A

**Above the fold:** The content on a web page that doesn’t require scrolling to experience

**Asymmetrical layout:** Having purposeful imbalance between different sides of a page

B

**Bias:** Favoring or having prejudice against someone or something based on limited information

**Box layout:** A web page layout that consists of boxes or squares of various sizes and proportions

C

**Cards:** Rectangle parts of a design that contain content and actions about a single subject, which are often used in mobile app design

**Carousels:** Scrolling feeds of images or cards on a UI that can be sifted through with a click or that automatically loop while you’re on the page

**Common region:** The Gestalt Principle that describes how elements located within the same area are perceived to be grouped together

**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

**Design system:** A series of reusable visual elements and guidelines that allow teams to design and develop a product following predetermined standards

**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

F

**F-shape layout:** A website layout that assumes that users will likely browse content on the page following an F-shaped pattern

**Featured image layout:** A website layout that places the user’s focus on a single image or video that often takes up the entire page above-the-fold

**Focal point:** A specific and distinct area that sticks out on a web page or mobile screen design, to guide the users’ attention

**Friendliness bias:** The tendency of people to agree with those they like or who are in power in order to maintain a non-confrontational conversation

G

**Gestalt Principles:** Describes how humans group similar elements, recognize patterns, and simplify complex images when we perceive objects

**Grid of cards layout:** A website layout that features a series of cards, which are often square or rectangles, that provide previews of more detailed content

H

**Hamburger menus:** A nickname for the type of navigation menu that is represented by an icon with three lines. When you click on the icon, it unfolds by sliding in from the side or taking over the whole page, revealing a menu of options to navigate through pages.

**Heading:** Titles or subtitles that stand out at the beginning of a paragraph, article, section, or another area of a website

**Hierarchy:** A visual design principle that orders elements on a page and classifies them by their importance

**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

**Implicit bias:** The collection of attitudes and stereotypes we assign to people without our conscious knowledge

**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

**Landmarks:** Features — like navigation bars, search boxes, fixed sidebars, and footers — used to break up a lot of text on a web page and help improve the use of assistive technology

**Layout:** The structure that supports how visual components on a page are arranged

**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

**Mockup:** A static, high-fidelity design that’s used as a representation of a final product

**Moderated usability study:** A moderator guides participants through the usability study in real time

**Multi-column layout:** A web page layout that uses two or more columns for content

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

**Proximity:** The Gestalt Principle describing how elements that are close together appear to be more related than those that are spaced apart

R

**Research plan:** A step-by-step examination of a group of users and their needs

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

S

**Serial position effect:** When given a list of items, people are more likely to remember the first few and the last few, while the items in the middle tend to blur

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

**Similarity:** The Gestalt Principle describing how elements that look alike are perceived to have the same function

**Single column layout:** A web page layout that has only one column for content

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

**Social desirability bias:** The tendency for people to answer questions in a way that will be viewed favorably by others

T

**Tiered layer cake layout:** A web page layout where individual rows, or layers, are stacked on top of one another, and within each row, there can be different numbers of columns

**Typographic hierarchy:** Orders typefaces and fonts in a layout to create divisions that show users where to focus and how to find information

U

**Unmoderated usability study:** Participants test out the prototypes during a usability study without a moderator present

**Usability study:** A research method that assesses how easy it is for participants to complete core tasks in a design

**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

W

**Web Content Accessibility Guidelines (WCAG):** A set of rules that explain how to make web content more accessible to people with disabilities

**Wireframe:** An outline or a sketch of a product or a screen

Z

**Z-shape layout:** A website layout that assumes that users will skim information starting left to right, then move diagonally to the left, before scanning to the right again, in the shape of a Z