## **Course 7 glossary of terms and definitions**

B

**Budget estimate:** Details the expenses and profit margins that add up to an appropriate cost for services

C

**Complementary:** Taking into account how the product design on each device can make the overall user experience better

**Consistency:** Having a uniform design, so users can expect the design to feel familiar across devices and products

**Context:** Designing for the needs of a specific device and the way in which the user will use that device in any given situation

**Continuity:** Providing users with a smooth and uninterrupted experience as they move between devices

E

**Elevator pitch:** A short, memorable description that explains a concept in an easy-to-understand way

F

**First interview:** Introductory call with a recruiter or hiring manager to determine whether a candidate meets the minimum set of requirements for the role

**Freelancer:** Person who is self-employed and is not necessarily committed to a particular employer long-term

G

**Graceful degradation (top-down designing):** A method of designing from the largest screen, with a lot of features and interactions, to smaller screens, where features and interactions are scaled back

I

**Impostor syndrome:** The belief that you're unskilled, inferior to others, or bad at your job, despite your successes

M

**Mobile-first philosophy:** A method of design that starts by designing the mobile version of a product and later adapts it to fit larger screens

N

**Networking:** Interacting with other people to develop professional contacts and learn more about a job industry

**Next Billion Users (NBU):** The billion people around the world who are accessing the web for the first time

P

**Panel interview:** A group of people meet a job candidate at the same time to assess the candidate’s skills

**Payment schedule:** A list of expected payment dates, including upfront costs and contingencies

**Personal statement:** A one- or two-sentence phrase that describes what you do and what you stand for

**Problem statement:** A clear description of the user’s need that should be addressed

**Progressive enhancement (bottom-up designing):** Designing from the smallest screen, with the basic capabilities of the product design, to the largest screen, where more advanced features and interactions are added

**Proposal:** Outline of an approach to successfully deliver work that is scoped with a client, including timeline and budget estimates

S

**Scope creep:** This is when the details of a project you're planning, or scoping, slowly increase until the project is much more complex than what was originally planned

**Scope of work:** A document that outlines the project that will be completed with a client

**Second round of interviews:** Interviewers explore a job candidate’s experience in more depth, often in person, so that the team can understand how the candidate’s background fits the role

**Statement of Work:** A legally binding document that includes a list of detailed deliverables, their due dates, and a payment schedule

W

**Whiteboard interview:** Includes a practical demonstration of a job candidate’s skills in real time for interviewers