Glossary

Google UX Design Certificate

Course 3 Glossary terms

B

Big picture storyboard: A series of visually rendered panels that focus on the user's experience

C

Close-up storyboard: A series of visually rendered panels that focus on the product

Common region: The principle that elements located within the same area are perceived to be grouped together

D

Dopamine: A natural chemical in the brain that's released when something pleasurable happens, which makes us feel good or intrigued

Deceptive patterns: UX methods that trick users into doing or buying something they wouldn't otherwise have done or bought

E

Elements: Building blocks for creating a design

Empathy map: An easily understood chart that explains everything designers have learned about a type of user

F

Fidelity: How closely a design matches the look and feel of the final product

G

Gestalt Principle: Describe how humans group similar elements, recognize patterns, and simplify complex images when perceiving objects

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

H

High-fidelity: A design that closely matches the look and feel of the final product

I

Implicit biases: The collection of attitudes and stereotypes we associate with people without our conscious knowledge

Industry standards: Common ways to indicate page elements

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

L

Low-fidelity (lo-fi) prototype: A simple, interactive model that provides a basic idea of what the product would look like and how it would function

P

Persona: A fictional user whose goals and characteristics represent the needs of a larger group of users

Prototype: An early model of a product that demonstrates functionality

Proximity: The principle that elements that are close together appear to be more related than things that are spaced farther apart

S

Similarity: The principle that elements that look similar are perceived to have the same function

Storyboard: A series of panels or frames that visually describes and explores a user's experience with a product

U

User journey: The series of experiences a user has as they interact with a product

User story: Fictional one-sentence story told from a persona's point of view to inspire and inform design decisions

W

Wireframe: A basic outline of a digital experience, like an app or website