Lene Nielsen
Associate Professor
Business IT
Business IT
Technology Innovation Management and Entrepreneurship

Postal address:
3C03
Email: lene@itu.dk
Phone: +45 72185364
Web: http://personas.dk/

Publications

Personas: User Focused Design

DESIGN PERSONAS–NEW WAYS, NEW CONTEXTS

The role of UX professionals in agile development: a case study from industry

UX in Agile before and during development: NordiCHI '18

"Is More Better?": Impact of Multiple Photos on Perception of Persona Profiles

Fixation and Confusion: Investigating Eye-tracking Participants' Exposure to Information in Personas

Who are your users? Comparing media professionals’ preconception of users to data-driven personas

Do we have to Include HCI Issues in Clinical Trials of Medical Devices? – A Discussion

"Imagine that ...": How to Activate and Capture Users' Ability to Think Creatively about Future Use

Persona Generation from Aggregated Social Media Data
The Usability Expert's Fear of Agility: An Empirical Study of Global Trends and Emerging Practices  

Personas: User Focused Design  

Persona: Brugerfokuseret design  

Personas in Co-creation and Co-design  