

## 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	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	<p>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 goals with effectiveness, efficiency, and satisfaction in a specified context of use”.</p> <p>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.</p> <p>This course aims to provoke the awareness on relevant themes and to provide knowledge and skills to analyze a user interface with solid guidelines.</p>
Content	<p>1. Week: Introduction</p> <p>2. Week:</p> <p>Key Concepts</p> <ul style="list-style-type: none"> <li>! A Historical Overview: <ul style="list-style-type: none"> <li>o Human-Computer Interaction (HCI)</li> <li>o Graphical User Interface (GUI)</li> <li>o Natural User Interface (NUI)</li> </ul> </li> <li>! Usability <ul style="list-style-type: none"> <li>o Why does usability matter?</li> <li>o An overview on e-commerce ecosystem through the usability perspective</li> <li>o How do we measure usability?</li> </ul> </li> <li>! User Experience (UX) <ul style="list-style-type: none"> <li>o UX as a phenomenon</li> </ul> </li> <li>? User Diversity vs. Technological Diversity</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>o Ux as part of organizations</li> <li>? Organizational challenges</li> <li>? Organizational goals <ul style="list-style-type: none"> <li>o UX as a profession</li> </ul> </li> <li>? New Roles and Responsibilities <ul style="list-style-type: none"> <li>! UX as a process <ul style="list-style-type: none"> <li>o Evolution of Design Processes: Waterfall vs. Agile vs. Lean UX</li> <li>o A New UX Centered Design and Development Process based on Iterative Workflow</li> </ul> </li> </ul> </li> </ul> <p>3. Week:</p> <p>Universal Usability: Key Concepts, Guidelines, Standarts</p> <ul style="list-style-type: none"> <li>! Web for All? <ul style="list-style-type: none"> <li>o User Diversity</li> <li>o Technological Diversity</li> </ul> </li> </ul>

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