Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPS 596	Digital consumer experience II	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	By referring to the theoretical background provided in the “Digital Customer Experience” course through various case analysis, it is aimed to provide the students the knowledge and ability to design “customer experience” in digital media. During the semestre, an original interactive medium will be developed through every step of the user experience design process by each student under the supervision of the lecturers. The participants will also be introduced with the research and design techniques used in user-centered research and design process through hands on studies.
Content	1. Week: Introduction to Interactive Media Design: Concepts, Limitations, Possibilities 2. Week: UX Centered Design and Development Process: Techniques 3. Week: Selection of the Proposals: Goal, Objective and Strategy 4. Week: Persona 5. Week: User Journey and Story 6. Week: Information Architecture _ Content Map 7. Week: Mid-Term Evaluation 8. Week: Interface Design: Paper Prototype 9. Week: Interface Design: Paper Prototype 10. Week: Interface Design: Digital Prototype (Wireframe) 11. Week: Interface Design: Digital Prototype (Wireframe) 12. Week: Interface Design: Mock-up 13. Week: Interface Design: Mock-up 14. Week: Final Evaluation _ JURY

References	? Knemeyer, D. and Svoboda,E., 2008 User Experience _ UX, www.interaction.gov.trhttp://www.interaction.gov.tr ? User Experience White Paper, Bringing clarity to the concept of user experience, Result from Dagstuhl Seminar on Demarcating User Experience, September 15-18, 2010 ? Andersen, S., P. 2008, Fundamentals of Experience Design, www.poetpainter.comhttp://www.poetpainter.com ? Morville, P., 2004, User Experience Design, www.semanticstudios.comhttp://www.semanticstudios.com ? Nyman, N., 2008, User Experience ? Raabe,P., 2010, User-Centered Design, www.paznow.comhttp://www.paznow.com ? Revang, M., 2007, User Experience Design Project ? Brown, T., 2008, Design Thinking, Harward Business Review ? Reichenstein, O., 2009, The Spectrum of User Experience, iA, www.informationarchitects.jphttp://www.informationarchitects.jp ? Marsh, N., 2011, Service Design is Dead. The New Product is Alive, www.choose nick.com ? Nielsen, J., 2006, Corporate Usability Maturity: Stages 1–4, www.alertbox.com. ? Nielsen, J., 2006, Corporate Usability Maturity: Stages 5–8, www.alertbox.com. ? www.usabilitycounts.com, 2012 ? UX Professionalism: Building Tomorrows' Digital Cathedrals, 2012 ? Jeff Gothelf, Lean UX: Getting Out Of The Deliverables Business, 2011, http://uxdesign.smashingmagazine.com/2011/03/07/lean-ux-getting-out-of-the-deliverables-business/http://uxdesign.smashingmagazine.com/2011/03/07/lean-ux-getting-out-of-the-deliverables-business/ ? Wreblovski, L., 2011, An Event Apart: Persuasive Design, www.lukew.comhttp://www.lukew.com ? Høgenhaug, P. S., 2012, Gamification and UX: Where Users Win or Lose, Smashing Magazine. ? Wreblovski, L., 2012, Luke Wreblovski, Evolving E-Commerce Checkout. ? The New Multi-Screen World: Understanding Cross-Platform Consumer Behavior, /Ipsos/Sterling, 2012. ? Bustos, L., 2012, Maximizing Conversion with Checkout Optimization. ? Holst, C., 2012, The State Of E-Commerce Checkout Design, Smashing Magazine ? Frost, B., 2012, For a Future Friendly Web. ? Attrill, R., 2012, Mobile Last: Considering the Mobile Experience When It's Too Late for "Mobile First", Mobile East. ? Budd, A., 2012, UX Professionalism: Building Tomorrows Digital Cathedrals.

Theory Topics

Week	Weekly Contents
1	Introduction to Interactive Media Design: Concepts, Limitations, Possibilities
2	UX Centered Design and Development Process: Techniques