B

**Bias:** Favoring or having prejudice against something based on limited information

C

**Call-to-action (CTA):** A visual prompt that tells the user to take action, like to click a button

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

**Confirmation bias:** Occurs when you start looking for evidence to prove a hypothesis you have

D

**Design research:** Answers the question: How should we build it?

**Direct competitors:** Have offerings that are 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

F

**False consensus bias:** The assumption that others will think the same way as you do

**Feedback loops:** The outcome a user gets at the end of a process

**Foundational research:** Answers the questions: What should we build? What are the user problems? How can we solve them?

H

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

**Hick’s Law:** The more options a user has, the longer it takes for them to make a decision

**Hypothesis statement:** Our best educated guess on what we think the solution to a design problem might be

I

**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 conscience knowledge

**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

**Interviews:** A research method used to collect in-depth information on people’s opinions, thoughts, experiences, and feelings

K

**Key Performance Indicators (KPIs):** Critical measures of progress toward an end goal

M

**Mental models:** Internal maps that allow humans to predict how something will work

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

**Post-launch research:** Answers the question: Did we succeed?

**Primacy bias:** Remembering the first user more than others

**Primary research:** Research you conduct yourself

**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

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

S

**Secondary research:** Research that uses information someone else has put together

**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

**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

T

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

U

**Usability study:** A technique to evaluate a product by testing it on users

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

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

**UX research**: Focuses on understanding user behaviors, needs, and motivations through observation and feedback

V

**Von Restorff effect, or isolation effect**: When multiple similar objects are present, the one that differs from the rest is most likely to be remembered