

Personas - Recommended Readings

Cooper, Alan (1999): *The Inmates are Running the Asylum. Why High-tech Products Drive Us Crazy and How to Restore the Sanity*. Indianapolis, IN: Sams.

Norman, Donald A. (2004): *Ad-Hoc Personas and Empathetic Focus*. Essay. Internet, URL http://www.jnd.org/dn.mss/personas_empath.html. Version: 11/16/2004.

Pilgrim, Mark (2002): *Dive Into Accessibility. 30 Days to a More Accessible Web Site*. Online book. Internet, URL <http://diveintoaccessibility.org/introduction.html>. Version: 2002.

Preece, Jenny/Rogers, Yvonne/Sharp, Helen (2002): *Interaction Design. Beyond Human-Computer Interaction*. New York, NY: John Wiley & Sons. Chapter 7.4 Data Gathering

Pruitt, John/Grudin, Jonathan (2003): *Personas: Practice and Theory*. In: *Proceedings of the 2003 Conference on Designing for User Experiences*, San Francisco, CA. New York, NY: ACM Press. 1-15.

Pruitt, John/Adlin, Tamara (2006): *The Persona Lifecycle. Keeping People in Mind Throughout Product Design*. (The Morgan Kaufmann Series in Interactive Technologies) Amsterdam: Elsevier.

Sinha, Rashmi (2003): *Personas Development for Information-Rich Domains*. In: *CHI 2003 – Conference on Human Factors in Computing Systems*. New York, NY: ACM Press. 830-831.

Personas - Recommended Resources Online

Society for Technical Communication. *Usability and User Experience*. An STC Community: Topics in Usability: Personas. Internet, URL <http://www.stcsig.org/usability/topics/personas.html>.

Usability.gov - Your guide for developing usable and useful Web sites. Step-by-Step Usability Guide: Section “Analyze”, Topic “Develop Personas”. Internet, URL <http://www.usability.gov/analyze/personas.html>.

Wikipedia, the Free Encyclopedia: *Personas*. Internet, URL <http://en.wikipedia.org/wiki/Personas>.