Course C34
The Persona Lifecycle: What Personas Are, Why They Work, and How to Create and Use Them
3 units

Instructors:
Tamara Adlin, Adlin Inc., USA
John Pruitt, Microsoft, USA
Jonathan Grudin, Microsoft Research, USA

Benefits:
Learn why personas can be an effective technique for design, development, and testing, when they are likely to be useful, and how to use them effectively. Get hands-on experience with practical persona creation and use methods.

Origins:
This three-unit course draws on material presented by Tamara Adlin and John Pruitt in several popular two-day workshops. They co-authored The Persona Lifecycle (Morgan Kaufmann, 2006). It also draws from articles by Jonathan Grudin that address the underlying psychology of personas, including a chapter in The Persona Lifecycle.

Features:
- What are personas?
- How can personas be used effectively as a communication and design tool?
- The psychological evidence that explains or supports their effectiveness.
- Strategies for using personas effectively. Caveats regarding the use of personas.
- Hands-on experience creating data-driven personas.
  Hands-on experience using data-driven personas to help plan,   design, evaluate, and support the release of products.

Intended Audience:
The course is intended for those who are or might be engaged in team-based design and development, those who teach design methods, and those interested in the psychology of design.

Presentation Style:
The first unit will be lecture. The second unit will focus on practical methods for creating data-driven personas and will include several hands-on exercises. The third unit will be lecture and interactive exercises on using personas throughout the product design and development process. Finally, the instructors will lead a discussion and Q&A session.

Instructors' Backgrounds:
Tamara Adlin is the president of Adlin, inc., a customer experience consulting firm. She introduced personas at Amazon.com before starting her consulting business, and has since worked with companies include Apple Corporation, Zillow, PetSmart, and Facebook, among others.

John Pruitt is a User Research Manager in the Mobile and Tailored Platforms Group at Microsoft. They have co-conducted workshops on persona use for the Nielsen/Norman Group.

Jonathan Grudin received a Ph.D. in experimental psychology and is now a Principal Researcher in the Adaptive Systems and Interaction Group at Microsoft Research.