



Services on-line – quality and user experience

Lecturer: Prof. Marcin Sikorski (WZiE)

Course content:

1. Interactive services on-line in e-business and in information society.
2. Design 1: Customer-vendor interaction and value transfer in on-line services.
3. Design 2: Interaction design, usability and user experience in on-line services.
4. Design 3: Trust, customer loyalty and value chains in on-line services.
5. PM 1: Managing IT projects for developing on-line services.
6. PM 2: User-Centred Design and agile project management methodologies.
7. PM3: Maturity development of on-line services.
8. Creativity and innovation in developing on-line services. Digital business models - case studies.

Terminy wykładów			
Data	Dzień tyg.	Godzina	Sala
2015-03-26	Cz	16.15-21.00	ZiE 401
2015-03-27	Pt	16.15-21.00	ZiE 319
2015-03-28	So	8.15-13.00	ZiE 319