

Corso: **INTERACTIVE SYSTEMS USABILITY DESIGN**

Docente: **PROF. ROBERTO DADDA**

Semestre: **2°**

Lingua di erogazione: **INGLESE**

N° max studenti ammessi: **120 POLIMI + 30 ERASMUS**

Modalità d'esame per non frequentanti: **NO**

Note: **/**

Prodotto	Interni	Comunicazione	Moda
✓	✓	✓	✓

## INTERACTIVE SYSTEMS USABILITY DESIGN

**ERGONOMICS** is the practice of designing products, systems, or processes to take proper account of the interaction between them and the people who use them.

**USABILITY** is the application of ergonomics to the design of human-made objects, such as a tool or device, that are easy to use to learn and to remember.

It applies both to material and immaterial objects such as web pages and services and applications.

**USABILITY** is today considered a key factor of success for every initiative on the Internet.

## INTERACTIVE SYSTEMS USABILITY DESIGN

Lessons will be divided in three main groups.

### **Theory of ergonomics and usability**

This part will give to the students the basic theoretical knowledge of all the rules of ergonomics needed to design pages easy to use and to learn.

We will go from user centered design to Gestalt, from neuro and emotional design to visual perception analysis.

### **Declinations**

Theory will be transformed in practical concepts like usage of colors, errors avoidance and management, form design and usage and formatting of text in a page.

### **In practice**

We will analyze modern design technologies and methods like User centered design in practice, various prototyping and usability analysis methods .

We will learn the very basic of HTML and CSS in order to better understand what is under the cover of pages.

## INTERACTIVE SYSTEMS USABILITY DESIGN

### WORKSHOPS

Groups of 2-3 students will face a very practical situation of everyday designer's job: we will choose a web site, different for each group, and imagine that some money is available in order to make it better.

They will analyze the usability of the site benchmarking it over some competitors and make proposal for modifications and new pages.

The result will be a presentation to illustrate the solutions to the customer and to convince him to give the job to us.

Examples on next page.

### Curriculum vitae on a page

Each of the student will prepare his or her own curriculum vitae as a web page with a single content and two different formats.

We will stay very basic, no previous knowledge of HTML and CSS is need, of course programmers will prepare a more sophisticated page.

## INTERACTIVE SYSTEMS USABILITY DESIGN

### CRITERI DI VALUTAZIONE

- Quality of analysis prepared during workshop
- Quality of proposed ameliorations to our “customer” website
- Ability to justify the evaluation and the design solution using ergonomics concepts
- Quality and richness of the CV and of the 2 different CSS prepared by each student

### MODALITÀ D'ESAME

Presentation of analysis and amelioration's design of our "customer" website with some questions about the ergonomic motivation of the evaluations and of the proposed solutions

Presentation of the on line CV

## INTERACTIVE SYSTEMS USABILITY DESIGN

[ON LINE PRESENTATION ON YOUTUBE](#)

Links to examples of last year workshops results:

[Carrefour](#) [Uffizi](#) [Barbie](#) [Guanda](#) [Sansha](#) [Nescafè](#) [Fuji Film](#) [Tiger](#)