

DIGITAL BRANDING & MARKETING (KOM 3820)

Lecture: Tri Nuraini

4 May 2020

E-LEARNING week 8 | Topic: USER EXPERIENCE

Instruction

1. **Go through the textbook Digital Marketing Strategy (Simon Kingsnorth, 2016):**
 - Chapter 09: USER EXPERIENCE AND TRANSFORMATION
2. **Watch these videos**
 - Apa sih yang dimaksud dengan User Experience? : <https://www.youtube.com/watch?v=3w9HMcWj2Q>
 - UX Design vs UI Design: <https://www.youtube.com/watch?v=LWLRtIkRDqA>
 - Apa itu UI dan UX? <https://www.youtube.com/watch?v=Hifv78Cekgs>
3. **Attend Google Classroom at the given class code provided:**
 - **Kom 64** – starts at 8.30 am – class code **d3lhzjk**
 - **Kom 63** – starts at 11.00 am – class code **bsviqgg**
4. **GROUP PREPARATION**