

Please check whether you have got the right question paper.

- N.B:
1. Question no.1 is compulsory.
  2. Any four question to be attempted from Q.no 2 to Q.no 6.
  3. Figures to the right indicate full marks.

**Q1** Answer the following questions (Attempt Any 4)

1. What is UX design? Write a difference between UX and UI design. **5m**
2. Write a short note on Lean UX. **5m**
3. Explain the 5 Stages of the Interaction Design Process **5m**
4. Write short note on UX Design Paradigms. **5m**
5. Write a difference between Data-Driven and Model-Driven Inquiry. **5m**

**Q2** A. Explain the 5 steps of UX design process in detail. **10m**  
B. Explain the roles and responsibilities of user interface team in detail. **10m**

**Q3** A. Explain various Agile Key Methodologies. **10m**  
B. How emotions differ throughout the organization? Explain the relationship between emotions and employee engagement. **10m**

**Q4** A. What is Contextual Research? Explain with its advantages and process. **10m**  
B. What is Design Thinking? What are the different stages used in design thinking process. **10m**

**Q5** A. What is Digital Prototyping? Explain with its types, advantages and disadvantages. **10m**  
B. Explain Formative & Summative assessment in detail with an example. **10m**

**Q6** A. What are the UX Evaluation techniques? **10m**  
B. What is an importance of Feedback process? Explain the requirements of the effective feedback. **10m**