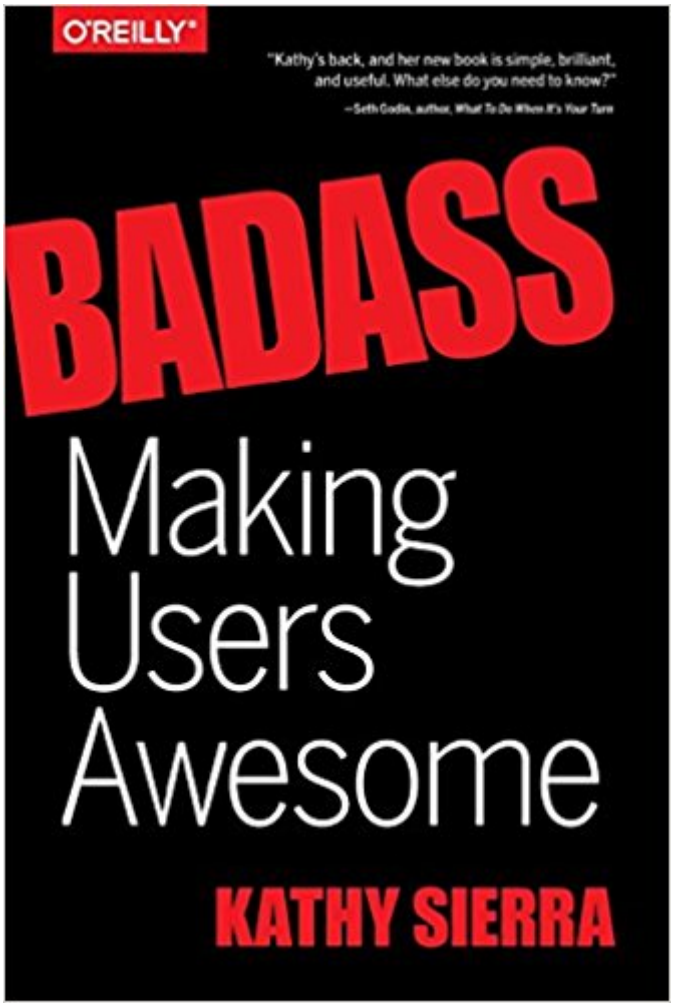
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Badass: Making Users Awesome



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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 youÃ¢â ¬â„¢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 doesnÃ¢â ¬â„¢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 donÃ¢â ¬â„¢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, supportÃ¢â ¬â •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 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 theyÃ¢â ¬â„¢re using our product but, more importantly, in the moments when they arenÃ¢â ¬â„¢t.

Book Information

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Customer Reviews

Badass: Making Users Awesome Do the enduring successful products and services share common attributes? Can we learn by studying them? Can we reverse-engineer ÃƒÂ¢Ã â ¬Ã Å“sustainable successÃƒÂ¢Ã â ¬Ã Â•? Not exactly. The answers to what makes a sustainable bestseller arenÃƒÂ¢Ã â ¬Ã â„¢t in the successful product. The answers are in the successful productÃƒÂ¢Ã â ¬Ã â„¢s users. ItÃƒÂ¢Ã â ¬Ã â„¢s not the product success that matters most, itÃƒÂ¢Ã â ¬Ã â„¢s the successful results of those who use it. Repeatedly. Consistently. Sustainably. The answer to a sustainable bestseller is to shift the focus from making an awesome product to making an awesome user of that product. The answer lies is helping users become badass not just at using the product, but at whatever it is the product can help them do and be. And some of those answers are surprising, counterintuitive, but can be implemented by anyone at any stage in a productÃƒÂ¢Ã â ¬Ã â„¢s development. Even if you canÃƒÂ¢Ã â ¬Ã â„¢t improve your product, you can still improve your userÃƒÂ¢Ã â ¬Ã â„¢s experience by designing for what happens after they use it. Badass: Making Users Awesome is a course in how to create a context in which users can become more skillful, and, most importantly, to stay motivated to keep moving forward. Everything our users experience is part of that context, and even the smallest improvements can have a dramatic impact.

"In BADASS: Making Users Awesome, Kathy Sierra -- one of our brightest business minds -- offers up a surprising insight into what makes certain offerings shine in a competitive marketplace. Believe it or not, many people don’t care how awesome your product is. Instead, they care about how awesome they are when they use your product. If you can tap into that motivation, you’ve got gold. This books shows you how."-- Daniel H. Pink, author of To Sell is Human and DRIVE"Every once in a while, someone comes along who sees the world more clearly, and helps you to do the same. Every time I read Kathy Sierra, or hear her speak, I feel smarter, more thoughtful, and more caring. She has that gift of making everyone around her better. But what’s even more special, the "better" she helps you with is the ability to help other people get better! Genius!"--Ã Â Tim O’Reilly,Ã Â Founder and CEO of O’Reilly Media"Kathy Sierra wants you to understand this: If your users like themselves better when they use what you make, they’ll recommend it with a fervor money simply cannot buy. No one gets this more clearly than Sierra, and "Badass" is her way of helping you get it too."--Ã Â Clay Shirky, author ofÃ Â Here Comes

EverybodyÃ Â andÃ Â Cognitive Surplus"Your users will love you for reading this book and following Sierra'sÃ Â advice.""A smart, fast read on how to make great products."Ã Â --Ã Â Scott Berkun, author ofÃ Â The Myths of InnovationÃ Â andÃ Â Confessions of A Public Speaker

Kathy Sierra created the award-winning Head First series that has sold over 1 million copies, and includes the longest-running tech bestsellers of the past decade. Her background is in developing education games and software for the motion picture industry, and she also created the first interaction design courses for UCLA Entertainment Studies. For more than 15 years she's been helping large companies, small start-ups, non-profits, and educators rethink their approach to user experience, and build sustainable, genuine loyalty.

Great content and awesome tips on how you can help your users *today* and make them badass at whatever they're doing! Highly recommended!

I do like how the book gives you more options and more ideas to deliberate. The format is cool and very easy to follow. I'd say the book goes further and helps you to design a real product looking to users needs with a fresh perspective. Zero Bulls***, real advices.

Best book about learning I've ever read. Great for business and end users alike. HIGHLY recommended.

Great book. Love the format. I strongly recommend you get this book, but get the physical copy. I don't think it would work well on kindle.

I bought this book because I remember Kathy's blog back in 2007 "Creating passionate users". What impressed me the most at that time was the fluency of her posts, they were fun to read and extremely easy to remember.Now she describes the "special sauce" in this book. With a light language, and many pictures, the pages are read like a comic. Apart of being fun the ideas contained there are very powerful, useful and implementable.The chapter "Removing cognitive blocks" worths the price of the book alone.If you are working on any business that relates to teaching, communicating to your peers, PowerPoint, design, even writing, etc... This book will be a valuable resource on how to do things the most simplest and efficient way.Props to the author, great work here!

Enlightening. It has helped me understand what I've been doing wrong with my bussiness. Read this book.

This is a good way to frame sofware and sas goals. Very quick read. My company still refers to the metaphors it uses.

This is truly an eye-opening work! I am very glad to have read it.

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