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Badass: Making Users Awesome

Kathy Sierra

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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 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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