E

**Empathy:** The ability to understand someone else’s feelings or thoughts in a situation

**Empathy map:** An easily understood chart that explains everything designers have learned about a user

L

**Layout grid:** A series of columns and alleys that allow you to organize elements in a design

P

**Pain points:** Any UX issues that frustrate the user and block them from getting what they need

**Personas:** Fictional users whose goals and characteristics represent the needs of a larger group of users

**Problem statement:** A clear description of the user’s need that should be addressed by the product’s design

R

**Responsive web design:** Allows a website to change automatically depending on the size of the device

U

**User journey:** The series of experiences a user has as they interact with your product

**User story:** A fictional, one-sentence story told from the persona’s point of view that inspires and informs design decisions