

Glossary

Google UX Design Certificate



Terms and definitions from Course 1

A

Accessibility: The design of products, devices, services, or environments for people with disabilities

Advertising agencies: Teams of creatives hired by clients to build marketing campaigns

Alternative text (alt text): Text that helps translate something visual, such as an image or graph, into a description that can be read by screen readers

Apprenticeships: Provides on-the-job training to help people develop real skills

Assets: Everything from the text and images to the design specifications, like font style, color, size, and spacing

Assistive technology: Any products, equipment, or systems that enhance learning, working, and daily living for people with disabilities.

B

Bias: Favoring or having prejudice against something based on limited information

Brand Identity: The visual appearance and voice of a company

C

Call-to-action (CTA): A visual prompt that tells the user to take action, like to click a button

Color modification: Features that increase the contrast of colors on a screen, like high-contrast mode or dark mode

Confirmation Bias: Occurs when you start looking for evidence to prove a hypothesis you have

D

Define: The phase of Design Thinking that involves leveraging the insights gained during the empathize phase to identify the problem you'll solve with your design

Design Agency: A one-stop shop for the look of brands, products, and services

Design Research: Answers the question: How should we build it?

Design Sprint: A time-bound process, with five phases typically spread over five full 8-hour days. The goal of design sprints is to answer critical business questions through designing, prototyping, and testing ideas with users

Design Thinking: A UX design framework that focuses on the user throughout all five phases: empathize, define, ideate, prototype, and test.

Digital Literacy: A user's level of ability related to using digital information and technologies

E

Empathize: The phase of Design Thinking that involves getting to know your user through research

Empathy: The ability to understand someone else's feelings or thoughts in a situation

Equality: Providing the same amount of opportunity and support

Equity-focused design: Designing for groups that have been historically underrepresented or ignored when building products

F

False consensus bias: The assumption that others will think the same way as you do

Foundational research: Answers the questions: What should we build? What are the user problems? How can we solve them?

Framework: Creates the basic structure that focuses and supports the problem you're trying to solve

Freelancers: Designers who work for themselves and market their services to businesses to find customers

G

Generalist: A UX designer with a broad number of responsibilities

Graphic designers: Create visuals that tell a story or message

I

Ideate: The phase of Design Thinking that involves brainstorming all potential solutions to the user's problem

Ideation: The process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them

Implicit bias: The collection of attitudes and stereotypes you associate with people without your conscious knowledge

Inclusive design: Making design choices that take into account personal identifiers like ability, race, economic status, language, age, and gender

Information architecture: The framework of a website or how it's organized, categorized, and structured

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

Interviews: A research method used to collect in-depth information on people's opinions, thoughts, experiences, and feelings

Interaction designers: Focus on designing the experience of a product and how it functions

Iterate: Revise the original design to create a new and improved version

Iteration: Doing something again, by building on previous versions and making tweaks

Internship: A short term job with limited responsibility

K

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

M

Motion designers: Think about what it feels like for a user to move through a product

P

Platform: The medium that users experience your product on

Post-launch research: Answers the question: Did we succeed?

Primacy bias: Remembering the first user more than others

Primary research: Research you conduct yourself

Product: A good, service, or feature

Production designers: Make sure first and final designs match in the finished project materials and that the assets are ready to be handed off to engineering team

Prototype: An early model of a product that demonstrates functionality

Q

Qualitative research: Focuses observations on why and how things happen

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

R

Recency bias: Most easily remembering the last thing you heard

Responsive web design: A design approach that allows a website to change automatically depending on the size of the device

Retrospective: A collaborative critique of the team's design sprint

S

Screen reader: Software that reads aloud any on-screen text, interactive elements, or alternative text

Secondary research: Research that uses information someone else has put together

Speech to text: Software that allows users to compose text by speaking into their device

Specialist: A designer who dives deep into one particular type of user experience, like interaction design, visual design, or motion design

Sprint Brief: A document that you share with all your attendees to help them prepare for the sprint

Startup: A new business that wants to develop a unique product or service and bring it to market

Sunk cost fallacy: The idea that the deeper we get into a project we've invested in, the harder it is to change course

Surveys: An activity where many people are asked the same questions in order to understand what most people think about a product

Switch device: An assistive technology device that replaces the need to use a computer keyboard or a mouse

T

Test: The phase of Design Thinking that involves facilitating and observing user tests with your design prototypes

T-shaped designer: A designer who specializes in one kind of user experience (e.g., interaction, visual, motion) and has a breadth of knowledge in other areas

U

Universal design: The process of creating one product for users with the widest range of abilities and in the widest range of situations

UX designers: Focus on how users interact with a product

Usability study: A technique used to evaluate a product by testing it on users

User: Any person who uses a product

User-centered design: Puts the user front-and-center

User experience: How a person, the user, feels about interacting with, or experiencing, a product

UX engineers: Translate the design's intent into a functioning experience

UX program managers: Ensure clear and timely communication so that the process of building a useful product moves smoothly from start to finish

UX research: Understand users and learn about their backgrounds, demographics, motivations, pain points, emotions, and life goals

UX researchers: A type of researcher that conducts studies or interviews to learn about the users of a product and how people use a product

UX writers: Create the language that appears throughout a digital product, like websites or mobile apps

V

Visual designers: Focus on how the product or technology looks

Voice control: Allows users to navigate and interact with the buttons and screens on their devices using only their voice

W

Wireframe: An outline or a sketch of a product or a screen