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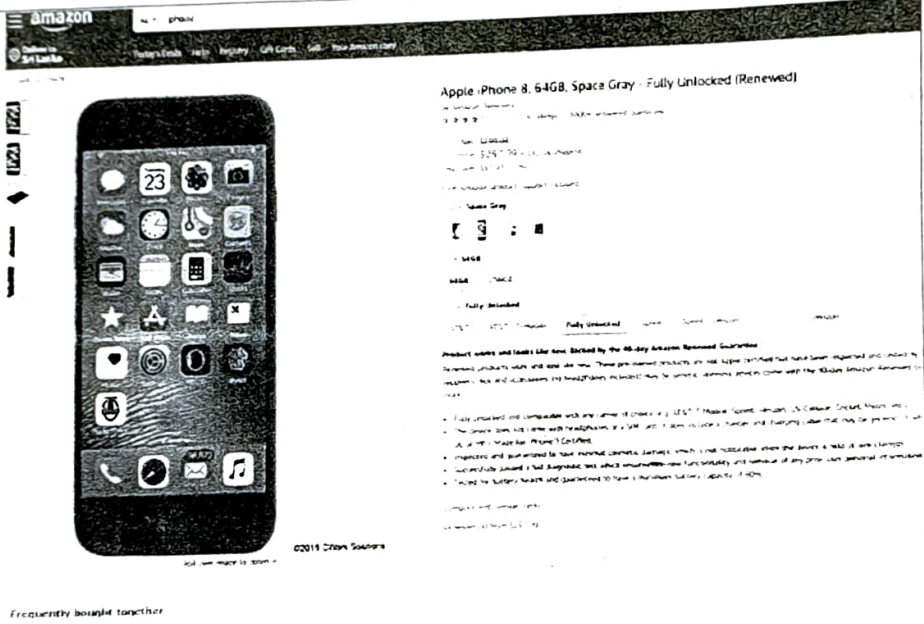Date: 03 / 10 /2022
Marks: 20

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

Mid-Term Examination
SET 1

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.No.	Statement of the question	CO/SO/BL	Marks
Q.1 (a)	List out any two reasons why businesses go in for redesigning their product or service.	BL 1	(2)
Q.1 (b)	How are contextual inquiries different from focus groups. —	BL 1	(2)
Q.1 (c)	Apply the "analyse" phase of cubing technique to the problem of poorly designed UI of a fitness app.	BL 2	(2)
Q.1 (d)	Differentiate between structured and unstructured interviews.	BL 1	(2)
Q.2	As adults, many of us have had first-hand experience moving around with few resources and a tight budget. Rideshare apps like Uber are a staple and an accessible go-to, but not all drivers are ready to handle cargo when we need to carry large belongings like luggage or furniture. Renting cars and moving-trucks are quite costly and sometimes not ideal when you only need to transport items a short distance. There is no current systematic solution in the current Uber app.Create a mind map that will help you in identifying solutions to the problem.	BL 3	(06)

			BL	(6)

Q.3 **Huge let down in service**

I ordered a case of dessert wine for a New Years party. Despite using the holiday delivery schedule on their site, not only did nothing turn up in time, but it took nearly a week and three separate customer service inquiries to get an explanation from the company about what had happened. Eventually I got short email stating they'd taken my money despite not having the item in stock! The shop then took another nine days to process my refund.

Explain how will you use this customer review/feedback for improving your company's service.

(BL: 2)

Q.4

Apple iPhone 8, 64GB, Space Gray - Fully Unlocked (Renewed)

Frequently bought together

Perform user research to identify the painpoints that users face while accessing this page of Amazon and create a user persona for customers of Amazon.

(BL: 3, (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.