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Collana	Human-Computer Interaction Series, , 2524-4477
Disciplina	004
Soggetti	Social sciences - Data processing Medicine, Preventive Health promotion Sustainability Economic development Continuing education Computer Application in Social and Behavioral Sciences Health Promotion and Disease Prevention Economic Development, Innovation and Growth Lifelong Learning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Foreword - Tom MacTavish. - Foreword - Ben Shneiderman -- Foreword - Peter Simlinger -- Preface -- Glossary of Key Terms -- Introduction -- The Green Machine -- The Health Machine -- The Money Machine -- The Story Machine -- The Travel Machine -- The Innovation Machine -- The Driving Machine -- The Learning Machine -- The Happiness Machine -- The Marriage Machine -- Conclusion.
Sommario/riassunto	Mobile Persuasion Design presents ten conceptual design projects (or 'Machines') for new mobile application's (smartphone or tablet with Web portals) that combine theories of persuasion and information design to change people's behaviour. Areas such as the environment, health, learning and happiness are explored, looking at ways of marrying people's wants and needs to make simple, usable and desirable mobile applications. A user-centred design approach has

been used, adopting user experience (UX) methods, in-depth case studies and market analysis to see what a modern user needs from their mobile application. By applying concepts like persuasion theory and information architecture, try to find ways to satisfy these needs and positively change their user habits. In 2011, the Green, Health, and Money Machines won design awards in an international competition hosted by the International Institute for Information Design, Vienna.
