Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|-------------------------------|----------|--------|----------|-----|--------|------|
| RPS 562 | Digital consumer experience I | 1 | 3 | 0 | 0 | 3 | 6 |

| Prerequisites | |
|------------------------|--|
| Admission Requirements | |

| | T 1:1 | | |
|-------------------------|---|--|--|
| 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 goal 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: 0 Human-Computer Interaction (HCI) 0 Graphical User Interface (GUI) 0 Natural User Interface (NUI) Usability 0 Why does usability matter? 0 An overview on e-commerce ecosystem through the usability perspective 0 How do we measure usability? User Experience (UX) 0 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 0 Ux as part of organizations ? Organizational challenges ! Organizational challenges ! Organizational goals 0 UX as a process 0 Evolution of Design Processes: Waterfall vs. Agile vs. Lean UX 0 A New UX Centered Design and Development Process based on Iterative Workflow 3. Week: Universal Usability: Key Concepts, Guidelines, Standarts Web for All? 0 User Diversity 0 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

 $^{\mbox{\scriptsize |}}$ 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 |
| 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 |