B

**Big picture storyboard:** A series of visually rendered panels that focus on the user’s experience

C

**Close-up storyboard:** A series of visually rendered panels that focus on the product

**Common region:** The principle that elements located within the same area are perceived to be grouped together

D

**Dopamine:** A natural chemical in the brain that’s released when something pleasurable happens, which makes us feel good or intrigued

E

**Elements:** Building blocks for creating a design

**Empathy map:** An easily understood chart that explains everything designers have learned about a type of user

F

**Fidelity:** How closely a design matches the look and feel of the final product

G

**Gestalt Principle:** Describe how humans group similar elements, recognize patterns, and simplify complex images when perceiving objects

**Goal statement:** One or two sentences that describe a product and its benefits for the user

H

**High-fidelity:** A design that closely matches the look and feel of the final product

I

**Implicit biases:** The collection of attitudes and stereotypes we associate with people without our conscious knowledge

**Industry standards:** Common ways to indicate page elements

**Information architecture (IA):** Organizes content to help users understand where they are in a product and where the information they want is

L

**Low-fidelity (lo-fi) prototype:** A simple, interactive model that provides a basic idea of what the product would look like and how it would function

P

**Persona:** A fictional user whose goals and characteristics represent the needs of a larger group of users

**Prototype:** An early model of a product that demonstrates functionality

**Proximity:** The principle that elements that are close together appear to be more related than things that are spaced farther apart

S

**Similarity:** The principle that elements that look similar are perceived to have the same function

**Storyboard:** A series of panels or frames that visually describes and explores a user’s experience with a product

U

**User journey:** The series of experiences a user has as they interact with a product

**User story:** Fictional one-sentence story told from a persona’s point of view to inspire and inform design decisions

W

**Wireframe:** A basic outline of a digital experience, like an app or website