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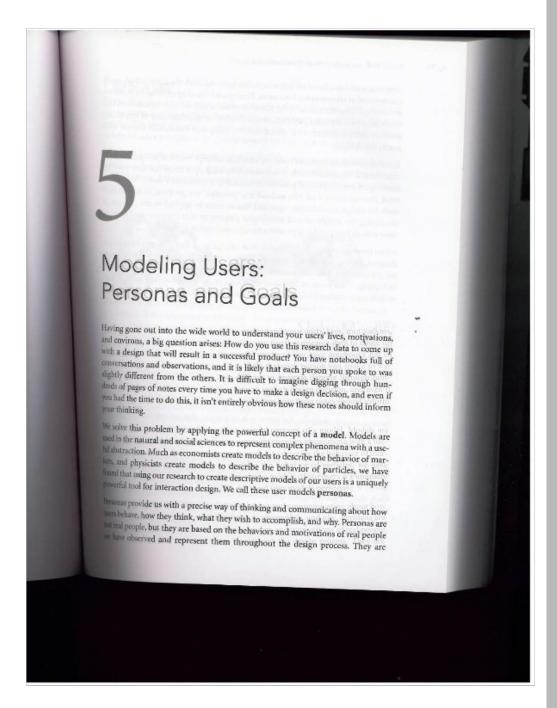
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10

of 34

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Part I: Understanding Goal-Directed Design

composite archetypes based on behavioral data gathered from the many actual users

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