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Autore	Kuniavsky Mike
Titolo	Observing the user experience [[electronic resource]] : a practitioner's guide to user research / / Mike Kuniavsky, Elizabeth Goodman, Andrea Moed
Pubbl/distr/stampa	Waltham, MA, : Morgan Kaufmann, c2012
ISBN	0-12-384870-9
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (601 p.)
Collana	Interactive Technologies
Altri autori (Persone)	GoodmanElizabeth <1976-> MoedAndrea
Disciplina	004.2/1
Soggetti	User-centered system design Observation (Scientific method) 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	Front Cover; Observing the User Experience: A Practitioner's Guide to User Research; Copyright; Biographies; Contents; Preface; Who Are You?; What's in This Book?; What's Not in This Book?; Acknowledgments; Part I - Why Research Is Good andHow It Fits into Product Development; Chapter 1 - Introduction; Learning from LEGO; In Conclusion; Chapter 2 - Do a Usability Test Now!; A Nano-usability Test; A Micro-usability Test; What Did You Learn?; What to Do Next; Chapter 3 - Balancing Needs through Iterative Development; Success for End Users Is...; Success for the Company Is... Success for Advertisers Is...A System of Balance: Iterative Development; Where User Research Fits In; Example: A Scheduling Service; Part II User Experience Research Techniques; Chapter 4 - Research Planning; Setting Goals for Research; Integrating Research and Action; The Format of the Plan; Budgets; Example: Research Plan for Company X; Maintenance; Chapter 5 - Competitive Research; When Competitive Research Is Effective; Competitive Research Methods; Analyzing Competitive Research; Example: A Quick Evaluation of Match.com; Acting on Competitive Research Chapter 6 - Universal Tools: Recruiting and InterviewingRecruiting; Current eCalendar Users; eCalendar Power User; Potential Users;

Current User Screener; Interviewing; Chapter 7 - Focus Groups; When Focus Groups Are Appropriate; How to Conduct Focus Groups; Blue Sky and Wrap-Up (10 minutes); Chapter 8 - More Than Words: Object-Based Techniques; When to Use Them; Dialogic Techniques; Writing the Script; Generative Techniques: Making Things; Associative Techniques: Card Sorting; Chapter 9 - Field Visits: Learning from Observation; What Are Field Visits?; How Are Field Visits Used? The Field Visit Process Note Taking; Why Can't You Just Ask People?; Conclusion; Chapter 10 - Diary Studies; When to Do a Diary Study; How to Do a Diary Study; Conclusion; Chapter 11 - Usability Tests; When to Test; How to Do It; How to Analyze Usability Tests; Anatomy of a Usability Test Report; Conclusion; Chapter 12 - Surveys; When to Conduct Surveys; How to Field a Survey; How to Analyze Survey Responses; Follow-up and Ongoing Research; Chapter 13 - Global and Cross-Cultural Research; What Is Global and What Is Cross-Cultural?; Research Planning; Consider Travel if You... Consider Remote Research if You... Consider Utilizing Local Research Providers if You...; Multilingual Research; Recruiting; Field Interviews and Observation; Global and Cross-Cultural Surveys; The Elephant in the Room; Tactical Challenges for Implementing Research Plans; Analyzing the Data; Course Corrections; Building Your Global Research Program; Chapter 14 - Others' Hard Work: Published Information and Consultants; Published Information; Hiring Specialists; Request for Proposal; Part 1: Project Summary; Background; Project Description; Part 2: Elements of Your Proposal; Questions; Case Studies Core Competencies

Sommario/riassunto

The gap between who designers and developers imagine their users are, and who those users really are can be the biggest problem with product development. Observing the User Experience will help you bridge that gap to understand what your users want and need from your product, and whether they'll be able to use what you've created. Filled with real-world experience and a wealth of practical information, this book presents a complete toolbox of techniques to help designers and developers see through the eyes of their users. It provides in-depth coverage of 13 user experience resea

2. Record Nr.	UNINA9910809414703321
Autore	Constant Benjamin
Titolo	De la Religion, consideree dans sa source, ses formes et ses developpements : Tome III // Benjamin Constant ; Volume dirige par Denis Thouard et Kurt Kloocke ; Etablissement des textes, introductions et notes par Raphaelle Huckstadt-Rivet [and three others] ; instruments bibliographiques par Laura Wilfinger
Pubbl/distr/stampa	Berlin, [Germany] ; ; Boston, [Massachusetts] : , : De Gruyter, , 2015 ©2015
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Descrizione fisica	1 online resource (696 p.)
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Livello bibliografico	Monografia
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Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Frontmatter -- Table des matieres -- Table des illustrations -- Principes d'edition des Œuvres complètes -- Signes, symboles, sigles et abreviations -- Chronologie -- Introduction générale au tome XIX -- Sources -- De la Religion, considérée dans sa source, ses formes et ses développements 1827 -- Introduction -- De la Religion, considérée dans sa source, ses formes et ses développements / Constant, Par M. Benjamin -- Livre VI. Des éléments constitutifs du polythéisme sacerdotal -- formes et ses développements. Livre VII. Des éléments constitutifs du polythéisme indépendant de la direction sacerdotale -- Livre VIII. Digression nécessaire sur les poèmes attribués à Homère. -- Textes complémentaires -- 2. Manuscrits sur fiches -- 3. Le Grand manuscrit -- 4. Fragments et ébauches de textes pour les livres VI et VII -- 5. Suites d'idées pour le tome III de De la Religion -- 6. Dossiers de travail -- 7. Instruments bibliographiques -- 8. Index
Sommario/riassunto	Ce tome XIX contient le texte du troisième volume de De la Religion, consacré aux éléments constitutifs du polythéisme sacerdotal et du polythéisme indépendant de la direction des prêtres (livres VI et VII) et dans le livre VIII à une analyse des poèmes homériques. Nous donnons le texte publié par Constant en 1827 avec, dans l'apparat critique, les

variantes des manuscrits datables entre 1825 et 1827. Les textes complémentaires reproduisent les matériaux manuscrits de la même époque qui n'ont pu être intégrés dans l'apparat parce que les divergences textuelles étaient trop importantes ou parce que Constant les a écartées de son volume. A cela s'ajoutent des documents de travail (suites d'idées, notes bibliographiques commentées, notes de lecture) qui jettent une lumière vive sur la composition parfois difficile de ce volume. L'introduction analyse dans sa première partie la place de la religion dans la pensée politique de Constant, et notamment le rôle des différents modèles qu'il dégage dans les livres VI et VII et retrace dans la seconde partie le travail de la rédaction extrêmement accidenté et difficile de ce volume.
