

## Strategies to enhance the user experience

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## People

The members of Nielsen Norman Group are user experience pioneers...they advocated user-centered design and usability before it became popular to do so.

- [Jakob Nielsen](#), Ph.D.  
"The Guru of Web Page Usability" (N.Y. Times)
- [Donald A. Norman](#), Ph.D.  
"The Guru of Workable Technology" (Newsweek)
- [Bruce "Tog" Tognazzini](#)  
"Leading Authority on Software Design" (HotWired)

[Nielsen Norman Group Members >](#)

## Events

[User Experience 2001/2002](#) conference:

- Washington, DC, October 21-24
- London, UK, November 4-7
- Sydney, Australia, mid-2002

Note: the conferences will *proceed as planned* despite the recent tragic terrorist attacks.

## Services

[Services](#) are offered world-wide, and can be customized to meet your needs:

- [Process and Strategy](#)
- [Design and Usability Evaluation](#)
- [Keynotes, Seminars, and Workshops](#)

## Publications

[Publications](#) by Nielsen Norman Group and its members, including books, articles, reports, and whitepapers. Recent publications include:

- [230 tips to improve the way you run user tests](#)
- [Locator guidelines](#) (usability of store and office finders)
- [Design guidelines for e-commerce user experience](#) (207 rules)
- [How to design the PR section of your site](#) to optimize usability for journalists
- [WAP usability](#) (field study of WAP users)

## About Nielsen Norman Group

Nielsen Norman Group is headquartered in Silicon Valley, with offices in New York City, Chicago, and San Diego.

- [Company background](#) document with a summary of its consulting approach
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Jakob, Don, Tog

Nielsen Norman Group's vision is simple: To help companies enter the age of the consumer, designing human-centered products and services. As experts on corporate culture and the human-centered design process, we help you develop corporate-wide product development strategies and processes that focus on your customers and enhance user experience.

## Recent Press Coverage

Internet Magazine asks Jakob Nielsen [what the Internet will be like in 20 years](#)

Credit Suisse Bulletin: [Interview with Jakob Nielsen](#) after a visit to headquarters in Zurich

National Public Radio: [Radio interview with Jakob Nielsen and Don Norman](#) (RealAudio format)

San Jose Mercury News: [The future of Web design from one who knows it](#)

New York Times: [Corporate Sites Seem to Skim on the Facts](#)

CNN: [Web usability guru pitches better design in Asia](#)

New York Times: [From Ballots to Cocktails, Questions of Design](#)

Business Week wrote up a [case study of one of our projects](#)

Web Techniques: [When Nielsen Stalks...](#)

Interviews with Jakob Nielsen in [U.S. News & World Report](#), [Philadelphia Inquirer](#), [Sunday Morning Herald](#), and the [BBC](#) (3 minute streaming video)

New York Times: [A Thumbtack Omen for Web Phones](#)

USA Today reports on attempts by several group members to [buy holiday presents online](#)

Bruce Tognazzini [profiled](#) in The Independent (London)

Financial Times [interviews Nielsen and Norman](#) about the User Experience World Tour and directions in Web usability

Business Week [profiles Jakob Nielsen](#)

FORTUNE [story about the User Experience World Tour](#)

Profiles of Jakob Nielsen in the [Sunday Times](#) (London) and [Adobe.com](#)

Don Norman [profiled](#) by [Guru.com](#)

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# Nielsen Norman Group Report

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