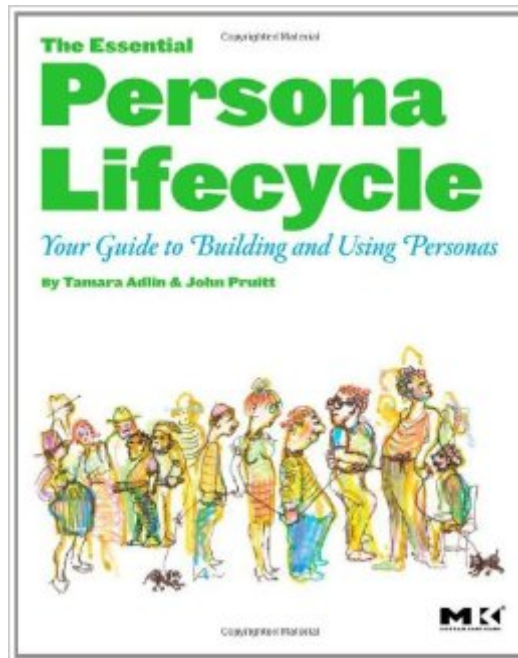The book was found

The Essential Persona Lifecycle: Your Guide To Building And Using Personas

Synopsis

The Essential Persona Lifecycle: Your Guide to Building and Using Personas offers a practical guide to the creation and use of personas, which can help product designers, their team, and their organization become more user focused. This book is for people who just need to know what to do and what order to do it in. It is completely focused on practical tools and methods, without much explanation on why the particular tool or method is the right one. The book discusses the five phases of persona lifecycle: â ¢ Family planning â • Basic ideas and a few tools that will help one get organized. â ¢ Conception and gestation â • Step-by-step instructions to move from assumptions to completed personas. â ¢ Birth and maturation â • Strategic techniques to get the right information about ones personas out to ones your teammates at the right time. â ¢ Adulthood â • Specific tools that will ensure that ones personas are used by the right people at the right times and in the right ways during the product development cycle. â ¢ Lifetime achievement and retirement â • Basic ideas and a few tools to you measure the success of the persona effort and prepare for the next one.*Practical and immediately applicable how-to reference guide for building and using personas â " from planning, creating, launching, evaluating, and determining ROI *Invaluable guide that gives you a quick reference for incorporating personas into a product development process   *Features all the essential how-to material from its parent book, The Persona Lifecycle, as a quick, at your fingertips companion

Book Information

Paperback: 240 pages

Publisher: Morgan Kaufmann; 1 edition (May 25, 2010)

Language: English

ISBN-10: 0123814189

ISBN-13: 978-0123814180

Product Dimensions: 8.4 x 0.5 x 11 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (2 customer reviews)

Best Sellers Rank: #394,464 in Books (See Top 100 in Books)   #177 inÂ Books > Computers & Technology > Computer Science > Human-Computer Interaction   #183 inÂ Books > Computers & Technology > Graphics & Design > User Experience & Usability   #2343 inÂ Books > Computers & Technology > Web Development & Design

Customer Reviews

This book covers the gamut of Persona development. From conception to retirement.What I really like about it is that it's very practical, gives clear examples and yet anyone with common sense can really adjust its methodologies to suit any situation. I will never look at flip charts and post it notes in the same way again!The author advocates assumption based, data based and mixed data/assumption personas depending on the scale and nature of the problem/situation.With a comprehensive case study and many examples of persona usage in the wild it's a solid text.The book took me beyond my previous perceptions of the extent of the utility of personas in the wild. It changed them!I am now convinced that anyone or any organization can and should make use of personas in the development of web experiences or any user experience for that matter.I think the most amazing testimony I can give is when i actually used the techniques in the wild. You will see exactly how non user centric corporate clients struggle but more importantly you WILL witness the complete transformation of them too! They begin to see not what they want to say but what these "personas" want to hear, what they need to hear.Totally worth my time and moneyBuy the dang book!

For those who are not aware, building personas is one of the best ways I know of to help make informed marketing decisions. "The Essential Persona Lifecycle" is the most complete and best source of information about persona development that I have found.

The Essential Persona Lifecycle: Your Guide to Building and Using Personas No Se Admiten Personas Perfectas: Creando Una Cultura en la Igelsia que Acepte a las Personas (Spanish Edition) ESSENTIAL OILS: Aromatherapy, Essential Oils For Beginners, And Essential Oil Recipes To Improve Your Health (Medicinal Herbs) (Essential oil recipes, ... Aromatherapy and essential oils Book 1) Essential Oils: Ultimate Essential Oils Guide and 89 Powerful Essential Oil Recipes! (2nd Edition) - How to Use Essential Oils for Aromatherapy and Healthy ... Loss, Essential Oil Recipes, Aromatherapy) Essential Oils: 50 Essential Oil Dog & Cat Recipes From My Essential Oil Private Collection: Proven Essential Oil Recipes That Work! (Essential Oil Pet Private Collection Book 1) A Comprehensive Guide to Project Management Schedule and Cost Control: Methods and Models for Managing the Project Lifecycle (FT Press Project Management) Essential Oils For Beginners: Essential Oils For Beginners: How To Use The Essential Oils To Maximize Your Health And Longevity (Essential Oils And Aromatherapy) (Volume 1) Bonds of Blood: Gender, Lifecycle, and Sacrifice in Aztec Culture (Early Modern History: Society and Culture) Data Protection and Information Lifecycle Management The Data Warehouse Lifecycle Toolkit BDD in Action:

Behavior-driven development for the whole software lifecycle La persona epileptica: notas y relatos Un enfoque humanistico (Spanish Edition) Un animal es una persona (Spanish Edition) Cerati en primera persona (Spanish Edition) Negocios y moral: El dilema del camello y la aguja (Persona y cultura) (Spanish Edition) Cabala Para Aprendices: GuÃa de una persona comÃºn para encontrar la felicidad (Spanish Edition) Essential Oils: 120+ Essential Oils Recipes For Diffusers, Aromatherapy, Natural Remedies For Skin And Hair Care: (Essential Oils For Weight Loss, Aromatherapy) ... Oils, Essential Oils For Allergie) Minecraft: Minecraft Building Guide: Ultimate Blueprint Walkthrough Handbook: Creative Guide to Building Houses, Structures, and Constructions with Building ... Minecraft Houses, Minecraft Handbook) Essential Oils: 40 Amazing Essential Oil Recipes for Diffusers: (Diffusers, Natural Remedies) (essential oils diffusers, young living essential oils book) Chicken Coop Building: Step by Step Guide for Beginners (Chicken Coop Building, Backyard Chickens, Chicken Coop Plans, Building Chicken Coops)