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| 2. Record Nr. | UNINA9910958130703321 |
| 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
0-415-82347-1
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| Edizione | [1st ed.] |
| Descrizione fisica | 1 online resource (212 p.) |
| Altri autori (Persone) | GriceRoger |
| Disciplina | 006.7 |
| Soggetti | Web sites - Design
Internet users
Web site development |
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| 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>Designing for User Engagement on the Web: 10 Basic Principles 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. </P><P>Combining a handbook on basic principles with case studies, it provides readers with a ric
