The Essential Persona Lifecycle: Your Guide to Building and Using Personas

By Tamara Adlin, John Pruitt

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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

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Editorial Review

Review

"Many people think they know how to create personas-but they don't. Hearsay knowledge gathered from surface browsing of a few websites and press releases is a scary and risky background for building a tool on which your user experience is supposed to rest. Better (and safer for your project) to learn from people like Adlin and Pruitt who actually know what they're talking about. As this book shows, personas are not that hard, but there's still more to them than what you can pick up from a blog posting. Read *The Essential Persona Lifecycle* or suffer." --**Jakob Nielsen, Principal,** *Nielsen Norman Group*

From the Back Cover

Personas play an essential role in the development of successful products. Without creating profiles of target customers and studying them throughout your product development lifecycle, it's impossible to truly understand user need, context, and pain points. *The Essential Persona Lifecycle* is an easy-to-reference guide on persona creation, use, and evaluation. Whether you are a student or a UX practitioner, if you are developing products that people are intended to use, this book is for you.

About the Author
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.

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.

Users Review

From reader reviews:

Frances Temple:

Do you have favorite book? When you have, what is your favorite's book? Guide is very important thing for us to learn everything in the world. Each guide has different aim or goal; it means that reserve has different type. Some people experience enjoy to spend their time and energy to read a book. These are reading whatever they acquire because their hobby will be reading a book. Why not the person who don't like reading a book? Sometime, person feel need book once they found difficult problem or exercise. Well, probably you'll have this The Essential Persona Lifecycle: Your Guide to Building and Using Personas.

Erica Logan:

Exactly why? Because this The Essential Persona Lifecycle: Your Guide to Building and Using Personas is an unordinary book that the inside of the guide waiting for you to snap that but latter it will surprise you with the secret the item inside. Reading this book next to it was fantastic author who have write the book in such awesome way makes the content inside of easier to understand, entertaining method but still convey the meaning completely. So , it is good for you for not hesitating having this any longer or you going to regret it. This book will give you a lot of gains than the other book get such as help improving your expertise and your critical thinking approach. So , still want to hold off having that book? If I had been you I will go to the book store hurriedly.

Margaret Wynkoop:

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Farah McCune:

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