## **Course 4 Glossary of terms and definitions**

A

**Affinity:** A feeling of like-mindedness or compatibility toward something or someone

**Affinity diagram:** A method of synthesizing that organizes data into groups with common themes or relationships

C

**Conversion rate:** Measures the percentage of users who complete a desired action

D

**Data recording:** Document your study and results in a way that’s consistent with UX research standards

**Data storage**: Ensure data is held in a way that’s safe from hacking and physical damage

**Data retention**: How long you hold on to research data

**De-identification:** Removing any identifying information from a users’ data that is collected during a research study

**Drop-off rates:** The number of users who abandon the experience

**Design research:** Helps designers understand how to build the product

F

**Friendliness bias:** The tendency of people to agree with those they like in order to maintain a non-confrontational conversation

**Foundational research:** Helps designers understand why or if they should build the product and to better understand the user problem they are trying to solve

I

**Implicit bias:** The collection of attitudes and stereotypes associated with people, without one’s conscious knowledge

**Insight:** An observation about people that helps you understand the user or their needs from a new perspective

K

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

M

**Methodology:** The steps to take to conduct research, collect data, and analyze data

N

**Non-Disclosure Agreement (NDA):** A contract that gives one party legal protection against another party stealing their ideas or revealing proprietary information before a product is launched

P

**Personally Identifiable information (PII):** Specific details that could be used to identify a user

**Post-launch research:** Helps designers understand if the product worked as expected

**Presentation:** A group of slides, where each slide has new information to share and promote insights

**Project background:** provides a description about the background of the study, including why the insights were needed and what impact they will have on decisions being made

**Project stakeholders:** People who are involved in the project or who will be impacted by its results

Q

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

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

R

**Research report:** A document with fewer visuals containing the same information as a presentation to share and promote insights

**Research study:** A step-by-step examination of a group of users and their needs, which adds realistic context to the design process

S

**Sensitive Personally Identifiable Information:** Data that if lost, compromised, or stolen, could cause your users financial harm, embarrassment, or discrimination

**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

**Social desirability bias:** The tendency for people to answer questions in a way that will be viewed favorably by others

**Spreadsheet note-taking:** A simple and easy method to keep your notes organized using a spreadsheet

**System Usability Scale (SUS):** A questionnaire to measure the usability of designs

T

**Time on task:** The amount of time it takes for a user to complete a task

U

**Usability study:** A research method that assesses how easy it is for participants to complete core tasks in a design

**Use of navigation vs. search:** The number of people who use a website or app’s navigation compared to the number of people who use the search functionality

**User error rates:** Indicate the parts of a design that cause users to make errors

V

**Vulnerable populations:** Groups of people who have limited ability to provide their consent or have special privacy concerns