

Personas

Build The Thing Right



Build The Right Thing

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TDD



clean code



"best practice"

Build The Right Thing

Story Mapping



Example story map created by Steve Rogalsky
<http://winnipegagilist.blogspot.com>

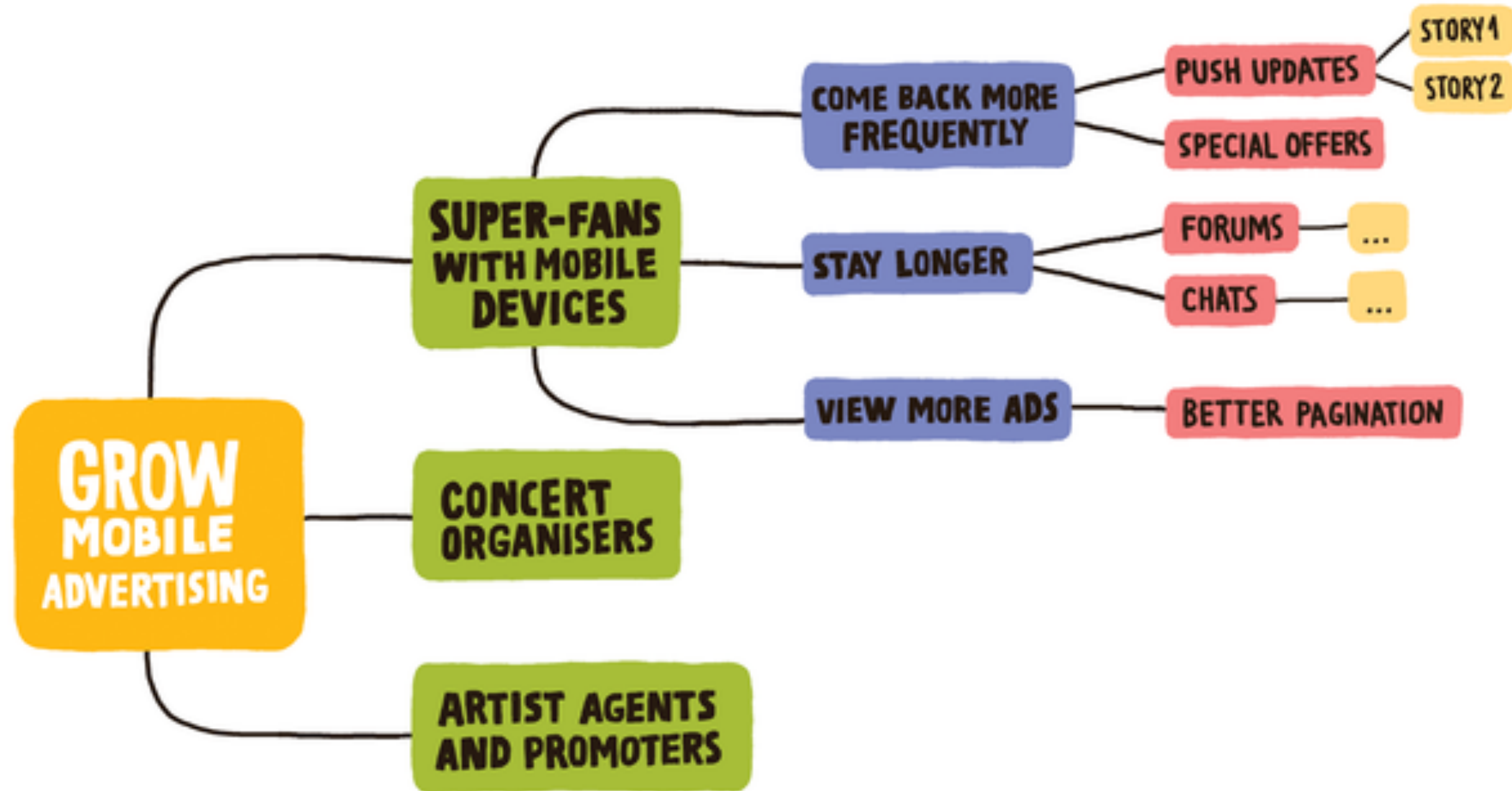
Impact Mapping

GOAL

ACTOR

IMPACT

DELIVERABLE



UX



UCD process

Build

Build → Measure

Design → Build → Measure

Plan → Design → Build → Measure

Plan

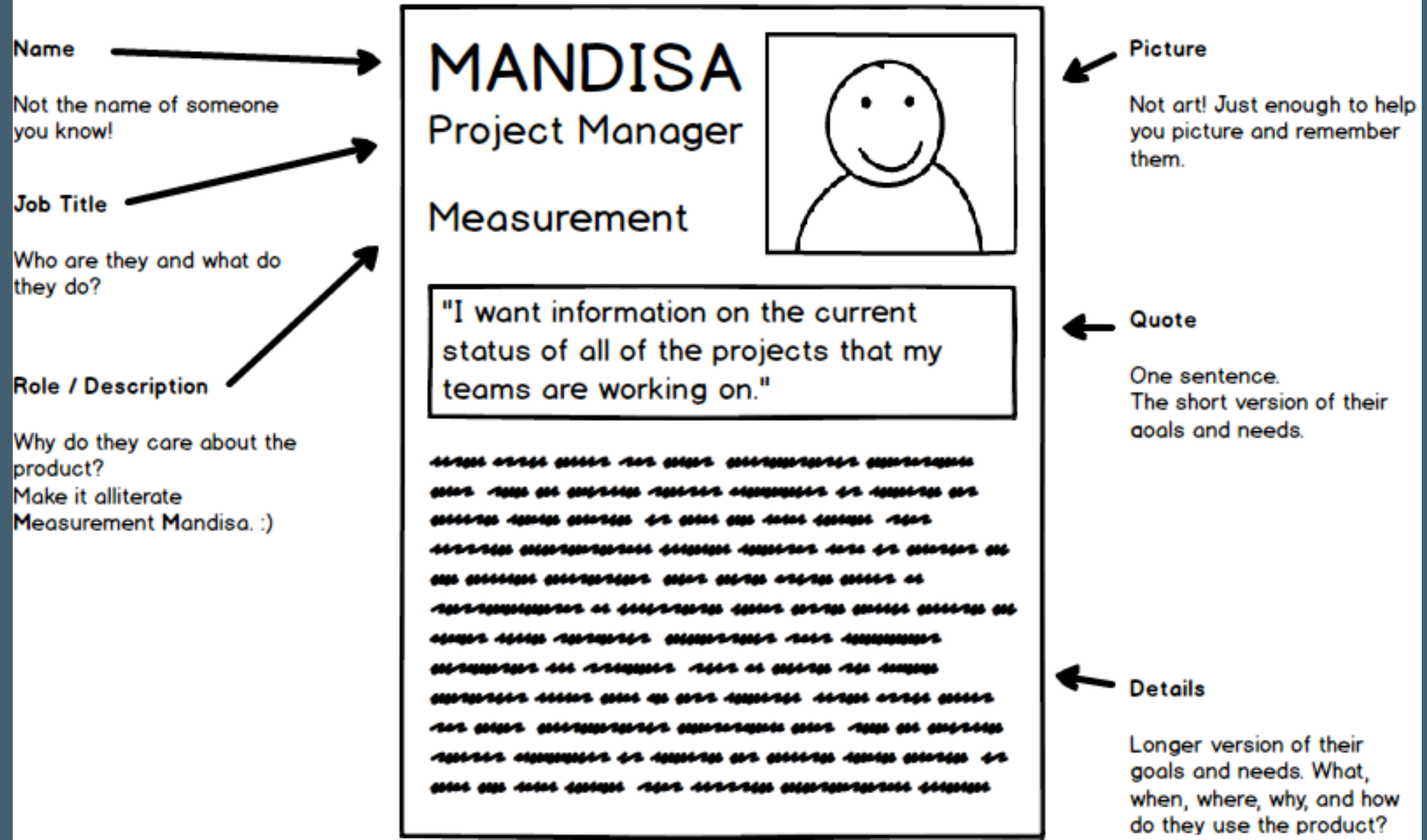
Personas

Personas



Help you make
the right choices

Design **Personas** are a tool to help you make choices your make about your product: what it needs and what it doesn't. They should cover the person's goals and needs. 2 or 3 is usually a good number of personas to have.



Examples ↗