

Duration: 3hrs

[Max Marks: 80]

N.B.: (1) Question No. 1 is Compulsory.

(2) Attempt any THREE questions from the remaining FIVE.

(3) All questions carry equal marks.

(4) Assume suitable data wherever necessary and state your assumptions clearly.

**Q1. Attempt any FOUR**

[20]

- Describe the key attributes of effective error messages. Support your answer with a relevant example.
- Explain how consistency in user interfaces enhances usability, with supporting arguments.
- Discuss the importance of accessibility in user interaction design and outline methods for its implementation.
- Explain the role of cognition in user interaction design, citing a practical example.
- Discuss the importance of developing user personas in interactive system design.

**Q2.**

- Identify and explain the seven primary factors that influence user experience. Describe their contribution to usability. [10]
- Discuss common challenges faced during data gathering sessions in UX research. [10]

**Q3.**

- Explain the five dimensions of interaction design with appropriate examples. [10]
- Outline the main phases in the interaction design process with an emphasis on user-centered design. [10]

**Q4.**

- Highlight the significance of observation as a technique for data gathering in user research. Mention its benefits and practical application. [10]
- Describe different types of prototypes in interaction design. Discuss the concept and use of low-fidelity prototypes. [10]

**Q5.**

- Define usability testing. Explain its goals, methods, and how it improves product design. [10]
- For a language learning app with daily goals and gamification, propose design strategies that maintain user engagement while mitigating the impact of missed goals. Discuss key design considerations. [10]

**Q6.**

- Analyze the principle of flexibility in usability design. Provide examples demonstrating its influence on user experience. [10]
- Elaborate on Norman's seven principles of design and evaluate their role in creating user-friendly interfaces. [10]