KOÇ ÜNİVERSİTESİ
GRADUATE SCHOOL OF BUSINESS

Global Network Week March 2025
User Experience and Extended Reality

DRAFT SCHEDULE

Monday, March 10	Tuesday, March 11	Wednesday, March 12	Thursday, March 13	Friday, March 14
10:00am-1:00pm **1st session** **Lecture 1:** User Experience (UX)Fundamentals **Lecture 2:** UX space (Platforms, devices, and interaction techniques in UX) Tutorial: Introduction to Figma Jam **Briefing:** Introducing the UX challenge **Exercise 1:** Problem framing/group work 2 x 10 min. breaks.	**10:00am-1:00pm** **Lecture 4:** UX Design (Design process, tools to synthesize, explore and prototype) **Exercise 4:** Creating personas and HMW questions/group work **Exercise 5:** Idea generation (Brain writing & Reversed brainstorming)/group work 2 x 10 min. break	**10:00am-1:00pm** **Extended Reality Fundamentals**: The Extended Reality phenomenon (Virtual, Augmented and Mixed Reality), use cases from different application areas, hardware, and software technologies behind, how it works and human factors. 2 x 10 min. breaks.	**10:00am-1:00pm** **Design for XR Experiences Part III: Ideation and Scenario Based Design** **Presentation:** Presentation of individual ideas and group feedback session (group). **Exercise 5:** Elimination of individual ideas to define the needs and requirements of one main application idea for each group (group). **Exercise 6:** Building a detailed user scenario and a User Journey Map (UJM) for the presentation of XR application of each group (group). 2 x 10 min. breaks.	**Company Visit**
1.00pm- 2.00pm Lunch Break	1.00pm- 2.00pm Lunch Break	1.00pm- 2.00pm Lunch Break	1.00pm- 2.00pm Lunch Break	
2.00pm-6.00pm **2nd session:** Lecture 3: UX Research Part I (UX research basics and exploratory UX research) **Exercise 2:** Planning for exploratory research (Creating a recruitment strategy, deciding on interview procedure and questions)/group work **Exercise 3*:** Conducting user interviews and reporting interview results/individual work2 x 10 min. breaks. *This exercise will start during the class and be finished as homework.	**2.00pm-6.00pm** **Lecture 5:** UX Research Part II (Evaluative UX research) **Exercise 6:** Creating project descriptions/group work Project presentations 2 x 10 min. breaks.	**2.00pm-6.00pm** **UX for XR Experiences Part II:** From User Needs to Ideas **UX for XR Experiences Part I:** Briefing, Research and Ideation for Case Studies **Briefing:** Definition of the group case study topics (Finance, Healthcare, Tourism, Culture, Education), defining the groups. **Exercise 1 -** Research on the state-of-the-art casestudies from each topic and in-group discussions (individual). **Exercise 2 -** UX Phase 1 (personas): Creating 2 personas for each group's topic (individual). **Exercise 3 -** UX Phase 2 (needs): Define UX methods that can be used for understanding user needs for each group's topic. Create a list of user needs for the personas (individual). **Exercise 4 -** UX Phase 3 (ideation): Individually create at least 3 application ideas (individual). 3 x 10 min. breaks.	**2.00pm-6.00pm** **Design for XR Experiences Part III: Presentationof Ideas Generated** **Presentations:** 15 min presentation of UJMs, 10min feedback for each group. 5 groups in total. **Closing Discussions:** Reflecting on the 4-day experience. 2 x 10 min. breaks.	**Cultural Event** **and** **Certificate Ceremony**
FREE TIME	FREE TIME	FREE TIME	FREE TIME	