Proseminarium 2BA: Language for User Experience

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User Experience (UX) is a discipline that emerged from the field of human-computer interaction. It is focusing not only on the usability of digital systems but also on the needs, expectations, and emotions of users navigating online platforms. This seminar will introduce the foundations of UX and explore language-specific challenges, such as ensuring accessibility for users with diverse linguistic backgrounds.

We will examine how search engines and algorithms function, along with discussing some strategies for designing digital experiences that are understandable, usable, and enjoyable. Using agile methodologies and online tools, students will solve tasks focused on designing and testing for UX writing, which will form the basis for a passing grade.