

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"> A Historical Overview: o Human-Computer Interaction (HCI) o Graphical User Interface (GUI) o Natural User Interface (NUI) Usability o Why does usability matter? o An overview on e-commerce ecosystem through the usability perspective o How do we measure usability? User Experience (UX) o 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 o UX as part of organizations ? Organizational challenges ? Organizational goals o UX as a profession ? New Roles and Responsibilities UX as a process o Evolution of Design Processes: Waterfall vs. Agile vs. Lean UX o A New UX Centered Design and Development Process based on Iterative Workflow <p>3. Week:</p> <p>Universal Usability: Key Concepts, Guidelines, Standards</p> <ul style="list-style-type: none"> Web for All? o User Diversity o 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	<p>-Krug, S. (2003) <i>Don't Make Me Think! A Common Sense Approach to Web Usability</i>, 2nd Edition, Que.</p> <p>-Krug, S. (2009) <i>Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems</i>, New Riders Press.</p> <p>-Horton, S. (2009) <i>Web Style Guide</i>, 3rd edition: Basic Design Principles for Creating Web Sites, Yale University Press.</p> <p>-Rızvanoğlu, K. (2009) <i>Herkes için Web: Evrensel Kullanılabilirlik ve Tasarım</i>, Punto Yayıncıları, 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, Standards
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