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Autore	Lewis Chris
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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 Theories The 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

Pattern Template Shorthand Notations; Organization of Patterns; Motivational Design Patterns; Motivational Dark Patterns; Conclusion; Chapter 4: Gameful Patterns; When to Use; Pattern: Collection; How It's Used; What to Watch for; Specialization of Collection: Badge; How It's Used; What to Watch for; Pattern: Growth; How It's Used; Pattern: Increased Responsibility; How It's Used; Pattern: Leaderboard; How It's Used; What to Watch for; Pattern: Score; How It's Used; What to Watch for; Conclusion; Chapter 5: Social Patterns; When to Use; Pattern: Activity Stream; How It's Used
Pattern: Broadcast How It's Used; What to Watch For; Specialization of Broadcast: Social Feedback; How It's Used; What to Watch For; Pattern: Contact List; How It's Used; What to Watch For; Pattern: Identifiable Community; How It's Used; What to Watch For; Specialization of Identifiable Community: Meta-Area; How It's Used; What to Watch For; Pattern: Identity Shaping; How It's Used; What to Watch For; Pattern: Item Sharing; How It's Used; Conclusion; Chapter 6: Interface Patterns; When to Use; Pattern: Notifications; How It's Used; What to Watch For; Pattern: Praise; How It's Used
What to Watch For Pattern: Predictable Results; How It's Used; What to Watch For; Pattern: State Preservation; How It's Used; What to Watch For; Pattern: Undo; How It's Used; Conclusion; Chapter 7: Information Patterns; When to Use; Pattern: Customization; How It's Used; What to Watch For; Specialization of Customization: Filters; How It's Used; What to Watch For; Pattern: Intriguing Branch; How It's Used; Pattern: Organization of Information; How It's Used; Pattern: Personalization; How It's Used; What to Watch For; Pattern: Reporting; How It's Used; Pattern: Search; How It's Used
What to Watch For

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.
