

Glossary

Google UX Design Certificate

Terms and Definitions



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

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

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