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

**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

F

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

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

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

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

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

R

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

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

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

**Synthesize:** Combine ideas to draw conclusions

**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