

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 683	User Experience In Digital Channels	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>
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Content	<p>1. Week: Introduction</p> <p>2. and 3. Week: 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                 <ul style="list-style-type: none"> <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> </ul> </li> <li>o UX as part of organizations                 <ul style="list-style-type: none"> <li>• Organizational challenges</li> <li>• Organizational goals</li> </ul> </li> <li>o UX as a profession                 <ul style="list-style-type: none"> <li>• New Roles and Responsibilities</li> </ul> </li> </ul> </li> <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> <p>4. and 5. Week: 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>
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- | 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 Guidelines

- | Form Design

Studio Session: UI Analysis

References	<ul style="list-style-type: none"> <li>• Nielsen, J. (2012) Usability 101: Introduction to Usability.</li> <li>• User Experience White Paper: Bringing Clarity to the Concept of User Experience (2011)</li> <li>• Shneiderman, B. (2000) Pushing Human-Computer Interaction Research to Empower Every Citizen: Universal Usability, Communications of the ACM, Vol. 43, No: 5, 85-91.</li> <li>• 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.</li> <li>• Resmini, A. and Rosati, L. (2011) A Brief History of Information Architecture, Journal of Information Architecture, Vol. 3, Issue 2, p. 33-45.</li> <li>• Holst, C., (2021), The Current State Of E-Commerce Search,</li> <li>• Kirmani, A. (2016) Mobile-First eCommerce: What Customers Expect and Value in Mobile Shopping Experiences.</li> <li>• Wreblovski, L. (2012) Best Practices for Form Design.</li> </ul>
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**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 ♦ 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 ♦ Form Design