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Autore	Nielsen Lene
Titolo	Personas -- user focused design // Lene Nielsen
Pubbl/distr/stampa	London ; ; New York, : Springer, c2013
ISBN	1-283-61172-4 9786613924179 1-4471-4084-2
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (163 p.)
Collana	Human-Computer interaction series, , 1571-5035 ; ; 15
Disciplina	004.076
Soggetti	User-centered system design Human-computer interaction
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	Stories About Users -- Step 1 - A Slice of the World -- Step 2 - The First Connections -- Step 3 - Food for Thought -- Step 4 - The Final Number -- Step 5 - Do You Know Karina? -- Step 6 - Exposition to Action -- Step 7 - The Reality of Everyone? -- Step 8 - Get the Message Across! -- Step 9 - Stories About the Future -- Step 10 - It Does Not End Here -- Personas in a More User Focused World.
Sommario/riassunto	People relate to other people, not to simplified types or segments. This is the concept that underpins this book. Personas, a user centered design methodology covers topics from interaction design within IT, through to issues surrounding product design, communication, and marketing. Project developers need to understand how users approach their products from the product's infancy, and regardless of what the product might be. Developers should be able to describe the user of the product via vivid depictions, as if they – with their different attitudes, desires and habits – were already using the product. In doing so they can more clearly formulate how to turn the product's potential into reality. With contributions from professionals from Australia, Brazil, Finland, Japan, Russia, and the UK presenting real-world examples of persona method, this book will provide readers with valuable insights into this exciting research area. The inspiration to create user descriptions includes character-driven narratives, and the

film *Thelma & Louise* is analyzed in order to understand how the development process can also be an engaging story in various professional contexts. With a solid foundation in her own research at the IT University of Copenhagen and more than five years of experience in solving problems for businesses, Lene Nielsen is Denmark's leading expert in the persona method. She has a PhD in personas and scenarios, and through her research and practical experiences she has developed her own approach to the method – 10 Steps to Personas. *Personas – User Focused Design* presents a step-by-step methodology of personas which will be of interest to developers of IT, communications solutions and innovative products.

2. Record Nr.	UNINA9910972130003321
Titolo	Creating value with knowledge : insights from the IBM institute for business value / / edited by Eric Lesser, Laurence Prusak
Pubbl/distr/stampa	Oxford ; ; New York, : Oxford University Press, 2004
ISBN	0-19-988311-4 0-19-803698-1 9786610533862 1-280-53386-2 1-60256-839-1 1-4237-8498-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (239 p.)
Altri autori (Persone)	LesserEric L PrusakLaurence
Disciplina	658.4/038
Soggetti	Knowledge management
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	Contents; Foreword; Contributors; Introduction; PART I: SOCIAL CAPITAL; 1 How to Invest in Social Capital; 2 Fast Friends-Virtuality and Social Capital; 3 Trust and Knowledge Sharing: A Critical Combination; PART II: SOCIAL NETWORK ANALYSIS; 4 Six Myths about Informal

Networks-and How to Overcome Them; 5 Knowing What We Know: Supporting Knowledge Creation and Sharing in Social Networks; 6 Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration; PART III: COMMUNITIES OF PRACTICE; 7 Communities of Practice and Organizational Performance 8 Keeping Communities of Practice Afloat: Understanding and Fostering Roles in Communities 9 Learning from the Connected Customer: Enhancing Customer Web Sites with Community; PART IV: KNOWLEDGE AND STRATEGIC ALLIANCES; 10 Knowledge Resource Exchange in Strategic Alliances; 11 Leveraging Knowledge Management across Strategic Alliances; PART V: STORYTELLING; 12 Using Mentoring and Storytelling to Transfer Knowledge in the Workplace; 13 Narrative Patterns: The Perils and Possibilities of Using Story in Organizations; Index;

Sommario/riassunto

This text examines a variety of important knowledge-related topics, such as the use of informal networks, communities of practice, the impact of knowledge on successful alliances, and social capital and trust.
