Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPS 562	Digital consumer experience I	2	3	0	0	3	6

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Compulsory
Course Level	Masters Degree
Objective	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”. 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. This course aims to provoke the awareness on relevant themes and to provide knowledge and skills to analyze a user interface with solid guidelines.
Content	1. Week: Introduction 2. Week: Key Concepts ¦ 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 3. Week: Universal Usability: Key Concepts, Guidelines, Standarts ¦ 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	-Krug, S. (2003) Don't Make Me Think! A Common Sense Approach to Web Usability, 2nd Edition, Que. -Krug, S. (2009) Rocket Surgery Made Easy: The Do-It-Yourself Guide to Finding and Fixing Usability Problems, New Riders Press. -Horton, S. (2009) Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites, Yale University Press. -Rızvanoğlu, K. (2009) Herkes için Web: Evrensel Kullanılabilirlik ve Tasarım, Punto Yayınları, İstanbul. -www.firstmonday.org -www.alertbox.com -www.asktog.com

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

Week	Weekly Contents
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