Digital Experience Design *Digital Experience Design*	Modulnummer:

Bachelor		Schwerpunkt		
Pflicht	☐	Computational Finance	☐	
Winf-Schwerpunkt-Pflicht	☐	E-Business	☐	
Winf-Schwerpunkt-Wahlpflicht	☐	IT-Management	☐	
Winf-Wahl	☐	Logistik	☐	

Anzahl der SWS	V	UE	K	S	Prak.	Proj.	Σ		Kreditpunkte: 6	Turnus i. d. R. angeboten alle 2 Semester
	0	0	4	0	0	0	4			

Formale Voraussetzungen: -

Inhaltliche Voraussetzungen: -

Vorgesehenes Semester: ab 1. Semester

Sprache: Englisch

Ziele:
- understand the difference between pragmatic and hedonic qualities of a product
- apply the concepts of usability, user experience and emotional design
- understand what kind of factors influence an experience
- learn how to design for a specific experience
- measure usability and user experience
- use common design patterns to design user interface
- conceptualize, implement and evaluate (mobile) apps and web sites

Inhalte:
- Usability vs. Experience Design
- Experience Design and User Experience Design
- Evaluation and Analysis of Digital Experience
- User research methods
- Analyze of users, activities and context of use
- Analyze interaction design problems

Unterlagen (Skripte, Literatur, Programme usw.):

Form der Prüfung:
projects in small groups; show and tell; written paper

Arbeitsaufwand	Präsenz	56 h
	Übungsbetrieb/Prüfungsvorbereitung	124 h
	Summe	180 h

Lehrende: Dr. D. Krannich	Verantwortlich: Dr. D. Krannich