

The Persona Lifecycle: Keeping People in Mind Throughout Product Design (Interactive Technologies)

By John Pruitt, Tamara Adlin

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The Persona Lifecycle is a field guide exclusively focused on interaction design's most popular new technique. The Persona Lifecycle addresses the "how" of creating effective personas and using those personas to design products that people love. It doesn’t just describe the value of personas; it offers detailed techniques and tools related to planning, creating, communicating, and using personas to create great product designs. Moreover, it provides rich examples, samples, and illustrations to imitate and model. Perhaps most importantly, it positions personas not as a panacea, but as a method used to complement other user-centered design (UCD) techniques including scenario-based design, cognitive walkthroughs and user testing. The authors developed the Persona Lifecycle model to communicate the value and practical application of personas to product design and development professionals.

This book explores the complete lifecycle of personas, to guide the designer at each stage of product development. It includes a running case study with rich examples and samples that demonstrate how personas can be used in building a product end-to-end. It also presents recommended best practices in techniques, tools, and innovative methods and contains hundreds of relevant stories, commentary, opinions, and case studies from user experience professionals across a variety of domains and industries.

This book will be a valuable resource for UCD professionals, including usability practitioners, interaction designers, technical writers, and program managers; programmers/developers who act as the interaction designers for software; and those professionals who work with developers and designers.

Features

* Presentation and discussion of the complete lifecycle of personas, to guide the designer at each stage of product development.

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Editorial Review

Review
"Personas personified. The definitive word on why personas are better than people in guiding your designs. Filled with case histories, sidebars, and helpful, useful guidelines as well as deep, penetrating analyses. A big book, and for reason. This book is unique in that it is truly for everyone: the practitioner, the researcher, and the teacher. Did I say this was essential reading? Well, it is: if you use personas, if you have thought about using them, if you don't even know what they are, this is the book for you." - Don Norman, author of Emotional Design and The Design of Everyday Things

"Personas are powerful design tools, which are that much more dangerous if they are grounded in weak methodology. Pruitt and Adlin show you how to do personas right and how to base them on real user data. Follow their advice or risk disaster." Jakob Nielsen, author of Usability Engineering and Designing Web Usability: The Practice of Simplicity

About the Author
John Pruitt is a User Research Manager for the Tablet and Mobile PC Division at Microsoft Corporation. Since joining Microsoft in 1998, he has conducted user research for a number of products including Windows 98SE, Windows 2000 Professional, Windows XP, and MSN Explorer, versions 6, 7 & 8. Prior to Microsoft, he was an invited researcher in the Human Information Processing Division of the Advanced Telecommunications Research Laboratory, in Kyoto, Japan, and also worked as a civilian scientist doing simulation and training research for the U.S. Navy.

John holds a Ph.D. in experimental psychology from the University of South Florida and has published articles and chapters on usability methods, skill training, naturalistic decision-making, speech perception and second-language learning. He has been creating and using personas for more than five years, continually developing a more rigorous approach to the method and mentoring numerous product teams at Microsoft and companies worldwide in adopting the technique. John has led workshops and spoken widely on the topic at both academic and industry events.

Tamara Adlin is the Principal consultant at Adlin, Inc. She was formerly a Customer Experience Manager at Amazon.com. For the past six years, John and Tamara have been researching and using personas, leading workshops, and teaching courses at professional conferences and universities. They developed the Persona Lifecycle model to communicate the value and practical application of personas to product design and development professionals.

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