# Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPS 562	Digital consumer experience I	1	3	0	0	3	6

Prerequisites	
Admission Requirements	

	T 1:1		
Language of Instruction	Turkish		
Course Type	Compulsory		
Course Level	Masters Degree		
Objective	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		
	2. Week: Key Concepts   A Historical Overview: 0 Human-Computer Interaction (HCI) 0 Graphical User Interface (GUI) 0 Natural User Interface (NUI)   Usability 0 Why does usability matter? 0 An overview on e-commerce ecosystem through the usability perspective 0 How do we measure usability?   User Experience (UX) 0 UX as a phenomenon ! User Diversity vs. Technological Diversity ! UX in the New Cross-Channel World ! UX in the New Multi-Screen world ! Good UX: Context/Convenience vs. Taste/Appeal 0 Ux as part of organizations ? Organizational challenges ! Organizational challenges ! Organizational goals 0 UX as a process 0 Evolution of Design Processes: Waterfall vs. Agile vs. Lean UX 0 A New UX Centered Design and Development Process based on Iterative Workflow  3. Week: Universal Usability: Key Concepts, Guidelines, Standarts   Web for All? 0 User Diversity 0 Technological Diversity		

- ! Strategies for Universal Usability
- o Web Accessibility and Assistive Technologies
- o Universal Design

## 4. Week:

Culturalization and "Global Digital Media"

- ! Internationalization
- | Localization
- ¦ Parameters to design "Global Digital Media"
- ¦ Case Studies

## 5. 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

## 6. Week:

Investigating User Interface Design through Usability: Patterns and Guidelines

¦ Page Structure and Design for Desktop Environments

Studio Session: UI Analysis

## 7. Week:

Investigating User Interface Design through Usability: Patterns and Guidelines

¦ Page Structure and Design for Mobile Environments

Studio Session: UI Analysis

# 8. Week:

Investigating User Interface Design through Usability: Patterns and Guidelines

¦ Use of Typography, Graphics and Multimedia in UI Design

Studio Session: UI Analysis

## 9. Week:

Investigating User Interface Design through Usability: Patterns and Guidelines

¦ Form Design

Studio Session: UI Analysis

10. – 14. Week: Presentation of the Case Analysis

References	-Krug, S. (2003) Don't Make Me Think! A Common Sense Approach to Web Usability, 2nd Edition, Que.
	-Krug, S. (2009) Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems, New Riders Press.
	-Horton, S. (2009) Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites, Yale University Press.
	-Rızvanoğlu, K. (2009) Herkes için Web: Evrensel Kullanılabilirlik ve Tasarım, Punto Yayınları, İstanbul.
	-www.firstmonday.org
	-www.alertbox.com
	-www.asktog.com

# Theory Topics

Week	Weekly Contents
1	Introduction
2	Key Concepts
3	Universal Usability: Key Concepts, Guidelines, Standarts
4	Culturalization and "Global Digital Media"
5	Investigating User Interface Design through Usability: Patterns and Guidelines _ Information Architecture
6	Investigating User Interface Design through Usability: Patterns and Guidelines _ Desktop Environments
7	Investigating User Interface Design through Usability: Patterns and Guidelines _ Mobile Environments
8	Investigating User Interface Design through Usability: Patterns and Guidelines _ Use of Typography, Graphics and Multimedia in UI Design
9	Investigating User Interface Design through Usability: Patterns and Guidelines _ Form Design