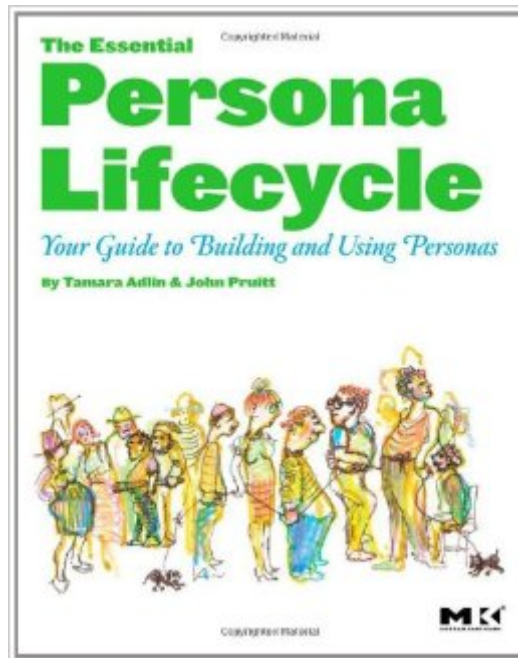


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# The Essential Persona Lifecycle: Your Guide To Building And Using Personas



## 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:

- Family planning • Basic ideas and a few tools that will help one get organized.
- Conception and gestation • Step-by-step instructions to move from assumptions to completed personas.
- Birth and maturation • Strategic techniques to get the right information about ones personas out to ones your teammates at the right time.
- Adulthood • 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.
- Lifetime achievement and retirement • 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 “ 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

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## 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 money Buy 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.

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