

## Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SIY 671	Web in Strategic Communication Management	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	In this course, it is aimed to provide the students the ability to evaluate diverse interactive media at both content and form levels. Firstly, the course includes an in-depth analysis of Internet and Web phenomena through historicization and future projections. This evolution, which presents a diversity at both the user and the media level, will be investigated through a conceptualisation on populer interactive environments. Departing from an anaysis of the history of human-computer interaction, "graphical-user interface" and "usability" concepts will be explored through recent studies. In this context, interface design principles and procedures will be presented by focusing on examples from diverse media such as web sites, portals, mobile interfaces, IPTV, etc. At the end of the semestre, the students will be demanded to evaluate some popular interactive media and provide suggestions for revisions if needed.
Content	<p>Week 1: Introduction. Basic Concepts, Technologies, Applications.</p> <p>Week 2: Evolution of Internet and Web Phenomena</p> <p>Week 3: User-Centered Design: Interface Design and Usability Historical Development of "Graphical User Interface" Usability Approach: Goal, Parameters and Evaluation Techniques</p> <p>Week 4: Universal Usability "Web For All" User Diversity: Users from different cultures, children, seniors, disabled users, etc. Technological Diversity Strategies for Universal Usability: Assistive Technologies, Multi-Layered User Interface Design, Universal Design. Guidelines to Design User Interfaces for Diverse User Groups</p> <p>Week 5: "Culturalization" and Global Web Sites Web Design that supports users from different cultures: Problems and guidelines.</p> <p>Week 6: Interactive Media Development Process Planning and Management of the Process Team Structures, project charter</p> <p>Week 7: Information Architecture Organizing and presenting the information in an interactive media</p>

Site Structure  
Search Engine Optimization

Week 8:

Page Structure and Design in Interactive Media  
Page Elements: Header, Footer, Content Area  
Page size and Navigation  
Homepage Elements and Design

Week 9:

Typography in Interactive Media  
Type in Web  
Legibility  
Typefaces  
Emphasis  
Typography and Graphics  
Editorial Style

Week 10: Links, Forms and Applications

Week 11:

Graphics in Interactive Media  
Characteristics of Web Graphics  
Graphic File Formats  
Colour Theory and Use of Colour in Interactive Media

Week 12:

Multimedia in Interactive Media  
Audio and Video in Interactive Media  
Preparing and Presenting Multimedia: Formats, Players, etc.

Week 13:

Students Presentation

Week 14:

Students Presentations

References 1 Key Concepts

- Brown, T. (2008) Design Thinking, Harvard Business Review, June. ? Nielsen, J. (2012) Usability 101: Introduction to Usability, <http://www.nngroup.com/articles/usability-101-introduction-to-usability/>
- User Experience White Paper: Bringing Clarity to the Concept of User Experience (2011)
- Grudin, J. (2008) A Moving Target: The Evolution of HCI, in The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications (Edi.) Sears, A and Jacko, J. A. , Lawrence Erlbaum Associates, Taylor and Francis Group. 1-24.
- Carrol, J. M. (2012) Human-Computer Interaction, Encyclopedia of Human-Computer Interaction, [http://www.interaction-design.org/encyclopedia/human\\_computer\\_interaction\\_hci.html](http://www.interaction-design.org/encyclopedia/human_computer_interaction_hci.html)
- Shneidermann, B. and Plaisant, C. (2005) Designing the User Interface 4th Edition, Addison-Wesley.
- Zaphiris, P. and Siang Ang, C. (2009) Human-Computer Interaction: Concepts, Methodologies, Tools and Applications, Information Science Reference, Hershey, New York.
- Nielsen, J., 2008, Usability ROI Declining, But Still Strong, ?<http://www.useit.com/alertbox/roi.html>
- Shneiderman, B., 2011, The Next 25 Years of HCI Research: Technology-Mediated Social Participation, HCI2011 Keynote Speech
- UXPA (Usability Professionals Association), ?[www.uxpa.com](http://www.uxpa.com)
- Mesut, J., 2009, Brighton BarCamp
- Knemeyer, D. and Svoboda, E., 2008 User Experience \_ UX, ?[www.interaction.gov.tr](http://www.interaction.gov.tr)
- Andersen, S., P. 2008, Fundamentals of Experience Design, ?[www.poetpainter.com](http://www.poetpainter.com)
- Morville, P., 2004, User Experience Design, ?[www.semanticstudios.com](http://www.semanticstudios.com)

- Raabe, P., 2010, User-Centered Design, ?www.paznow.com
- Revang, M., 2007, User Experience Design Project
- Brown, T., 2008, Design Thinking, Harvard Business Review
- Reichenstein, O., 2009, The Spectrum of User Experience, iA, ?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
- 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/>
- Wreblovski, L., 2011, An Event Apart: Persuasive Design, ?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.
- Fogg, BJ (2009) A Behavior Model for Persuasive Design, <http://blog.hcilab.org/uui/files/2013/04/a40-fogg.pdf>
- Fogg, BJ (2009) Creating Persuasive Technologies: An Eight-Step Design Process, <http://ejournal.narotama.ac.id/files/an%20eight-step%20design%20process..pdf>

## 2 Universal Usability

- Shneiderman, B. (2000) Pushing Human-Computer Interaction Research to Empower Every Citizen: Universal Usability, Communications of the ACM, Vol. 43, No: 5, 85-91.
- Nielsen, J. (2010) Children's Websites: Usability Issues in Designing for Kids, Jakob Nielsen's Alertbox, ? <http://www.nngroup.com/articles/childrens-websites-usability-issues/>
- Loranger, H. and Nielsen J. (2013) Teenage Usability: Designing Teen-Targeted Websites, Jakob Nielsen's Alertbox, ? <http://www.nngroup.com/articles/usability-of-websites-for-teenagers/>
- Nielsen, J. (2013) Seniors as Web Users, Jakob Nielsen's Alertbox, <http://www.nngroup.com/articles/usability-for-senior-citizens/>
- Nielsen, J. (2008) Middle-Aged Users' Declining Web Performance, <http://www.useit.com/alertbox/middle-aged-users.html>
- Lolanger, H. and Nielsen, J. (2013) Teenage Usability: Designing Teen-Targeted Websites, <https://www.nngroup.com/articles/usability-of-websites-for-teenagers/>
- Meyer, K. (2016) Young Adults/Millennials as Web Users (Ages 18-25), [https://www.nngroup.com/articles/young-adults-ux/?utm\\_source=...6&utm\\_medium=email&utm\\_term=0\\_7f29a2b335-d96da19306-24233293](https://www.nngroup.com/articles/young-adults-ux/?utm_source=...6&utm_medium=email&utm_term=0_7f29a2b335-d96da19306-24233293)
- Nielsen, J. (2001) Beyond Accessibility: Treating Users with Disabilities as People, <http://www.nngroup.com/articles/beyond-accessibility-treating-users-with-disabilities-as-people/>
- Cassell, J. (2008) Genderizing Human-Computer Interaction. J. A. Jacko ve A. Sears (eds.), The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications (Human Factors And Ergonomics), New York: Lawrence Erlbaum Assoc, 401-412.
- 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.
- Gould, E. (2005) Sythesizing the Literature on Cultural Values. Nuray Aykin (ed.) Usability and Internationalization of Information Technology, Lawrence Erlbaum Associates, Publishers, New Jersey, 79-122.

## 3 Information Architecture

- ?Resmini, A. and Rosati, L. (2011) A Brief History of Information Architecture, Journal of Information Architecture, Vol. 3, Issue 2, p. 33-45, <http://journalofia.org/volume3/issue2/03-resmini/jofia-0302-03-resmini.pdf>
- ?Barker, I. (2005) What is information architecture?, ?Step Two Design,

[http://www.steptwo.com.au/papers/kmc\\_whatinfoarch/index.html](http://www.steptwo.com.au/papers/kmc_whatinfoarch/index.html)

- Nielsen, J. (2009) Top 10 Information Architecture (IA) Mistakes, <http://www.nngroup.com/articles/top-10-ia-mistakes/>
- TECED (2013) IA Evaluation Methodologies, <http://teced.com/services/information-architecture-ia/ia-evaluation-methodologies/>
- Righi, C., James, J., Beasley, M., Day, D. L., Fox, J. E., Gieber, J., Howe, C. and Ruby, L. (2013) Card Sort Analysis Best Practices, Journal of Usability Studies, Vol. 8, Issue 3, May 2013 pp. 69-89, [http://www.upassoc.org/upa\\_publications/jus/2013may/JUS\\_Righi\\_May\\_2013.pdf](http://www.upassoc.org/upa_publications/jus/2013may/JUS_Righi_May_2013.pdf)
- Richards, J. (2013) The Grammar of Interactivity, UX Booth, [http://www.uxbooth.com/articles/the-grammar-of-interactivity/?utm\\_source=twitterfeed&utm\\_medium=twitter](http://www.uxbooth.com/articles/the-grammar-of-interactivity/?utm_source=twitterfeed&utm_medium=twitter)
- Anderson, C. (2004) The Long Tail, Wired, Issues 12.10, October 2004, <http://www.wired.com/wired/archive/12.10/tail.html>
- Nielsen, J. (2012) SEO and Usability, <http://www.nngroup.com/articles/seo-and-usability/>
- Morville, P. and Rosenfeld, L. (2007) Information Architecture for the World Wide Web: Designing Large-Scale Web Sites, O'Reilly Media, USA.
- Nielsen, J. (2009) Mental Models, <http://www.nngroup.com/articles/mental-models/>
- Hudson, W. (2013) Card Sorting, Encyclopedia of Human-Computer Interaction, [http://www.interaction-design.org/encyclopedia/card\\_sorting.html](http://www.interaction-design.org/encyclopedia/card_sorting.html)
- Sauro, J. (2012) Card Sorting + Tree Testing: The Science of Great Site Navigation, Measuring Usability, <http://www.measuringusability.com/blog/cardsort-tree-test.php>
- Nielsen, J. (2011) Mini-IA: Structuring the Information About a Concept, <http://www.nngroup.com/articles/mini-ia-structuring-information/>
- Nielsen, J. (2009) IA Task Failures Remain Costly, <http://www.nngroup.com/articles/ia-task-failures-remain-costly/>
- Nielsen, J. (2009) Card Sorting: How Many Users to Test, <http://www.nngroup.com/articles/card-sorting-how-many-users-to-test/>

#### 4 UI Design for Desktop Environments

- Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, Page Structure, <http://webstyleguide.com/wsg3/6-page-structure/index.html>
- Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, Page Design, <http://webstyleguide.com/wsg3/7-page-design/index.html>
- Nielsen, J. (2011) Top 10 Guidelines for Homepage Usability, <http://www.nngroup.com/articles/top-ten-guidelines-for-homepage-usability/>
- Holst, C., (2014), The Current State Of E-Commerce Search, <http://www.smashingmagazine.com/2014/08/18/the-current-state-of-e-commerce-search/>
- Appleseed, J. (2014), Deconstructing E-Commerce Search: The 12 Query Types, <http://baymard.com/blog/ecommerce-search-query-types>
- Whintenton, K., 2014, Filters vs. Facets: Definitions, <http://www.nngroup.com/articles/filters-vs-facets/>
- Sherwin, K., 2014, The Magnifying-Glass Icon in Search Design: Pros and Cons, <http://www.nngroup.com/articles/magnifying-glass-icon/>
- Cardello, J., 2014, Killing Off the Global Navigation: One Trend to Avoid, <http://www.nngroup.com/articles/killing-global-navigation-one-trend-avoid/>
- Loranger, H., 2014, Infinite Scrolling Is Not for Every Website, <http://www.nngroup.com/articles/infinite-scrolling/>
- Whintenton, K., 2014, 3 Guidelines for Search Engine "No Results" Pages, <http://www.nngroup.com/articles/search-no-results-serp/>
- Whintenton, K., 2014, Filters vs. Facets: Definitions, <http://www.nngroup.com/articles/filters-vs-facets/>
- Sherwin, K., 2014, The Magnifying-Glass Icon in Search Design: Pros and Cons, <http://www.nngroup.com/articles/magnifying-glass-icon/>
- Cardello, J., 2014, Killing Off the Global Navigation: One Trend to Avoid, <http://www.nngroup.com/articles/killing-global-navigation-one-trend-avoid/>
- Loranger, H., 2014, Infinite Scrolling Is Not for Every Website, <http://www.nngroup.com/articles/infinite-scrolling/>
- Whintenton, K., 2014, 3 Guidelines for Search Engine "No Results" Pages, <http://www.nngroup.com/articles/search-no-results-serp/>
- Cordello, J. (2013) Four Dangerous Navigation Approaches that Can Increase Cognitive Strain, <http://www.nngroup.com/articles/navigation-cognitive-strain/>

- Pernice, K. (2013) Designing Effective Carousels: Create a Fanciful Amusement, Not a House of Horrors, ? <http://www.nngroup.com/articles/designing-effective-carousels/>
- Nielsen, J. (2009) Mega Menus Work Well for Site Navigation, <http://www.nngroup.com/articles/mega-menus-work-well/>
- Krug, S., 2000, Don't Make Me Think: A Common Sense Approach to Web Usability, Que. ? Usabilla Blog, 2012, How to design effective navigation menus.

## 5 UI Design for Mobile Environments

- Nielsen, J. (2011) ?Mobile Usability Update, <http://www.nngroup.com/articles/mobile-usability-update/>
- Hooper, S. 2014, The Rise of the Phablet, Designing for Larger Phones, UXmatters, [http://www.uxmatters.com/mt/archives/2014/11/the-rise-of-the-phablet-designing-for-larger-phones .php?sthash.p9hQFNW6.mjjo&utm\\_source=twitterfeed&utm\\_medium=twitter](http://www.uxmatters.com/mt/archives/2014/11/the-rise-of-the-phablet-designing-for-larger-phones.php?sthash.p9hQFNW6.mjjo&utm_source=twitterfeed&utm_medium=twitter)
- Budiu, R. (2013) ?Mobile: Native Apps, Web Apps, and Hybrid Apps, <http://www.nngroup.com/articles/mobile-native-apps/>
- AnswerLab. 2014, Principles of Mobile Site Design: Delight Users and Drive Conversions, [http://static.googleusercontent.com/media/www.google.com/en/intl/ALL\\_ALL/think/multiscreen/pdf/multi-screen-moblie-whitepaper\\_research-studies.pdf](http://static.googleusercontent.com/media/www.google.com/en/intl/ALL_ALL/think/multiscreen/pdf/multi-screen-moblie-whitepaper_research-studies.pdf)
- Scott, H. 2014, How to design for thumbs in the Era of Huge Screens, <http://scotthurff.com/posts/how-to-design-for-thumbs-in-the-era-of-huge-screens>
- Peatt, K. 2015, An Exploration of Carousel Usage on Mobile E-Commerce Websites, ?Smashing Magazine, <http://www.smashingmagazine.com/2015/02/carousel-usage-exploration-on-mobile-e-commerce-websites/>
- Wreblovski, L. 2014, Designing for Large Screen Smartphones, <http://www.lukew.com/ff/entry.asp?1927>
- Attrill, R., 2012, Mobile Last: Considering the Mobile Experience When It's Too Late for "Mobile First", Mobile East.
- Itzkovitch, A., 2012, Designing For Device Orientation: From Portrait To Landscape, Smashing Magazine, <http://www.smashingmagazine.com/2012/08/designing-device-orientation-portrait-landscape/>
- Robles, P. (2015), App download interstitials drive users away: Google, <https://econsultancy.com/blog/66751-app-download-interstitials-drive-users-away-google/>
- Appleseed, J., (2015) The State of Mobile E-Commerce Search and Category Navigation, [http://baymard.com/blog/mobile-ecommerce-search-and-navigation?utm\\_medium=feed&utm\\_source=twitter.com&utm\\_campaign=Feed%3A+baymard](http://baymard.com/blog/mobile-ecommerce-search-and-navigation?utm_medium=feed&utm_source=twitter.com&utm_campaign=Feed%3A+baymard)
- Appleseed, J., (2015) 8 UX Requirements for Designing a User-Friendly Homepage Carousel, <http://baymard.com/blog/homepage-carousel>
- Peatt, K. (2015) An Exploration Of Carousel Usage On Mobile E-Commerce Websites, <https://www.smashingmagazine.com/2015/02/carousel-usage-exploration-on-mobile-e-commerce-websites/>
- AnswerLab. 2014, Principles of Mobile Site Design: Delight Users and Drive Conversions, [http://static.googleusercontent.com/media/www.google.com/en/intl/ALL\\_ALL/think/multiscreen/pdf/multi-screen-moblie-whitepaper\\_research-studies.pdf](http://static.googleusercontent.com/media/www.google.com/en/intl/ALL_ALL/think/multiscreen/pdf/multi-screen-moblie-whitepaper_research-studies.pdf)
- Russell-Rose, T. (2013) Designing Search: Results Pages, UX Magazine, Article No: 1124, <https://uxmag.com/articles/designing-search-results-pages>
- Holst, C. (2016) Infinite Scrolling, Pagination Or "Load More" Buttons? Usability Findings In eCommerce, <https://www.smashingmagazine.com/2016/03/pagination-infinite-scrolling-load-more-buttons/>
- Whinton, K. (2015) Mobile Faceted Search with a Tray: New and Improved Design Pattern, <https://www.nngroup.com/articles/mobile-faceted-search/>
- Hewlett, L. (2014) How to plan your next mobile e-commerce website <https://www.smashingmagazine.com/2014/03/how-to-plan-your-next-mobile-e-commerce-website/>
- Appleseed, J., (2013) Mobile Product Pages: Always Offer a List of Compatible Products, <http://baymard.com/blog/mcommerce-compatible-products-list>
- Denney, H. (2012) Sticky Menus Are Quicker To Navigate, <https://www.smashingmagazine.com/2012/09/sticky-menus-are-quicker-to-navigate/>
- Kirmani, A. (2016) Mobile-First eCommerce: What Customers Expect and Value in Mobile Shopping Experiences, <http://www.uxmatters.com/mt/archives/2016/02/mobile-first-ecommerce-what-customers-expect-and-value-in-mobile-shopping-experiences.php#sthash.Yfz7eweY.dpuf>

## 6 Typography, Graphics and Multimedia in UX Design

- Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, ?Typography, <http://webstyleguide.com/wsg3/8-typography/index.html>
- Arditi, A. (2007) Letter case and text legibility in normal and low vision, Vision Research 47 (2007) 2499–2505, [http://ac.els-cdn.com/S0042698907002830/1-s2.0-S0042698907002830-main.pdf?\\_tid=216ec1ca-6c0a-11e4-b7c4-00000aab0f27&acdnat=1415975329\\_94d6659035b562a3eb7b803990bd6a50](http://ac.els-cdn.com/S0042698907002830/1-s2.0-S0042698907002830-main.pdf?_tid=216ec1ca-6c0a-11e4-b7c4-00000aab0f27&acdnat=1415975329_94d6659035b562a3eb7b803990bd6a50)

- Yi, X., Hong, L., Zhong, E., Nathan, N. and L. S. Rajan (2014) Beyond clicks: dwell time for personalization, Proceeding ? RecSys'14, October 6–10, 2014, Foster City, Silicon Valley, CA, USA,? ?[http://labs.yahoo.com/\\_c/uploads/recsys2014.pdf](http://labs.yahoo.com/_c/uploads/recsys2014.pdf)
- Manjoo, F., (2012), You Won't Finish This Article: Why people online don't read to the end., Slate Magazine,  
[http://www.slate.com/articles/technology/technology/2013/06/how\\_people\\_read\\_online\\_why\\_you\\_won\\_t\\_finish\\_this\\_article.html](http://www.slate.com/articles/technology/technology/2013/06/how_people_read_online_why_you_won_t_finish_this_article.html)
- Nielsen, J., (2011), Defer Secondary Content When Writing for Mobile Users, <http://www.useit.com/alertbox/mobile-content.html>
- Nielsen, J., (2011), Mobile Content is Twice as Difficult, <http://www.useit.com/alertbox/mobile-content-comprehension.html>
- Reichenstein, O., 2012, Responsive Typography: The Basics?, <http://informationarchitects.net/blog/responsive-typography-the-basics/>
- Krishnan, S. S. and Sitaraman, R. K., 2012, Video Stream Quality Impacts Viewer Behavior: Inferring Causality Using Quasi-Experimental Designs, Proc. of IMC'12, November 14–16, 2012, Boston, Massachusetts, USA.?? ?Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, Editorial Design,? ?<http://webstyleguide.com/wsg3/9-editorial-style/index.html>
- Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, ?Graphics, <http://webstyleguide.com/wsg3/11-graphics/index.html>
- Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, ?Multimedia, <http://webstyleguide.com/wsg3/12-multimedia/index.html>
- Nielsen, J., (2009), Powers of 10: Time Scales in User Experience, <http://www.useit.com/alertbox/timeframes.html>
- Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, ?Forms and Applications, <http://webstyleguide.com/wsg3/10-forms-and-applications/index.html>
- Wreblovski, L. (2012) Best Practices for Form Design, [http://static.lukew.com/webforms\\_lukew.pdf](http://static.lukew.com/webforms_lukew.pdf)
- Constantin, J. (2013) Typographic Design Patterns And Current Practices (2013 Edition), Smashing Magazine, <http://www.smashingmagazine.com/2013/05/17/typographic-design-patterns-practices-case-study-201>

## 7 Form Design

- Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3rd Edition, Forms and Applications, <http://webstyleguide.com/wsg3/10-forms-and-applications/index.html>
- Wreblovski, L. (2012) Best Practices for Form Design, ?[http://static.lukew.com/webforms\\_lukew.pdf](http://static.lukew.com/webforms_lukew.pdf) ? Appleseed, J. (2013) Why Your Checkout Process Should Be Completely Linear, [http://baymard.com/blog/checkout-process-should-be-linear?utm\\_source=feedburner](http://baymard.com/blog/checkout-process-should-be-linear?utm_source=feedburner)
- Appleseed, J. (2012) 6 Mobile Checkout Usability Considerations, Baymard Institute, <http://baymard.com/blog/mobile-checkout>
- Appleseed, J. (2013) Mobile Form Usability: Avoid Splitting Single Input Entities, [http://baymard.com/blog/mobile-form-usability-single-input-fields?utm\\_source=twitterfeed&utm\\_medium=twitter](http://baymard.com/blog/mobile-form-usability-single-input-fields?utm_source=twitterfeed&utm_medium=twitter)
- Appleseed, J. (2011) Form Field Usability: Avoid Multi-Column Layouts, <http://baymard.com/blog/avoid-multi-column-forms>
- Derek, N.. (2013) Designing A Better Mobile Checkout Process, Smashing Magazine, <http://uxdesign.smashingmagazine.com/2013/03/14/designing-a-better-mobile-checkout-process/>
- Horton, S., 2008, Web Style Guide 3rd Edition, ?<http://www.webstyleguide.com/index.html>
- Wreblovski, L., 2008, Best Practices for Form Design, ?[www.lukew.com](http://www.lukew.com)
- Wreblovski, L., 2012, Design Solutions for New Log In Problems, <https://bagcheck.com/blog/02-design-solutions-for-new-log-in-problems>
- Anthony T., 2012, UX MEETS SECURITY, Better Password Masking For Sign-Up Forms, Smashing Magazine, [http://uxdesign.smashingmagazine.com/2012/10/26/password-masking-hurt-signup-form/?utm\\_source=twitterfeed&utm\\_medium=twitter](http://uxdesign.smashingmagazine.com/2012/10/26/password-masking-hurt-signup-form/?utm_source=twitterfeed&utm_medium=twitter)
- Wreblovski, L., 2012, Mobile Design Details: Hide/Show Passwords, <http://www.lukew.com/ff/entry.asp?1653>
- Budiu, R., 2014, Login Walls Stop Users in Their Tracks, <http://www.nngroup.com/articles/login-walls/>
- Linda Bustos, 2013, 5 Ways to Handle Long Drop-Downs In Mobile Forms, <http://www.getelastic.com/5-ways-to-handle-long-drop-downs-in-mobile-forms/>
- T, A. (2012) Better Password Masking For Sign-Up Forms, Smashing Magazine, [http://uxdesign.smashingmagazine.com/2012/10/26/password-masking-hurt-signup-form/?utm\\_source=twitterfeed&utm\\_medium=twitter](http://uxdesign.smashingmagazine.com/2012/10/26/password-masking-hurt-signup-form/?utm_source=twitterfeed&utm_medium=twitter)
- R. B., J. and Schall, A. (2014) Eye Tracking in User Experience Design: Forms and Surveys, UX Matters, ? <http://www.uxmatters.com/mt/archives/2014/09/eye-tracking-in-user-experience-design.php> ? Rhea, B. (2014) Structured Search in an Omnibox: Turning Sentences in to Input Fields, <https://medium.com/@brhea/structured-search-in-an-omnibox-5a4c4958ff32>
- Sherwin, K. (2014) Progress Indicators Make a Slow System Less Insufferable, <http://www.nngroup.com/articles/progress-indicators/>

## 8 User Research

### 8.1 Methodology

• Dumas, S. J. and Fox, J. E. (2008) Usability Testing: Current Practice and Future Directions. J. A. Jacko ve A. Sears (eds.),? The Human-Computer Interaction Handbook: Fundamentals, Evolving Technologies and Emerging Applications (Human Factors And Ergonomics), New York: Lawrence

Erlbaum Assoc, 1129-1149.

• Preece, J., Y. Rogers ve H. Sharp. (2002). Chapter 10: Introducing Evaluation, ?Interaction Design: Beyond Human-Computer Interaction. New York: John Wiley & Sons, Inc., 317-336.

• Preece, J., Y. Rogers ve H. Sharp. (2002). Chapter 11: Evaluation Framework, ?Interaction Design: Beyond Human-Computer Interaction. New York: John Wiley & Sons, Inc., 339-356

• Rohrer, C. (2008) When to Use Which User Experience Research Methods, <http://www.nngroup.com/articles/which-ux-research-methods/>

• Rohrer, C. (2009) User Experience Research Methods in 3D: What to Use When and How to Know You're Right, ?BayCHI, SF chapter of ACM SIGCHI, Palo Alto, CA, USA.

• Sauro, J. (2013) What UX Methods To Use And When To Use Them, ?Measuring Usability, <http://www.measuringusability.com/blog/method-when.php>

• Sauro, J. (2013) Comparison Of Usability Testing Methods, ?Measuring Usability, <http://www.measuringusability.com/blog/method-comparison.php>

• Brandi, S. (2014) Bias in the UX Lab, ?UX Reflections, [http://akendi.com/blog/bias-in-the-ux-lab/?utm\\_source=twitterfeed&utm\\_medium=twitter](http://akendi.com/blog/bias-in-the-ux-lab/?utm_source=twitterfeed&utm_medium=twitter)

• Schade, A. (2015) Pilot Testing: Getting It Right (Before) the First Time, [http://www.nngroup.com/articles/pilot-testing/?utm\\_term=0\\_7f29a2b335-276b9d555a-24394425&utm\\_content=buffera4c69&utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=buffer](http://www.nngroup.com/articles/pilot-testing/?utm_term=0_7f29a2b335-276b9d555a-24394425&utm_content=buffera4c69&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer)

• Schall, A. (2015) The Future of UX Research: Uncovering the True Emotions of our Users, User Experience: The Magazine of the UXPA, ?<http://uxpamagazine.org/the-future-of-ux-research/>

? Bojko?, A. and? Adamczyk?, K. A. (2014) More than Just Eye Candy: Top Ten Misconceptions about Eye Tracking, [http://uxpamagazine.org/more-than-just-eye-candy-top-ten-misconceptions-about-eye-tracking/?utm\\_content=buffer09246&utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=buffer](http://uxpamagazine.org/more-than-just-eye-candy-top-ten-misconceptions-about-eye-tracking/?utm_content=buffer09246&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer)

• Schall, A. (2015) The Future of UX Research: Uncovering the True Emotions of our Users, User Experience: The Magazine of the UXPA, ?<http://uxpamagazine.org/the-future-of-ux-research/>

### 8.2 Qualitative User Research

• Preece, J., Y. Rogers ve H. Sharp. (2002). Chapter 12: Observing Users, ?Interaction Design: Beyond Human-Computer Interaction. New York: John Wiley & Sons, Inc., 359-387.

• Nielsen, J., (1995), 10 Usability Heuristics for User Interface Design, <http://www.nngroup.com/articles/ten-usability-heuristics/>

• Nielsen, J., (1995), Characteristics of Usability Problems Found by Heuristic Evaluation, <http://www.nngroup.com/articles/usability-problems-found-by-heuristic-evaluation/>

• Nielsen, J., (1995), How to Conduct a Heuristic Evaluation, <http://www.nngroup.com/articles/how-to-conduct-a-heuristic-evaluation/>

• Sherry, R. (2012) A Field Guide To Mobile App Testing,? ?Smashing Magazine, <http://mobile.smashingmagazine.com/2012/10/22/a-guide-to-mobile-app-testing/>

• Faulkner, L. (2003) Beyond the five-user assumption: Benefits of increased sample sizes in usability testing,? ? [http://www.simplifyinginterfaces.com/wp-content/uploads/2008/07/faulkner\\_brmic\\_vol35.pdf](http://www.simplifyinginterfaces.com/wp-content/uploads/2008/07/faulkner_brmic_vol35.pdf)

### 8.3 Quantifying User Experience (Quantitative User Research)

• Pernice, K. and Nielsen, J. (2009) ?Eyetracking Methodology: How to Conduct and Evaluate Usability Studies Using Eyetracking, NN / g, Nielsen and Norman Group.

• Sauro, J. (2012) Five Critical Quantitative UX Concepts, ?Measuring Usability, <http://www.measuringusability.com/blog/five-hard-quant.php>

• Sauro, J. (2012) Nine Misconceptions About Statistics And Usability, ?Measuring Usability, <http://www.measuringusability.com/blog/stats-usability-errors.php>

• Sauro, J. (2010) What Metrics Are Collected In Usability Tests?,? ?Measuring Usability, <http://www.measuringusability.com/blog/usability-metrics.php>

• Sauro, J. (2012) 10 Benchmarks For User Experience Metrics, ?Measuring Usability,

<http://www.measuringusability.com/blog/ux-benchmarks.php>

- Sauro, J. (2013) 10 Metrics For Testing Website Navigation, ?Measuring Usability, [http://www.measuringusability.com/blog/10-navigation-metrics.php?utm\\_source=feedly&utm\\_medium=feed&utm\\_campaign=Feed:+MeasuringUsability+\(Measuring+Usability:+Quantitative+Usability+and+Statistics\)&utm\\_source=twitterfeed&utm\\_medium=twitter](http://www.measuringusability.com/blog/10-navigation-metrics.php?utm_source=feedly&utm_medium=feed&utm_campaign=Feed:+MeasuringUsability+(Measuring+Usability:+Quantitative+Usability+and+Statistics)&utm_source=twitterfeed&utm_medium=twitter)
- Sauro, J. (2012) 10 Things To Know About A/B Testing,? ?Measuring Usability, <http://www.measuringusability.com/blog/ab-testing.php>
- Sauro, J. (2013) Rating The Severity Of Usability Problems, ?Measuring Usability, <http://www.measuringusability.com/blog/rating-severity.php>
- Sauro, J. (2013) 10 Ways to Get a Horrible Survey Response Rate, ?Measuring Usability, <http://www.measuringu.com/blog/horrible-responserate.php>
- Baer, D. and Lubin, G. (2014), ?58 Cognitive Biases That Screw Up Everything We Do, Business Insider?, ? <http://www.businessinsider.com/cognitive-biases-2014-6?op=1>
- Bethlehem, J. (2009), Chapter3: Questionnaire Design, in ?Applied Survey Methods: A Statistical Perspective, Wiley Series in Survey Methodology.

#### 8.4 Usability Testing Instruments

- USABILITY AND USER EXPERIENCE?: ?Society for Technical Communication UUX Special Interest Group? (2014) Usability Toolkit, [http://www.uuxsig.org/usability-toolkit/?doing\\_wp\\_cron=1416828178.1387839317321777343750&utm\\_source=twitterfeed&utm\\_medium=twitter](http://www.uuxsig.org/usability-toolkit/?doing_wp_cron=1416828178.1387839317321777343750&utm_source=twitterfeed&utm_medium=twitter)

#### 8.5 UX Research and Design Tools

- Sullivan Craig (2016) The List of UX Tools to Rule Them All, <https://medium.com/muzli-design-inspiration/login-sign-up-inspiration-for-mobile-apps-aeff34090b bd#.ocoe3qreq>

### Theory Topics

Week	Weekly Contents
1	Discussion
2	Discussion
3	Case Study
4	Case Study
5	Case Study
6	Case Study
7	Case Study
8	Case Study
9	Case Study
10	Case Study
11	Case Study
12	Case Study