

1. Record Nr.	UNIPARTHENOPE000001129
Autore	Tesauro, Francesco
Titolo	Istituzioni di diritto tributario / Francesco Tesauro
Pubbl/distr/stampa	[Torino] : UTET, 1997-
ISBN	88-02-05191-7
Edizione	[5. ed. rielaborata e aggiornata]
Descrizione fisica	v. ; 24 cm
Disciplina	343.04
Collocazione	343-I/16 (I)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1.: Parte generale. - 1997
2. Record Nr.	UNISA996426337903316
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) User interfaces (Computer systems) - Measurement Measurement Technology assessment 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	<p>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, includes articles, tools, spreadsheets, presentations, and other resources to help you effectively measure the user experience</p>