## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 683	User Experience In Digital Channels	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

anguage of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Dbjective	As being a popular topic in integrated marketing communications management in recent years, usability can be defined as "the extent to which a product can be used by specified users to achieve specified goal with effectiveness, efficiency, and satisfaction in a specified context of use". Recent studies show that the average business metrics improvement – ROI- after a usability redesign is 83%. In this context, it is crucial for the digital media professionals to acquire an extensive knowledge /skill set in order to manage user-research integrated design and development processes. This course aims to provoke the awareness on relevant themes and to provide knowledge and skills to analyze a user interface with solid guidelines.
Content	1. Week: Introduction
	<ul> <li>2. and 3. Week:</li> <li>Key Concepts <ul> <li>A Historical Overview:</li> <li>O Human-Computer Interaction (HCI)</li> <li>Graphical User Interface (GUI)</li> <li>Natural User Interface (NUI)</li> <li>Jusability</li> <li>Why does usability matter?</li> <li>A noverview on e-commerce ecosystem through the usability perspective</li> <li>How dow e measure usability?</li> <li>User Experience (UX)</li> <li>USer Diversity vs. Technological Diversity</li> <li>UX in the New Cross-Channel World</li> <li>UX in the New Cross-Channel World</li> <li>UX in the New Multi-Screen world</li> <li>Good UX: Context/Convenience vs. Taste/Appeal</li> <li>UX as a profession</li> <li>New Roles and Responsibilities</li> <li>UX as a process</li> <li>Crganizational goals</li> <li>UX as a process</li> <li>Evolution of Design Processes: Waterfall vs. Agile vs. Lean UX</li> <li>A we UX Centered Design and Development Process based on Iterative Workflow</li> </ul> </li> <li>4. and 5. Week:<ul> <li>Universal Usability: Key Concepts, Guidelines, Standarts</li> <li>Web for All?</li> <li>O User Diversity</li> </ul></li></ul>

¦ Strategies for Universal Usability

- o Web Accessibility and Assistive Technologies
- o Universal Design

## 6. Week:

Culturalization and "Global Digital Media"

| Internationalization

Localization

- ¦ Parameters to design "Global Digital Media"
- ¦ Case Studies

## 7. Week:

Investigating User Interface Design through Usability: Patterns and Guidelines | Information Architecture o Organizing Information o Presenting the Information Architecture o Search Engine Optimization (SEO) Studio Session: UI Analysis 8. and 9. Week: Investigating User Interface Design through Usability: Patterns and Guidelines | Page Structure and Design for Desktop Environments Studio Session: UI Analysis 10. and 11. Week: Investigating User Interface Design through Usability: Patterns and Guidelines | Page Structure and Design for Mobile Environments Studio Session: UI Analysis 12. and 13. Week: Investigating User Interface Design through Usability: Patterns and Guidelines ¦ Use of Typography, Graphics and Multimedia in UI Design Studio Session: UI Analysis

14. Week:Investigating User Interface Design through Usability: Patterns and GuidelinesForm Design

Studio Session: UI Analysis

References	• Nielsen, J. (2012) Usability 101: Introduction to Usability.
	User Experience White Paper: Bringing Clarity to the Concept of User Experience (2011)
	• Shneiderman, B. (2000) Pushing Human-Computer Interaction Research to Empower Every Citizen:
	Universal Usability, Communications of the ACM, Vol. 43, No: 5, 85-91.
	• Marcus, A. (2008) Global And Intercultural User-Interface Design. J. A. Jacko ve A. Sears (eds.) The Human-
	Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications (Human
	Factors And Ergonomics) 2nd Edition. New York: Lawrence Erlbaum Assoc, 355-380.
	• Resmini, A. and Rosati, L. (2011) A Brief History of Information Architecture, Journal of Information
	Architecture, Vol. 3, Issue 2, p. 33-45.
	• Holst, C., (2021), The Current State Of E-Commerce Search,
	• Kirmani, A. (2016) Mobile-First eCommerce: What Customers Expect and Value in Mobile Shopping
	Experiences.
	• Wreblovski, L. (2012) Best Practices for Form Design.

## Theory Topics

Week	Weekly Contents
1	Introduction
2	Key Concepts
3	Key Concepts
4	Universal Usability: Key Concepts, Guidelines, Standarts
5	Universal Usability: Key Concepts, Guidelines, Standarts
6	Culturalization and "Global Digital Media"
7	Investigating User Interface Design through Usability: Patterns and Guidelines + Information Architecture
8	Investigating User Interface Design through Usability: Patterns and Guidelines   Page Structure and Design for Desktop Environments
9	Investigating User Interface Design through Usability: Patterns and Guidelines  Approx Page Structure and Design for Desktop Environments
10	Investigating User Interface Design through Usability: Patterns and Guidelines • Page Structure and Design for Mobile Environments
11	Investigating User Interface Design through Usability: Patterns and Guidelines ♦ Page Structure and Design for Mobile Environments
12	Investigating User Interface Design through Usability: Patterns and Guidelines  Use of Typography, Graphics and Multimedia in UI Design
13	Investigating User Interface Design through Usability: Patterns and Guidelines ♦ Use of Typography, Graphics and Multimedia in UI Design
14	Investigating User Interface Design through Usability: Patterns and Guidelines