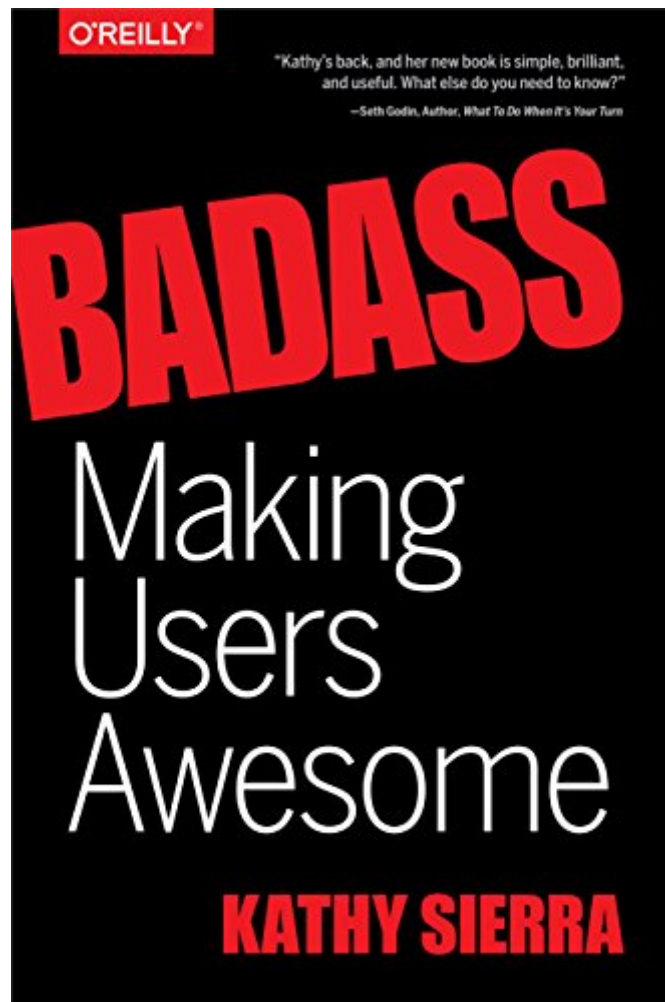


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Badass: Making Users Awesome



Synopsis

Note for ebook customers: The design and layout of this book play a key role in conveying the author's message. When creating the ebooks, we've tried to keep the look and feel of the print edition, but this means that not all e-reading devices will support the files. The EPUB format is optimized for iPad. The Mobi files are optimized for Kindle Fire tablets and phones and for Kindle reading apps. Imagine you're in a game with one objective: a bestselling product or service. The rules? No marketing budget, no PR stunts, and it must be sustainably successful. No short-term fads. This is not a game of chance. It is a game of skill and strategy. And it begins with a single question: given competing products of equal pricing, promotion, and perceived quality, why does one outsell the others? The answer doesn't live in the sustainably successful products or services. The answer lives in those who use them. Our goal is to craft a strategy for creating successful users. And that strategy is full of surprising, counter-intuitive, and astonishingly simple techniques that don't depend on a massive marketing or development budget. Techniques typically overlooked by even the most well-funded, well-staffed product teams. Every role is a key player in this game. Product development, engineering, marketing, user experience, support everyone on the team. Even if that team is a start-up of one. Armed with a surprisingly overlooked science and a unique POV, we can reduce the role of luck. We can build sustainably successful products and services that rely not on unethical persuasive marketing tricks but on helping our users have deeper, richer experiences. Not just in the moments while they're using our product but, more importantly, in the moments when they aren't.

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Customer Reviews

This book is about motivation and skills and progress and brain science. It shows you how to use motivation and skill levels and learning progress by being badass, by modeling badass, and by giving you the badass version of learning how to be badass. If you know who Kathy Sierra is and what she's already done as a writer and programmer, you'll recognize what she's talking about in this book. It's been her topic before and she's come back to it with a powerful teaching device in this book. Kathy's premise is you don't just want a great product, you want great users. You want users who find it easy to learn to be experts with your product. Even when your product is complicated and hard to learn to use at an expert level, if you approach helping users the right way, they will reach the badass level as users. The book is full of lively graphics, funny illustrations, and simple but powerful charts. Even something as basic as practicing a skill to get better at it has brain science examples to help you design experiences for users that let them practice the right way. There are also chapters on how to help users filter out brain spam so they can concentrate on things that matter. Just looking at the table of contents tells you a lot about how this book works, and how Kathy Sierra uses her deep understanding of brain science and user experience to craft an experience for you that will leave you feeling badass. If you want to learn how to create and market a product that your users will love using and will recommend to others, read this book. After you've read it, go back and look at how it was written. What were you asked to do as you read? How were you helped to understand the points made?

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