



0202

The Open University of Sri Lanka
BSc (IT) Degree Program – 2024/2025
Department of Computer Science
ITU4202: User Experience Design
Final Examination
Duration: Two hours only (2 hours)

Date: 13.11.2025

Time: 9.30am – 11.30am

ANSWER FOUR QUESTIONS ONLY.

Question 01

- a) List **Four (04)** Criteria asses by people with their experience when buying a product [4 Marks]
- b) Define and Differentiate **User Experience (UX)** and **User Interface (UI)**. [6 Marks]
- c) “UX design is about people” Do you agree with this statement? State reasons [7 Marks]
- d) There is very demand in User Experience Designer in Computing industry. Explain the job role of User Experience designer with duties. [8 Marks]

Question 02

- a) Define the term “**Human Centered Design (HCD)**” [5 Marks]
- b) What is the difference between physical aspects and non-physical aspects of User Experience Design [6 Marks]
- c) Briefly explain the Human Centered Design process. [6 Marks]
- d) In computing industry, Human centered design is design software by considering user requirements and experiences. Describe how HCD affect to other industries with common examples. [8 Marks]

Question 03

- a) Write five (05) challenges of User Experience Design. [5 Marks]
- b) Describe the following key human factors [6 Marks]
 - i. Familiarity
 - ii. Sense of Control

iii. Consistency

- c) Differentiate human factors and User Experience [6 Marks]
- d) User Experience designers use many tips to design effective user experience design. Briefly describe four (02) practical tips in User Experience Design. [8 Marks]

Question 04

- a) List the three (03) circles of information architecture. [4 Marks]
- b) List the basic components of information architecture [6 Marks]
- c) You are required to design a user experience design for gaming software by following five steps in information architecture. You can design information architecture using five steps. Write them in order and describe four (04) of among them. [8 Marks]
- d) There are many factors affecting user experience design. Describe how does social factors affect UX design. [7 Marks]

Question 05

- a) What is mean by "User Persona"? [4 Marks]
- b) User experience designers conducting user research to get an idea about the target user. Briefly describe the ways you can gather information from users. [6 Marks]
- c) Define and Differentiate summative evaluation and formative evaluation [8 Marks]
- d) Describe the role of Storyboarding in User Experience Design. [7 Marks]

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