

Seat No./Enrollment No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BACHELOR OF ENGINEERING – SEMESTER 5 – EXAMINATION – SUMMER 2026

Subject Code: 3154901

Date: 30/05/2026

Subject Name: Design Principles, Process and Perspective (UI-UX)

Time: 02:30 PM TO 05:00 PM

Total Marks: 70

Instructions:

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**
- 4. Simple and non-programmable scientific calculators are allowed.**

- Q.1**
- (a) Define “Sprint” and “Chunking” in Agile UX. **03**
 - (b) Discuss the difference between the Waterfall model, Agile UX model, and general UX model. **04**
 - (c) With diagram, explain the Funnel Model of Agile UX. **07**
- Q.2**
- (a) What do you mean by “Scope” and “Rigor” in UX design? **03**
 - (b) Explain how Complexity affects the need for Rigor in UX projects. **04**
 - (c) Apply the Agile UX model to explain how sprint-based UX improvements enhance a food delivery app. **07**
- OR**
- Q.2**
- (c) Conduct a heuristic evaluation of a Figma-based design. Identify 5 issues and improvements. **07**
- Q.3**
- (a) Define the terms: Work Practice and Work Domain. **03**
 - (b) List steps for conducting data elicitation and explain any two. **04**
 - (c) Explain how usage research data is analyzed and mapped to user requirements. **07**
- OR**
- Q.3**
- (a) What is sketching in UX design? **03**
 - (b) Discuss Top-Down vs Bottom-Up design with an example. **04**
 - (c) Explain conceptual design in brief. **07**
- Q.4**
- (a) Discuss the nature of UX design. **03**
 - (b) Explain Kinds of Data Models that are approximately represents importance and frequency of use. **04**
 - (c) Role of ideation, critiquing, and prototyping in generative design. **07**
- OR**
- Q.4**
- (a) Define “Participatory Design.” How does it benefit the UX process? **03**
 - (b) Explain the informal hierarchy of UX process, methods, and techniques with a real-life example. **04**
 - (c) Distinguished How system is influenced as the commercial product perspective and the enterprise system perspective. **07**
- Q.5**
- (a) What is RITE in UX? **03**

(b) Explain and create UX Target Table with kiosk example **04**

(c) Evaluate formative vs summative UX evaluations. **07**

OR

Q.5 **(a)** What is a mental model? **03**

(b) Explain heuristic evaluation, a UX inspection method. **04**

(c) Write brief note on Analytic UX Evaluation in the Layers of the Needs Pyramid. **07**
