Course: Web design and user experience insights

Semester	Duration	Course character	Workload	Credit Points	Examination form
	International Week	Elective	90 h (30 h contact study 60 h self-study)	3	Assignments and test

Course coordinator		Prerequisites
-		Basic IT skills

Description of the course

This course introduces students to the skills needed to create effective, customer-centric websites that enhance an organization's digital presence. Students will learn to use content management systems for building and launching websites, focusing on conversion rate optimization and usability. Additionally, the course introduces fundamental theories of visual communication, essential for crafting graphics that captivate and effectively convey marketing messages.

Students will also be introduced to the complexities of user experience, employing techniques for usability testing and analysis to gain insights into user interactions. Through practical tools and hands-on projects, students will enhance their understanding of user behaviours and preferences and apply these insights to develop engaging, effective, and memorable digital content.

Competency aims

Students will:

- gain knowledge in fundamental concepts of web design and user experience to create effective, customer centric websites.

- grasp the fundamental theories essential for crafting graphics that effectively convey marketing messages and captivate audiences.

- acquire skills in conducting usability testing, using different tools and techniques to obtain actionable insights.

- adopt a data-driven mindset to enhance user experiences and interactions using different user experience metrics.

- work with a customer-oriented mindset, display curiosity in teamwork, and present views and arguments constructively in a professional context

Course components

CMS Platforms

Page Builders and Design Apps

Graphic Creation and Editing

Conversion Optimization Strategies

Usability Testing Techniques

Data Analysis for UX Improvement

References
Hertzum Morten. 2022. Usability Testing. A Practitioner's Guide to Evaluating the User Experience
Williams Robin. 2008. Non-Designer's Design Book, 3rd edition. Peachpit Press. ISBN: 978-0321534040
Course site at https://peterlaco.eu/ and arcada.itslearning.com
Various online guides which will be handed out in class.

Lecturer	Course language	Usability in ongoing studies / other studies
Mikael Forsström Peter Laco	English	