Personas

Build The Thing Right

Build The Right Thing

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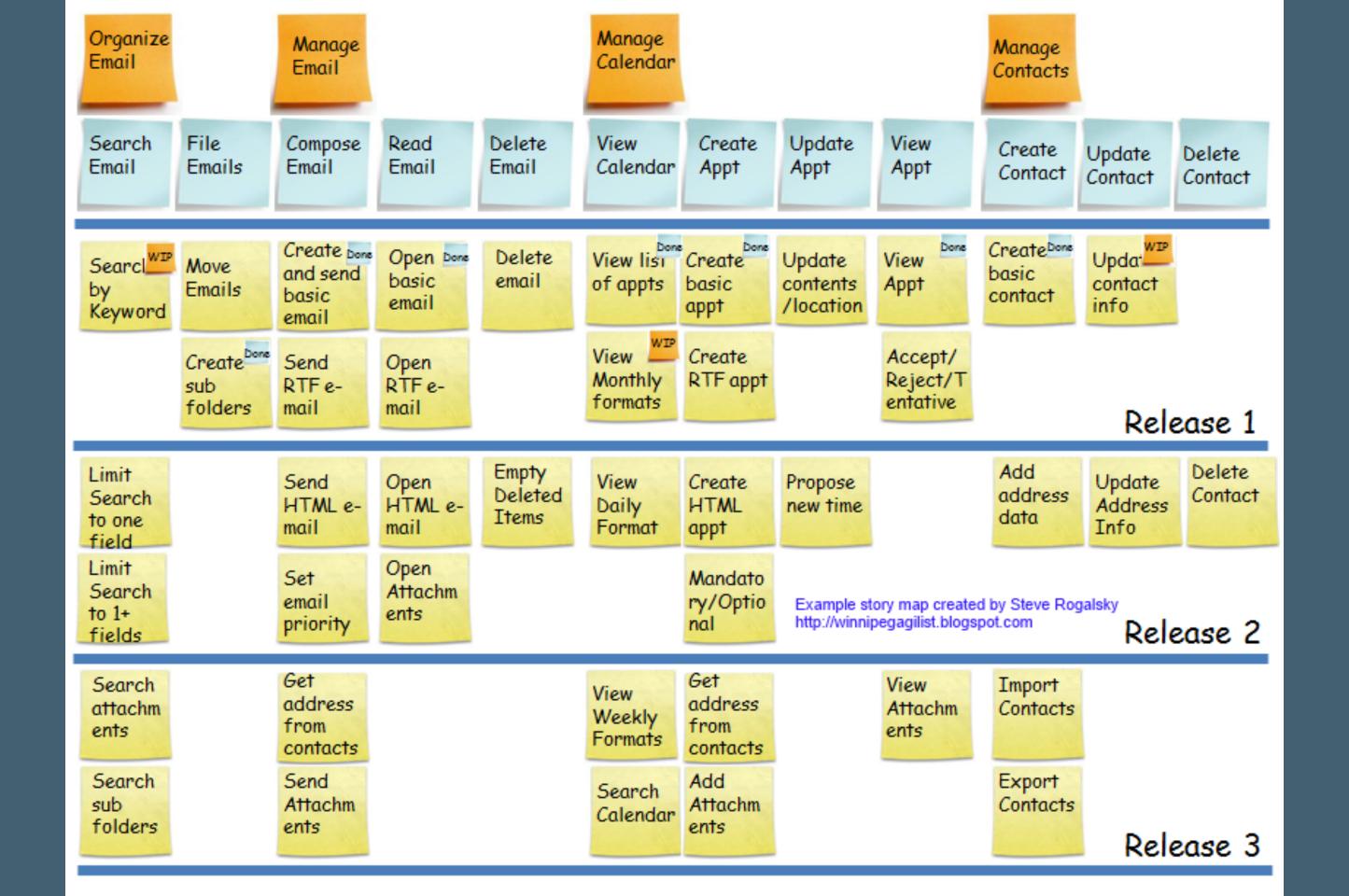
TDD

clean code

"best practice"

Build The Right Thing

Story Mapping



Impact Mapping

IMPACT ACTOR GOAL DELIVERABLE STORY 1 **PUSH UPDATES** STORY 2 COME BACK MORE FREQUENTLY SPECIAL OFFERS **SUPER-FANS** FORUMS ... WITH MOBILE STAY LONGER CHATS **DEVICES** VIEW MORE ADS BETTER PAGINATION **GROW** CONCERT ORGANISERS MOBILE **ADVERTISING ARTIST AGENTS AND PROMOTERS**

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.



Why do they care about the product?

Make it alliterate

Measurement Mandisa. :)

MANDISA

Project Manager

Measurement



"I want information on the current status of all of the projects that my teams are working on."



Picture

Not art! Just enough to help you picture and remember them.



Quote

One sentence.
The short version of their goals and needs.



Details

Longer version of their goals and needs. What, when, where, why, and how do they use the product?

Examples 7