



SUSAN WEINSCHENK

"THE BRAIN LADY"

Susan Weinschenk is a pioneer in behavior design, a field which is behavioral psychology applied to design for greater consumer engagement.

By studying what motivates and influences human behavior, Weinschenk is better able to understand not only what consumers need from products, but what companies need to do to attract more customers. Weinschenk is the founder of The Team W, a business which consults and coaches individuals and companies on the design for websites, software, tv ads and more to make them more usable.