

APPENDIX

User Experience (UX)

The methodology, research, and design process that design professionals dedicate themselves to create products that provide users with impressive and seamless experiences. It encompasses the entire process of integrating the service and product, covering branding, design, usability, and functionality aspects.

Graphical User Interface (GUI, plural: GUIs; GUI is a subset of UI)

The visual way for users to interact with electronic devices or application software. The actions in a graphical user interface are usually performed through direct manipulation of the information through graphical elements like icons, buttons, and windows, enabling intuitive navigation and interaction.

Automated Clearing House (ACH)

The computer-based network facilitates domestic low-value transactions between financial institutions, processing large volumes of credit and debit transactions in batches. ACH handles credit transfers initiated by the payer, including direct deposits, payrolls, retail, and vendor payments, with low fees.

Call-to-Action (CTA) Button

The clickable elements on a website or app persuade users to perform a specific task. For instance, a new user registers for an account on an application by pressing the designed "Sign up" CTA button. The strategy places the prompt to capture their attention and encourage immediate engagement, guiding users toward desired conversions.

Responsive Web Design (RWD)

The design approach ensures optimal display and usability of web pages across various devices and screen sizes, from minimum to maximum, and automatically adjusts and adapts to various device screen sizes, a desktop, a laptop, a tablet, or a mobile phone. The responsive layout enhances user satisfaction and accessibility.

Pain Points

Specific problems or challenges that users encounter during their interaction with a product or service. Identifying and addressing these pain points is crucial for improving user experience and satisfaction, as it allows businesses to tailor their offerings to better meet customer needs and preferences.

Key Performance Indicator (KPI, plural: KPIs)

The measurable value indicates the effectiveness of an organization in achieving its objectives. It helps gauge performance against predefined goals, guiding decision-making and strategic planning. KPIs vary across industries and can include metrics like revenue growth, customer satisfaction, and employee productivity.

Minimum Viable Product (MVP)

The simplest version of a product with just enough features to satisfy early customers and gather feedback. The design helps validate assumptions, test hypotheses, and minimize development costs. MVP enables rapid iteration and refinement, guiding further development based on user input and market demand.

Alpha Testing

The developers test the software in a controlled environment in the initial developing phase before releasing it to external users. It aims to identify and fix bugs, assess functionality, and ensure stability and performance, allowing for adjustments before wider testing and release.

Customer Relationship Management (CRM)

The strategy and technology used to manage interactions with current and potential customers. It aims to improve customer relationships, streamline processes, and increase profitability. CRM systems enable businesses to store customer data, track interactions, and implement targeted marketing and sales efforts for enhanced customer engagement and satisfaction.

Visual Identity (VI)

The integration of visual elements that represent a brand, including its logo, color palette, typography, and imagery. It aims to convey the brand's personality, values, and messaging consistently across various channels and touchpoints. A strong visual identity fosters brand recognition, trust, and emotional connection with audiences.

APPENDIX

AR/VR/XR

Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (XR) are immersive technologies that blend digital content with the physical world. AR overlays digital information onto real-world environments, VR creates entirely virtual experiences, and XR combines both, offering diverse applications in gaming, education, training, and more.

Git

The distributed version control system to track changes in source code during software development. It enables multiple developers to collaborate on projects simultaneously, managing different versions of files, facilitating branching and merging workflows, and providing a robust history of changes for efficient code management and collaboration.

SWOT Analysis

The strategic planning tool to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a project, business, or venture. It helps identify internal strengths and weaknesses, as well as external opportunities and threats, enabling informed decision-making and strategic planning for optimal outcomes and risk mitigation.

Pilot Test

UX researchers conducted a small-scale trial to assess the feasibility and effectiveness of a project, product, or process before full implementation. It involves testing in a real-world setting with a limited sample size to identify potential issues, gather feedback, and make necessary adjustments before wider deployment or launch.

Guerrilla Testing

An informal and spontaneous usability testing method conducted in real-world settings with minimal resources. It involves approaching random individuals or participants to gather quick feedback on a product or prototype, providing valuable insights for identifying usability issues, and making iterative improvements to enhance user experience.

Inclusive Design

The design approach ensures products, services, and environments are accessible and usable by as many people as possible, regardless of age, ability, or background. It aims to create inclusive experiences by considering diverse needs and perspectives and promoting equality, diversity, and inclusion.

Five Ws

The fundamental questions apply to information gathering and problem-solving: Who, What, When, Where, and Why. These questions help to uncover essential details, clarify understanding, and guide decision-making by systematically exploring the key aspects of a situation, event, or problem.

SWOT Analysis

A strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats of a project, business, or venture. It helps identify internal strengths and weaknesses, as well as external opportunities and threats, enabling informed decision-making and strategic planning for optimal outcomes and risk mitigation.

Gestalt Psychology

In UX design, Gestalt Psychology emphasizes how users perceive and interpret visual elements as integrated wholes rather than individual parts. It guides designers to create cohesive and intuitive interfaces by leveraging principles of proximity, similarity, closure, and continuity to enhance user experience and comprehension.

Heuristic Evaluation

The usability inspection method to assess the user interface design of software or websites. It involves experts evaluating the interface against a set of usability principles or "heuristics" to identify potential usability issues and provide recommendations for improvement, enhancing user experience and satisfaction.

SEO Audit (Benchmarking)

Assessment of website usability and performance to optimize search engine visibility. The methodology evaluates factors of site structure, navigation, page speed, and mobile-friendliness to ensure optimal user experience, identifying opportunities to improve rankings and drive organic traffic.