Dr. Babasaheb Ambedkar Open University
Term End Examination March – 2021

Course	**:**	**BCA(DES)**	**Date**	**:**	**08-March-2021**
Subject Code	**:**	**BCA(DES)-208 UI-UX**	**Time**	**:**	**01:00pm to 03:00pm**
Subject Name	**:**	**Web Design Landscape (UI/UX)**	**Duration**	**:**	**02 Hours**
			Max. Marks	**:**	**50**

Section A

Answer the following (Attempt any two) **(20)**

1. What is User centric Design, what are the steps involved in the process?
2. Discuss the User Research Techniques for UX project when design a website.
3. What is Navigation Model, discuss as what the navigational models must have included?
4. Discuss any 5 Tools /Software for User research.

Section B

Answer the following (Attempt any three) **(15)**

1. What is Social Computing?
2. How understanding Human Behavior helps creating a good website.
3. When you develop a content strategy, what are the key things to consider?
4. What is Usability testing?
5. What is Competitive Analysis?

Section C

Part – A (Multiple Choice Questions) **(10)**

1 Interface design and improving user experience consist of two separate models: Systematic Models and

A Interaction Models B Unsystematic Models
C Non interaction Models D None of Above

2 It is an in-depth structuring of specific information that is needed for or by a specific target audience to fulfill desirable objectives

A Specific Objective Design B Information objective
C Information Design D None of Above

3 It is related to the research done keeping user in mind.

A User Experience Research B Experience Research
C User Research D None of Above

4 It is the stage where you take a concept or design and shape it into something tangible.

A Wire Framing B Planning
C Actualizing D None of the Above

5 It is a visual identity which people relate with a company.

A Symbol B Identity
C Brand D None of the Above

6 It is the first identity of any brand and with effective marketing strategy it sets a connection with the user.

A Branding B Logo
C Symbol D None of Above

7 Following are the tools for conducting user research.

A Card Sorting B The Expert Review
C Eye Movement Tracking D All the Above

8 It is the pioneer of Qualitative Analytics.

A Appsee B Lookback
C Bugsee D All the Above

9 It is a mobile analytics solution which focuses mostly on bug/crash reporting

A Appsee B Lookback
C Bugsee D All the Above

10 It is a one-stop-shop for qualitative website analysis and user feedback.

A Appsee B Hotjar
C Bugsee D All the Above

Part – B (Do as Directed) **(05)**

State weather the following statement are True or False

1 UsabilityHub is a usability testing platform which allows UI/UX designers to make confident design decisions with extensive data and remote user testings.
2 Usabilla is a cross-platform solution for in-product feedback collection.
3 Unlike Apptentive, Buddybuild is geared towards mobile developers in addition to UI/UX designers and product managers.
4 UserReport is based on two simple tools – a survey and a feedback forum.
5 Apptentive allows app owners as well as UI/UX designers to understand their users better by proactively communicating with them.

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