C

**Competitive audit:** An overview of your competitors’ strengths and weaknesses

D

**Database model:** A website structure that mixes a database, or an organized collection of information, with search functionality

**Direct competitors:** Have offerings that are similar to your product and focus on the same audience

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

H

**Hierarchical model:** A top-down approach to structure that starts with broader categories of information (parent) and narrows into more detailed information (child)

I

**Ideation:** The process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them

**Indirect competitors:** Either have a similar set of offerings but focus on a different audience, or have a different set of offerings and focus on the same audience

**Information architecture:** Organizes content to help users understand where they are in a product and where the information they want is

L

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

M

**Matrix model:** A website structure that allows users to determine their own path, since content is linked in several ways

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

S

**Sequential model:** A website structure that leads a user through a step-by-step process

**Sitemap:** A diagram of a website or application that shows how pages are prioritized, linked, and labeled

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