1.	Record Nr.	UNINA9910337857703321
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	Titolo	Intercultural User Interface Design / / by Rüdiger Heimgärtner
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2019
	ISBN	3-030-17427-1
	Edizione	[1st ed. 2019.]
	Descrizione fisica	1 online resource (XXII, 352 p. 100 illus., 70 illus. in color.)
	Collana	Human–Computer Interaction Series, , 2524-4477
	Disciplina	729 005.437
	Soggetti	User interfaces (Computer systems) Human-computer interaction Human-machine systems Social sciences - Data processing Computers and civilization User Interfaces and Human Computer Interaction Interaction Design Computer Application in Social and Behavioral Sciences Computers and Society
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di contenuto	Introduction -- Thinking and Acting -- Software Engineering -- Usability Engineering -- User Interface Design -- IUID in Theory - Scientific Research -- IUID in Practice - Industrial Development -- Summary, Conclusion and Outlook. .
	Sommario/riassunto	The path for developing an internationally usable product with a human-machine interface is described in this textbook, from theory to conception and from design to practical implementation. The most important concepts in the fields of philosophy, communication, culture and Ethnocomputing as the basis of intercultural user interface design are explained. The book presents directly usable and implementable knowledge that is relevant for the processes of internationalization and localization of software. Aspects of software ergonomics, software engineering and human-centered design are presented in an

intercultural context; general and concrete recommendations and checklists for immediate use in product design are also provided. Each chapter includes the target message, its motivation and theoretical justification as well as the practical methods to achieve the intended benefit from the respective topic. The book opens with an introduction illuminating the background necessary for taking culture into account in Human Computer Interaction (HCI) design. Definitions of concepts are followed by a historical overview of the importance of taking culture into account in HCI design. Subsequently, the structures, processes, methods, models, and approaches concerning the relationship between culture and HCI design are illustrated to cover the most important questions in practice.