Glossary of Terms for GenAI in UX Design

Generative AI (GenAI): A subset of artificial intelligence focused on generating new content such as text, images, or code based on the data it has been trained on. Used extensively in UX design to automate and enhance creative processes.

User Persona: A fictional character that represents a segment of your target audience. Personas include demographics, goals, motivations, and behaviors, and are used to guide design decisions.

Wireframe: A basic visual guide used in the early stages of design to represent the skeletal framework of a website or app. It focuses on functionality and user flow rather than visual design.

Figma: A collaborative interface design tool used for creating wireframes, prototypes, and high-fidelity designs. It supports real-time collaboration among design teams.

WireGen Plugin: A Figma plugin that helps automate the creation of wireframes based on textual descriptions provided by AI tools like ChatGPT.

Text Generation: AI's ability to create human-like text based on a given prompt. In UX design, it is used for generating user personas, user research data, and content for testing scenarios.

Data Synthesis: The generation of synthetic data that mimics real-world data. This is used in UX design to create diverse user scenarios for testing without exposing sensitive information.

Prototyping: The process of creating an interactive mockup of a design to test and validate the user experience before final development. Prototypes are often created in tools like Figma.

Ethical AI: Practices that ensure AI development and usage align with ethical guidelines, promoting fairness, transparency, and accountability.

Bias Detection and Mitigation: Techniques used to identify and reduce biases in AI models to promote fairness and inclusivity in AI-generated content.

Human Oversight: Maintaining human control over AI processes to ensure that critical decisions are made by humans, not machines, to uphold ethical standards and accountability.

Vulnerability Assessment: In UX, this refers to evaluating a system's design for potential weaknesses that could impact user experience or data security.

Patch Management: The process of updating software to fix bugs, improve usability, and enhance security. In UX design, it involves iterative improvements to design based on user feedback.

HTML (HyperText Markup Language): The standard language used to create and design web pages. It is used to structure content on the web.

CSS (Cascading Style Sheets): A style sheet language used for describing the presentation of a document written in HTML or XML. CSS defines how elements should be rendered on screen, on paper, or in other media.

JavaScript: A programming language used to create dynamic and interactive effects on web pages. It is essential for implementing complex features in web applications.

Transparency and Accountability: Ensuring that the processes and data used in AI development are open and understandable to build trust and ensure responsible use.

Machine Learning (ML): A subset of AI involving algorithms that improve automatically through experience. Used in UX design for predictive analytics and personalized user experiences.

Natural Language Processing (NLP): A branch of AI that focuses on the interaction between computers and humans through natural language. Used in UX design for chatbots, automated user support, and content generation.

Continuous Monitoring: The ongoing process of tracking and assessing system performance and user experience to identify and respond to issues in real time.

A/B Testing: A method of comparing two versions of a webpage or app against each other to determine which one performs better in terms of user engagement and experience.

Usability Testing: A technique used in user-centered design to evaluate a product by testing it with real users. This helps identify usability issues before the final launch.

Real-Time Feedback: Immediate feedback provided by users during the testing phase, used to make quick adjustments and improvements to the design.

Interactive Mockup: A prototype that allows users to interact with the design as if it were a real product. Used to validate user experience and functionality before full development.

GenAI Tool: Software or application that uses generative AI to perform tasks such as creating content, designing interfaces, or analyzing data.