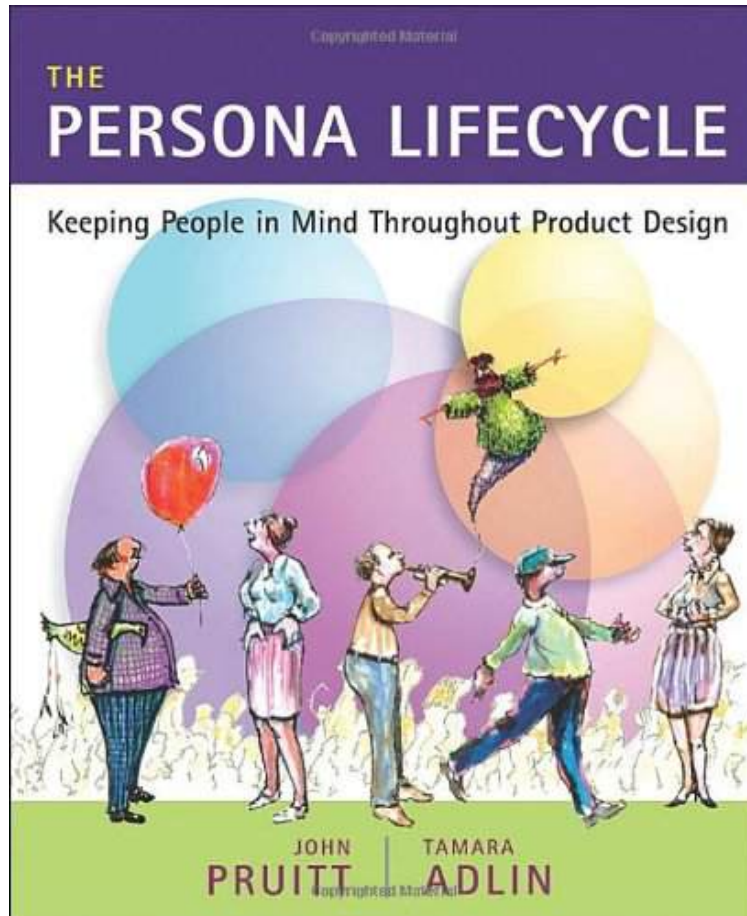


# The Persona Lifecycle: Keeping People in Mind Throughout Product Design (Interactive Technologies)

By John Pruitt, Tamara Adlin



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