Sr.	Unit	Question	Marks
1	1	Explain the concept of the seven stages of action.	7
2	1	Explain double diamond model of design.	7
3	1	Create a storyboard to depict a customer ordering food from a food truck.	7
4	1	Create a persona for a social media application focusing on youngsters.	7
5	1	Explain empathy mapping with an example.	7
6	1	Explain physical and cultural constraints with examples.	4
7	1	Explain design challenges in detail.	4
8	1	Define UI and UX? Write in brief its importance.	3
9	1	Define affordance, signifiers, mappings.	3
10	1	Explain the concept of three levels of processing in UI/UX design.	3
11	1	Explain three phases of human-centered design.	3
12	1	Write steps to conduct empathy mapping.	3
13	2	Explain competitive analysis with benefits, limitations and examples.	7
14	2	Explain different types of user research with proper flowchart.	4
15	2	Differentiate quantitative and qualitative research.	4
16	2	Explain the terms: foundational research, design research, and post-launch research	4
17	2	Describe an interview as a qualitative research method.	4
18	2	List a few sample questions to ask while conducting an email questionnaire.	4
19	2	List and explain any 4 usability heuristics. OR Explain following usability heuristics: 1) Visibility of system status, 2) Match between the system and the real world.	4
20	2	Define the term observation in UX research. Explain controlled and naturalistic observation.	4
21	2	Explain clickstream analysis.	4
22	2	Explain user group and focus group.	4
23	2	Define observation in UX research. Explain eye-tracking in detail.	3
24	2	Discuss the importance of the heuristic "Visibility of System Status" in digital products. Illustrate its use with an example of a live streaming application like YouTube when a user experiences buffering.	3

25	2	Explain the role of UX research in design.	3
26	2	List qualities of an UX researcher.	3
27	2	Explain usability study.	3
28	2	Write steps to conduct eye tracking.	3