

# Glossary

## Google UX Design Certificate

### Terms and Definitions

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## B

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

## C

**Confirmation Bias:** Occurs when you start looking for evidence to prove a hypothesis you have

## D

**Design Research:** Answers the question: How should we build it?

## F

**False consensus bias:** The assumption that others will think the same way as you do

**Foundational research:** Answers the questions: What should we build? What are the user problems? How can we solve them?

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## I

**Implicit bias:** The collection of attitudes and stereotypes you associate with people without your conscious knowledge

**Interviews:** A research method used to collect in-depth information on people's opinions, thoughts, experiences, and feelings

## K

**Key Performance Indicators (KPIs):** Critical measures of progress toward an end goal

## P

**Post-launch research:** Answers the question: Did we succeed?

**Primacy bias:** Remembering the first user more than others

**Primary research:** Research you conduct yourself

## Q

**Qualitative research:** Focuses observations on why and how things happen

**Quantitative research:** Focuses on data that can be gathered by counting or measuring

## R

**Recency bias:** Most easily remembering the last thing you heard

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# S

**Secondary research:** Research that uses information someone else has put together

**Sunk cost fallacy:** The idea that the deeper we get into a project we've invested in, the harder it is to change course

**Surveys:** An activity where many people are asked the same questions in order to understand what most people think about a product

# U

**Usability study:** A technique used to evaluate a product by testing it on users