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Autore	Pruitt John
Titolo	The persona lifecycle [[electronic resource]] : keeping people in mind throughout product design / / John Pruitt, Tamara Adlin
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Collana	Interactive Technologies
Altri autori (Persone)	Adlin Tamara
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Soggetti	Product management New products Research, Industrial Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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Nota di contenuto	Front cover; ENTHUSIASTIC ENDORSEMENTS FROM BOTH FOUNDERS OF THE NIELSEN NORMAN GROUP!; THE MORGAN KAUFMANN SERIES IN INTERACTIVE TECHNOLOGIES; Title page; Copyright; front matter; DEDICATION; CONTENTS; ACKNOWLEDGMENTS; FOREWORD; body; 1 THE NEXT FRONTIER FOR USER-CENTERED DESIGN; YOU ARE ALREADY A PROFESSIONAL IMAGINER; THIS BOOK IS ABOUT BUILDING PRODUCTS FOR PEOPLE; WHY DO WE NEED PERSONAS?; PERSONAS HELP MAKE USER-CENTERED DESIGN POSSIBLE; USER REPRESENTATIONS ARE NOT NEW AND WE CAN LEARN A LOT FROM THE PAST; THE NEXT FRONTIER FOR PERSONAS SOUNDS GREAT! LET'S USE PERSONAS! ...IT'S EASIER SAID THAN DONE THIS BOOK IS DESIGNED TO FILL IN THE GAPS; SUMMARY; 2 OVERVIEW OF THE PERSONA LIFECYCLE; THE PHASES OF THE PERSONA LIFECYCLE; THE PERSONA LIFECYCLE IS DESIGNED TO ENHANCE, NOT REPLACE, YOUR EXISTING PROCESSES; PUTTING IT ALL TOGETHER: THE PERSONA LIFECYCLE IN ACTION; SUMMARY; 3 PERSONA FAMILY PLANNING; SETTING THE SCENE: WHAT'S GOING ON IN YOUR

ORGANIZATION NOW IF YOU'RE NOT USING PERSONAS?; WHAT IS FAMILY PLANNING FOR PERSONAS?; BUILDING A CORE TEAM; RESEARCHING YOUR OWN ORGANIZATION (ORGANIZATIONAL INTROSPECTION)

CREATE AN ACTION PLANDECIDE WHEN AND HOW TO INVOLVE CONSULTANTS; IDENTIFY DATA SOURCES AND COLLECT DATA; PLAN AND EXECUTE YOUR OWN Y USER RESEARCH; CONDUCT FIELD STUDIES TO GATHER QUALITATIVE DATA; COLLECT DATA THROUGH SECONDARY SOURCES; TRACK AND MANAGE DATA SOURCES AS YOU COLLECT THEM; SUMMARY; 4 PERSONA CONCEPTION AND GESTATION; SETTING THE SCENE: WHAT'S GOING ON IN YOUR ORGANIZATION NOW?; WHAT IS CONCEPTION AND GESTATION FOR PERSONAS?; PERSONA CONCEPTION: STEPS 1, 2, AND 3; PERSONA GESTATION:STEPS 4, 5, AND 6; HOW TO KNOW YOU ARE READY FOR BIRTH AND MATURATION; SUMMARY

5 PERSONA BIRTH AND MATURATIONSETTING THE SCENE-WHAT'S GOING ON IN YOUR ORGANIZATION NOW?; WHAT IS BIRTH AND MATURATION FOR PERSONAS?; STEP 1: PREPARE FOR BIRTH AND BEYOND; STEP 2: BIRTH; STEP 3: MATURATION; PERSONA ARTIFACTS (THE WHAT AND HOW OF COMMUNICATING YOUR PERSONAS); IF YOU ARE A CONSULTANT; SUMMARY; 6 PERSONA ADULTHOOD; SETTING THE SCENE-WHAT'S GOING ON IN YOUR ORGANIZATION NOW?; WHAT IS ADULTHOOD FOR PERSONAS?; PLAN, DESIGN, EVALUATE, RELEASE: HOW TO USE PERSONAS DURING THE STAGES OF PRODUCT DEVELOPMENT; STAGE 1: USE PERSONAS TO PLAN YOUR PRODUCT STAGE 2: USE PERSONAS TO EXPLORE DESIGN SOLUTIONSSTAGE 3: USE PERSONAS TO EVALUATE YOUR SOLUTIONS; STAGE 4: USE PERSONAS TO SUPPORT THE RELEASE OF YOUR PRODUCT; TRANSITIONING INTO LIFETIME ACHIEVEMENT, REUSE, AND RETIREMENT; SUMMARY; 7 PERSONA LIFETIME ACHIEVEMENT, REUSE, AND RETIREMENT; SETTING THE SCENE: WHAT'S GOING ON IN YOUR ORGANIZATION NOW?; WHAT IS LIFETIME ACHIEVEMENT, REUSE, AND RETIREMENT FOR PERSONAS?; LIFETIME ACHIEVEMENT: MEASURE THE RETURN ON INVESTMENT (ROI) OF YOUR PERSONA EFFORT; REUSE AND RETIREMENT: DECIDE HOW TO MANAGE THE TRANSITION TO THE NEXT PROJECT; SUMMARY

8 USERS, ROLES, AND PERSONAS

#### Sommario/riassunto

If you design and develop products for people, this book is for you. 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 des

2. Record Nr.	UNISA996393501303316
Titolo	By the King and Queen, a proclamation [[electronic resource]] : for prolonging and appointing the time for the first general meeting of their majesties commissioners for executing the Act of Parliament lately made for granting to their Majesties an aid of twelve pence in the pound for one year, and for authorising and empowering the respective commissioners to proceed and act accordingly
Pubbl/distr/stampa	London, : printed by Charles Bill and Thomas Newcomb, printers to the King and Queens most Excellent Majesties, 1689
Descrizione fisica	1 sheet ([1] p.)
Altri autori (Persone)	Mary, Queen of England, <1662-1694.> William, King of England, <1650-1702.>
Soggetti	Great Britain History William and Mary, 1689-1702 Early works to 1800
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	At end of text: Given at our palace of Hampton-Court the second day of Septenber, 1689. in the first year of our reign. God save the King and Queen. Steele notation: England execution warrant. Reproduction of the original in the Bodleian Library.
Sommario/riassunto	eebo-0018