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"Kathy's back, and her new book is simple, brilliant,
and useful. What else do you need to know?"

—Seth Godin, author, *What To Do When It's Your Turn*

BADASS

Making Users Awesome

KATHY SIERRA

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Resumo de Badass: Making Users Awesome

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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