

LUMSA University - Rome
Master program in Marketing & Digital Communication

Web Analysis

A.Y. 2019/2020 – Second semester

COURSE SYLLABUS – Vers 2.0 (11 May 2020)

[New information are highlighted in yellow; outdated information are in strikethrough characters]

Prof. Piero Polidoro

E-mail: p.polidoro@lumsa.it

Teacher's personal page (for lecture presentations, instructions and student reception hours):

www.lumsa.it/piero-polidoro

Aim of the course

The course aims to teach how to understand, analyze and evaluate communication aspects of a website in order to offer an excellent user experience.

At the completion of the class the students will be able to:

- Recognize and discuss pros and cons of the most important technologies used for the web: responsive/adaptive websites; web applications/web apps/native apps
- Know the phases of the development of a website and which actions have to be taken at each step
- Know the fundamentals of Information Architecture and Usability.

The course is focused on the analysis of already existing websites, but this approach will be useful also to understand how to manage the development of a website.

Course contents

This course deals with the communication aspects of a website and with qualitative analysis; it does not treat quantitative tools (such as web analytics) and it is not a course about information technologies, but about their uses and functions for an effective web communication.

In the first part of the course we will study how a web system is articulated and which technologies can be used to build it (layout types; different kinds of apps) and which are their pros and cons.

In the second part we will analyse the development phases of a website and the bases of Information Architecture and Usability.

Both attending and non-attending students must access the class page on Lumsa's e-learning platform at <https://elearning.lumsa.it>

All the lecture presentations and articles to be studied will be published on that page. Students can write to the professor in order to ask for the password needed to access the page (only the first time).

Textbooks

1. Leah Buley, *The User Experience Team of One*, Rosenfeld Media, New York 2013.
2. Steve Krug, *Don't Make Me Think* (3rd Edition), New Riders, San Francisco 2013.
3. Lecture presentations, papers and links to papers which will be published on the course web page are part of the exam program.

Exam for non-attending students

Non-attending students must prepare a written paper that must be sent to the teacher at least 3 weeks before the exam. The paper will be an analysis of a website, including a comparison with ~~some~~ of its competitors or anyway with comparable websites. The website and the list of competitors must be approved by the teacher before the student begins his/her work.

This written paper is only a part of the exam and will be evaluated from 0 up to 15 points. Paper evaluation will be communicated to students the day before the exam. ~~Further information about the paper will be published on the teacher's personal page as soon as possible.~~

The paper will be composed by a series of analysis. Use the template published on the class e-learning page (the template includes instructions and further information).

The second part will be an oral exam (on the ordinary exam dates) about the course program (points from 1 to 3 of the "Textbooks" section) and it will be evaluated from 0 to 15 points.

The final grade (out of 30 points) will be given by the sum of the paper and the oral exam evaluations.

Exam for attending students

Attending students will be organized into workgroups at the beginning of the course. Groups will receive 3 assignments during the course and each work will be evaluated from 0 to 5 points. A fourth and final assignment will be presented in class or during the exam; for this work the group will receive from 0 to 5 points and each student will receive from 0 to 2 points according to his/her performance during the presentation. All the assignments will be about a website and a set of competitors; both the website and the competitors will be chosen by the Group at the beginning of the course, but they must be approved by the teacher.

Attending students must also do a written test which will take place only once at the end of the course. The exam will consist in multiple choice questions about the course program (points from 1 to 3 of the "Textbooks" section) and will be evaluated from 0 to 10 points. Students who could not attend the

written test or refuse its grade can do an oral exam (on the ordinary exam dates), which will be about the course program and will be evaluated from 0 to 10 points.

Attending students will thus receive both individual and group evaluations, as summarized in the following table:

Test	Points	Evaluation type	Notes
Assignment 1	0-5	Group	Each group member will receive for this assignment the same grade
Assignment 2	0-5	Group	See above
Assignment 3	0-5	Group	See above
Final Assignment	0-5	Group	See above
Presentation of the Final Assignment	0-2	Individual	Each students will present a part of the final assignment
Written test	0-10	Individual	Multiple choice questions