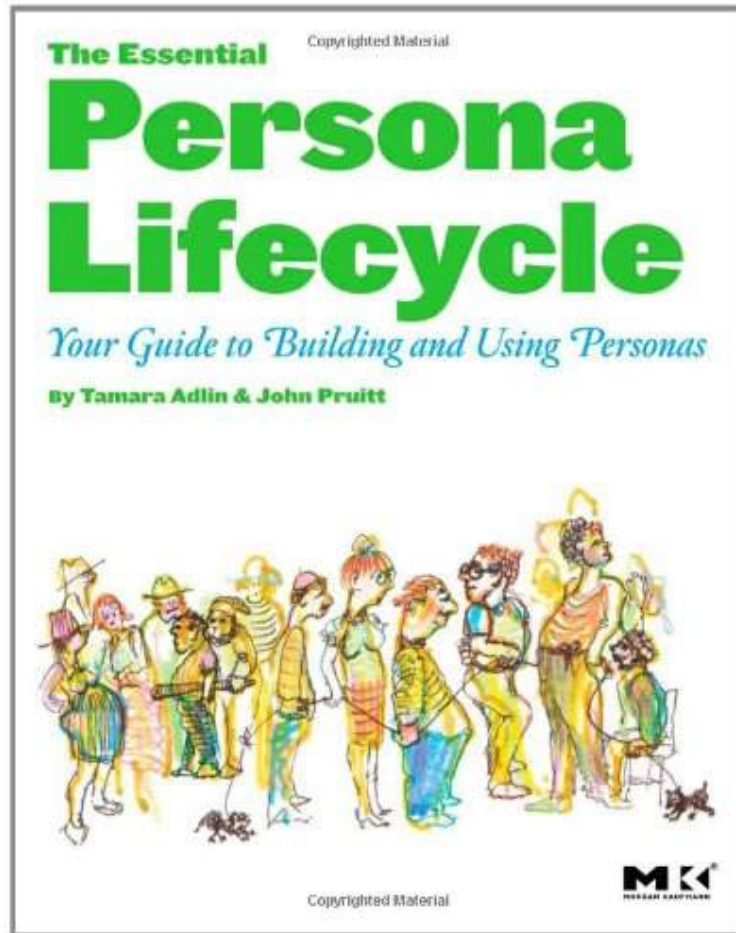


# The Essential Persona Lifecycle: Your Guide to Building and Using Personas

By Tamara Adlin, John Pruitt



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This book covers the gamut of Persona development From conception to retirement What I really like about it is that it is very practical gives clear examples and yet anyone with common sense can really adjust its methodologies to suit any situation I will never look at flip charts and post it no The Essential Persona Lifecycle Your Guide to Building and Using Personas offers a practical guide to the creation and use of personas which can help product designers their team and their organization become more user focused This book is for people who just need to know what to do and what order to do it in It is completely focused on practical tools and methods without much explanation on why the particular tool or method is the right one The Many people think they know how to create personas but they don't Hearsay knowledge gathered from surface browsing of a few websites and press releases is a scary and risky background for building a tool on which your user experience is supposed to re

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