space : 4 M

B)10 M

List the different members in UX Team and explain their roles.

Name of UX team members: 5 M

Roles of each UX Team members: 5 M

Qu.3

a)10 M

State guidelines to be used synthesizing the work activity notes.

For each guideline : 1M * 10 =10 M

b)10 M

What is persona. Elaborate on process of mechanism of persona.

Concepts: 05 M, Mechanism: 05 M

Qu.4 a) 10 M

What do you mean by user classes. List and elaborate the charac teristics based on which they are classified.

Concepts: 05 M

Characteristics :05 M

OR

a)10 M

What is Design-informing models and how are they used.

Defination and concepts: 05 M

Working Procedure : 5 M

4b) 10 M

Differentiate a designer's metal model and user's mental model. Explain the ecological, interaction and emotional perspective of designer's mental model

Defination ,concepts and example of designer's metal model and user's mental model : 5 M

Ecological, interaction and emotional perspective of designer's mental model : 5 M

OR

4b) 10 M

Give an example and explain embodied interaction

Defination ,meaning and concepts of embodied interaction : 5 M

Advantage and disadvantage : 3 M

Example : 2M

5a) 10 M

Distinguish between wireframing and prototyping with example

Definations: 2M

Concepts: 2M

Characterisctis : 4 M

Examples : 2M

Or

a) 10 M

How ideation is different from Sketching. Give example.

Definations: 2M

Concepts: 2M

Characterisctis : 4 M

Examples : 2M

5b) 10 M

Why do we need to evaluate User Experience? What are the evaluation methods?

Factors to evaluate User Experience like

- to determine the quality of UX (summative) : 5M
  - Measuring UX, e.g. to get out a score
  - Requirements fulfilled? Targets achieved?
  - Comparison of several designs
- to find out improvement areas (formative) : 5M
  - Why does certain UX emerge?
  - What you cannot evaluate, you cannot improve

OR

b)10 M

How are benchmark tasks selected and constructed to address UX designer questions and attain UX target?

Benchmark Tasks - **-Address designer questions with benchmark tasks and UX targets : 5M**

- Selecting benchmark tasks

-> Create benchmark tasks for a representative spectrum of user tasks.

-> Start with short and easy tasks and then increase difficulty progressively.

-> Include some navigation where appropriate

-> Avoid large amounts of typing (unless typing skill is being evaluated).

Constructing Benchmark Task Content :5 M

- Remove any ambiguities with clear, precise, specific, and repeatable instructions.
- Tell the user what task to do, but not how to do it.
- Do not use words in benchmark tasks that appear specifically in the interaction design.
- Use work context and usage-cantered wording, not system-oriented wording.
- Have clear start and end points for timing.
- Keep some mystery in it for the user.
- Annotate situations where evaluators must ensure pre-conditions for running benchmark tasks
- Use "rubrics" for special instructions to evaluators.
- Put each benchmark task on a separate sheet of paper.
- Write a "task script" for each benchmark task