E

**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

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

**Product development lifecycle:** The process used to take a product from an idea to reality