Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
CO-E 683	User Experience In Digital Channels	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. and 3. 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 4. and 5. 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 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	• Nielsen, J. (2012) Usability 101: Introduction to Usability. • User Experience White Paper: Bringing Clarity to the Concept of User Experience (2011) • Shneiderman, B. (2000) Pushing Human-Computer Interaction Research to Empower Every Citizen: Universal Usability, Communications of the ACM, Vol. 43, No: 5, 85-91. • 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. • Resmini, A. and Rosati, L. (2011) A Brief History of Information Architecture, Journal of Information Architecture, Vol. 3, Issue 2, p. 33-45. • Holst, C., (2021), The Current State Of E-Commerce Search, • Kirmani, A. (2016) Mobile-First eCommerce: What Customers Expect and Value in Mobile Shopping Experiences. • Wreblovski, L. (2012) Best Practices for Form Design.

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

Week	Weekly Contents
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