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RESEARCHING YOUR OWN ORGANIZATION (ORGANIZATIONAL INTROSPECTION)  
CREATE AN ACTION PLAN  
DECIDE WHEN AND HOW TO INVOLVE CONSULTANTS; IDENTIFY DATA SOURCES AND COLLECT DATA; PLAN AND EXECUTE YOUR OWN 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 MATURATION  
SETTING 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 SOLUTIONS  
STAGE 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

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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

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