Contenus

Code du Cours	Nom du Cours	Semestre du Cours	Cours Théoriques	Travaux Dirigés (TD)	Travaux Pratiques (TP)	Crédit du Cours	ECTS
SİY 671	Gestion de communication stratégique sur le web	2	2	0	0	2	4

Cours Pré-Requis	
Conditions d'Admission au Cours	

Langue du Cours	Turc
Type de Cours	Obligatoire
Niveau du Cours	Master
Objectif du Cours	Dans ce cours, il est visé à fournir les étudiants la capacité d'évaluer des médias interactifs divers aux niveaux de contenu et de forme. Premièrement, le cours inclut une analyse détaillée des phénomènes d'Internet et de Web basée sur l'historicisation et les projections de futur. Cette évolution, qui présente une diversité aux niveaux d'utilisateur et des médias, sera étudiée par une conceptualisation sur les environnements interactifs très connus. Partant d'une analyse de l'histoire de « l'interaction homme-ordinateur », des concepts « d'interface graphique d'utilisateur » et « d'utilisabilité» seront explorés par des études récentes. Dans ce contexte, des principes et les procédures de design d'interface seront présentés en se concentrant sur des exemples des médias divers tels que des sites Web, des portails, des interfaces mobiles, d'IPTV, etc. À la fin du semestre, les étudiants seront exigés pour évaluer quelques médias interactifs et pour fournir des suggestions pour des révisions si nécessaires.
Contenus	1er cours Introduction. Concepts, Technologies, Applications. 2eme cours: Evolution des phénomènes d'Internet et de Web D'ARPANET au Web 2.0 : Concepts et applications Une évaluation critique de paradigme du Web 2.0: Une nouvelle architecture de l'information contre l'architecture de l'exploitation "Wisdom of the Crowds" contre l'hégémonie de l'amateurisme Communication de communauté contre la violation de la confiance et de l'intimité Projections de Futur: Web 3.0, Web Sémantique, "User-Generated Content". 3eme cours: « User-Centered Design » : Design d'interface et l'Utilisabilité -Développement historique «d'interface graphique d'utilisateur » -Approche d'utilisabilité: But, paramètres et techniques d'évaluation 4eme cours: Utilisabilité Universelle "Web pour Tous" Diversité d'Utilisateur: Utilisateurs de différentes cultures, enfants, utilisateurs handicapés, etc. Diversité de technologie Stratégies pour l'utilisabilité universelle : Technologies Assistive, « Multi-Layered User Interface Design », Design Universel. Directives pour concevoir des interfaces d'utilisateur pour les groupes d'utilisateurs divers 5eme cours: "Culturalisation" et les Sites Web Globaux Design de Web qui soutient des utilisateurs de différentes cultures : Problèmes et directives. 6eme cours: Processus de développement des medias interactifs Planification et gestion du processus Structures des équipes, charte de projet 7eme cours: Architecture d'Information Organisation et présentation de l'information dans des médias interactifs

	Structure de site web Optimisation de « Moteur de Recherche ». 8eme cours : Structure et Design de Page dans des médias interactifs - Éléments de page: « Header », « Footer », « Content Area » - Taille de page et navigation - Éléments et design de « page d'accueil » 9eme cours: Typographie dans des médias interactifs Texte in Web Lisibilité « Typefaces » Accent Typographie and Graphiques Style éditorial 10eme cours: Liens, Formes et Applications 11eme cours: Graphiques dans des médias interactifs - Caractéristiques des graphiques de Web - Formats de fichiers graphiques - Théorie de couleur et l'utilisation de couleur dans des médias interactifs 12eme cours: Multimédia dans des médias interactifs Audio and Vidéo dans des médias interactifs Préparant et présentant des multimédia : Formats, etc. 13eme cours: Présentations des étudiants 14eme cours: Présentations des étudiants
Ressources	1 Key Concepts • Brown, T. (2008) Design Thinking, Harward 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 • 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, HCII2011 Keynote Speech • UXPA (Usability Professionnals Association), ?www.uxpa.com • Mesut, J., 2009, Brighton BarCamp • Knemeyer, D. and Svoboda,E., 2008 User Experience _ UX, ?www.interaction.gov.tr • Andersen, S., P. 2008, Fundamentals of Experience Design, ?www.poetpainter.com • Morville, P., 2004, User Experience Design, ?www.semanticstudios.com • Raabe,P., 2010, User-Centered Design, ?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.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
• 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 Aykın (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_whatisinfoarch/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
• Richards, J. (2013) The Grammar of Interactivity, ?UX Booth, http://www.uxbooth.com/articles/the-grammar-of-interactivity/?utm_source=twitterfeed&utm_mediu m=twitter
• Anderson, C. (2004) The Long Tail, Wired, Issues 12.10, October 2014, 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

• 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., (2104), 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/
• Hoober, 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
• 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
• S?cott, 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_sour ce=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/p df/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/
• Whitenton, 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-an d-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, 3r?d? 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
• 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
• 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
• 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, 3r? d? Edition, Editorial Design,? ?http://webstyleguide.com/wsg3/9-editorial-style/index.html
• Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3r?d? Edition, ?Graphics, http://webstyleguide.com/wsg3/11-graphics/index.html
• Lynch, P. J. and Horton, S. (2011) Web Style Guide, 3r?d? 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, 3r?d? 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
• 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 ? Appleseed, J. (2013) Why Your Checkout Process Should Be Completely Linear, 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-

• Appleseed, J. (2015) Mobile Form Usability: A Word Splitting Single Input Entries, http://baymard.com/blog/mobile-form-usability-single-input-fields?utm_source=twitterfeed&utm_med ium=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
• 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
• 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
• 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
• 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
• 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

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/

	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 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 • 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 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#.ocoezqreq

Intitulés des Sujets Théoriques

Semaine	Intitulés des Sujets
1	Discussion
2	Discussion
3	Cas d'Etude
4	Cas d'Etude
5	Cas d'Etude
6	Cas d'Etude
7	Cas d'Etude
8	Cas d'Etude
9	Cas d'Etude
10	Cas d'Etude
11	Cas d'Etude
12	Cas d'Etude