

## **New Media: User Experience (UX) and Internet**

### **Basic Information**

**Lecturer** : Dr. Özgür ZAN  
**E-mail** : ozgur.zan (at) donetr (dot) com  
**Lecture Hours** : Friday, 18.30-21.30  
**Internet** : <http://ozgurzan.com/user-experience/>  
**Social Media** :  
<http://www.linkedin.com/in/ozgurzan>  
<http://twitter.com/ozgurzan>

### **Course Description:**

This course is prepared for the students who may need to have a general view about user experience in web/mobile usability.

Main objective of this course is guiding students during their proposal, analysis and evaluation of web/mobile designs in terms of usability. In order to fulfill this goal, user experience relevant theories will be introduced and hands-on practical activities (usability testing and expert usability reviews) will be carried out alongside reading of the relevant literature.

Along the course, guest speakers will be invited to share their own experiences with the students.

### **Course Requirements:**

Course attendance and interactivity are crucial. Students will be expected to prepare and present one term-project, a presentation and complete a final exam. The term project is to sketch a storyboard for a smart phone based on a novel idea.

### **Learning Outcomes:**

After the course, the students will have;

- (i) an introductory information about product management, user experience, information architecture
- (ii) various case studies, usability tests and expert usability reports
- (iii) factors of successful web/mobile sites

### **Grading/Assessment:**

Attention and Participation : 10 %

Term Project Presentation : 40 % (Term Project)

Students will rank each other for their apps' storyboards. For those who deviate from standards will lose points.

Usability Homework Assignment: 10%

Final Exam (in English): 40 %

## **Course Outline:**

### **Week 1 : Course Introduction**

#### **Product Management and UX**

### **Week 2 : Relevant Theories**

#### **Social and Behavioral Foundations of User Experience**

- Satisficing Theory (Herbert Simon)
- Muddling Through (Lindblom)
- Rational vs. Natural Decision Making

#### **Knowledge Management**

- Data, Information, Knowledge and Wisdom
- Tacit and Explicit Knowledge

#### **Information Architecture**

### **Week 3 : Web Usability**

- Definition of Usability
- Importance of Usability
- Elements of UX
- How users really use the web?
- Information foraging
- Above the fold/scrolling
- Parsimony
- Navigation
- Usability Testing

### **Week 4 : Home Page Design**

- Home Page Guidelines
- Examples

### **Week 5 : Human Computer Interaction (HCI)**

- Definition and History
- Human Factors
- Development and design methodologies
- Tools and technologies
- Utilization and application of HCI
- Emerging trends in HCI (Augmented Reality, Virtual Reality and others)

### **Week 6 : Mobile Usability and Mobile User Interfaces**

### **Week 7: Usability Testing**

### **Week 8: Usability Testing Homework Presentation**

### **Week 9-10: Principles of Design I-II-III**

### **Week 11: Guest Speakers**

### **Week 12-13: Project Presentations**

### **Week 14: Final**

## **Assignments:**

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### **1. Term Project**

In this assignment, student proposes a novel idea for a mobile application (iPhone/iPad or Android). Then s/he designs the storyboard from scratch using a mock-up tool (<http://pencil.evolus.vn/en-US/Home.aspx>).

### **2. Usability Testing Homework Assignment**

In this assignment, student selects a web site or mobile application and then finds usability problems of the site by implementing a usability test.

## **Required reading:**

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*1) A Common Sense Approach to Web Usability*, Steve Krug, 2nd Edition, New Riders Publishing, 2006.

*2) Rocket Surgery Made Easy*, Steve Krug, New Riders Publishing, 2010

*3) Information Architecture for the World Wide Web*, Louis Rosenfeld and Peter Morville, 2nd Edition, O'Reilly, 2002.

*4) Inspired: How to create products customers love*, Marty Cagan, 2008

*5) Universal Principles of Design*, William Lidwell, Kritina Holden, Jill Butler

*6) Home Page Usability: 50 Websites deconstructed*, Jakob Nielsen and Marie Tahir

*7) Jakob Nielsen's Website: <http://www.useit.com/>*

*8) The Computer for the 21st Century*, Mark Weiser  
<http://www.ubiq.com/hypertext/weiser/SciAmDraft3.html>

## **Additional reading:**

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### ***First Principles of Interaction Design:***

<http://www.asktog.com/basics/firstPrinciples.html>

***Joseph Pine, James Gilmore, The Experience Economy: Work Is Theatre & Every Business a Stage***

***Micheal Porter, Competitive Advantage***

***Peter Drucker, Innovation & Entrepreneurship***

***Peter Drucker, The Effective Executive***

***Robert Cialdini, Influence: The Psychology of Persuasion***

***Richard Daft, Management***

***Stephen Covey, Seven Habits of the Highly Effective People***

***Thomas Wheelen, David Hunger, Strategic Management and Business Policy***

***Jim Collins, Good to Great: Why Some Companies Make the Leap and Others Don't***