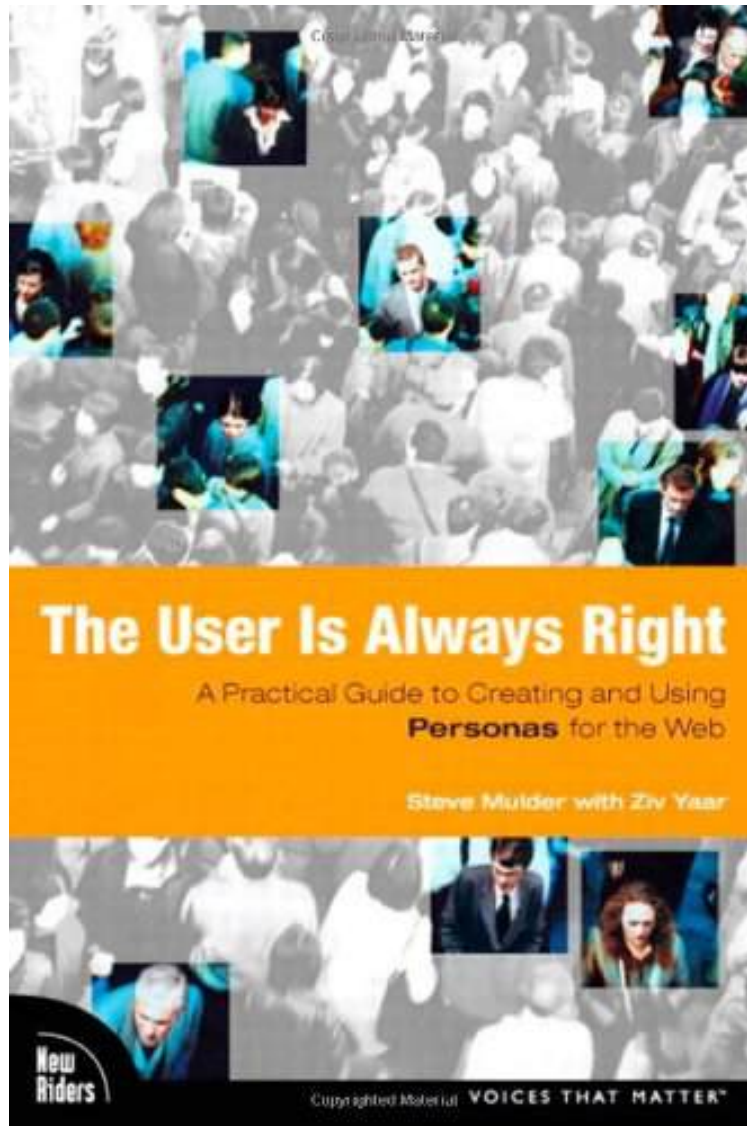


The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web

# The User Is Always Right: A Practical Guide to Creating and Using Personas for the Web

*By Steve Mulder, Ziv Yaar*



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2 of 2 review helpful Great discussion on personas but lacks mapping it to segmentation By Life long learner This is a great book on understanding personas I found this book to be better than The Essential Persona Lifecycle your http www.com gp product B0048EJW6C because it lays out more actionable insights on how to come up with personas The reason I am giving it 4 5 is because the discussion of how How do we ensure that our Web sites actually give users what they need What are the best ways to understand our users goals behaviors and attitudes and then turn that understanding into business results Personas bring user research to life and make it actionable ensuring we re making the right decisions based on the right information This practical guide explains how to create and use personas to make your site more successful The User Is Always Right From the Back Cover How do we ensure that our Web sites actually give users what they need What are the best ways to understand our users goals behaviors and attitudes and then turn that understanding into business results Personas bring user research to

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