Research and Design Innovations for Mobile User Experience

Part of the Advances in Wireless Technologies and Telecommunication (AWTT) Book Series

Kerem Rizvanoglu (Galatasaray University, Turkey) and Gorkem Cetin (Turkcell, Turkey)

Mobile devices allow users to remain connected with each other anytime and anywhere, but flaws and limitations in the design of mobile interfaces have often constituted frustrating obstacles to usability.

Research and Design Innovations for Mobile User Experience offers innovative design solutions for mobile human-computer interfaces, addressing both challenges and opportunities in the field to pragmatically improve the accessibility of mobile technologies. Through cutting-edge empirical studies and investigative cases, this reference book will enable designers, developers, managers, and experts of mobile computer interfaces with the most up-to-date tools and techniques for providing their users with an outstanding mobile experience.

Topics Covered:
- Augmented Reality Systems
- Context-Aware Systems
- Customer Loyalty and Retention
- Data Collection Instruments
- Group Interaction
- Mobile Accessibility
- Multimodal Interaction
- Privacy Protection
- User Interfaces
- User-Centered Tools

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Kerem Rizvanoglu is currently working as an associate professor in Galatasaray University, Faculty of Communication. His research interests include interactive media design, cross-cultural, universal and mobile usability and alternative use of media in the context of community communication. He is teaching user experience and usability at undergraduate and graduate levels in several universities in Turkey. He is still the head of the Department of Informatics at Galatasaray University in Istanbul.
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The Driving Machine:
Marcus Aaron (Aaron Marcus and Associates, Inc. (AM+A), USA)

Chapter 2
The Travel Machine:
Marcus Aaron (Aaron Marcus and Associates, Inc. (AM+A), USA)

Chapter 3
Framework to Enhance the Mobile User Experience of Goal Oriented Interactions
Botha Adéle (CSIR Meraka Institute, South Africa & University of South Africa, South Africa)

Chapter 4
Research on Mobile HCI:
Schleicher Robert (Quality & Usability Lab, Telekom Innovation Laboratories, TU Berlin, Germany)
Westermann Tilo (Quality & Usability Lab, Telekom Innovation Laboratories, TU Berlin, Germany)
Weiss Benjamin (Quality & Usability Lab, Telekom Innovation Laboratories, TU Berlin, Germany)
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Möller Sebastian (Quality & Usability Lab, Telekom Innovation Laboratories, TU Berlin, Germany)

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Mobile Internet in Portugal:
Damásio Manuel José (CICANT – Lusófona University, Portugal)
Henrique Sara (CICANT – Lusófona University, Portugal)
Teixeira Botelho Inês (CICANT – Lusófona University, Portugal)
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Perception of Journalistic Content Printed on Paper and on an iPad Case Study:
Pérez Antonio Sanjuán (Universidade da Coruña, Spain)
Cantarero Teresa Nozal (Universidade da Coruña, Spain)
Neira Ana González (Universidade da Coruña, Spain)

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Experimental Research Approaches for Mobile UX in Emerging Markets
Joshi Dihual (Nokia Research Center, Shenzhen, China/Bangalore, India)
Ruth Raj (Symantec Corporation, India)

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Determinants of Behavioral Intention to Mobile Banking in Arab Culture
Rashed Abdullah (University of Minho, Portugal)
Santos Henrique (University of Minho, Portugal)

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Collaborative Participation in Personalized Health through Mobile Diaries
Arslan Pelin (Politecnico di Milano, INDACO Department, Italy & Massachusetts Institute of Technology, USA)

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Mobile Accessibility in Touchscreen Devices:
Çalışkan Volkan (Galatasaray University, Turkey)
Öztürk Özgür (Galatasaray University, Turkey)
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Gestural Interaction with Mobile Devices Based on Magnetic Field
Ali Yüksel Kamer (Sabanci University, Turkey)

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Trapped in My Mobility:
Baruh Lemi (Koç University, Istanbul, Turkey)
Popescu Mihaela (California State University, San Bernardino, USA)

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Designing Browser-Style Augmented Reality Applications
Meawad Fatma (German University in Cairo, Egypt)
Ahmed Ghada (German University in Cairo, Egypt)

Chapter 14
ConChi:
Cagliero Luca (Politecnico di Torino, Italy)

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Using Information Retrieval for Interaction with Mobile Devices
Ali YUKSEL Kamer (Sabanci University, Turkey)

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