Jakob Nielsen Quotes

Design, People, Technology, Information, Simplicity, Errors, Mean, Years, Survival, Pay, Users, May, Use, Site, Tasks, Simple, Book, Attention, Designer, Website

Even the best designers produce successful products only if their designs solve the right problems. A wonderful interface to the wrong features will fail.

~Jakob Nielsen

Usability rules the web. Simply stated, if the customer can't find a product, then he or she will not buy it.

~Jakob Nielsen

To design an easy-to-use interface, pay attention to what users do, not what they say. Self-reported claims are unreliable, as are user speculations about future behavior.

~Jakob Nielsen

On the Web, all advantages are temporary, and you must keep innovating to stay ahead

~Jakob Nielsen

A bad website is like a grumpy salesperson.

~Jakob Nielsen

A general principle for all user interface design is to go through all of your design elements and remove them one at a time.

~Jakob Nielsen

Designers are not users.

~Jakob Nielsen

The more users' expectations prove right, the more they will feel in control of the system and the more they will like it.

~Jakob Nielsen

Ultimately, users visit your website for its content. Everything else is just the backdrop.

~Jakob Nielsen

Clear content, simple navigation and answers to customer questions have the biggest impact on business value. Advanced technology matters much less.

~Jakob Nielsen

Three Tips: Simplify, Simplify, Simplify.

~Jakob Nielsen

On average, when you ask someone to perform a task on a site, they cannot do it. It's not their fault; it's the designer's fault.

~Jakob Nielsen

In the attention economy, anyone trying to connect with an audience must treat the user's time as the ultimate resource.

~Jakob Nielsen

At most project meetings, everyone has a seat at the table except the poor victims who will have to operate the technology.

~Jakob Nielsen

...pay attention to what users do, not what they say.

~Jakob Nielsen

Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.

~Jakob Nielsen

Progressive disclosure defers advanced or rarely used features to a secondary screen, making applications easier to learn and less error-prone.

~Jakob Nielsen

Inadequate use of usability engineering methods in software development projects have been estimated to cost the US economy about $30 billion per year in lost productivity.

~Jakob Nielsen

The system should always keep users informed about what is going on, through appropriate feedback within reasonable time.

~Jakob Nielsen

The best Web sites are better than Reality.

~Jakob Nielsen

...the book is a manifesto to make the Web atone for the sins of computers and regain a level of simplicity that can put humanity at peace with its tools once again.

~Jakob Nielsen

If your users have many questions, it's a failure of your primary site design. It becomes not so much customer support, as much as customer complaints.

~Jakob Nielsen

Compared to 1999...we cannot quite declare victory, but we can declare progress.

~Jakob Nielsen

Users are not designers.

~Jakob Nielsen

Information Overload = "information pollution"

~Jakob Nielsen

Windows '98 is so similar to Windows '95 because Apple hasn't invented anything worth copying since 1995.

~Jakob Nielsen

What we learned is money doesn't grow on trees.

~Jakob Nielsen

People have to want to change before there's any chance of helping them do so.

~Jakob Nielsen

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