



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.

Words are super important!

v0.2.2

Bank statement golden

3/11/2025 at 12:49:17 PM

	100%	100%	50.9%	73.2%
Chase	100%	100%	42.4%	75%
Capital One	100%	100%	63.6%	71.4%



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



Scope

What Things need
names?



Context

How do new Things
relate to existing
Things?



Variability

Are there variant
Things that need
different names?



Mental models

What names make
sense?



Function

How do proposed
names work IRL?



Questions or feedback?

#ask-word-nerds