DIGITAL CONTENT MANAGEMENT & HUMAN COMPUTER INTERACTION

- **Course code**

  8152

- **Type of course (compulsory, optional)**

  Compulsory or optional depending on the specialization

- **Level of course**

  First Cycle

- **Year of study**

  2013-2014

- **Semester**

  6th Semester

- **Number of credits allocated**

  6 ECTS Credits

- **Name of lecturer**

  Lekakos Georgios, Assistant Professor

- **Learning outcomes**

  The course introduces students to the basic concepts of Human-Computer Interaction, explaining fundamental concepts such the role of user's mental model of interaction, usability design principles, evaluation methods and techniques. Going beyond the fundamentals, at the second part of the course, advanced methods for improving user experience are presented in detail, including analyzing web site data (using google analytics), recommendation algorithms, exploiting social media and SEO techniques to improve site's effectiveness. The expected learning outcomes include:

  - Understanding of the fundamental principles of Human – Computer Interaction and the related concepts (e.g. interactivity)
  - Development of skills that will enable the design and development of usable interactive systems
  - Understanding of content architecture principles and practical tools
  - Understanding and development implementation skills for the evaluation of interactive systems in terms of usability
  - Design and development of value added services such as intelligent interfaces and personalization services
  - Familiarization with the use of social media, Search Engine Optimization techniques as well as data analysis techniques (Google analytics, A/B testing)

- **Mode of delivery (face-to-face, distance learning)**

  - Face-to-face

- **Prerequisites and co-requisites**

  - Information Systems Design, basic programming skills

- **Recommended optional programme components**

- **Course contents**
  - **Section 1**: Fundamentals of Human-Computer Interaction
    - Basic concepts. The human as information processor.
    - Interaction/interactivity, interaction styles, direct manipulation
  - **Section 2**: Interface evaluation methods
    - Design rules and principles
    - Heuristic evaluation, cognitive walkthrough, experimental evaluation
  - **Section 3**: Analysis, design, and implementation
    - Requirements analysis
    - Content organization , information architecture
    - Content Management Systems
    - Prototype development
    - Implementation in desktop, web, mobile paltforms
  - **Section 4**: Advanced methods of digital content exploitation
    - Google Analytics, Conversion rate Optimization, Google Experiments
    - Persuasion and Influence Strategies
    - SEO
    - Recommender and Social recommender Systems

- **Recommended or required reading**

📖 Dix, A., Finlay, J., Abowd, G., Beale., R.. Human – Computer Interaction. M. Giourdas, Athens, 2008

📖 Δημοσθένης Ακουμιανάκης, Διεπαφή Χρήστη-Υπολογιστή: μια σύγχρονη προσέγγιση, εκδόσεις. Κλειδάριθμος, 2006

📖 Νικόλαος Αβούρης, Εισαγωγή στην επικοινωνία ανθρώπου-υπολογιστή, Εκδόσεις ΔΙΑΥΛΟΣ, Αθήνα 2000

📖 Jennifer Preece, Yvonne Rogers, Helen Sharp, Interaction Design: Beyond Human-Computer Interaction, John Wiley & Sons, 2002

📖 Aninash Kaushik, Web Analytics 2.0, Wiley Publishing, 2010

- **Planned learning activities and teaching methods**
  - Lectures, tutorials, group assignments

- **Assessment methods assessment methods and criteria**

Group projects (40% of the final grade), written exams (60% of the final grade)

- **Language of instruction**

  Greek

- **Work placement(s)**

  Not applicable