

# UX-UI practical glossary

**Tips:** Stay user-focused. These tools and concepts are only valuable if they solve real user problems. Iterate often, test regularly, and design with empathy.

Term	Definition	Example	Tools
A/B Testing	Comparing two design versions to find the more effective one	Testing two CTA button colors	Optimizely, Google Optimize, VWO
Accessibility	Making designs usable for all, including people with disabilities	Adding alt text to images	axe DevTools, WebAIM, aXe
Affinity Diagram	Grouping ideas into clusters	Sorting post-interview notes by theme	Miro, Mural
Affordance	Visual clue showing how an object is used	Raised button suggests it can be clicked	Sketch, Figma
Card Sorting	Understanding how users organize content	Users group items for website menus	Optimal Workshop, UXPressia
Call-to-Action (CTA)	Prompt to encourage user action	"Sign up now" button	HubSpot, ConvertFlow
Color Palette	Set of brand-consistent colors	Blue tones for trust in fintech	Coolors, Adobe Color
Conversion Rate Optimization (CRO)	Design tweaks to boost conversions	Redesigning a checkout form	Google Optimize, VWO
Dark Mode	UI theme using dark backgrounds	Twitter's dark mode option	Tailwind CSS, Chakra UI
Emotional Design	Triggering emotional user responses	Warm colors for a travel app	Figma, Sketch
Error 404 Page	Message for broken/missing pages	Fun illustration with a "Go Home" button	Figma
Error Handling	Displaying helpful error messages	Red message under invalid input	Formik, React Hook Form

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Feedback	System response to user actions	"Message sent" confirmation	Toastify, SweetAlert2
Feedback Button	UI element to collect user feedback	Floating "Give Feedback" tab	Usabilla, Zendesk
Feedback Loop	Continuous improvement via user input	Iterative design after testing	Jira, Trello
Flat Design	Minimal, 2D design style	Google's early Material Lite	Sketch, Figma
Gamification	Game-like elements in UX	Badges for completing lessons	Octalysis, Badgeville
Gestalt Principles	Psychology-based visual perception laws	Grouping similar items together	Figma, Sketch
Golden Ratio	Ideal layout proportion for aesthetics	Balanced hero image placement	Figma
Grid System	Structure for consistent layout	12-column responsive grid	CSS Grid, Bootstrap
Heatmap	Visual of user activity areas	Click density on a landing page	Hotjar, Crazy Egg
Hierarchy (Visual)	Order of element importance	Larger headlines than body text	Figma, Sketch
Iconography	Use of icons for quick recognition	Shopping cart icon	Noun Project, Font Awesome
Information Architecture (IA)	Logical content organization	Category hierarchy in e-commerce	Lucidchart, OmniGraffle
Microcopy	Small text guiding user behavior	Placeholder text in a search bar	Grammarly, Hemingway
Microinteractions	Tiny animations for feedback	Heart animation on "like"	Principle, Framer
Material Design	Google's interface design system	Floating Action Button	Material-UI, MDC

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Navigation Menu	Interface for navigating sections	Hamburger menu on mobile	React Router, Vue Router
Onboarding	Teaching new users the basics	App walkthrough screens	Appcues, Userflow
Parallax Scrolling	Layers scroll at different speeds	Storytelling with motion	ScrollMagic, AOS
Persona	Fictional user profile	"Busy Brenda" – a working mom	UXPressia, Xtentio
Persona Empathy Map	Visual of a persona's thoughts/feelings	"Think/Feel/See/Do" chart	Miro, Mural
Persona Journey Map	Steps + emotions through a task	Booking a flight process	UXPressia, Miro
Progressive Disclosure	Revealing content step-by-step	"More options" expandable menu	Framer
Progressive Web App (PWA)	Web apps with native features	Twitter Lite	Workbox, Lighthouse
Prototype	Clickable simulation of UI	App mock-up with interactions	InVision, Marvel, Figma
Responsive Design	Adapting layout to screen sizes	Mobile-optimized website	Bootstrap, Gridset
Scroll Hijacking	Customized scroll behavior	Scroll-triggered animations	AOS, ScrollMagic
Scroll Progress Indicator	Visual scroll position tracker	Top bar filling as you scroll	Scrollama, AOS
Scrollable Navigation	Nav bar that stays visible	Sticky top menu	React-Scroll
Skeuomorphic Design	Real-world look in UI	Leather-textured notes app	Figma
Storyboarding	Visual narrative of user journey	Comic-like user scenario frames	Sketch, Figma

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Typography	Styling and layout of text	Readable, accessible font pairing	Google Fonts, Adobe Fonts
UI (User Interface)	Visual part of digital products	Screens, buttons, forms	Figma
UX (User Experience)	Overall interaction quality	Smooth checkout flow	UserTesting, Hotjar
User Flow	Steps to complete a task	From homepage to order confirmation	Figma
Usability Testing	Real user testing for effectiveness	Observing user sign-up attempts	Maze, Lookback
Visual Hierarchy	Design emphasizing key content	Bold CTA on hero banner	Sketch, Figma
Whitespace	Empty space around elements	Padding between sections	Figma
Wireframe	Basic visual layout blueprint	Homepage sketch in grayscale	Balsamiq, Sketch