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ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)

ORGANISATION OF ISLAMIC COOPERATION (OIC)

Department of Computer Science and Engineering (CSE)

MID SEMESTER EXAMINATION

SUMMER SEMESTER, 2021-2022

DURATION: 1 HOUR 30 MINUTES

FULL MARKS: 75

SWE 4833: UI/UX Design

Programmable calculators are not allowed. Do not write anything on the question paper.

Answer **all 3 (three)** questions. Figures in the right margin indicate full marks of questions whereas corresponding CO and PO are written within parentheses.

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1. a) How is universal design different from inclusive design? 5
(CO1)
(PO1)

 - b) Headspace is a well-being and mindfulness app which has incorporated inclusive UI design practices. The font and the color of the texts within the app can be changed according to the user's preference. More importantly, Headspace integrates VUI (Voice User Interface), which is a speech-recognition interface to respond to human voice and turn voice into text. 10
(CO2)
(PO2)
 - i. Ideate on how the app can be made more inclusive through further design changes.
 - ii. How can typographic hierarchy be maintained despite allowing changes in the font and color of the texts on the app? 5
(CO1)
(PO1)
 - ii. How is font different from typeface? 5
(CO1)
(PO1)

 2. a) Iconography has become one of the most visually appealing elements of graphic design. Describe how the Gestalt's Principle of continuity is used in some digital and non-digital icon designs. 5
(CO1)
(PO1)

 - b) When the Amazon team tested their interface in India, it turned out that people in India associated the magnifying glass icon (search icon) with a table-tennis bat or a ping-pong paddle and not with the 'Search' functionality. Suggest design changes in the interface that can solve this issue. 5
(CO2)
(PO2)

 - c) i. Compare and contrast between a "usable" and an "equitable" product. 5
(CO2)
(PO2)

 - ii. Brand X sells shoes for users with disabilities, and it wants to design an **equitable** e-commerce website to showcase its products. The CEO wishes the team to follow Lean UX, however the design team agrees that they should follow User Centered Design (UCD). Present an argument with appropriate reasons on why UCD may be more appropriate. 10
(CO2)
(PO2)

3. a) Imagine your company is building a new app for booking trips. The purpose of the app is to book trips for customers within a specified time window to a specified destination. You have an interview transcript with Mufti, a fourth-year student that lives in Dhaka with his family and loves to travel, given below. Based on it, create an empathy map for Mufti to identify the user needs for the app.

10
(CO2)
(PO2)

Interview Transcript:

"I am a student, but I work part-time remotely, so on my trips having good internet connection is crucial. My family doesn't like it when I am gone for long periods of time, so I take short trips on weekends. My remote work is often scheduled at night, leaving my day time free for trip activities. Sometimes, I book trips without comparing the prices when I am in a hurry, but when I am able to get the cheapest available deal, I feel accomplished. When booking trips online, I am concerned about my privacy and the protection of my credit card information. When I visit trip booking websites, too many similar options confuse me, lack of pictures of the hotel rooms frustrate me and if the page takes too long to load, then I leave the website. I'd love to find a booking platform where I could save my dream holiday packages even if I cannot afford them now. I'd love to be rewarded for going on trips frequently through offers or package deals. Ideally, I could schedule my trips days or weeks in advance if I get good service. I'm willing to pay a little more to get something like this instead of comparing multiple websites."

- b) i. What are personas? Suggest the different demographics of the personas required for the different types of users of the above app.
- ii. Create a persona for the above app.
- c) Figure 1 shows the layout of "Hello Monday" creative studio's homepage. Discuss how white space has been used to create a striking layout.

5
(CO1)
(PO1)

5
(CO1)
(PO1)

5
(CO2)
(PO2)

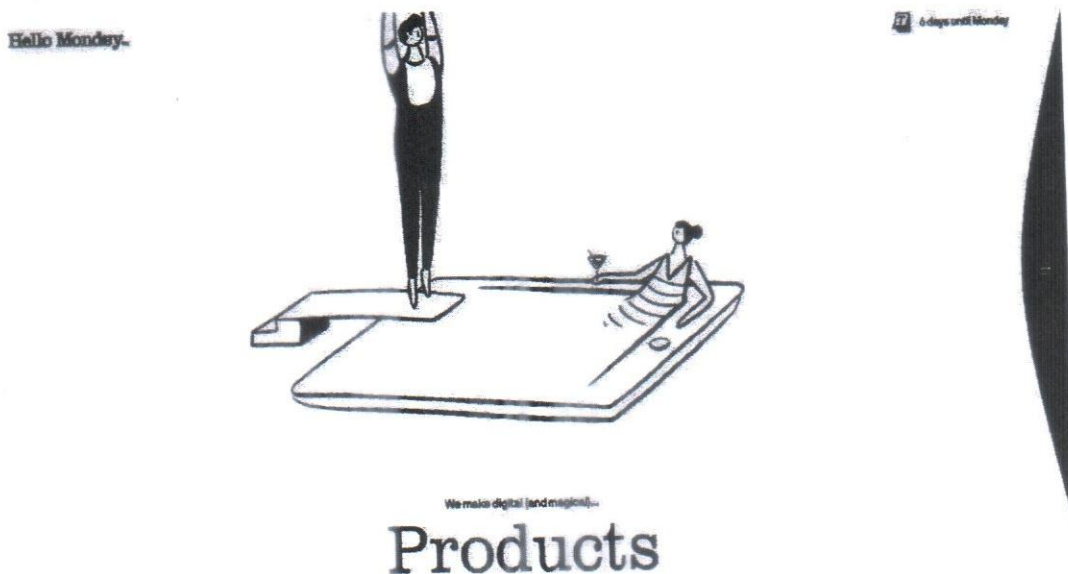


Figure 1: Homepage for Question 3.c)