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| 1. Record Nr.           | UNINA9910790578603321                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Autore                  | Geisler Cheryl                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Titolo                  | Designing for user engagement on the Web : 10 basic principles / / Cheryl Geisler ; with contributors, Roger Grice. [et al.]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Pubbl/distr/stampa      | New York : , : Routledge, , 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| ISBN                    | 1-134-05642-7<br>0-415-82347-1<br>0-203-52622-8<br>1-134-05635-4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Descrizione fisica      | 1 online resource (212 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Altri autori (Persone)  | GriceRoger                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Disciplina              | 006.7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Soggetti                | Web sites - Design<br>Internet users<br>Web site development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Note generali           | Includes index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Nota di bibliografia    | Includes bibliographical references (pages [167]-173) and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Nota di contenuto       | The principles -- The case studies.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Sommario/riassunto      | <p>&lt;P&gt;&lt;EM&gt;Designing for User Engagement on the Web: 10 Basic Principles&lt;/EM&gt; is concerned with making user experience engaging. The cascade of social web applications we are now familiar with - blogs, consumer reviews, wikis, and social networking - are all engaging experiences. But engagement is an increasingly common goal in business and productivity environments as well. This book provides a foundation for all those seeking to design engaging user experiences rich in communication and interaction. &lt;/P&gt;&lt;P&gt;Combining a handbook on basic principles with case studies, it provides readers with a ric</p> |