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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:

Escalating Commitment -- Chapter 17: Approach Avoidance -- Chapter 18: Routes to Persuasion -- Part VI: The Bottlenecks of Social Influence -- Chapter 19: Social Capital -- Chapter 20: Group Polarization -- Chapter 21: Social Influence -- Part VII: Then we will be maximally receptive to it and reward you with a viral cascade that has the potential to reach -- Chapter 22: Receptivity Thresholds -- Chapter 23: Six Degrees of Recommendation -- Chapter 24: Epilogue -- .

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. Innovators 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 .
