30 TERMS YOU SHOULD KNOW AS

AS A UX DESIGNER

DESIGNER's DICTIONARY

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01
ACCESSIBILITY

Accessibility is a practice of designing user interfaces that enable people with disabilities to use and enjoy same products and services as everyone else.

When designing User Interfaces main disabilities that designers have to consider are related to vision. The issues might range from limited vision (e.g. colorblind) to no vision.

02
A/B TESTING

A/B tests, also known as split tests, allow you to compare 2 versions of something to learn which is more effective. Simply put, do your users like version A or version B better?

Think about the experiments you conducted in elementary school. If you put 2 seeds in 2 cups of dirt and put one in the closet and the other by the window, you'll see different results. This kind of experimental setup is A/B testing.

03
ANALYTICS

Analytics gives valuable information on the traffic to your website and app. It tells you where your traffic comes from and where they move around. It gives a great insight as to what is working or not with your site/app.

With this information, you can draw logical conclusions about who your users are and what they're looking for, and when you know what they're looking for, you can deliver it.

04
AGILE UX

Agile UX combines the principles of agile software development with UI/UX design. The UX agile process requires planning and constant communication to ensure that useful products are developed at all stages. UX and agile have a lot in common and can be implemented in a very effective way.

05
CARD SORTING

Card sorting is a method used to help designer evaluate the information architecture of a website. In a card sorting session, participants organize topics into categories that make sense to them. They may also be asked to label these groups. To do a card sort, you can use cards, pieces of paper, or an online card sorting tool.

06
COMPETITOR ANALYSIS

A competitor analysis, is the process of examining similar brands in your industry to gain insight into their offerings, branding, sales, and marketing approaches. Knowing your competitors in business analysis is important if you're a business owner, marketer, start-up founder, or product developer. In layman terms this is an assessment of the strengths and weaknesses of current and potential competitors.

07
CONVERSION RATE

The conversion rate describes the relationship between visits/clicks on a website to conversions. A conversion is the process of a potential customer becoming an actual customer. Conversions can consist of purchases or downloads.

08
END USERS

This is the people who use a website/app or those who are participants or subjects of research studies.

For simplicity, the end user is the person who uses the software or hardware after it has been fully developed, marketed and installed.

09
USER ENGAGEMENT

User Engagement is about getting a users attention and keeping it. Anything that helps a user stay focused on a page or a screen (whether it be a button or a menu) is crucial.

User engagement is crucial because it tells you how valuable your products, services, or other offering are to a user and directly correlates to conversion rates and revenues.

10
EYE TRACKING

Eye tracking refers to the process of measuring where we look, also known as our point of gaze. These measurements are carried out by an eye tracker, that records the position of the eyes and the movements they make.

Eye tracking software tracks the users eye movement on the screen and takes note of what they look at most frequently and in what order.

11
FISHBONE DIAGRAM

The fishbone diagram is a visual representation of the cause and effects of a problem. Through constructing the graphic, teams come to articulate an issue, which makes finding the cause of the problem easier.

Fishbone diagrams are also known as Ishikawa or cause-and-effect diagrams. They are fantastic means to understanding a problem.

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FITT'S LAW

"Fitts' law states that the amount of time required for a person to move a pointer to a target area is a function of the distance to the target divided by the size of the target."

A mathematical model that predicts how long will it take to point at a target based on target size and proximity. The further away and smaller it is the longer it will take for user to interact with it.

13
FREE LISTING

Free listing is a technique for gathering data about a specific domain or topic by asking people to list all the items they can think of that relate to the topic. It can be used to gather data in large group settings or in one-on-one interviews.

14
GESTALT PRINCIPLES

Gestalt Principles are principles of human perception that describe how humans group similar elements, recognize patterns and simplify complex images when we perceive objects. Designers use the principles to organize content on websites and other interfaces so it is aesthetically pleasing and easy to understand.

Gestalt Principles are: Proximity, Similarity, Continuity, Closure and Connectedness.

15

H.E.A.R.T FRAMEWORK

Google's Heart Framework allows you to measure the user experience on a large scale. The metrics that are measured are:

- Happiness
- Engagement
- Adoption
- Retention
- Task Analysis.

16

HICK'S LAW

Hick's Law (or the Hick-Hyman Law) states that the more choices a person is presented with, the longer the person will take to reach a decision.

17
K.I.S.S

K.I.S.S means Keep it Simple Stupid ;)

It states that most systems work best if they are kept simple. Simplicity is a key goal in design.

18

LIKERT SCALE

This is a survey method in which a person is asked to rate their answer on a scale.

The scale could be positive to negative with a neutral score in between.

19
MINESWEEPING

An action designed to identify where on a page links are located. Minesweeping involves the user rapidly moving the cursor over a page, watching to see where the cursor or pointer changes to indicate the presence of a link.

20
USER PERSONA

User personas are profiles of imagined individuals that reflect a business' core customer base. User personas are written as if the individual were real.

User personas are intended to give a reliable and realistic reflection of how a business could expect a group of people to engage with a product, service or campaign.

21
QUALITATIVE RESEARCH

Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research.

22

QUANTITATIVE RESEARCH

Quantitative research is the methodology which researchers use to test theories about people's attitudes and behaviors based on numerical and statistical evidence. Researchers sample a large number of users (e.g., through surveys) to indirectly obtain measurable, bias-free data about users in relevant situations.

23
UX SURVEY

UX survey is one of the most common UX research methods for getting both qualitative and quantitative insights from your users. The information gathered during such surveys is frequently used in the process of improving the digital product and conducting further research.

24
THINK ALOUD

Think-aloud (or thinking aloud) is a method used to gather data in usability testing. During usability testing asking the user to think out aloud on what they see and do helps to gather valueable information.

25
USABILITY TESTING

Usability testing is the practice of testing how easy a design is to use with a group of representative users. It usually involves observing users as they attempt to complete tasks and can be done for different types of designs. It is often conducted repeatedly, from early development until a product's release.

26
TRUE INTENT STUDIES

True intent studies measure the experience users have with a website and provide insights for improving the design by answering the following questions:

- Who's visiting ?
- Why are they coming ?
- What do they like or dislike ?
- How well do they succeed ?

27

USABILITY BENCHMARKING

This measures the current usability of a system and provides a baseline against which future usability can be measured.

28

USABILITY LAB

A space designated for conducting usability tests by observing user interactions with a system and recording their activities. Additional observers may be present or may observe via two- way mirrors or video streaming in another room.

29
USER FLOW

A user flow is a chart or diagram showing the path a user will take in an application to complete a task. Product teams build user flows to intuitive design products, present the correct information to users at the right time, and allow users to complete desired tasks in as few steps as possible.

30

USER RESEARCH

User research is the methodic study of target users—including their needs and pain points—so designers have the sharpest possible insights to work with to make the best designs. User researchers use various methods to expose problems and design opportunities, and find crucial information to use in their design process.

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