

Glossary

Google UX Design Certificate



Terms and definitions from Course 2

A

Aggregated empathy maps: Represent a visualization of everything designers know about an entire segment or group of similar users

C

Call-to-action (CTA): A visual prompt that tells the user to take action

Case study: Leads the user through your design process from the beginning to the end

Competitive audit: An overview of your competitors' strengths and weaknesses

Curb cut: The slope of the sidewalk that creates a ramp with adjoining street

Curb cut effect: A phenomenon that describes how products and policies designed for people with disabilities often end up helping everyone

Customizable text: A feature that allows users to change how text is displayed in order to read the text more easily

D

Direct competitors: Companies that have offerings similar to your product and focus on the same audience

Domain: Address of your website

E

Edge case: What happens when things go wrong that are beyond the user's control

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 type of user

F

Feedback loops: The outcome a user gets at the end of a process

H

Happy path: A user story with a pleasant ending

Hypothesis statement: Our best educated guess on what we think the solution to a design problem might be

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: 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

M

Mental models: Internal maps that allow humans to predict how something will work

N

Navigation: The way users get from page to page on a website

Non-disclosure agreement: A contract an employee might sign when working with a business, in which they agree not to share sensitive information

P

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

Peer reviews: Assignments that enable learners to provide feedback on each other's assignment submissions

Personal brand: The way in which your personality, unique skills, and values as a designer intersect with your public persona

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

Portfolio: A collection of work you've created that shows your skills in a certain area

Problem statement: A clear description of the user's need that should be addressed

Product goal statement: One or two sentences that describe a product and its benefits for the user

R

Representative sample: A subset of the target population that seeks to accurately reflect the characteristics of the larger group

S

Screening survey: A detailed list of questions that helps researchers determine if potential participants meet the requirements of the research study

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

T

The human factor: Describes the range of variables humans bring to their product interactions

U

User group: A set of people who have similar interests, goals, or concerns

User journey: The series of experiences a user has as they achieve a specific goal

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

V

Value proposition: The reason why a consumer should use a product or service