

# The Essential Persona Lifecycle Your Guide To Building And Using Personas

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The Essential Persona Lifecycle is an easy-to-reference guide on persona creation, use, and evaluation.

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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.

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The book discusses the five phases of persona

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lifecycle: Family planning — Basic ideas and a few tools that will help one get organized. Conception and gestation — Step-by-step instructions to move from assumptions to completed personas. Birth and maturation — Strategic techniques to get the ...

The Essential Persona Lifecycle: Your Guide to Building ...

Without creating profiles of target customers and studying them throughout your product development lifecycle, it is impossible to truly understand user need, context, and pain points. The Essential Persona Lifecycle is an easy-to-reference guide on persona creation, use, and evaluation. Whether you are a student or a UX practitioner, if you are developing products that people are intended to use, this book is for you.

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The Essential Persona Lifecycle Your Guide to Building and Using Personas Tamara Adlin and John Pruitt  
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