

Terminology management

Building a common language

What is terminology management?

The process of identifying, defining, and standardizing key terms to ensure products and content are usable, consistent, and cohesive.

Bank statement golden
3/11/2025 at 12:49:17 PM

 Confidential

Why terminology matters

- **Speeds product development**

Shared understanding reduces misconceptions and rework.

- **Reduces content silos**

Aligned terms ensure consistency across teams, audiences, and product surfaces.

- **Makes products more usable**

Clear terminology help users learn faster and make fewer errors.

- **Builds customer confidence**

Professional, consistent language demonstrates expertise and creates trust.



Why terminology matters (continued)

- Creates seamless customer journeys

Unified terminology connects Marketing, Sales, Enablement, and Support touchpoints.

- Improves discoverability

Well-considered terminology matches customer search patterns and AI categorization.

- Simplifies sales conversations

Clear, consistent terms make value propositions immediately understandable.



Goals



Clarity

files vs. documents



Consistency

confidence



Understanding

runs



Usability

project files



Plain language

recognize visual objects



Marketability

AI runtime

Terminology analysis

1

Scope

What Things need names?

2

Context

How do new Things relate to existing Things?

3

Variability

Are there variant Things that need different names?

4

Mental models

What names make sense?

5

Function

How do proposed names work IRL?



Questions or feedback?

#ask-word-nerds