

NN/g Nielsen Norman Group

Evidence-Based User Experience Research, Training, and Consulting

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NN/g conducts groundbreaking research, evaluates user interfaces, and reports real findings – not just what's popular or expected. With our approach, NN/g will help you create better user experiences and improve the bottom line for your business.

A photograph showing a stack of various books and notebooks, some with red and blue covers, suggesting a collection of reports or research materials.

REPORTS

Richly illustrated reports include case studies and actionable design guidelines.

- [Browse all reports](#)
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A photograph of a person standing and writing on a whiteboard during a presentation, with other people seated at desks in the foreground.

TRAINING & EVENTS

Learn from the [user experience experts](#) who conduct NN/g's research:

- [UX Conferences](#): In-person, full-day training courses offered around the world
- [UX Certification](#): Increase your authority with NN/g's exam-based credential program
- [Online Seminars](#): 1-hour, remote learning for specialized UX Topics

A photograph of two people in a professional setting, one man and one woman, engaged in a discussion, with the man gesturing with his hands.

CONSULTING

Get help evaluating your design, developing your strategy, and training your team. [Learn more about our services.](#)

LATEST ARTICLES & ANNOUNCEMENTS

[Why Personas Fail](#)

JAN. 29, 2018

[Usability Test, Even When You Know the Answer](#)

JAN. 28, 2018

[Writing Tasks for Quantitative and Qualitative Usability Studies](#)

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[What the Erroneous Hawaiian Missile Alert Can Teach Us About Error Prevention](#)

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[Empathy Mapping: The First Step in Design Thinking](#)

JAN. 14, 2018

[The State of Mobile User Experience](#)

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Secure | https://getbootstrap.com/docs/4.1/examples/carousel/

Google Lame

Home API Examples

Search Search

One more for good measure.

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Donec id elit non mi porta gravida et eget metus. Nullam id dolor id nibh ultricies vehicula ut id elit.

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Heading

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Heading

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Heading

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First featurette heading. It'll blow your mind.

Cras ultricies nulla non metus auctor tringilla. Vestibulum id ligula porta felis euismod tempus. Praesent commodo cursus magna, vel scelerisque nisl consectetur. Fusce dapibus, tellus ac cursus commodo.

500x500

martha stewart

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The sweetest black-and-white desserts

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A creamy, bacon-studded potato casserole

THE MARTHA BLOG
Celebrating Season 9 of "Martha Stewart" on Facebook LIVE!

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Why the Test Kitchen can't get enough of citrus right now

GAME DAY KITCHEN

FLYING HIGH
A step-by-step guide to the best chicken wings ever

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PARTY MVP
Super foods for the Super Bowl

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Showstopping Chocolate Souffle

Photo: health / beauty / home / nutrition

The Latest

Martha's Making 30 Different Cookies from All Around the World

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The screenshot shows the Martha Stewart website. At the top, there's a navigation bar with links for 'FOOD', 'DIY', 'HOLIDAYS', 'ENTERTAINING', 'HOME', 'LIFE & STYLE', and 'SHOP'. On the right, there are links for 'Martha's Blog', 'Weddings', 'Subscribe', 'Sign In', and 'Sign Up'. A search bar with the placeholder 'Enter Our Refresh Your Space Makeover!' is also at the top. The main content area features a large image of a two-layer cake being decorated with berries. Below it, a section titled 'Dessert & Treats Recipes' is described as covering various dessert types. A 'Most Popular' section highlights two recipes: 'Apple-Cider Doughnut Cake' and 'Carrot Cake with White-Chocolate Frosting'. To the right, there's a yellow advertisement for Tropicana juice. The left side of the page has a sidebar with sections for 'Food & Entertaining', 'Home & Garden', 'Style & Design', and 'Books & Media', each with its own sub-sections and images.

Secure | <https://methods.18f.gov>

Google [Labs](#)

An official website of the United States government.

18F Method Cards

About Print

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A collection of tools to bring human-centered design into your project.

Discover

Methods to build empathy for the project and people involved.

Bodystorming

What
An improvisational brainstorm based on interaction and movement with the body.

Why
To remind participants that interactions are human and physical, to teach stakeholders empathy for users, and to get away from our computers.

Phase	Time Required
Discover	1-2 hours

How to do it

1. Gather three to six members of the project team who are ready to think on their feet. If possible, identify a few users who can play along.
2. Bring the project team to the user's environment. If that's not practical, model the user's environment in a conference room.
3. Assign each member of the project team to a role, interface, or "touchpoint" that you have identified in a [journey map](#). If users are present, ask them to pretend to accomplish their goals as usual. Otherwise, assign a [persona](#) to each member of the product team who isn't serving as a touchpoint. If you anticipate discomfort, assign roles in advance and start with a basic script.
4. Use props to role play how users accomplish their goals. "Speak the interface" to one another. For example, one of the touchpoints might say "Submit all of your required forms," and the user might respond "Arg! I don't know what forms are required!"
5. Review the exercise as a team and document the opportunities/challenges that this exercise suggests.

Additional resources

- [An explanation of bodystorming on Wicked Problems: Problems Worth Solving, Austin Center for Design.](#)

Applied in government research

No PRA implications. Even when users are present, the PRA explicitly exempts direct observation and non-standardized conversation. 5 CFR 1326.5(h)(3).

How to do it

fixed Position Menu Web UI Pattern

The image shows a website layout with a fixed header. At the top left is the logo 'DH | Designeverywhere'. To its right are five navigation links: HOME, PORTFOLIO, SERVICES, CLIENTS, and CONTACT. Below the header is a large, semi-transparent banner featuring a silhouette of a surfer holding a board at sunset. The text 'JUSTINIANO PARALLAX EXAMPLE' is centered above the slogan 'CREATIVITY HAS A NEW LEVEL'. The main content area below the banner contains a large image of a beach scene, followed by two columns of text. The left column has a heading 'We create the best projects for the best' and the right column has a heading 'Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatorum vitae dicta sunt explicabo'. Both columns have several paragraphs of placeholder Latin text.

What is it

The fixed position menu, or sticky menu, is a web UI pattern whereby the header area (menu, website title and logo) remains visible as you scroll down, and the page's content flows beneath it. Sticky headers have become a web UI pattern standard—[Google +](#) and [Dropbox](#) both have sticky menus.



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