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Jakob Nielsen (born 5 October 1957) is a Danish web usability consultant. He holds a Ph.D. in human-computer interaction from the Technical University of Denmark in Copenhagen.

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Jakob Nielsen, Ph.D., is a User Advocate
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Free influential positions at Sun Microsystems, Bellcore, and IBM's T.J. Watson Research Center, Nielsen founded the "discount usability engineering" movement for fast and cheap improvements of user interfaces and invented several usability methods, including heuristic evaluation.

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use. Efficiency: How well the systems□
interface maps to what someone is trying
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