Badass Making Users Awesome

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Badass Making Users Awesome
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. Read more.

Badass: Making Users Awesome: Sierra, Kathy: 9781491919019 ...
Badass is an easy-to-read book about customers and how to make them awesome. It's hard to call this work a book, because it's designed as a slide deck. We can make users badass by: - helping them actually get better - helping them practice right - helping them get exposure to the right things - helping them keep motivated to grow professionally It's a good intro to habits, cognitive load and motivation.

Badass: Making Users Awesome by Kathy Sierra
"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.

Amazon.com: Badass: Making Users Awesome eBook: Sierra ...
Explore a preview version of Badass: Making Users Awesome right now. O'Reilly members get unlimited access to live online training experiences, plus books, videos, and digital content from 200+ publishers.

Badass: Making Users Awesome [Book]
By treating users as if they were trying to be badass, we help all users build higher resolution abilities. We don't create a separate "good but not expert" path. It's all one path, and some go further than others. Given a representative task in the domain, a badass performs in a superior way, more reliably

Badass: Making Users More Awesome | Design Smarts
"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.

O'Reilly Media – Badass: Making Users Awesome, Free Excerpts
Making Users Awesome -- sounded so provocative, as it suggests that the book contains some secret knowledge and the author is badass (whatever that means) herself, that she won't hide anything from you, everything will be revealed as it truly is and you, the reader, will eventually become awesome.

[PDF] Badass: Making Users Awesome (2015) Book Review by ...
Badass means deeper, richer experiences. Kathy points to music, wine sommelier, chess, and astronomy as examples of areas where learning and knowing more opens up more detailed abilities to perceive and understand. Don't just upgrade your product, upgrade your users. This is about outcomes.

Badass: Making Users Awesome by Kathy Sierra
Badass: Making Users Awesome 作者 : Kathy Sierra 出版社: O'Reilly Media 出版年: 2015-2-23 页数: 304 定价: USD 26.99 装帧: Paperback ISBN: 9781491919019
豆瓣评分

Badass: Making Users Awesome (豆瓣)
" 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.

Badass Users book — Serious Pony
Badass: Making Users Awesome by Kathy Sierra at Mind the Product San Francisco. from Mind the Product Business . 5 years ago. In this exceptional talk at Mind the Product San Francisco, Kathy Sierra talks about making a product experience magical and extraordinary, and what makes those experiences different from a typical product experience ...

Badass: Making Users Awesome by Kathy Sierra at Mind the ...
In order to make your users awesome or 'badass' it has to cease being about the product or brand and the emphasis should be on how the user feels when using the product and after interacting with...

BADASS – Making Users Awesome, Book Review | by Makena ...
badass making users awesome its the book version of my more recent badass users talks but with more details and... badass making users awesome free download -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... video badass making users

Badass: Making Users Awesome
Badass: Making Users Awesome by Kathy Sierra at Mind the Product San Francisco Citadel Inc. ... All together it's about focusing on making your users awesome instead of your product.

Badass: Making Users Awesome by Kathy Sierra at Mind the Product San Francisco
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."

Badass: Making Users Awesome - Insight into what makes ...
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