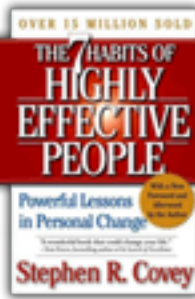


# AUDIO BOOK DESIGN DOCUMENT

## 1.6 Audiobook Design Document

**Travis G. Hoki**



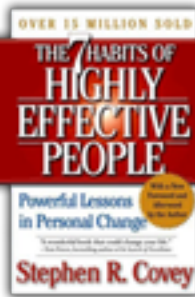
## Creative Brief

I have chosen to revise “The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change” audiobook. This book is a highly inspirational book that has touched and changed the lives of people for the better. I downloaded this book from audible.com and can see that it could use some work. I expected the audiobook for a major title as well know and heavily sold as this to be formatted at highest industry standard. I hope to this book some justice that it deserves.

This book is structured by three principles, with sub sections of the 7 habits. When viewed in iTunes and on my iPod touch the book is broken into two pieces with a huge list of numbered chapters in each. When viewing the list of chapters the participant should be able to see the chapter heading to be able to have a quick idea of what the chapter will be covering. If the participant wants to listen to a particular habit it would be extremely difficult to find it if the audiobook sections where listed by chapter. The titles of each section needs to have the appropriate title and the habits need to be subsections of the principles. The audio files have been appropriately broken for each section of the book so this is not a problem.

Sean Covey, Steven Covey’s son, took his father’s idea and rewrote the book titled, “The 7 Habits of Highly Effective Teens” geared towards teens. The teen and younger audience would probably gravitate

towards this book, leaving the audience for the Steven Covey’s book mainly adults. This book is for everyone, it is not just for those in need of serious life changes but for anyone that would like to better their way of life.



## Metadata

**Title:** The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change

**Author:** Stephen R. Covey

**Album Artist:** Stephen R. Covey

**Album:** The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change

**Grouping:** No

**Composer:** No

**Description:**

**Comments:**

**Year:** 2004

**Track Number:**

**Disc Number:**

**BPM:** No

31 kbps

**Genre:**

Audio Book

Health, Mind & Body

Self-improvement:

**Part of Compilation:** No

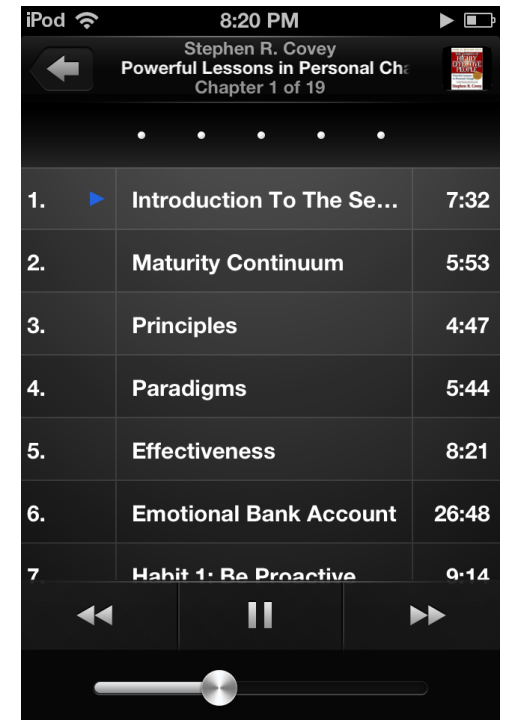
**Volume Adjustment:**

**Equalizer Preset:** No

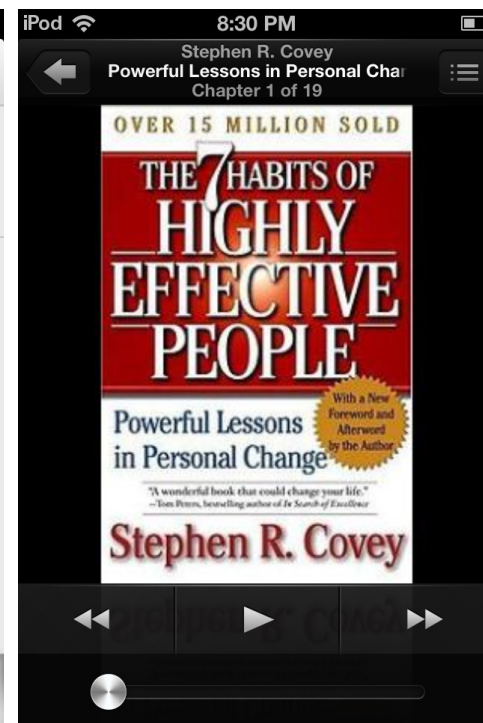
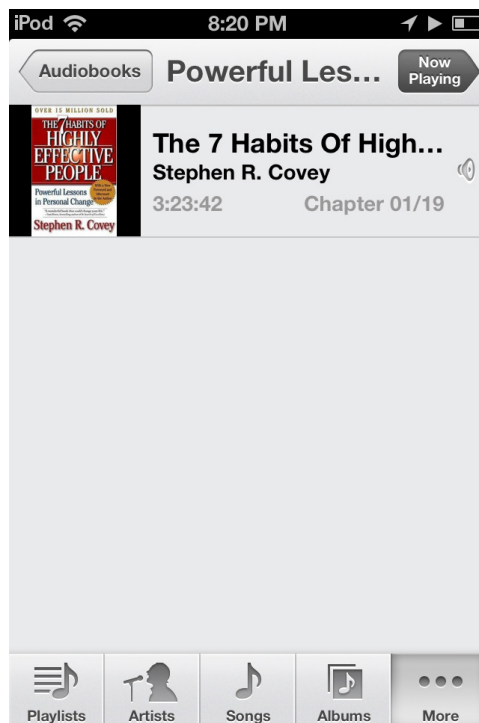
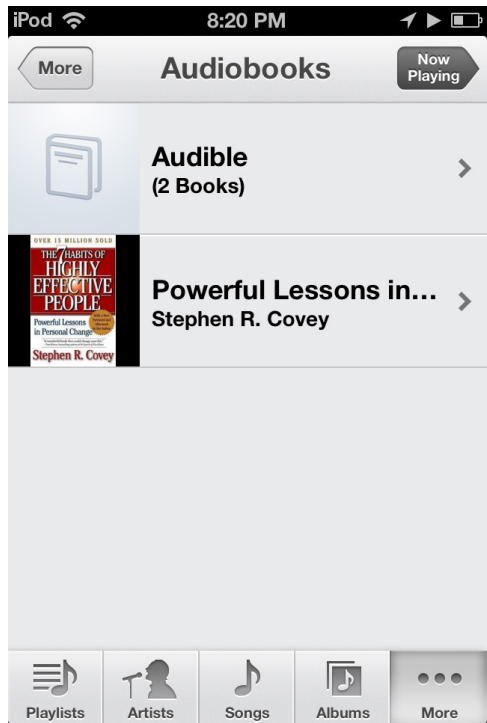
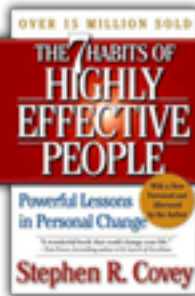
**My Rating:** 5

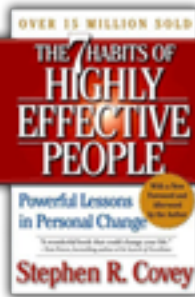
## Lyrics:

Stephen R. Covey's book, The 7 Habits of Highly Effective People, has been a top seller for the simple reason that it ignores trends and pop psychology for proven principles of fairness, integrity, honesty, and human dignity. Celebrating its 15th year of helping people solve personal and professional problems, this special anniversary edition includes a new forward and afterword written by Covey that explore whether the 7 Habits are still relevant and answer some of the most common questions he has received over the past 15 years.



# AUDIO BOOK DESIGN DOCUMENT





## Personas



### Jared

**Ages:** 20

**Education:** Current Student at UVU in the psychology department.

**Interests:** Snowboarding, drawing, guitar, and computers.

### Key Characteristics

Jared has been assigned to read *The 7 Habits of Highly Effective People* for a school class at UVU. Jared has the audio book on his iPhone because it is easier for him to listen to it than it would be to buy a paper book.

### Goals

Although Jared's first priority is getting through the designated material for his class, he also hopes to find ways to improve himself and be more effective in school and future life.



### Diane

**Ages:** 42

**Education:** Bachelors of Accounting

**Interests:** Networking, Nature, puzzles, and social interactions.

### Key Characteristics

Diane is a successful Business woman who is listening to *The 7 Habits of Highly Effective People* because she believes that everyone has room for self improvement. She is busy and listens to the audio book on the go.

### Goals

Diane hopes to learn to be more effective to better her career and herself as a person.

# AUDIO BOOK DESIGN DOCUMENT

