

Sr.	Unit	Question	Marks
1	5	Explain testing aspects of accessing prototypes in usability testing.	4
2	5	List and explain methods for accessing prototypes in usability testing.	7
3	5	Explain the role of "Heuristic analysis" in identifying usability issues in a prototype.	4
4	5	Compare and contrast "Task-based testing" and "User interviews" in usability testing.	3
5	5	What is the purpose of the "Think-aloud protocol" in usability testing?	3
6	5	How does providing immediate feedback improve user experience?	3
7	5	What is an emergency exit in UI design? Why is it important?	4
8	5	List key steps to conduct a heuristic evaluation.	4
9	5	What are the different ways to document heuristic evaluations? Compare their benefits.	4
10	5	Define a usability study and explain its purpose. List core elements in usability tests.	4
11	5	Explain the relationship between the facilitator, tasks, and participant in usability testing.	4
12	5	Discuss the responsibilities of a researcher in a usability study.	3
13	5	Explain the process of a usability study with an example, covering the role of the facilitator, participant, and tasks.	7
14	5	What are the key differences between remote moderated and unmoderated usability tests?	3
15	5	Explain the importance of quantitative usability testing and provide examples of metrics used.	4
16	5	List and describe the two types of remote usability testing.	3
17	5	Discuss the advantages and disadvantages of remote usability testing compared to in-person testing.	4
18	5	List three advantages of A/B testing in website optimization.	3
19	5	What are the steps involved in conducting an A/B test?	4
20	5	Describe the entire procedure of A/B testing with an example.	7
21	5	Define Guerrilla Usability Testing and explain why it is considered quick and inexpensive.	3

22	5	List three advantages of Guerrilla Usability Testing.	3
23	5	What are the key steps to conduct Guerrilla Testing?	3
24	5	What factors should be considered while selecting potential spots for conducting Guerrilla Testing?	4
25	5	Discuss the process of conducting Guerrilla Usability Testing and the challenges associated with it.	7
26	5	What are the key takeaways from Jakob's Law for UX design?	3
27	5	How does reducing the number of choices help improve user decision-making?	4
28	5	What are the key factors influencing trade-offs in design validation?	3
29	5	What are the constraints that influence the balance between quality assurance and resource availability in design validation?	4
30	5	Explain the common trade-offs in design validation with examples of manufacturability vs. customization, safety vs. weight/size, and regulatory compliance vs. design freedom.	7