

Access Free The Essential Persona Lifecycle Your Guide To Building And Using Personas

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VIJLF5 - JOHNNY LEWIS

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 Persona Lifecycle, published by Morgan Kaufmann in 2007, is a comprehensive treatment of persona creation, use, and evaluation, complete with case studies, justifications, and methodology. The groundbreaking book has received 17 five-star reviews on Amazon and accolades from gurus in the field.

Tamara Adlin, John Pruitt, in The Essential Persona Lifecycle: Your Guide to Building and Using Personas, 2010. What are Lifetime Achievement, Reuse, and Retirement for Personas? The complete persona lifecycle positions your persona team as the “first-in/last-out” members of the product development team. You will be first in as you collect and express data about target user populations to your executive team to support their strategic work. Without creating profiles of target customers and studying them throughout your product development lifecycle, it's 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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John co-authored the book, The Persona Lifecycle: Keeping People in Mind Throughout Product Design, with Tamara Adlin, and has presented broadly on the topic of personas at both academic and industry events.

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