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

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

**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