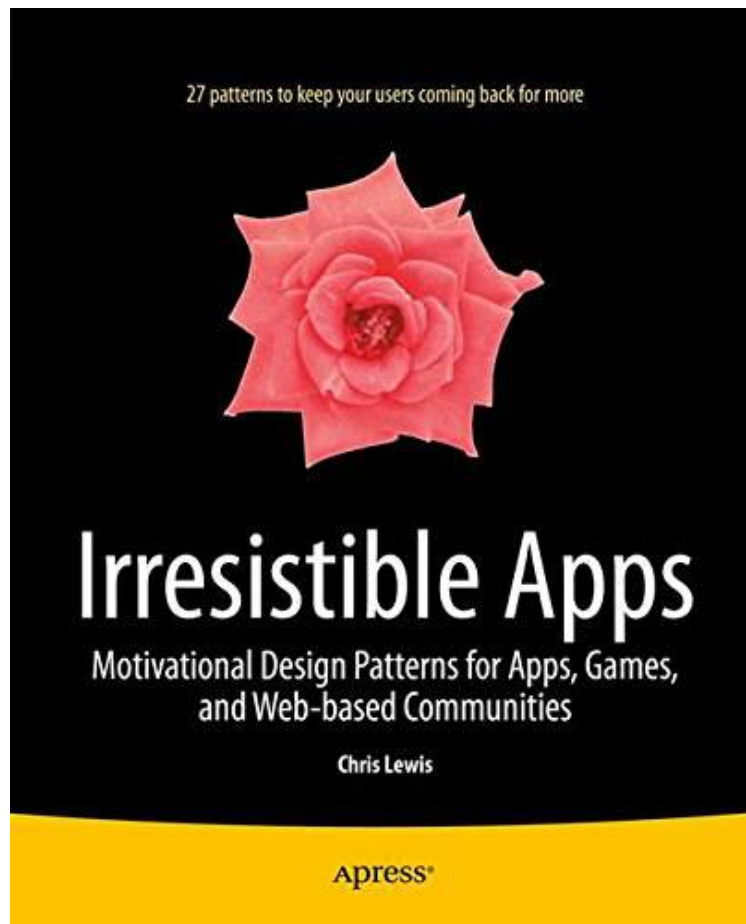


# Irresistible Apps: Motivational Design Patterns for Apps, Games, and Web-based Communities

*By Chris Lewis*



| #399086 in Books | Lewis Chris | 2014-03-13 | 2014-03-13 | Original language: English | PDF # 1 | 9.25 x .47 x 7.50l, .81 | File type: PDF | 208 pages

| Irresistible Apps Motivational Design Patterns for Apps Games and Web Based Communities | File size: 49.Mb

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When you create an app a website or a game how do you attract users and perhaps more importantly how do you keep them Irresistible Apps explains exactly how to do this using a library of 27 motivational design patterns and real world examples of how they work As a developer you need to retain users in the new economy of advertisements subscriptions and in app purchases but how do you do this How do some applications keep users coming About the Author Chris Lewis is a software engineer based in Silicon Valley and in a past life he worked as a database consultant He holds a Computer Science PhD from the University of California Santa Cruz where he researched both software engineering and g

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