A

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

C

**Competitive audit:** An overview of your competitors’ strengths and weaknesses

**Customizable text:** A feature that allows users to change how text is displayed in order to read the text more easily

D

**Direct Competitors:** Companies that have offerings similar to your product and focus on the same audience

E

**Edge case:** What happens when things go wrong that are beyond the user’s control

**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

H

**Happy path:** A user story with a pleasant ending

I

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

**Indirect competitors:** Have a similar set of offerings but focus on a different audience, or have a different set of offerings and focus on the same audience

P

**Pain points:** UX issues that frustrate the user and block the user from getting what they need

**Personas:** Fictional users whose goals and characteristics represent the needs of a larger group of users

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

**Product development lifecycle:** The process used to take a product from an idea to reality

S

**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

T

**The human factor**: Describes the range of variables humans bring to their product interactions

U

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

**User journey:** The series of experiences a user has as they achieve a specific goal

**User story:** A fictional one-sentence story told from the persona’s point of view that inspires and informs design decisions