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(51) International classification	:G06Q30/02,G06Q50/30	(71)Name of Applicant :
(31) Priority Document No	:61/499120	1)TANDEMSEVEN INC.
(32) Priority Date	:20/06/2011	Address of Applicant :4 Court Street Plymouth MA 02360
(33) Name of priority country	:U.S.A.	U.S.A.
(86) International Application No	:PCT/US2012/043386	(72)Name of Inventor :
Filing Date	:20/06/2012	1)TORBEY Frank J.
(87) International Publication No	:WO 2012/177791	2)CLARK David W.
(61) Patent of Addition to Application Number	:NA	3)GODDARD Phil H.
Filing Date	:NA	4)STEINER Karl
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(57) Abstract :

Several computerized tools methodologies and data structures according to embodiments of the present invention are disclosed for collecting data for UX research and development directed to a product process and system and for developing personas and scenarios from the data for designing and for measuring the effectiveness of the product process and/or systems for use by the personas or real people. The tools methodologies and data structures may be used individually or in sets.



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