

# The Persona Lifecycle: Keeping People In Mind Throughout Product Design

by John Pruitt; Tamara Adlin

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more dangerous if they are grounded in weak methodology. Pruitt and Adlin show you how to do A Closer Look At Personas: What They Are And How They Work . The Persona Lifecycle addresses the how of creating effective personas and using those personas to design products that people love. It doesnt just describe The Persona Lifecycle: Keeping People in Mind Throughout Product .