NN/g

NIELSEN NORMAN GROUP WEBSITE

Unmoderated Remote User Test Report

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EXECUTIVE SUMMARY

This usability study examined friction points in the Nielsen Norman Group website's course discovery and enrollment experience. Using Userlytics for remote testing, we observed nine participants with 0-3 years of UX experience complete tasks across the Articles & Videos section, Live Training Courses section, and Enrollment & Certification flow.

The research revealed a range of usability issues that affect content **discoverability, decision-making, and conversion.**

Participants struggled with both content discovery tasks in the Articles & Videos section, with one-third failing to find UX career resources and AI-related videos despite relevant content being available on the site.

1. Users found the sidebar ineffective as a navigation tool, often overlooking its filtering function due to weak visual hierarchy and lack of clarity.
2. The absence of dedicated topic hubs and a reliance on endless linking between articles created confusion and disrupted the user flow.
3. Content type distinctions between articles and videos were unclear, with minimal visual cues, low-contrast labels, and inconsistent layouts.
4. Users also struggled with advanced or unfamiliar terminology, such as not connecting "Artificial Intelligence" with "AI," leading to missed content.

Overall, this section lacked the structural and visual support needed to help early-career users confidently explore content.

Though the Live Training Courses section showed high task success, participants still struggled with the lengthy pages. Without on-page navigation, users had to scroll extensively to find specific information, creating unnecessary friction despite the quality content.

In the Enrollment & Certification section, participants struggled with both visibility and clarity, often missing the certificate exam option during enrollment despite their interest in certification.

1. The disconnect between user intent and on-page presentation suggests that the certificate option is not prominently communicated.
2. Additionally, participants expressed confusion around how the certification process works—specifically how individual courses contribute to certification and what steps are required to earn it.
3. The enrollment flow also lacked motivational elements, such as personalized incentives or clear value propositions, that might encourage users to explore additional courses or opt into certification.

Overall, the experience missed key opportunities to guide and convert motivated learners.

Key Recommendation

- Redesign the Articles & Videos section with a clearer navigation system, content type indicators, and beginner-friendly terminology.
- Introduce a floating anchor navigation within the Live Training page to reduce scrolling and improve efficiency.
- Make the certificate exam option more prominent in the enrollment process and clearly communicate the certification path upfront.
- Offer targeted incentives (such as bundles or interest-based recommendations) to encourage course add-ons and deeper engagement.

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INTRODUCTION

Nielsen Norman Group (NNG) is a leading UX research firm founded in 1998 by pioneers Jakob Nielsen and Don Norman. They provide evidence-based UX research, training, and consulting to help companies create intuitive digital products. NNG offers free articles on UX best practices alongside premium reports. Their mission is to advocate for users through research-backed principles that enhance usability and accessibility.

Our team conducted **unmoderated remote user testing** to evaluate the Nielsen Norman Group website's effectiveness for new visitors seeking UX knowledge. The testing focused on key user journeys including finding specific articles and videos, accessing training course information, and locating UX guidelines. Participants recorded themselves completing tasks while thinking aloud, allowing them to interact naturally with the site without a facilitator present. This approach helped us assess how effectively the website serves as an educational resource for newcomers to the UX field.

This report outlines key findings from our remote usability testing (conducted through **Userlytics.com**) and provides actionable recommendations to enhance the website's information architecture, search functionality, and content organization. Our goal is to help NNG better serve its diverse audience of UX professionals, from newcomers to experienced practitioners. Implementing these recommendations would strengthen NNG's position as an authoritative UX research source while improving conversion rates for premium offerings and training programs.

METHODOLOGY

User Research Objective

The primary objective of this user research was to identify potential friction points in the user flow for newcomers attempting to explore learning resources and enroll in a course on the Nielsen Norman Group (NN/g) website. Our focus was on users with 0–3 years of experience in UX/UI—many of whom may not have taken a formal UX course. We aimed to understand how intuitive the browsing, course selection, and enrollment processes are for this audience, and what usability barriers may impact their engagement or conversion.

Evaluation Method: Unmoderated Remote Usability Testing (URUT)

We conducted an Unmoderated Remote Usability Test (URUT) using the Userlytics platform. URUT is a usability testing method in which participants complete tasks independently, without a facilitator present. This method was chosen for its ability to capture natural user behavior, reduce bias, and scale testing across multiple users and time zones.

URUT allowed us to observe how users interact with the NN/g site in real-world conditions, while still collecting screen recordings, success rates, task durations, and verbal feedback. The unmoderated format was especially valuable for this project, as it mirrors how prospective students would likely browse the site on their own when considering enrolling in a course.

Target Users

We recruited 9 participants through the Userlytics platform. Filtering through our screener questions, all participants identified as newcomers to UX/UI, defined as having 0–3 years of experience in the field. 3 had taken UX courses before, while others were entirely self-taught or exploring the field for the first time. This demographic was chosen because NN/g positions itself as a key learning resource for individuals building a foundational understanding of UX principles.

		Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6	Participant 7	Participant 8	Participant 9
Participant Information	Name	Andrijana M.	Natalia K.	Sergio S.	Jonatan M.	Priyanka C.	Neyl B.	Rodrigo C.	Elena T.	Gunchi S.
	Gender	Female	Female	Male	Male	Female	Male	Male	Female	Female
	Age	36	36	44	42	34	22	45	29	35
	Location	United Kingdom	Italy	Mexico	Spain	United States	France	Mexico	Spain	United Kingdom
Screener Questions	What is your current level of UX knowledge?	Beginner (0–3 years of experience)	Beginner (0–3 years of experience)	Beginner(0–3yoe)	Beginner (0–3 years of experience)	Beginner(0–3yoe)	Beginner (0–3 years of experience)	Begineer (0–3 yoe)	Beginner (0–3 years of experience)	Beginner (0–3 years of experience)
	Have you taken an online UX course before?	No	No	Yes	No	No	Yes	Yes	No	No

Participant Demographics Table

METHODOLOGY

Tasks & Test Structure

The test was divided into 3 main sections, each targeting a specific area of the NN/g website related to the course enrollment flow:

Section 1: Articles & Videos

Task 1: Research UX career tips using the Articles & Videos section.
We evaluated success rate, time-on-task, perceived difficulty, and whether users found the content layout intuitive.

Task 2: Find a video about AI as a UX design tool.
We assessed how easily users could identify video content, understand titles and descriptions, and whether the content met their expectations.

Section 2: Live Training Courses

Task 1: Navigate to the Live Training Courses page without using the search bar.
We evaluated the success rate, time on the task and how hard they feel when doing this task.

Task 2: Find a course the participant would be genuinely interested in learning more about.
Learn about how the users mental model when browsing through informations and making course decision.

Task 3: Locate and review the FAQ section, specifically looking for equipment requirements for the selected course.
Check out if they would notice detailed information and their thoughts about the equipment requirements.

Section 3: Enrollment & Certification

Task 1: Explore the enrollment process and locate pricing and bundle promotions.
We evaluated the success rate and asked if the promotion would influence participants to add additional courses.

Task 2: Locate information about certification.
We evaluated its visibility, and understand what would motivate users to pursue or ignore certification options.

Testing Result Table

Limitations

While URUT allowed for scalable and unbiased data collection, there were some limitations to our study:

- Unmoderated testing prevented follow-up questions, limiting insight into user motivations.
- Small sample size: The study included only nine participants, which limits the generalizability of the findings.
- Participant variability: Knowledge levels differed among "newbie" participants, potentially affecting test outcomes.

Despite limitations, the study provided valuable insights for improving discoverability, navigation, and enrollment—especially for early-career UX professionals.

DATA ANALYSIS
Section One: Articles and Videos

Task 1: Locate Article & Video Section

Task 1: Go to "Article and Video"section. Research on UX career tips to get ready for the job market. Browse freely.

Success Rate **66%**

>> 6 out of 9 participants completed the task.

Q1: How hard was it to find information to learn about what a UX career looks like today?

1 — 2.4(Avg) — 5
Easy — Difficult

Q2: Is the information listed in an expected way? Why?

Yes **67%** No **33%**

Q3: Do you feel encouraged to add more courses based on the pricing information?

Yes **56%** No **44%**

Task 2: Find a Video about AI

Task 7: Find a video about AI as a UX design tool. Briefly talk about what the video is about before you start playing

Success Rate **66%**

>> 6 out of 9 participants completed the task.

Q1: How hard is it to locate a learning resource that matches your current level as a newbie?

1 — 2.6(Avg) — 5
Easy — Difficult
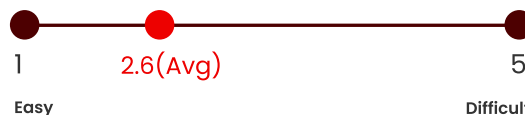
Q2: What did you do when you were watching the video? (Multiple choice)

77% Stare at the lecturer/screen
77% Looking at the caption
22% Take notes
11% Browsing on related articles/resources
11% Do my own stuff

Participant Quotes

"The article is leading to another article,... and then back to the initial page. I'm expecting a definite goal or destination."

-Participant #5

"I just want to add one thing. Maybe if I didn't understand directly, it's because there are a lot of articles. This is a good thing, but when there's too much on one page, it could confuse the user and we might miss the important information."
-Participant #5

"I can't easily tell what's a video and what's an article without reading each description carefully."

-Participant #9

"Yes, this section definitely needs improvement for me because, as you saw, I had some difficulty finding it."

-Participant #2

"Maybe having more filters within the page would help, because there are so many articles."

-Participant #2

Section Two: Live Training Courses

Task 3: Locate Virtual Courses

Task 3: Find where all virtual courses are on the website. Feel free to browse the entire website, but try not to use the Search feature.

Success Rate **88%**

>> 8 out of 9 participants completed the task.

Task 5: FAQ

Locate and review FAQ information in the course you picked. Imagine you're looking to find what equipment you need for this course, were you able to find this information? (Y/N) If so, what is it?

Success Rate **88%**

>> 8 out of 9 participants completed the task.

Task 4: Pick a course

Task 4: Find a course to you want to learn more about. Pick a course you want to really learn more about.

Success Rate **88%**

>> 8 out of 9 participants completed the task.

Q1: How easy was it for you to pick a course to learn about?

1.0(Avg)   5

Easy   Difficult

Participant Quotes

"This is as I expected, very easy."

-Participant #3

"Everything here is displayed and informed properly."

-Participant #3

"I found FAQ sections here, when you scroll down."

-Participant #7

Section Three: Enrollment

Task 6: Discounts

Task 6: Look at the pricing and course option details. Were any discounts or bundle promotions available?

Success Rate **89%**

>> 8 out of 9 participants completed the task.

Q1: On a scale of 1-5, how clear are the pricing options?

1   **1.3(Avg)**   5
Clear   Not Clear

Q2: Were any discounts or bundle promotions noticeable?

Yes **78%**   No **22%**

Q3: Do you feel encouraged to add more courses based on the pricing information?

Yes **56%**   No **44%**

Q4: What factors would influence your decision the most if you were to add another course?

- **44%** A discount or promotion offer
- **44%** The course's relevance to your goals or interests
- **11%** Positive reviews or testimonials from previous students
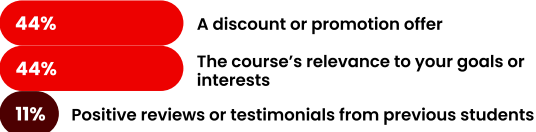
Task 7: Certificate

Task 7: Review the page and try to get a certificate. Find how would you get a certificate?

Success Rate **66%**

>> 6 out of 9 participants completed the task.

Q1: On a scale of 1-5 how easy and clear was this information?

1   **2.3(Avg)**   5
Easy   Difficult

Q2: If you were to enroll in a course, would you get a certificate? What influenced your decision to click or not click on the certificate? (Select all that apply)

- **66%** I clicked. I wanted to earn a certificate.
- **11%** I clicked. The fee was affordable and worth it.
- **11%** I did not click. The fee was too expensive.
- **11%** I did not click. I did not notice the certificate option.
- **0%** I did not click. I was not interested in earning a certificate.
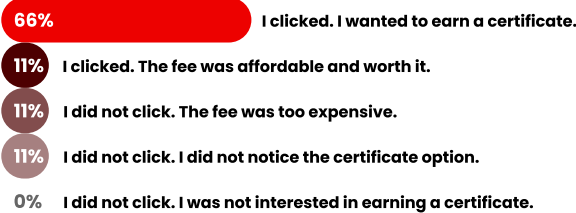
Participant Quotes

"I can't see any discounts here.... (later) Oh now I found it."

-Participant #5

"..while it was quite easy, I still had to scroll down the page, and I only noticed the certificate then."

-Participant #2

"How will I even get a certificate if I haven't taken any course yet? It's hard to know it here."
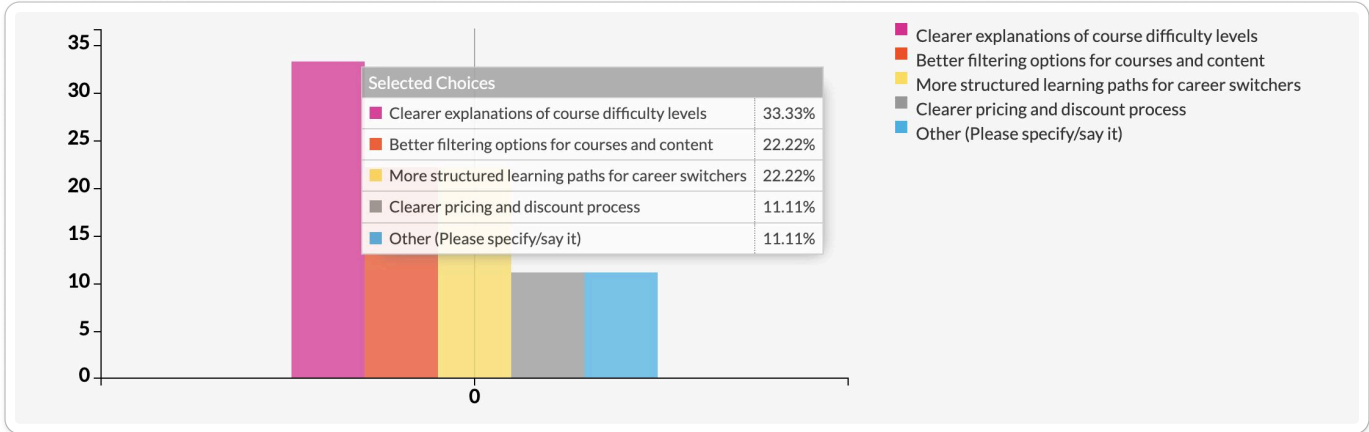
-Participant #9

Closing Questions

On a scale of 1-5, how easy was it to navigate the NNG website and find the information you needed?

Legend:
- Very easy
- easy
- Neither easy nor difficult
- difficult
- Very difficult

Pie chart values: 22.22%, 44.44%, 33.33%
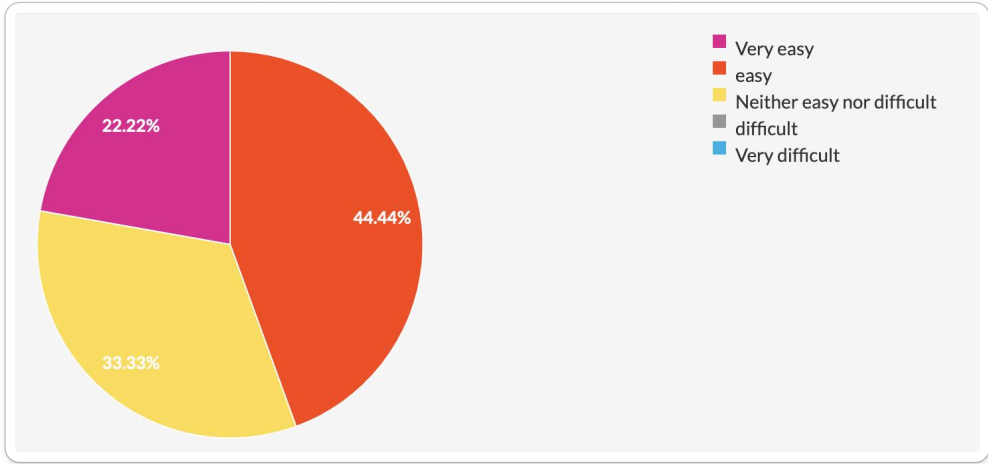
Feedback

What is one thing NNG could improve to make the website more beginner-friendly?

Selected Choices	
Clearer explanations of course difficulty levels	33.33%
Better filtering options for courses and content	22.22%
More structured learning paths for career switchers	22.22%
Clearer pricing and discount process	11.11%
Other (Please specify/say it)	11.11%

Legend:
- Clearer explanations of course difficulty levels
- Better filtering options for courses and content
- More structured learning paths for career switchers
- Clearer pricing and discount process
- Other (Please specify/say it)

FINDINGS & RECOMMENDATIONS

Based on our nine remote user testings, our evaluators identified four unique usability issues by observing participants' process of completing the assigned tasks on the Nielsen Norman Group website. These issues have been consolidated and addressed in the following design recommendations.

Findings:

Based on our nine remote user testings, our evaluators identified several unique usability issues by observing participants' process of completing the assigned tasks on the Nielsen Norman Group website.

1 **Enhance Sidebar Functionality**

2 **Improve Information Hierarchy and Layout**

3 **Inconsistent Content 'Type' Organization Under "Most Recent" and "Most Popular"**

4 **Reducing Scroll Fatigue: Optimizing Course Information Accessibility**

5 **Offer targeted incentives based on user preferences**

These issues have been consolidated and addressed in the following design recommendations.

Section One: Articles and Videos

Impact

The Articles and Videos section serves as both a critical first touchpoint and brand cornerstone for NN/g. Prominently displayed on the homepage, it shapes newcomers' perceptions of the organization and the UX field itself. When users—especially beginners—encounter well-organized, accessible content, they experience lower barriers to entry and feel encouraged to explore further. This intuitive experience doesn't just help users find information; it builds confidence and establishes NN/g's credibility as a thoughtful, professional authority.

Users who feel supported in their learning journey develop trust in NN/g as a reliable educational resource. This trust directly translates to meaningful engagement: newsletter subscriptions, return visits, and course enrollments. By refining content organization, search functionality, and navigation clarity, NN/g simultaneously enhances user success and advances its dual mission of educational leadership and business growth in the UX community.

Key Findings

Task 1: Finding Career Resources
One-third of participants (33.3%) failed this task, with one user spending over 8 minutes—more than double the average time. The main issue was confusing content structure, with users expressing frustration about interconnected articles lacking clear destinations. One participant noted, *"The article is leading to another article... I'm expecting a definite goal,"* while another expected career tips to be contained *"in one page or its own section."* Users struggled with lengthy content lists and inadequate filtering, with one suggesting, *"Maybe having more filters would help, because there are so many articles."*

Task 2: Locating AI-Related Video Content
A third of participants (33.3%) failed this task, with three rating it as "hard" or "very hard." Users couldn't find AI videos without searching, revealing poor content discoverability despite relevant material being present. Some located the "Artificial Intelligence" section but didn't connect it with the "AI" acronym in the prompt—exposing terminology issues for newcomers. Others found relevant videos but lacked confidence they'd completed the task correctly, indicating problems with content labeling and completion feedback.

Overall Content Differentiation Issues
A third of participants (33.3%) struggled to differentiate between articles and videos, particularly in the "Most Recent" and "Most Popular" sections. This poor visual distinction added 45 seconds to browsing time and caused users to miss relevant content. One participant noted, *"I can't easily tell what's a video and what's an article without reading each description carefully,"* while another mentioned that content overload made important information easy to miss. Users specifically requested "better visual cues to separate different types of content" to improve scanning efficiency.

Insights Summary

1. Sidebar doesn't function as effective navigation
2. Filtering and search need better visibility & flexibility
3. Terminology and labeling are not newbie-friendly
4. Inconsistent content type organization reduces content findability
5. Mixed media formats lack clear visual differentiation, causing users to overlook relevant resources

Suggestions Summary

1. Enhance sidebar functionality
2. Improve Visual hierarchy and
3. layout
3. Support learning through terminology guidance
4. Implement consistent, high-contrast content type indicators (Article/Video) across all content listings to improve visual differentiation
5. Maintain standardized spacing and layout between all content items to create a balanced visual hierarchy
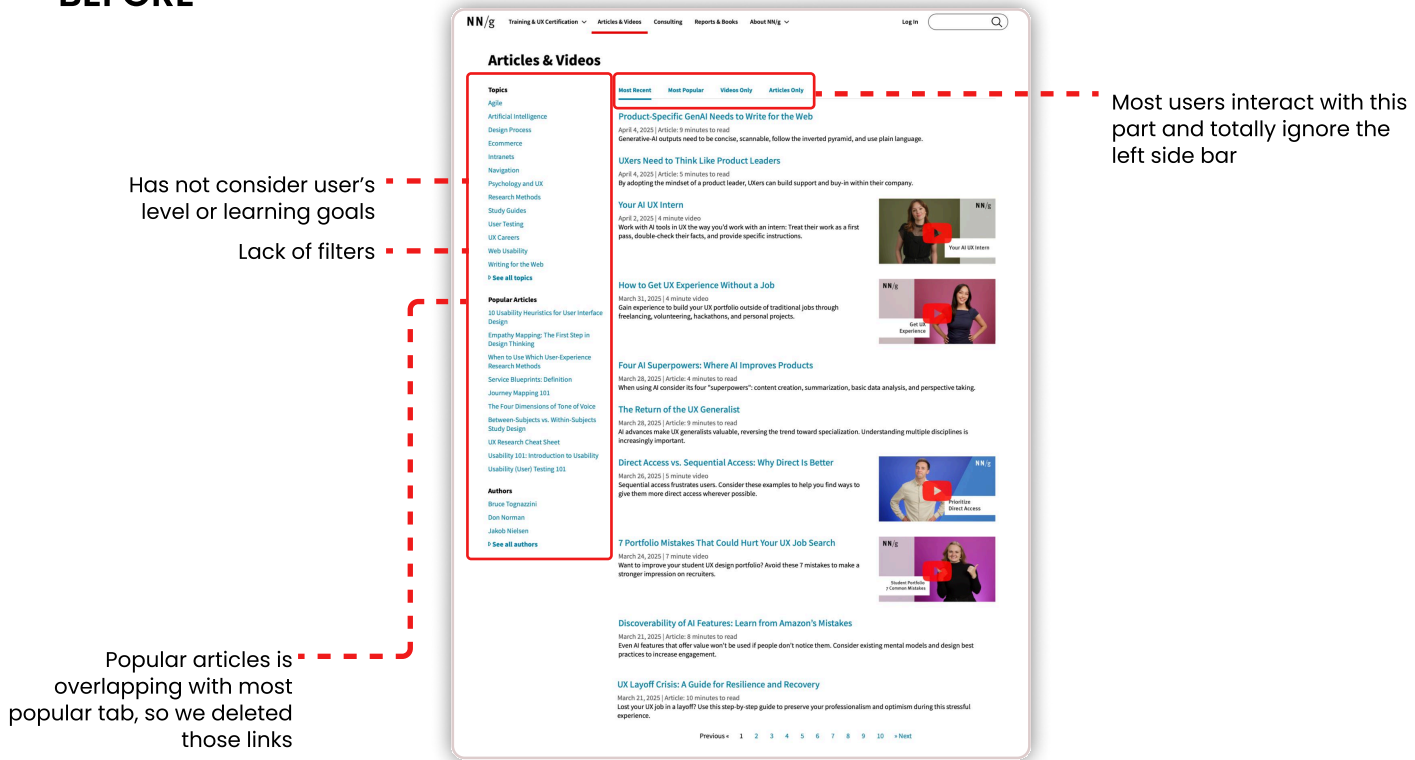
Enhance Sidebar Functionality

Transform the current sidebar into an interactive navigation tool with filtering options. Allow users to sort content by topic, content type (article/video), difficulty level, or learning goals, making the experience more flexible and beginner-friendly.

Also, ensure sidebars are consistently present across topic pages and detail pages to create a clear and predictable browsing structure.
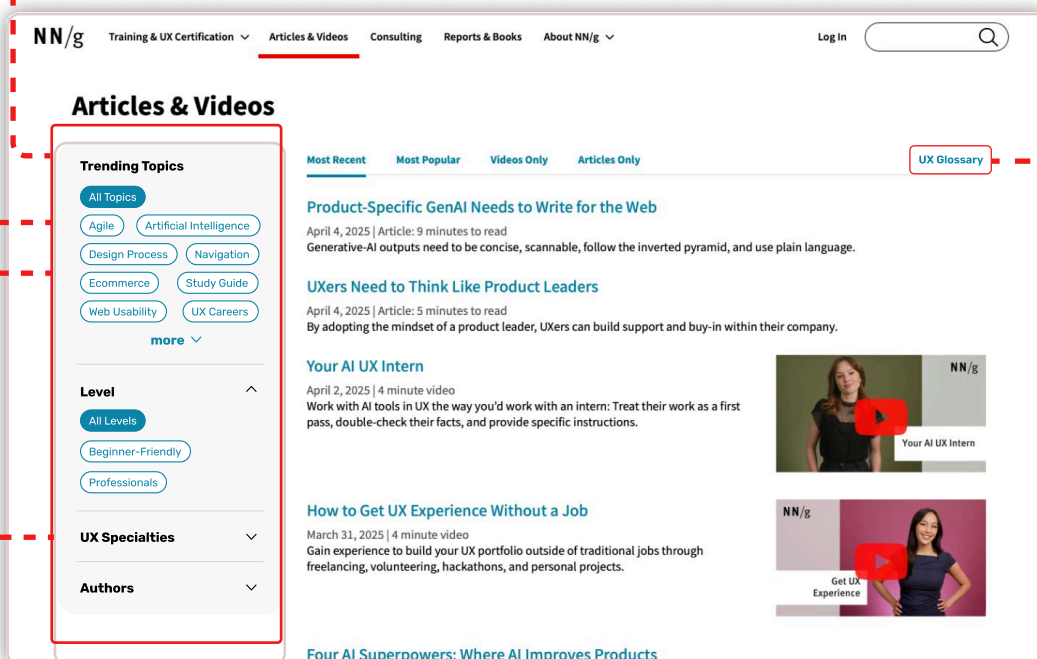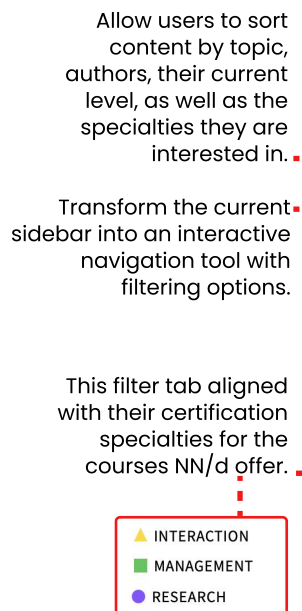
BEFORE

Most users interact with this part and totally ignore the left side bar

Has not consider user's level or learning goals

Lack of filters

Popular articles is overlapping with most popular tab, so we deleted those links

AFTER

Visually distinguish the sidebar from body content by using button component, so users can quickly recognize it as an interactive element.

Add a UX glossary button, offering easy access to definitions and foundational concepts.

Allow users to sort content by topic, authors, their current level, as well as the specialties they are interested in.

Transform the current sidebar into an interactive navigation tool with filtering options.

This filter tab aligned with their certification specialties for the courses NN/d offer.

⚠ INTERACTION
🟩 MANAGEMENT
🟣 RESEARCH

Improve Information Hierarchy and Layout

Add breadcrumbs to help users understand their current location and navigate backward with ease, and apply consistent design patterns across different pages to reinforce learning and reduce cognitive load.

Support Learning Through Terminology Guidance

Include brief introductions or summaries under each topic heading to provide context and help users understand unfamiliar terms. Also, add a UX glossary button offering easy access to definitions and foundational concepts without needing to leave the page.

BEFORE

Lack of signifier to indicate user's location in the sitemap

User's has a hard time
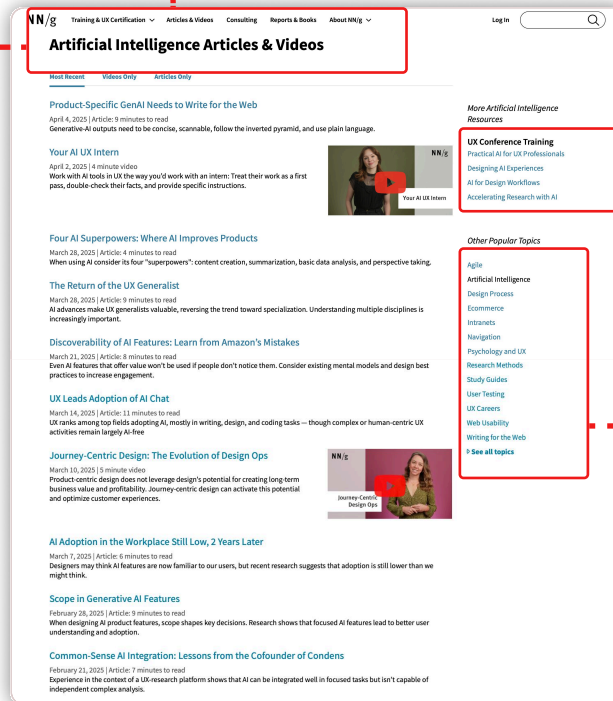
More Artificial Intelligence Resources

UX Conference Training
Practical AI for UX Professionals
Designing AI Experiences
AI for Design Workflows
Accelerating Research with AI

The core product of this website could be more noticeable to boost conversion.

Topic navigation menu is in consistent through out the section.

Sometimes on the left side, in this page on the right side, which

AFTER

Add signifier to indicate the location of this page in the sitemap.

Breadcrumb make location identifying more affordable

Clear descriptions make the content more accessible for users unfamiliar with the professional terminology

The filter bar maintain coherence throughout this section, also bring flexibility to narrow down the content

Make their core product more discoverable

Glossary with in the page brings flexibility and affordance for new users

Inconsistent Content 'Type' Organization Under "Most Recent" and "Most Popular"

Though the "Articles & Videos" page offers filtering options for 'Videos only' and 'Articles only', content in the 'Most recent' and 'Most popular' sections lacks clear visual distinction. Currently, content type labels ("article" or "video") and time estimates appear in small, low-contrast gray text that's easily overlooked. Videos display thumbnails on the right side, creating visual inconsistency and drawing attention away from articles. This imbalanced presentation may cause users to miss relevant content based on visual prominence rather than topical relevance. The interface should give equal visual weight to both content types, allowing users to focus on finding information based on their interests rather than content format.

BEFORE

Content type indicators (article/video) are displayed in small, low-contrast text that users can easily overlook, making it difficult to quickly distinguish between content formats.

The inconsistent spacing and layout between articles and videos creates visual hierarchy issues, potentially confusing users about content relationships and importance.
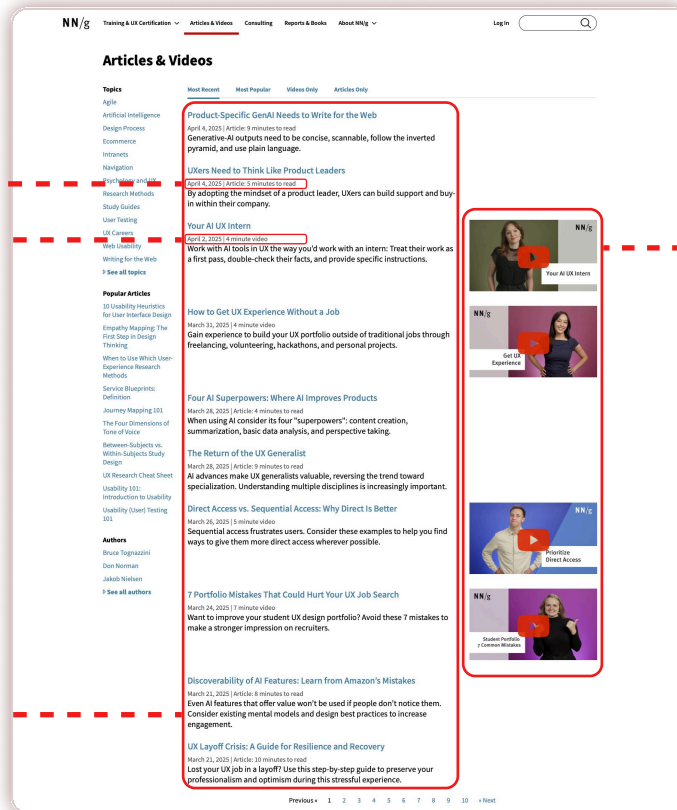
Video thumbnails disrupt visual consistency and draw disproportionate attention compared to articles, potentially causing users to overlook valuable article content that might better meet their information needs.

AFTER

Time estimates remain as secondary elements, providing context without competing with critical content type indicators.

The standardized, prominent content type indicators create a balanced visual presentation and clear scanning patterns, making sure users can focus on relevance rather than format while properly filtering content by type as they browse the page.
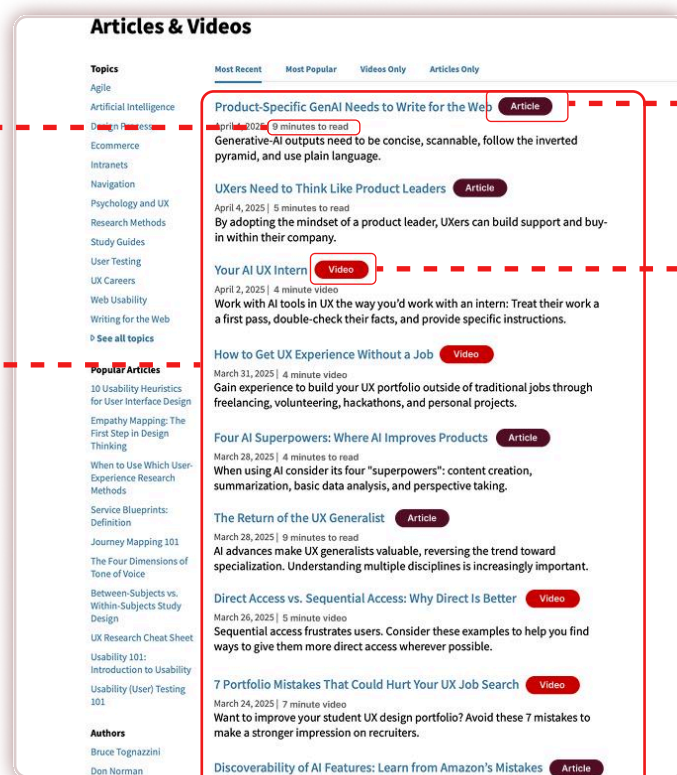
The high-contrast, pill-shaped content type indicators (Article/ Video) now clearly differentiate between content formats, helping users quickly identify their preferred media type at a glance.

Section Two: Course Page

Impact

The Courses section is NN/g's critical conversion point, bridging casual exploration with committed learning. When prospective students encounter clearly structured course information, they can confidently evaluate their options. This transparency establishes NN/g as a credible educational provider worthy of investment

Users who understand course content, structure, and outcomes develop trust in NN/g as a learning partner. This confidence directly drives enrollment decisions and training investments.

By optimizing course page clarity, instructor credibility, and outcome expectations, NN/g supports both career advancement goals and its mission to elevate UX practice through quality education in the global design community.

Key Findings

Task 3: Find the Required Equipment Information

Despite a high success rate (88.89%), participants consistently noted navigation challenges. Most users had to scroll extensively to locate the required equipment information, revealing a potential usability issue. One participant mentioned, *"I had to scroll through the whole 'course' page slowly one by one and found the FAQ, also found the answer,"* highlighting that critical information wasn't immediately visible. Another noted, *"I easily scrolled through and found the FAQ section, but did not specifically clicked the equipment part."* Most participants (5 out of 9) specifically mentioned scrolling in their process, creating a consistent pattern that suggests suboptimal information architecture. Although users rated the task as "Very easy" despite these challenges, the design could be improved to make critical course information more immediately accessible without requiring extensive scrolling.

Insights Summary

1. Information buried below the fold requires excessive scrolling
2. FAQ section and equipment requirements lack visibility
3. Users succeed through persistence rather than intuitive design

Suggestions Summary

1. Add a floating navigation bar with jump links to key sections
2. Prioritize critical course information in persistent navigation
3. Maintain visibility of essential sections throughout scrolling

Reducing Scroll Fatigue: Optimizing Course Information Accessibility

Though course pages provide comprehensive information including prerequisites, content, and instructor details, critical components like equipment requirements are buried deep in the FAQ section. Currently, users must scroll extensively through multiple sections to find this essential information, as evidenced by test participants who succeeded but consistently noted excessive scrolling. The page lacks structural navigation aids, forcing users to manually traverse the entire content rather than jumping directly to relevant sections. This linear presentation prioritizes marketing content over practical course requirements, potentially frustrating prospective students who need specific information to make enrollment decisions. The interface should provide persistent navigation options that maintain visibility throughout scrolling, allowing users to quickly access key sections without requiring the persistence demonstrated in testing.

BEFORE
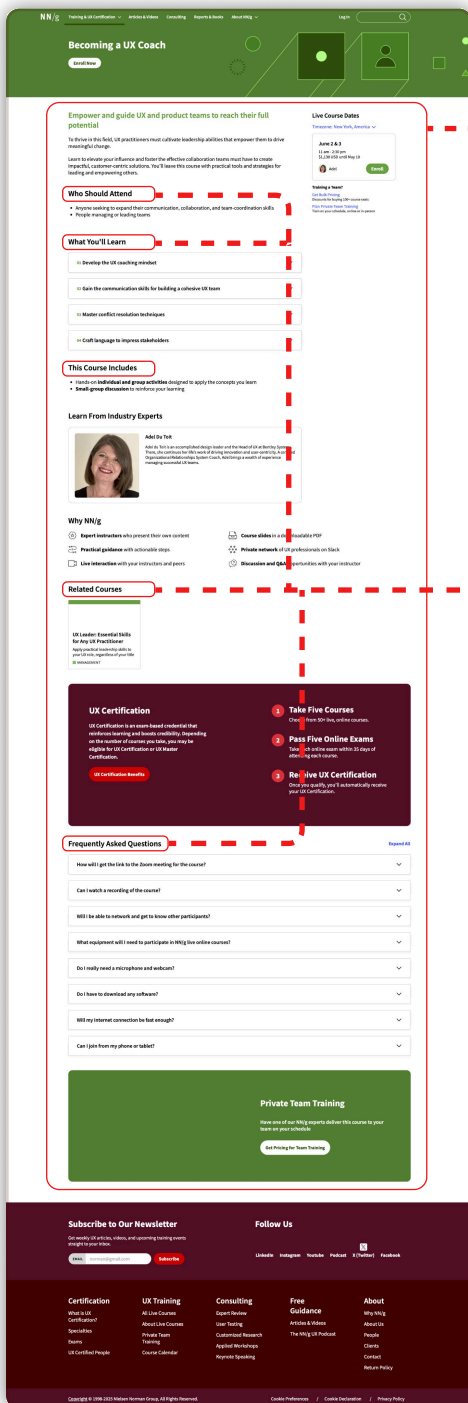
The extensive page length forces users into significant scrolling to reach specific sections, creating unnecessary friction when seeking particular course information.

Clear section headings provide some navigation structure, but users still must scroll extensively to discover these sections. A persistent navigation overview would eliminate this friction by making all key content areas immediately visible from any position on the page.

AFTER
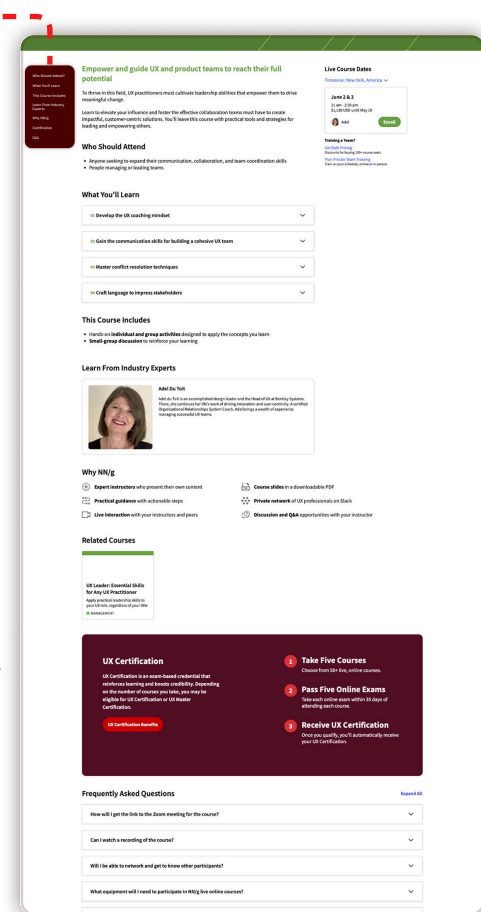
Added a floating navigation bar that remains visible while scrolling, providing immediate access to all key sections from anywhere on the page.
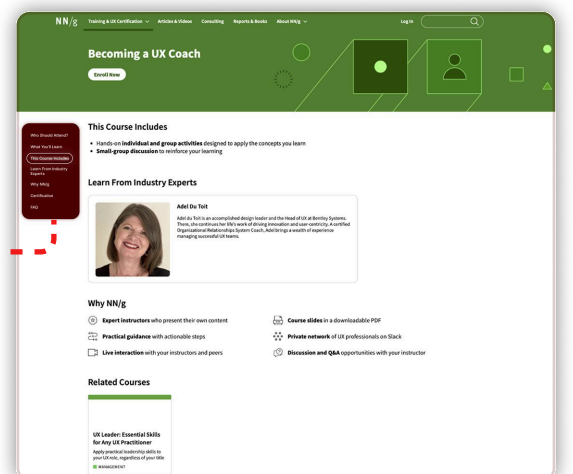
The active section indicator provides clear visual orientation, while enabling one-click navigation to instantly scroll users to any desired content area without friction.

Section Three: Enrollment

The Enrollment page is one of the most important parts of the user experience because it's where people decide to take action. If it's confusing or hard to use, people might leave even if were almost ready to commit. For UX newcomers, this moment carries even more weight: it's not just about signing up for a course—it's often their first direct interaction with the UX learning process. A smooth, supportive, and informative enrollment experience can signal that NN/g understands its users' needs and practices the very principles it teaches.

Making discount offers and certification options visible and easy to understand isn't just good usability—it's a strategic move. Discounts can motivate users who are cost-sensitive or on the fence, while clear certification pathways appeal to those looking for long-term value and professional development. Making these details clear helps users feel informed, supported and builds trust. A well-designed enrollment page will not only help people sign up but also shows that NN/g values people's time and wants them to succeed.

Key Findings

Lack of visibility

One-third of participants (3 out of 9) failed the task to add the optional certificate exam because most of them **did not notice the option** during enrollment. However, in the post-survey, 77% of participants indicated they would want to earn a certificate if enrolling(Task 7, Q2 who answered "I clicked"). This reveals a gap between user intent and actual behavior, suggesting that the certificate option is not sufficiently visible in the enrollment process.

Lack of information about certification exam process

Since NN/G grants a UX certification upon passing a total of five certificate exams, this crucial information is missing from the enrollment page, **leaving users without a clear understanding of the certification process**. Participant feedback highlights confusion about how certificates are earned. One participant who failed to find the option questioned, *"How will I get a certificate if I haven't taken any course?"* This suggests that the current placement or messaging does not effectively communicate that the certificate is an optional add-on during enrollment, leading some users to confusion.

Lack of offering incentives tailored to user profile to encourage them add options.

When asked about factors influencing their decision to add courses, 44.44% of participants cited "a discount or promotion offer" and another 44.44% cited "the course's relevance to their goals or interests." Since each course corresponds to a specific certificate exam—and passing five exams leads to final certification—this suggests that **users expect incentives, such as discounts or relevance to their interests,** to encourage them to add more courses or certificates during enrollment. Without these motivators, users may hesitate to opt in.

Insights Summary

1. Certificate exam option simply lacks visibility.
2. Certification process is poorly communicated.
3. There are no clear incentives tailored to user profile to encourage them add options.

Suggestions Summary

1. Make the Certificate Exam more prominent in the enrollment page.
2. Clarify the certification process upfront.
3. Offer targeted incentives based on user preferences.

Offer Targeted Incentives Based on User Preferences

When asked about factors influencing their decision to add courses, 44.44% of participants cited "a discount or promotion offer" and another 44.44% cited "the course's relevance to their goals or interests." This suggests that users expect incentives, such as discounts or relevance to their interests, to encourage them to add more courses or certificates during enrollment. Based on the user's profile and the first course they select during enrollment, offer targeted discounts on other relevant courses that align with their professional goals or interests.

BEFORE

The discount offer is not prominent, as 22% of participants reported not noticing it, and 44% said the current pricing information doesn't encourage them to add more courses.

34% of participants failed the task to add the optional certificate exam because most of them did not notice or fully understand the option.

AFTER

A pop-up notifies the user of a special offer, encouraging them to add courses and certificates with an exclusive discount tailored to their interests. See the next page for more details and annotations.
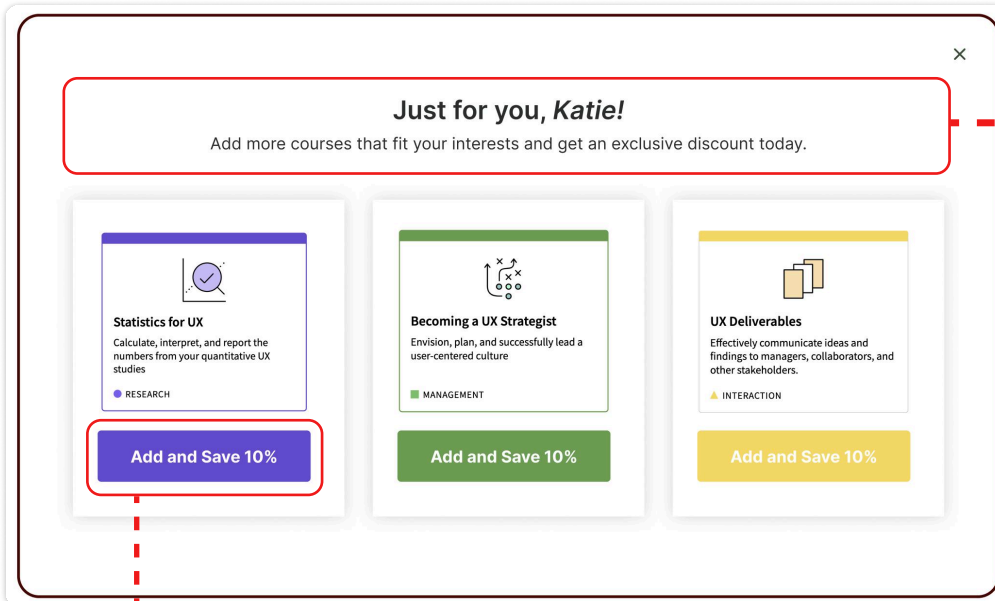
AFTER

Discount Offer

Just for you, *Katie!*
Add more courses that fit your interests and get an exclusive discount today.

Statistics for UX
Calculate, interpret, and report the numbers from your quantitative UX studies
● RESEARCH

Add and Save 10%

Becoming a UX Strategist
Envision, plan, and successfully lead a user-centered culture
■ MANAGEMENT

Add and Save 10%

UX Deliverables
Effectively communicate ideas and findings to managers, collaborators, and other stakeholders.
⚠ INTERACTION

Add and Save 10%

If the user only chose one course in the enrollment page, the pop-up suggests additional relevant courses that align with the user's interests and professional goals.
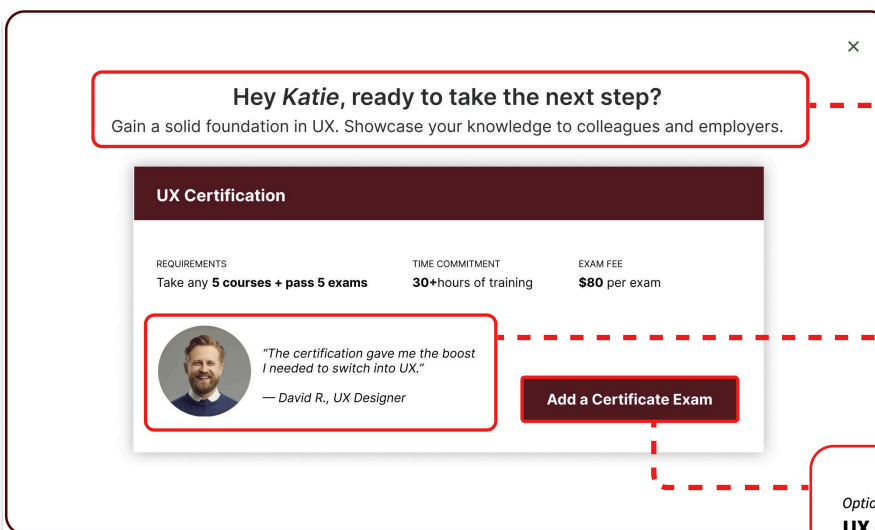
You've added the **Statistics for UX course**

Thursday, April 10
○ Advocating for Resources and Budget for UX
○ Application Design for Web and Desktop
○ Content Strategy and Governance
○ Global UX: Designing and Leading Across Cultures
◉ Statistics for UX
○ The Human Mind and Usability
○ The One-Person UX Team
○ Not attending this day

The button CTA "Add and Save 10%" communicates that an exclusive 10% discount will be applied when the user adds a second course. This helps prevent users from missing the discount offer.

Once the user clicks the Add Button, they are redirected to the enrollment page, where the radio button for the added course is selected, and an alert appears at the top confirming that the course has been successfully added.

Certification Offer

Hey *Katie*, ready to take the next step?
Gain a solid foundation in UX. Showcase your knowledge to colleagues and employers.

UX Certification

REQUIREMENTS
Take any **5 courses + pass 5 exams**

TIME COMMITMENT
30+hours of training

EXAM FEE
$80 per exam

"The certification gave me the boost I needed to switch into UX."
— David R., UX Designer

Add a Certificate Exam

If the user hasn't added a certification exam on the enrollment page, the pop-up informs them about the process, requirements, and exam fee, and encourages them to opt in.

A testimonial from a previous student briefly highlights how the certification has positively impacted their career path.

Optional
UX Certification Exam Administrative Fees

[1 ⌄] Number of Exams to Purchase

$80.00 per exam.
To earn UX Certification, you will need to pay **one exam fee per course** you attend.

▸ More information about NN/g UX Certification and exams

Once the user clicks the Add button, they are redirected to the enrollment page, where the drop-down for the UX Certification Exam Administrative Fees is selected, and the quantity of exams to purchase is added.

CONCLUSION

Based on our nine remote user tests of the NN/g website, we identified five critical usability issues that affect users' ability to navigate course pages effectively. Our findings led to five different key recommendations.

- **Recommendation 1:** Enhance Sidebar Functionality
- **Recommendation 2:** Improve Information Hierarchy and Layout
- **Recommendation 3:** Inconsistent Content 'Type' Organization Under "Most Recent" and "Most Popular"
- **Recommendation 4:** Optimizing Course Information Accessibility
- **Recommendation 5:** Offer Targeted Incentives Based on User Preferences.

We are confident that implementing these recommendations will significantly enhance the NN/g website's user experience and help expand its audience reach.

APPENDIX

Task List

Task 1: Go to "Article and Video"section. Research on UX career tips to get ready for the job market. Browse freely.

Task 2: Find a video about AI as a UX design tool. Briefly talk about what the video is about before you start playing

Task 3: Browse and find the Live-Training courses page. Find where all virtual courses are on the website. Feel free to browse the entire website, but try not to use the Search feature.

Task 4: Find a course to you want to learn more about. Pick a course you want to really learn more about.

Task 5: Locate and review FAQ information in the course you picked. Imagine you're looking to find what equipment you need for this course, were you able to find this information? (Y/N) If so, what equipment do you require for this course?

Task 6: Click Enroll. Look at the pricing and option details for the course. Were any discounts or bundle promotions noticeable?

Task 7: Review the page and try to get a certificate. Find how would you get a certificate?

Appendix 2:

User Demographic

		Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6	Participant 7	Participant 8	Participant 9
Participant Information	Name	Andrijana M.	Natalia K.	Sergio S.	Jonatan M.	Priyanka C.	Neyl B.	Rodrigo C.	Elena T.	Gunchi S.
	Gender	Female	Female	Male	Male	Female	Male	Male	Female	Female
	Age	36	36	44	42	34	22	45	29	35
	Location	United Kingdom	Italy	Mexico	Spain	United States	France	Mexico	Spain	United Kingdom
Screener Questions	What is your current level of UX knowledge?	Beginner (0-3 years of experience)	Beginner (0-3 years of experience)	Beginner(0-3yoe)	Beginner (0-3 years of experience)	Beginner(0-3yoe)	Beginner (0-3 years of experience)	Begineer (0-3 yoe)	Beginner (0-3 years of experience)	Beginner (0-3 years of experience)
	Have you taken an online UX course before?	No	No	Yes	No	No	Yes	Yes	No	No

User Test Results

Section 1

Section 3

Section 2

Closing

REFERENCES

"UX Training, Consulting, & Research." Nielsen Norman Group, www.nngroup.com/. Accessed 8 Apr. 2025.

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THANK YOU