

SVKM'S NMIMS
SCHOOL OF TECHNOLOGY MANAGEMENT & ENGINEERING, NAVI-MUMBAI
 Academic Year: 2022-2023

Program: BTech
 Subject: Usability Design for Software Applications
 Date: 03/10/2022
 Marks: 20


Year: BE Semester: VII
 Time: 45 mins (11.50 am to 12.50 pm)
 No. of Pages: 01

Mid-Term Examination
SET 2

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

- 1) Question No. 1 is compulsory.
- 2) Solve any two from the remaining.
- 3) Answer to each new question to be started on a new page.
- 4) Figures in brackets on the right-hand side indicate full marks.
- 5) Assume Suitable data if necessary.

Q.N o.	Statement of the question	C O/ SO / BL	Marks
Q.1 (a)	How are contextual inquiries different from interviews.	BL 1	(2)
Q.1 (b)	Apply the "compare" face of cubing technique to the problem of poorly designed UI of a fitness app.	BL 1	(2)
Q.1 (c)	List out any two valid reasons why businesses go in for redesigning their product or service.	BL 2	(2)
Q.1 (d)	Differentiate between questionnaires and interviews.	BL 1	(2)
Q.2	We all know IKEA is one of the largest furniture companies in the world. This Swedish company has a variety of products with simple designs and it's very useful. However, why don't they have a simple and useful app like their products? The discoverability of items in the IKEA application is questionable and what can be done so that it is easier for users to search for items based on what they want. Create a mind map that will help you in identifying solutions to the problem.	BL 3	(06)

Q.3	 <p>Perform user research to identify the painpoints that users face while accessing this page of Wikipedia and create a user persona for readers of the website.</p>	BL 3	(6)
Q.4	<p>Flowers were ordered Monday. Delivered Wednesday. My husband sat in my work parking lot after I'd left Tuesday waiting for the delivery that was already a day late, that never showed up. He also offered to pick them up himself from the store at 4pm, but was told they were out for delivery. Obviously a lie since he sat in the parking lot until 5:15pm. They were delivered Wednesday by an extremely unpleasant person who apparently banged on the front counter and yelled into a hallway while someone was walking there to assist her. The vase was half full of water, and 2 of the roses were already wilted and drooping. My husband has been ordering my roses from _____ for 8 years. This is completely unacceptable from such a reputable source.</p> <p>Explain how you will use this customer review/feedback for improving your company's service.</p>	BL 2	(6)

Abbreviations: Course Outcomes (CO), Students Outcomes (SO) (Refer to course policy for the details)

Guidelines for Blooms Level (BL):

Blooms Level	Type	Difficulty level	Question verbs
BL1	Remember or Understand	Low	Define, Identify, Compare, etc.
BL2	Apply or Analyze	Moderate	Solve, Illustrate, Relate, etc.
BL3	Evaluate or Create	High	Evaluate, Create, Reframe, etc.