

## Tárgytematika / Course Description

### User Environment

MKNM\_DSTA026

**Tárgyfelelős neve /**

**Teacher's name:** Dr. Lepsényi Imre

**Félév / Semester:** 2022/23/1

**Beszámolási forma /**

**Assesment:** Vizsga

**Tárgy heti óraszám /**

**Teaching hours(week):** 2/0/0

**Tárgy féléves óraszám /**

**Teaching hours(sem.):** 0/0/0

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### OKTATÁS CÉLJA / AIM OF THE COURSE

If there is a discipline that proves that everything that surrounds us is already the result of design, it is the design of the user environment, the design of the user experience, starting with the queue for the at the bank to our strolls around town. The concept most often referred to as UX encompasses practically everything to do with the user's product - and more broadly, the environment, the space how they feel when using it, how easy it is to use it, and how much it affects the way they feel about the tasks required of it. In the case of a tangible product, the user experience includes the form, the use of materials, while for a digital product it includes the image, the use of colours and the use of text. A user experience design, designers aim to make the product as user-friendly as possible as easy, simple and efficient to use and to be satisfied overall. Thus, a car the feel of the door, the smell of the front, the feel of the steering wheel in the palm of your hand are all factors that a very serious team of designers are working to shape and tune. The aim of the course is to show how the bridging role that user experience designers play between the user and the company. The course will cover the cornerstones of user environment design, from problem definition, through research and design, to post-implementation testing, not hiding the fact that the design talent of the right professionals is worth without communication and empathy.

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### TANTÁRGY TARTALMA / DESCRIPTION



























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## KÖTELEZŐ IRODALOM / OBLIGATORY MATERIAL

Leander Kahney: Jony Ive : The Genius Behind Apple's Greatest Products, Penguin Books Ltd, London, United Kingdom, 2014, ISBN13 9780670923243 Phil Knight: Shoe Dog : A Memoir by the Creator of NIKE, Simon & Schuster Ltd, London, United Kingdom, 2018, ISBN13 9781471146725 Benyon, David. 2020. Designing user experience: a guide to HCI, UX and interaction design. Jon, Y. (2020). Laws of UX. O'Reilly Media, Inc.