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End Semester Examination, December 2024
B.Tech CSE (UX OR UI) ImaginXP– Vth Semester
Introduction to Interaction design (ETCS303A)

Time: 2.5 hrs.

Max Marks: **50**

Note: ***All Questions are compulsory.** Marks are indicated against each question.*

PART-A

Q.1 Answer any 5 out of the following 7 questions. Each question carries 2 marks. (CO-1, LO1)

1. Define Interaction Design and its importance in creating digital products. (CO-1)
2. What is a user persona, and how does it aid in interaction design? (CO-3)
3. Explain feedback in interaction design and why it is crucial for creating responsive designs. (CO-1)
4. What is a wireframe, and why is it used in the interaction design process? (CO-3)
5. Briefly describe the purpose of a user journey map. (CO-3)
6. Explain the concept of usability testing. (CO-4)
7. What is the role of prototyping in interaction design? (CO-2)

Marks: 2x5 = 10

PART-B

Q.2

Explain how understanding user behavior is essential in interaction design and its impact on the design process. (10 marks, CO-1, LO1)

OR

Describe the five key principles of interaction design with examples. (10 marks, CO-1, LO1)

Q.3

Discuss the importance of prototyping in interaction design and the tools that can be used for it. (10 marks, CO-2, LO2)

OR

Explain the steps involved in creating a user-centered interaction design process. (10 marks, CO-2, LO2)

Q.4

How does a user journey map contribute to identifying user needs and pain points? Provide an example. (10 marks, CO-3, LO3)

OR

Describe how user personas are developed and used in interaction design projects. (10 marks, CO-3, LO3)

Q.5

- Explain the role of usability testing in refining the interaction design of a product. Why is feedback important in this process? (10 marks, CO-4, LO4)

OR

- Discuss how interaction design principles can enhance user engagement with an example. (10 marks, CO-5, LO4)