A

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

C

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

D

**Domain:** Address of your website

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 type of user

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

R

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

S

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

U

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