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May–2026

B.Sc. (VCMT) VI SEMESTER

Digital Product Design (B.Sc. VCMT 603-23)

Time: 3 Hours] [Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

PART–A

1. (a) What is Human-Centered Design? (1.5)
   (b) Define Design Thinking Process. (1.5)
   (c) What is Brainstorming as a creative thinking technique? (1.5)
   (d) What is meant by UX (User Experience)? (1.5)
   (e) What is the role of UX research in product development? (1.5)
   (f) What are logical fallacies in research? (1.5)

(g) Define User Persona. (1.5)

(h) What is Wireframing in digital product design? (1.5)

(i) What is Sustainable Design? (1.5)

(j) Define Ergonomics. (1.5)

PART–B

2. (a) Explain the Design Thinking Process and its stages in solving design problems. (10)

   (b) Differentiate between Human-Centered Design and User-Centered Design. (5)

3. (a) What is the Double Diamond Model in design? (5)

   (b) Explain different creative thinking techniques such as brainstorming, mind mapping, SCAMPER, and lateral thinking. (10)

4. Explain different UX research methods and their role in product development. (15)

5. (a) Define Usability Testing. (5)

   (b) Explain user testing methods and heuristic evaluation used in digital product design. (10)

6. (a) What is a User Journey Map? (10)

   (b) Explain the process of wireframing and prototyping (low fidelity and high fidelity) in product design. (5)

7. Explain the role of ergonomics in product design and continuous design improvement based on feedback. (15)