The Essential Persona Lifecycle
The Essential Persona Lifecycle
Your Guide to Building and Using Personas

Tamara Adlin and John Pruitt
This book is dedicated to the hundreds of brave souls who have participated in our workshops and worked with us as clients or colleagues over the past 10 years. Your creativity and experiences helped us build this process, and we couldn’t have done it without you.

Oh, and we both adore our families and friends. Your support (and patience) mean the world to us.
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John Pruitt is a Senior Program Manager at Microsoft, currently working on the next version of SharePoint as part of the Microsoft Office 2010 suite of products. Since joining Microsoft in 1998, he has conducted user research and designed UI for several versions of Windows (including Windows 98SE, 2000, ME, XP, and Vista) as well as Microsoft’s integrated Internet client, MSN Explorer (versions 6, 7, and 8), and innovative mobile PCs like the Tablet PC and the super small form factor UMPC (Ultra-Mobile PC). Prior to Microsoft, he was an invited researcher in the Human Information Processing Division of the Advanced Telecommunications Research Laboratory in Kyoto, Japan, and also worked as a civilian scientist doing simulation and training research for the U.S. Navy. John holds a Ph.D. in experimental psychology from the University of South Florida and has published a variety of journal articles and book chapters on usability methods, skill training, naturalistic decision-making, speech perception, and second-language learning. He has been creating and using personas for more than 10 years, continually developing his approach and mentoring numerous product teams around Microsoft and companies worldwide. 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.