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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.

About the Author. Tamara Adlin is the Principal consultant at Adlin, Inc.

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Without creating profiles of target customers and studying them throughout your product development lifecycle, it's impossible to truly

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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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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

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