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| 1. Record Nr.           | UNINA9910459128003321  |
| Autore                  | Tullis Tom (Thomas)  |
| Titolo                  | Measuring the user experience [[electronic resource]] : collecting, analyzing, and presenting usability metrics // William Albert, Thomas Tullis   |
| Pubbl/distr/stampa      | Amsterdam, Netherlands, : Elsevier, c2013  |
| ISBN                    | 0-12-415792-0  |
| Edizione                | [2nd ed.]  |
| Descrizione fisica      | 1 online resource  |
| Altri autori (Persone)  | AlbertBill (William)   |
| Disciplina              | 005.4/37   |
| Soggetti                | User interfaces (Computer systems)<br>User interfaces (Computer systems) - Measurement<br>Measurement<br>Technology assessment<br>Electronic books.  |
| 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 and index.   |
| Sommario/riassunto      | Measuring the User Experience was the first book that focused on how to quantify the user experience. Now in the second edition, the authors include new material on how recent technologies have made it easier and more effective to collect a broader range of data about the user experience. As more UX and web professionals need to justify their design decisions with solid, reliable data, Measuring the User Experience provides the quantitative analysis training that these professionals need. The second edition presents new metrics such as emotional engagement, personas, keystroke analysis, and net promoter score. It also examines how new technologies coming from neuro-marketing and online market research can refine user experience measurement, helping usability and user experience practitioners make business cases to stakeholders. The book also contains new research and updated examples, including tips on writing online survey questions, six new case studies, and examples using the most recent version of Excel. Learn which metrics to select for every case, including behavioral, physiological, emotional, aesthetic, gestural, verbal, and |

physical, as well as more specialized metrics such as eye-tracking and clickstream data Find a vendor-neutral examination of how to measure the user experience with web sites, digital products, and virtually any other type of product or system Discover in-depth global case studies showing how organizations have successfully used metrics and the information they revealed Companion site, [www.measuringux.com](http://www.measuringux.com), includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience

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| 2. Record Nr.           | UNINA9910479892303321  |
| Autore                  | Dhooper Surjit Singh   |
| Titolo                  | Social work practice with culturally diverse people [[electronic resource] /] / Surjit Singh Dhooper, Sharon E. Moore  |
| Pubbl/distr/stampa      | Thousand Oaks, Calif. ; ; London, : SAGE, c2001  |
| ISBN                    | 0-7619-1296-7<br>1-322-42130-7<br>1-4522-6771-5  |
| Descrizione fisica      | 1 online resource (304 p.)   |
| Altri autori (Persone)  | MooreSharon E  |
| Disciplina              | 305.8/00973<br>305.800973  |
| Soggetti                | Social work with minorities - United States<br>Minorities - United States<br>Electronic books.   |
| 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 and index.   |
| Nota di contenuto       | Cultural diversity and social work practice -- Changing social scene and social work -- Increasing diversity of the U.S. population -- Likely future -- Social work and the changing society -- Preparing for the future -- Discovering the assets of social work -- Recognizing the need for another approach to culturally competent social work -- Presenting another approach to culturally competent social work -- Essential of culturally competent social work practice -- Understanding others : commonalities among groups -- Cultural different from Mainstream |

Americans -- General considerations for intervention -- General principles of culturally competent practice -- Stages of intervention with culturally different clients -- Engagement and problem identification phase of intervention -- Assessment phase of intervention-- Planning phase of intervention -- Implementing the agreed-upon plan phase of intervention-- Evaluation and termination phase of intervention -- Understanding and working with Latino Americans -- Latino Americans: who are they? -- A historical overview of Latino Americans : commonality of experiences -- Common characteristics : commonality of cultures and world view -- Diversity within : subgroup and intragroup differences among Latino Americans -- Major needs and problems of Latino American groups -- Social work practice : general considerations for interventions with Latino Americans -- Social work intervention at micro, mezzo and macrolevels : principles and approaches --Assessment-Related practice principles and approaches -- Intervention-related practice principles and approaches --Understanding and working with African Americans -- African Americans : who are they? -- A historical overview of African Americans : commonality of experiences -- Common characteristics : commonality of cultures and worldviews -- Diversity within : subgroup and intragroup differences among African American -- Major needs and problems of African Americans groups -- Social work practice : general considerations for intervention with African Americans -- Social work intervention at micro, mezzo and macrolevels : principles and approaches -- Assessment-related practice principles and approaches -- Intervention-related practice principles and approaches -- Understanding and working with Asian Americans -- Asian Americans : who are they? -- A historical overview of Asian Americans : commonality of experiences -- Common characteristics : commonality of cultures and worldviews -- Diversity within : subgroup and intragroup differences among Asian Americans -- Major needs and problems of Asian American groups -- Social work practice : general considerations for intervention with Asian Americans -- Social work intervention at micro, mezzo, and macrolevels : principles and approaches -- Assessment-related practice principles and approaches -- Intervention-related practice principles and approaches -- Understanding and working with Native Americans -- Native Americans: who are they? -- A historical overview of Native Americans : commonality of experiences -- Common characteristics : commonality of cultures and worldviews -- Diversity within : subgroup and intragroup differences among Native Americans -- Major needs and problems of Native American groups -- Social work practice : general considerations for intervention with Native Americans -- Social work intervention at micro, mezzo and macrolevels : principles and approaches -- Assessment-related practice principles and approaches -- Intervention-related practices and approaches -- Understanding and working with Bi-Racial/Mixed Race Americans -- Bi-Racial/Mixed Race Americans : who are they? -- A historical overview of Bi-racial/Mixed Race Americans : commonality of experiences -- Common characteristics : commonality of worldviews -- Diversity within : subgroup and intragroup differences among Bi-Racial/Mixed Race Americans -- Major Needs and problems of Bi-Racial/Mixed Race American groups -- Social work practice : general considerations for intervention with Bi-Racial/Mixed Race Americans -- Social work intervention at Micro, Mezzo, and Macrolevels : Principles and approaches -- Assessment-related principles and approaches -- Intervention-related practice principles and approaches.

into account the growing multiculturalism of society, this text discusses the need for social workers to be aware of, and appreciate both their own culture and that of others.

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| 3. Record Nr.           | UNINA9910456714003321   |
| Autore                  | Zhou Zhinan   |
| Titolo                  | Windows Phone 7 Programming for Android and iOS Developers<br>[[electronic resource]]   |
| Pubbl/distr/stampa      | New York, : Wiley, 2011   |
| ISBN                    | 1-283-24664-3<br>9786613246646<br>1-118-15420-7   |
| Edizione                | [1st edition]   |
| Descrizione fisica      | 1 online resource (361 p.)  |
| Altri autori (Persone)  | ZhuRobert<br>ZhengPei<br>YangBaijian  |
| Disciplina              | 005.26<br>005.268   |
| Soggetti                | Application software -- Development<br>Smartphones -- Programming<br>Windows phone (Computer file)<br>Electronic books.   |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Description based upon print version of record.   |
| Nota di contenuto       | Windows® Phone 7 Programming for Android™ and iOS Developers;<br>Contents; Foreword; Introduction; Chapter 1: What's New In Windows<br>Phone 7; An Overview of Windows Phone 7; A Brief History; The Big<br>Ideas; System Architecture; Application Framework; Windows Phone<br>Marketplace; Limitations and Road Map; Side-By-Side Comparisons<br>with Android and iPhone; Operating System; Application Framework;<br>Application Store Process; Summary; Chapter 2: The Development<br>Environment; Overview; Using Windows Phone 7 Developer Tools;<br>Creating WP7 Applications with Visual Studio<br>Testing WP7 Applications in the Windows Phone Emulator Testing WP7 |

Applications on the Actual Windows Phone Device; Publishing Windows Phone 7 Applications to the Marketplace; Preparation; Submission; Post-Submission Actions; Comparisons with Android and iPhone; Summary; Chapter 3: Fundamentals; Basic Application Project Structure; Application Project Structure for Windows Phone 7; Comparing Application Project Structure for Android and iOS; Application Execution Model and Life Cycles; Application Execution Model and Life Cycles in Windows Phone 7  
Comparing Application Model and Life Cycles in Android and iOS  
Preserve/Restore Application and Page Transient States for Windows Phone 7; Using Launchers and Choosers; Work-Around Solutions in Windows Phone 7; Multitasking; Background Service; Data Sharing; System Event Hooks; Summary; Chapter 4: User Interfaces; UI Design Principles; UI Design Resources; Platform Characteristics; Building the WP7 UI; Defining WP7 UI with XAML; Defining WP7 UI Programmatically; Pages and Navigation Among Pages; Using Controls; Data Binding and MVVM; Handling UI Events; Other UI Considerations  
UI Customization Summary; Chapter 5: Application Data Storage; Application Storage on Mobile Devices; Local and Cloud; Local Files and Databases; Using Isolated Storage; Where Is Isolated Storage?; Saving Data to the Cloud; Building a Cloud Data Service; Using Cloud Data Services; Data Storage Design Considerations; Summary; Chapter 6: Web Services and Push Notifications; Using Web Services; A Primer of Web Services; Consuming Web Services on WP7; WP7 Push Notifications; Why Push Notifications?; Push Notification Architecture; Push Notifications on WP7; Mobile Advertising  
Mobile Advertising Basics Mobile Advertising Providers; Adding Ads to WP7 Apps; Summary; Chapter 7: Leveraging Location and Maps; Location Frameworks Roundup; Getting Current Location; Geographical Data; Civilian Data; Using Maps; Using the Bing Map Control; Combining the Location Service and Bing Map; Summary; Chapter 8: Graphics; Graphics Fundamentals; Basic 2D and 3D Graphics Glossary; Drawing Graphics on Smartphones; Drawing Graphics with XNA; When Do You Use XNA?; Game Loop; Textures and Sprites; Animation; 3D Graphics; Summary; Chapter 9: Multimedia; Multimedia Overview  
Multimedia Architectural Overview

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## Sommario/riassunto

Learn to develop for the new Windows Phone 7 platform With a special focus placed on the new Windows Phone 7 (WP7) design guidelines and technologies, this reference helps you extend your knowledge so that you can learn to develop for the new WP7 platform. The team of authors presents topic-by-topic comparisons between WP7 and Android and the iPhone, enabling you to learn the differences and similarities between them. This indispensable coverage prepares you for making the transition from programming for Android and the iPhone to programming for the exciting new WP7. Covers the

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