Publications

Confusion and information triggered by photos in persona profiles

Personas: User Focused Design

DESIGN PERSONAS–NEW WAYS, NEW CONTEXTS

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Persona Generation from Aggregated Social Media Data
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A Template for Design Personas: Analysis of 47 Persona Descriptions from Danish Industries and Organizations

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International user studies: How companies collect and present data about users on international markets

Personas is Applicable: A Study On the Use of Personas In Denmark

Persona Usage in Software Development: Advantages and Obstacles

Personas

Brugen af personas hos danske virksomheder - 2012/13: En rapport om hvordan virksomheder anvender personas

Agile Development, Usability, and End User Participation

Going Global with Personas

Personas - from poster to performance

Time, Interaction, and Design in Support of a Good Life
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