

Glossary

Google UX Design Certificate

Terms and Definitions



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