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Titolo	Irresistible Apps : Motivational Design Patterns for Apps, Games, and Web-based Communities / / by Chris Lewis
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	Apple and iOS
	User Interfaces and Human Computer Interaction
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Nota di contenuto	Contents at a Glance; Contents; About the Author; About the Technical Reviewers; Acknowledgments ; Chapter 1: Introduction to Motivational Design; Motivational Design; The Irresistible Smartphone; The Zero-Sum Game; Motivational Design Patterns; How to Read This Book; Chapter 4: Gameful Patterns; Chapter 5: Social Patterns; Chapter 6: Interface Patterns; Chapter 7: Information Patterns; Chapter 9: Temporal Dark Patterns; Chapter 10: Monetary Dark Patterns; Chapter 11: Social Capital Dark Patterns; Conclusion; Chapter 2: Psychology of Motivation; Cargo Cult Design; Behavioral Psychology Intrinsic Motivation TheoriesThe Importance of Learning: Malone; Autonomy, Competence, and Relatedness: Deci and Ryan; Self-Determination Theory; Cognitive Evaluation Theory; A Multifaceted View: Reiss; Behavioral Economics; Conclusion; Chapter 3: Understanding Design Patterns; Pattern Languages; Using Motivational User Stories to Discover Patterns; Motivational User Stories; Motivational Design Pattern Definition; How Users Perceive a Motivational Design Pattern; Pattern Discovery; Prototype Theory; On the Correctness of Patterns, or Lack Thereof; Pattern Description and

Organization

| Sommario/riassunto | When you create an app, a website, or a game, how do you attract users, and perhaps more importantly, how do you keep them? Irresistible Apps explains exactly how to do this using a library of 27 motivational design patterns and real-world examples of how they work. As a developer, you need to retain users in the new economy of advertisements, subscriptions, and in-app purchases, but how do you do this? How do some applications keep users coming back? Why do people spend hours and hours playing World of Warcraft? Why do people care about Reddit karma? What makes customers keep buying from Amazon? Why do so many people love Khan Academy? The answers are found in Gameful, Social, Interface, and Information patterns. Not only will you learn about these patterns, you'll also learn why they work using psychological theories of intrinsic motivation, behavioral psychology, and behavioral economics. Good and bad implementations of the patterns are shown so practitioners can use them effectively and avoid pitfalls along the way. |