1.	Record Nr.	UNINA9910164049603321
	Autore	Evans David C.
	Titolo	Bottlenecks : Aligning UX Design with User Psychology / / by David C. Evans
	Pubbl/distr/stampa	Berkeley, CA : , : Apress : , : Imprint : Apress, , 2017
	Edizione	[1st ed. 2017.]
	Descrizione fisica	1 online resource (XXI, 260 p. 122 illus., 115 illus. in color.)
	Disciplina	005.437 4.019
	Soggetti	User interfaces (Computer systems) Psychology, Applied Application software Digital media Social media Computer games—Programming User Interfaces and Human Computer Interaction Applied Psychology Computer Appl. in Social and Behavioral Sciences Digital/New Media Social Media Game Development
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	Part I: The Bottlenecks of Attention -- Chapter 1: Foveal Acuity -- Chapter 2: Task Orientation -- Chapter 3: Attentional Focus -- Chapter 4: Gestalt Perception -- Part II: The Bottlenecks of Perception -- Chapter 5: Depth Perception -- Chapter 6: Motion Perception -- Part III: The Bottlenecks of Memory -- Chapter 7: Working Memory -- Chapter 8: Signal Detection Theory -- Chapter 9: Long-term Memory -- Chapter 10: Encoding and Retrieval -- Part IV: The Bottlenecks of Disposition -- Chapter 11: Personality -- Chapter 12: Development -- Chapter 13: Needs -- Chapter 14: Fun -- Part V: The Bottlenecks of Motivation -- Chapter 15: Schedules of Reinforcement -- Chapter 16:

Sommario/riassunto	Learn the psychological constrictions of attention, perception, memory, disposition, motivation, and social influence that will determine whether customers will be receptive to your digital innovations. Bottlenecks: Aligning UX Design with User Psychology fills a need for entrepreneurs, designers, and marketing professionals in the application of foundational psychology to user-experience design. The first generation of books on the topic focused on web pages and cognitive psychology. This book covers apps, social media, in-car infotainment, and multiplayer video games, and it explores the crucial roles played by behaviorism, development, personality, and social psychology. Author David Evans is an experimental psychology Ph.D. and senior manager of consumer research at Microsoft who recounts high-stakes case studies in which behavioral theory aligned digital designs with the bottlenecks in human nature to the benefit of users and businesses alike. I nnovators in design and students of psychology will learn: The psychological processes determining users' perception of, engagement with, and recommendation of digital innovations Examples of interfaces before and after simple psychological alignments that vastly enhanced their effectiveness Strategies for marketing and product development in an age of social media and behavioral targeting Hypotheses for research that both academics and enterprises can perform to better meet users' needs .

2. Record Nr.	UNINA9910155604503321
Autore	Blake Bartholomew James <1961->
Titolo	An introduction to landscape and garden design / / James Blake
Pubbl/distr/stampa	London : , : Routledge, , 2016
ISBN	9781315262673
	1351958763
	1315262673
Edizione	[2nd edition.]
Descrizione fisica	1 online resource (453 pages) : illustrations (black and white), charts, plans
Disciplina	712
Soggetti	Landscape design
	Landscape architecture
	Building
	Gardens - Design
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2015 by Ashgate Publishing.
	Rev. ed. of: An introduction to landscape design and construction. c1999.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. The role of the landscape designer -- 2. Design philosophy and aesthetic principles -- 3. The design process -- 4. Client liaison, questionnaires and site appraisal -- 5. Land survey -- 6. Landscape character -- 7. Hard landscape design -- 8. Soft landscape design -- 9. Evaluating and using the site information -- 10. Childen's play -- 11. Progressing concepts to final drawings -- 12. Cost estimation and tender documentation -- 13. Tendering the contract documents -- 14. Contracts and contract preparation -- 15. Construction (design and management) regulations 2015 -- 16. Contract administration -- 17. Graphic presentation, drafting equipment and plan printing -- 18. Drawing principles -- 19. Drawing arrangement -- 20. Drawing for different purposes -- 21. General design practice management -- 22. The cost effectiveness of a guiding philosophy and other useful points of reference -- 23. Further reading.
Sommario/riassunto	How do you design a landscape book suitable for its intended uses? How can the natural qualities of a landscape be enhanced with new

features and focal points? How can you make pedestrians stay on the footpath? What kind of plant, path or wall should you put where, and what sort of contract should you choose for your client's contractor? This refreshingly down-to-earth introduction to the vast subject of landscape design and construction answers all these questions, guiding new students through the many facets of professional practice and welding together the artistic, legal, financial, environmental and management issues which can seem so dauntingly disconnected. Illustrated with original drawings, photographs, sample plans and facsimiles, including a new colour plate section, this readable classic has been fully revised and updated throughout. It opens with a completely new chapter which explains design and aesthetic principles, explores the history of our relationship to landscape, and shows how design principles can be applied to influence reactions to the finished site. The author then considers different elements of hard landscape and their relative merits in different situations. The soft landscape section includes coverage of the effects of mass and form, natural and abstract planting, and the difficult subject of plant selection. A step-by-step guide through all the stages of managing a project, from initial discussions with clients, site inspection, surveying and quoting, through tendering, contracting, contractual agreements, development from concept design to final plans and drawings, as well as maintenance, now includes the current information on CDM regulations and provides readers with a plain-speaking reference on client management and contractual administration. Added to the guide to drawing and lettering is an extensive section on computer-aided design. A bibliography and list of useful organization are also included.