

BACHELOR OF TECHNOLOGY (CBCS) (2020 COURSE)
B.Tech.Sem - VII INFORMATION TECHNOLOGY : WINTER : 2024
SUBJECT: USER EXPERIENCE

Day : Monday
Date : 09/12/2024

W-24761-2024

Time : 02:30 PM-05:30 PM
Max. Marks : 60

N.B.

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate **FULL** marks.
- 3) Assume suitable data **WHEREVER** necessary.
- 4) Draw neat labeled diagrams **WHEREVER** necessary.

- Q.1 Enlist and describe multiple domains and trends in UX design. (10)
OR
- Q.1 What is UX design? Describe processes and methodologies in UX design. (10)
- Q.2 Describe the term AR-VR in detail. (10)
OR
- Q.2 Explain ATM and KIOSK in detail. (10)
- Q.3 Describe UX methodologies in detail with example. (10)
OR
- Q.3 Explain Heuristic evaluation in detail. (10)
- Q.4 Describe technology and digitalization in logistics, oil and gas industry with example. (10)
OR
- Q.4 Explain with example how technology and digitalization is transforming in automotive and media industry. (10)
- Q.5 Explain with example how UX approach can help any business. (10)
OR
- Q.5 Describe aspects of key guidelines in UX business. (10)
- Q.6 What is design management? Enlist and describe its types in detail. (10)
OR
- Q.6 Describe where does design management fall within business? (10)
