

Digital Experience Design <i>Digital Experience Design</i>							Modulnummer: M-MI/9		
Master Pflicht/Wahl <input type="checkbox"/> Wahl <input checked="" type="checkbox"/> Wahlpflicht <input type="checkbox"/> Sonderfall <input type="checkbox"/>				Modulbereich: Media Informatics					
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: <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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				