

BACHELOR OF TECHNOLOGY (CBCS) (2021-COURSE)
B. Tech. Sem - VII Computer Science & Business Systems : WINTER: 2025
SUBJECT: USABILITY DESIGN OF SOFTWARE APPLICATIONS

Day : Tuesday
Date : 09/12/2025

W-24196-2025

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 diagrams **WHEREVER** necessary.

- Q.1** Discuss the evolution of User-Centered Design (UCD) and its role in modern digital product development. (10)
- OR**
- Q.1** Explain how User Experience (UX) design contributes to creating value for both users and businesses, with suitable examples. (10)
- Q.2** How would you evaluate the usability of a wearable device like a fitness band? Discuss in terms of functionality and ergonomics. (10)
- OR**
- Q.2** Discuss the importance of balancing aesthetics and usability in product design. Provide two real-world examples. (10)
- Q.3** Write a detailed note on the method of conducting heuristic evaluation for a mobile application. Highlight its key phases. (10)
- OR**
- Q.3** Analyze a mobile payment app by applying any four heuristic principles and suggest possible improvements. (10)
- Q.4** How does understanding the "context of use" help in designing better digital products? Support your answer with examples. (10)
- OR**
- Q.4** Explain the steps involved in conducting a competitive analysis for a new travel booking website. (10)
- Q.5** What are scenarios in UX design? Develop a sample scenario for a student using an online exam portal. (10)
- OR**
- Q.5** Explain the task flow detailing process for an online shopping app. Why is task flow important in UX design? (10)
- Q.6** Differentiate between low-fidelity and high-fidelity prototypes. Explain when and why each is used during the design cycle. (10)
- OR**
- Q.6** Describe the process and significance of two iterations of project prototyping in UX development. (10)
