

# School of Computing Science and Engineering

B.Tech CSE  
ETE - Jun 2023

Time : 3 Hours

Marks : 50

## Sem II - MCAE1241 - User Interface Design

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. Define the Affinity diagram. K1 CO2 (2)
2. Explain the steps of design thinking process. K2 CO1 (2)
3. Recall the laws of Jacobs with an example? K4 CO4 (2)
4. How to develop the Shades color. K3 CO3 (2)
5. Illustrate the principals of visual preparation in UX psychology with example. K4 CO5 (2)
6. explain the user interface design process in detail. K3 CO2 (5)
7. What sections should be included in a website brief that is effective? Jusitfy with suitable example. K6 CO5 (6)
8. Describe the common principles why people (including you) make the decisions they do—both on the web and in life. K4 CO4 (5)
9. Compare between complementary colors, analogous colors, and triadic colors with proper examples. K4 CO3 (8)
10. Infer the business needs involved for the concept of wireframing? Analyze the applications of wireframing. K5 CO5 (8)
11. Analyze what you want your customers to think and do when they visit your website. Jusitfy with suitable examples. K5 CO4 (8)