

# Other Persona Resources

## Online Resources

- "Develop Personas" at Usability.gov
- "An introduction to personas and how to create them" by Tina Calabria
- "The origin of Personas" by Alan Cooper
- "Perfecting your Personas" by Kim Goodwin
- "Getting from Research to Personas: Harnessing the Power of Data" by Kim Goodwin
- "Crappy Personas vs. Robust Personas" by Jared Spool
- "Personas vs. User Descriptions; Apples vs. Tomatoes" by Jared Spool
- LiRPPS: Lightweight, Research-Based Principles, Personas, and Scenarios – Part 1 by Jared Spool
- LiRPPS: Lightweight, Research-Based Principles, Personas, and Scenarios – Part 2 by Jared Spool
  - Describes "Two-by-Two Comparison" mentioned in [Persona Creation in "Pulling Out Persona Attributes"](#)
- "The User is Always Right: Making Personas work for your site" by Steve Mulder
- "Making Personas Work for Your Web Site: An Interview with Steve Mulder" by Jared Spool
- "Goal-Directed Design: An Interview with Kim Goodwin" by Christine Perfetti or "Spool Cast: An Interview with Cooper's Kim Goodwin" with Christine Perfetti
- "Death To Personas! Long Live Personas!" by Liz Bacon - Good presentation on how to successfully use personas.
- "data driven design research personas" - Great, visual intro presentation on personas, touching on many of the points discussed above.
- <http://www.personacreation.com/>

## Books

- [The Inmates are Running the Asylum](#), Alan Cooper - this is the first time anyone used the term persona. It's a ground breaking book that anyone interested in interaction design or software development for that matter, would benefit from reading.
- [About Face 3.0 the Essentials of Interaction Design](#), by Alan Cooper, Robert Reimann, David Cronin - everything interaction design framed in Cooper's Goal Directed Design methodology
- [The Persona Lifecycle, Keeping People in Mind Throughout Product Design](#), John Pruitt & Tamara Adlin

More on Personas
<a href="#">Personas</a>
<a href="#">Designing with Personas</a>
<a href="#">Persona Creation</a>
<a href="#">Persona Categories</a>
<a href="#">Persona Format</a>
<b>Example Personas:</b>
<a href="#">Fluid Personas</a>
<a href="#">Sakai Personas</a>
<a href="#">uPortal Personas</a>