



# Ultimate Glossary for UX/UI Designers

Handy explanations of 200 design-related terms,  
processes, principles, and more.



Jan Mraz & Atheros Learning

# Glossary for UX/UI Designers

Free e-Book by Jan Mraz

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#

## 3 clicks rule

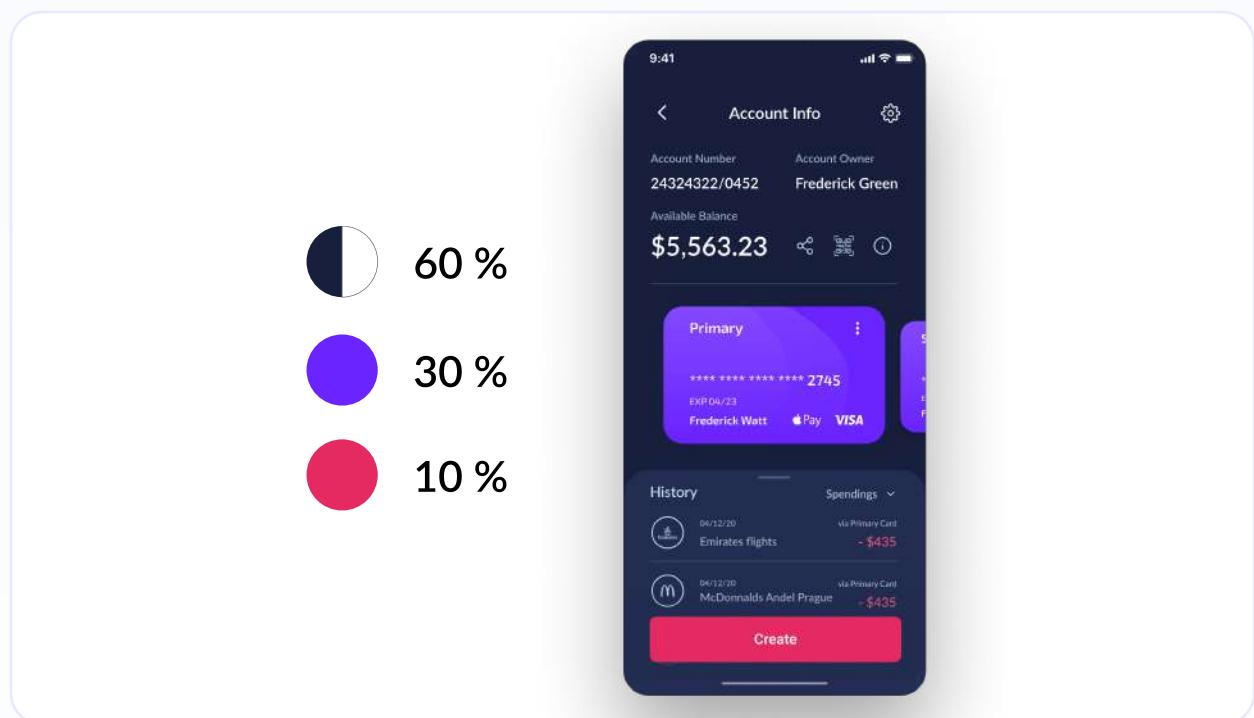
The rule describes that if users do not achieve their goal after three clicks/taps, they will become frustrated and leave the interface.

## 3D asset

In UI design, a 3D asset represents a three-dimensional digital picture/image of particular objects, activities, people, and more. It's a very trendy style of illustration, helping you to create visually appealing UI designs.

## 60-30-10 rule

The 60-30-10 color rule states that 60% of the screen should be a dominant color, 30% should be the secondary color, and the last 10% should be an accent. You don't have to be that strict by following this rule, but it's good for beginners to manage color usage safely.





## 8-point grid

The rule describes that if users do not achieve their goal after three clicks/taps, they will become frustrated and leave the interface.



## 80/20 rule

The 80/20 rule is also known as Pareto Principle. It explains that 80% of outcomes (or outputs) are a result of 20% of all causes (or inputs). E.g., 80% of attention is spent on 20% of the web page.



**Vilfredo Federico Damaso Pareto**

1848-1923

He made several important contributions to economics, particularly in the study of income distribution and in the analysis of individuals' choices.

source: wikipedia.org



## A

### **A/B testing**

A/B testing is a well-known method enabling you to compare two versions of the same page/component in an interface. A key aspect of the right decision is a change in key indicators like sales, customer satisfaction, etc.

### **Adobe Xd**

Adobe Xd is one of the most frequently used prototyping tools, enabling designers to design clickable and interactive prototypes.

### **Agile**

Agile project management is a methodology based on continuous incremental product/service improvement through small and regular iterations in a predefined timeframe called sprint.

### **Android**

Android represents the most frequently used operating system for touchscreen devices such as mobiles or tablets.



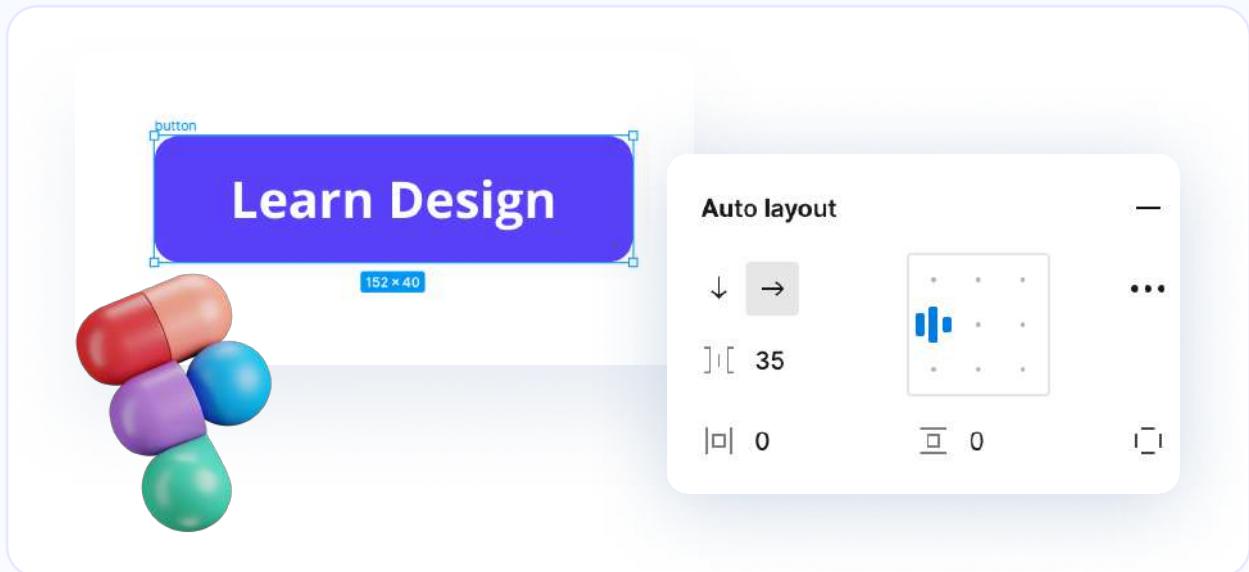


## Ant Design

The Ant Design System is an open-source code for enterprise-level UI design languages and React UI library. It's an awesome source of inspiration for many designers.

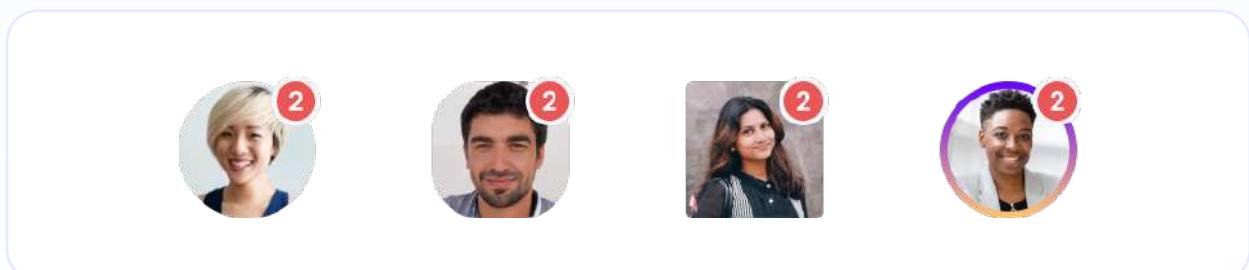
## Auto layout

Auto layout is a property in Figma you can add to frames and components. It lets you create designs that grow to fill or shrink to fit and reflow as their contents change.



## Avatar

Avatar is a component used to represent a user's profile picture. It usually has an important navigation role, as you can access the submenu there.





## B

### **Backend development**

Backend development is a group of software development activities focusing on the server side of the software. Backend developers work primarily on databases, communication with databases, logic, servers, etc.

### **Backlog**

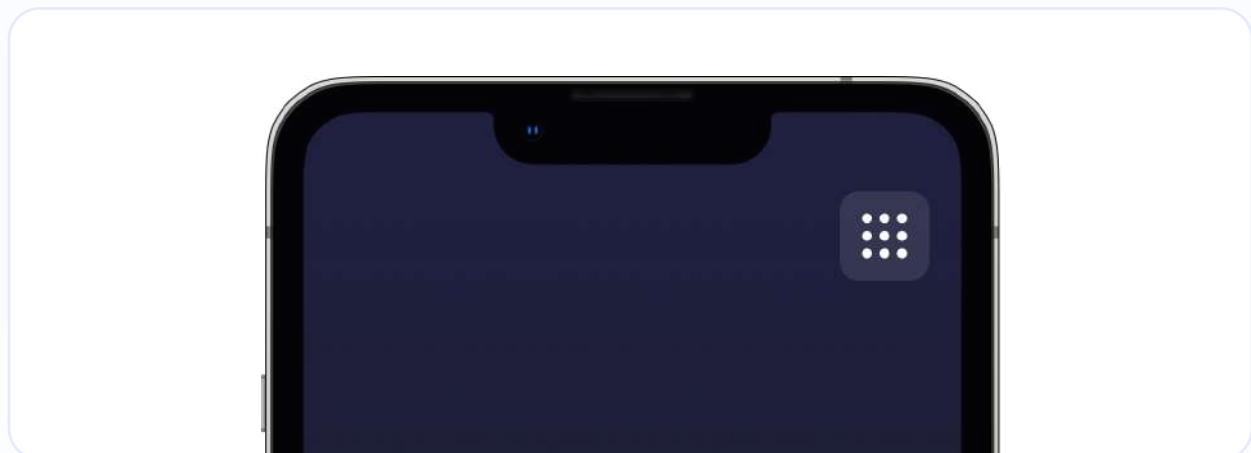
In agile methodology, a product backlog is a list of new features, changes, fixes, and other activities that a team may deliver. The items in the backlog are sorted by their priority.

### **Benchmark study**

A benchmark study measures and compares usability metrics against a baseline study. The analysis runs regularly and measures how usability changes over time.

### **Bento menu**

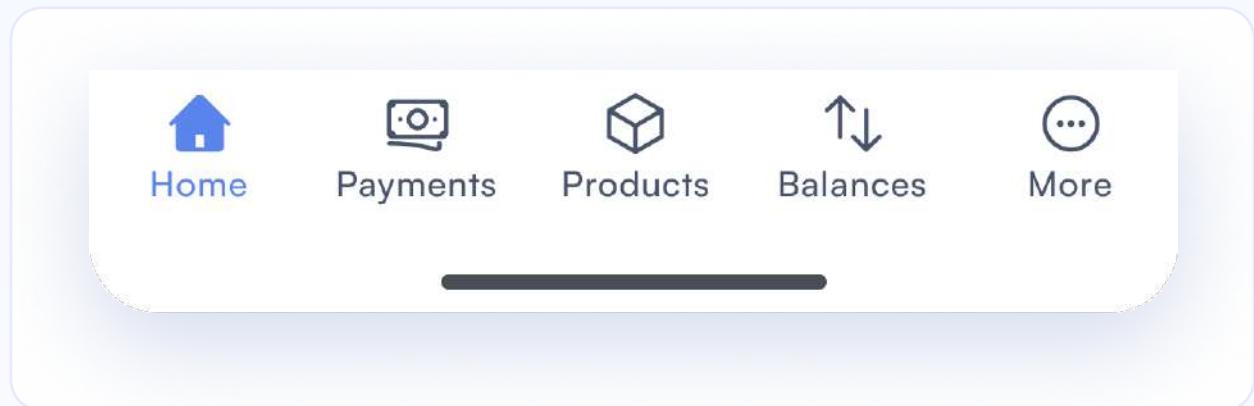
Bento is a type of menu that represents a menu with grid items - usually apps/features within a single platform.





## Bottom navigation

Bottom navigation is a component serving the main navigation through pages within a system. Designers use them mainly for the design of native mobile apps for iOS and Android.



## Bounce rate

Bounce rate is an important indicator used as a measurement of a website's overall engagement. It represents the percentage of visitors who enter the site and then leave before viewing other pages within the same site. It is calculated as a proportion of users that visit only a single page and total page visits.

## Brainstorming

Brainstorming is a very popular technique for achieving higher creativity when a designer or group of designers need to come up with multiple solutions for a single problem. The process includes generating ideas on the problem and evaluating the ideas later.

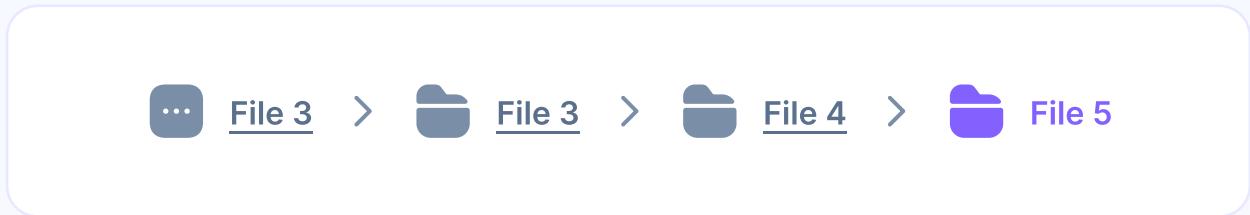
## Brainwriting

Brainwriting also represents a creativity technique running on the same principles as brainstorming. The difference is that the ideas are listed in written form.



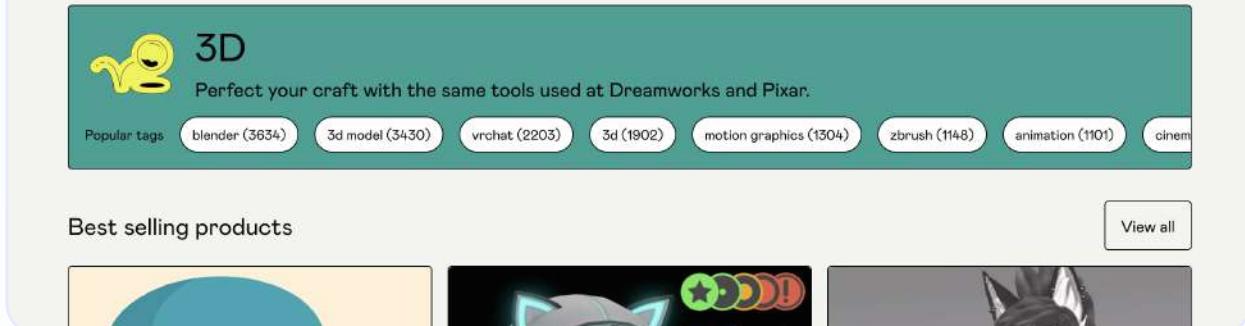
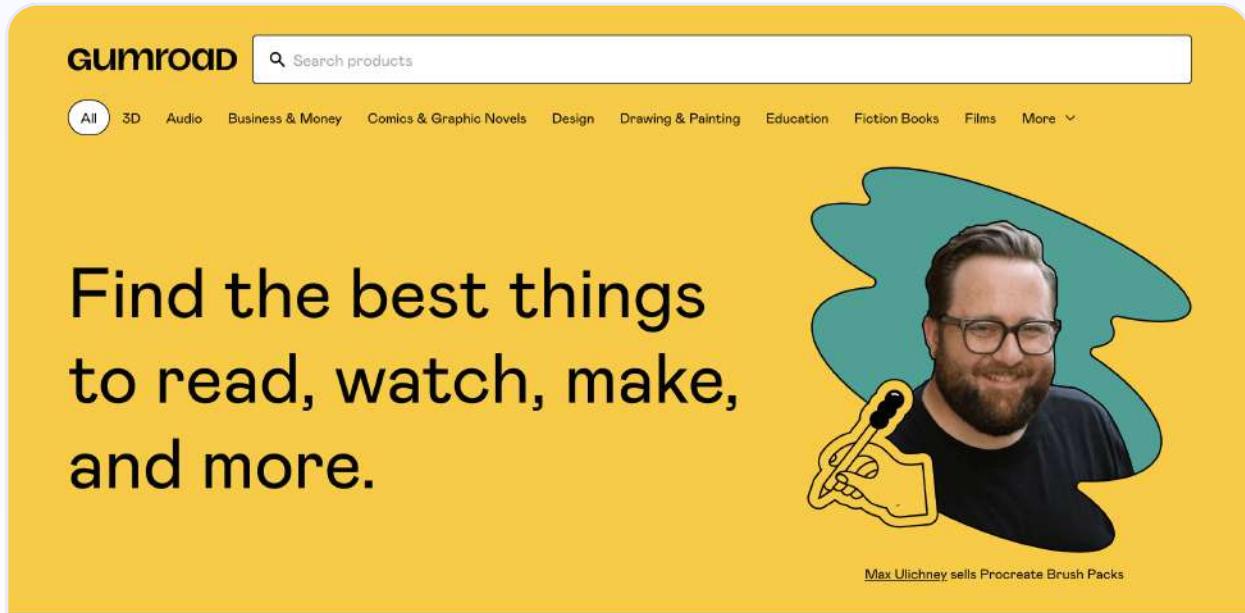
## Breadcrumb

Breadcrumb is a component showing a list of links, which stands for the current page and subpages within the navigation.



## Brutalism

Brutalism is a UI design style placing functionality first over visual aesthetics. It displays the design elements in a crude, plain, and transparent style.





# C

## Carbon Design

Carbon is IBM's open-source design system for digital experiences. With the IBM Design Language as its foundation, the system consists of working code, design tools, resources, human interface guidelines, etc.

## Card sorting

Card sorting is a method used to help design or evaluate the information architecture of a digital product. During sorting sessions, users group pages into logical groups, which serves as an inspiration for navigation within the system.

## Chatbot

A chatbot is a customer service agent, replacing customer service assistants.

## Checkbox

A checkbox is a design component allowing users to select one or more items from a list or set of items or confirm a piece of information.

I agree to the [terms & conditions](#) and [privacy policy](#).

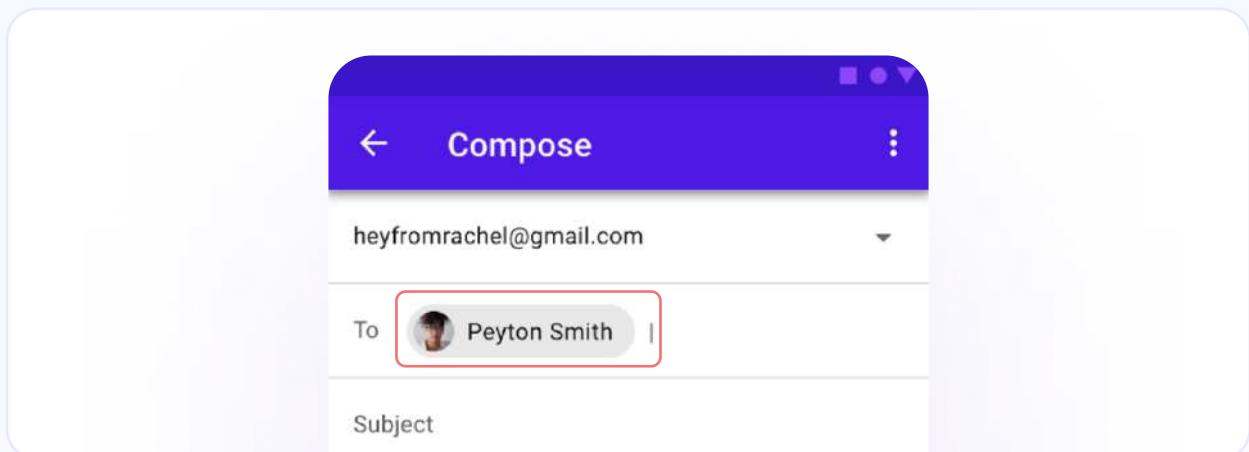
I agree to the [terms & conditions](#) and [privacy policy](#).

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## Chips

Chips are components allowing users to enter, select, filter information, or trigger actions within the system.



## Clay mockup

A clay mockup is a minimalist representation of a device, including a designed interface. The device is usually monochrome with a plastic look.



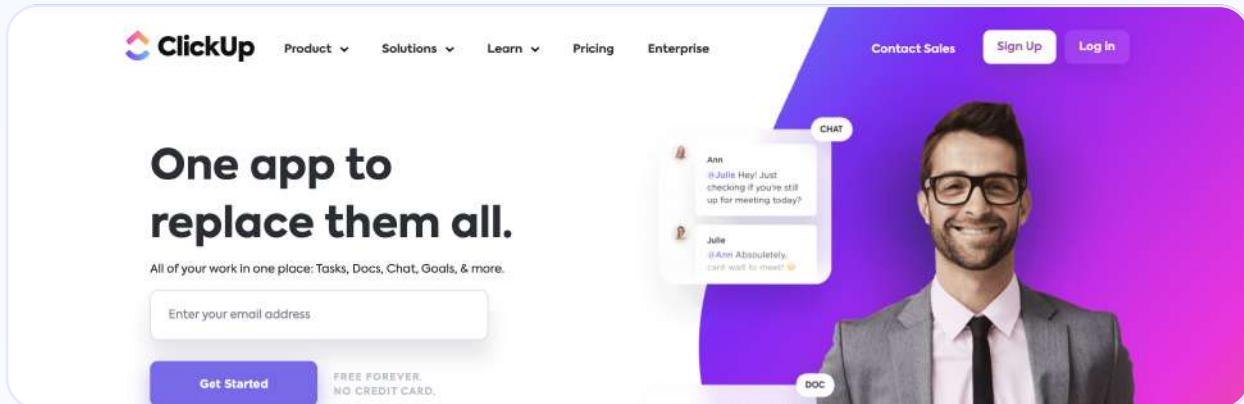
## Clickstream

Clickstream represents all clicks that a user is supposed to provide for completing a task. It's a very important indicator for creating usable interfaces.



## ClickUp

ClickUp is a useful tool for project management, design specification, documentation, planning roadmaps and strategies, and more.



## CMS

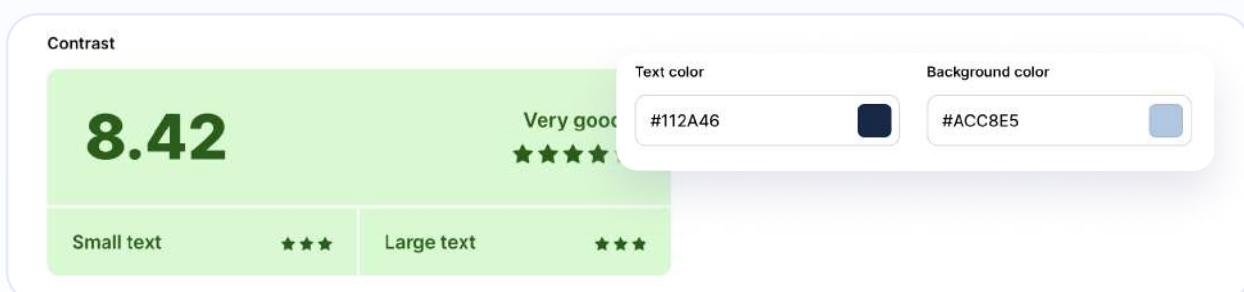
A company management system (CMS) allows a team to edit the content of web pages without a single line of code from developers. Usually, it's a web-app platform.

## Cognitive load

In cognitive psychology, cognitive load is the amount of information that an individual's working memory can hold at one time.

## Color contrast

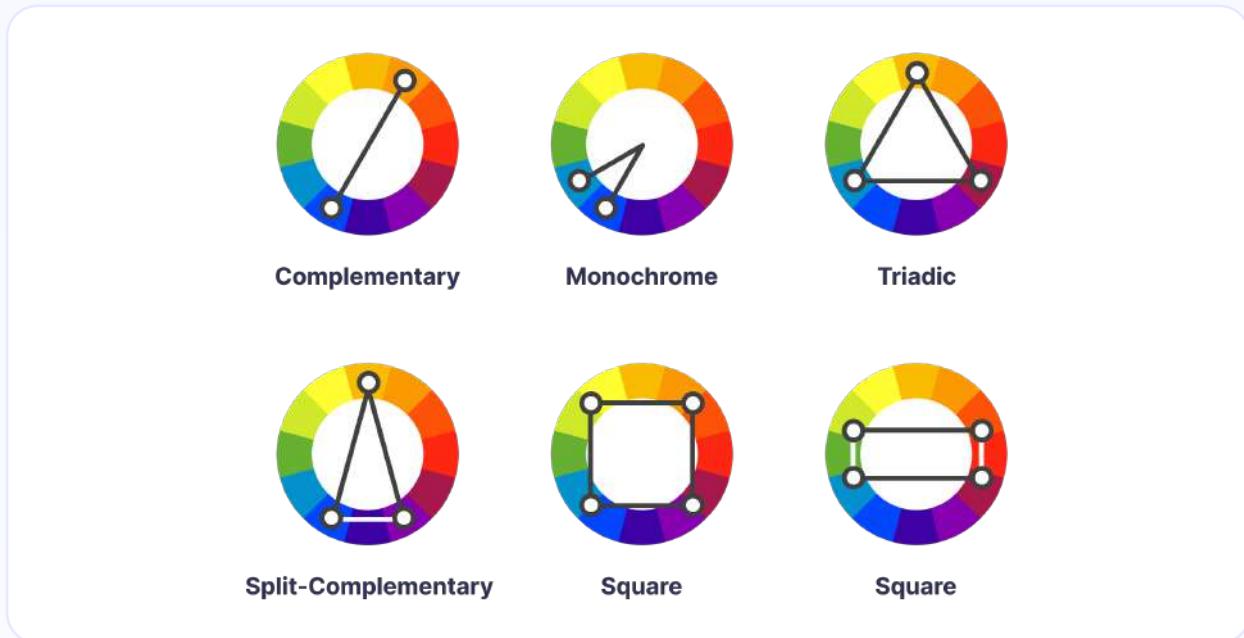
Color contrast ratio is one of the most important aspects of accessible design. It measures the difference between two concrete color tones.





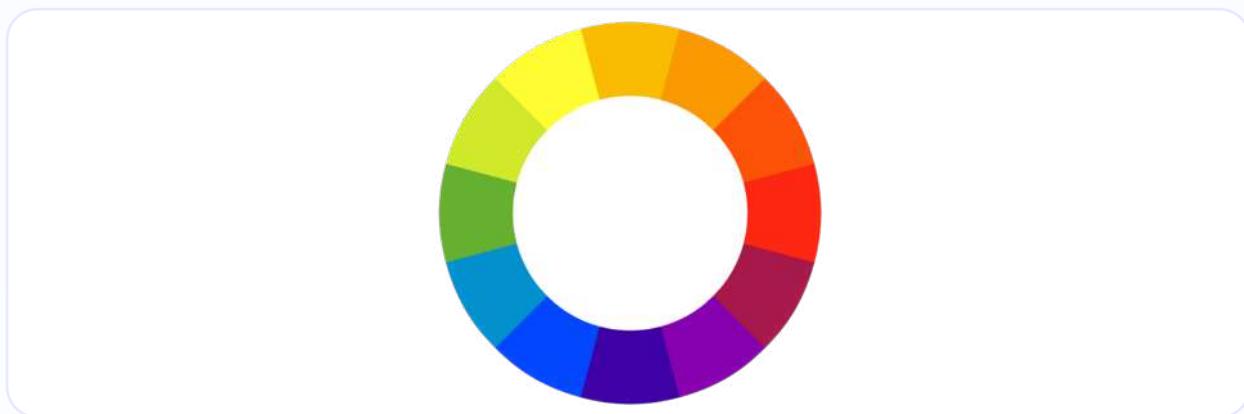
## Color scheme

In color theory, a color scheme is the choice of colors used in various artistic and design contexts. We distinguish 6 main color schemes - complementary, monochrome, triadic, split-complementary, square, and rectangle.



## Color wheel

The color wheel shows the relation between particular colors and helps you to understand the relations between each color. For example, neighbouring colors in the wheel are good for creating smooth and natural color gradients.





## Competitive analysis

A competitive analysis is a method helping you to map competitors' strengths and weaknesses from various perspectives, such as products, services, human resources, financials, etc.

## Consistency

Consistency represents a key principle of overall UX design, serving to create uniform interfaces, and improving their learnability and effectiveness.

## Content design

Content design is all about putting the right content in the proper form, place, and at the right time within an interface.

## Content strategists

A content strategist is responsible for understanding business and user requirements for content in various media, identifying gaps in existing content, and facilitating the workflow and development of new content.

## Content strategy

A content strategy represents the organization and management of content that aligns with the user and business goals.

## Context

Context includes all the aspects influencing a user's behavior. It is an important factor for defining the problem statements.



## Conversion rate

A conversion is a user's action (e.g., filling sign up form) that you (e.g., web owner) stated as a goal of the interface. The conversion rate is the number of conversions divided by the total number of visitors.

## Critical thinking

Critical thinking is a complex process of evaluating real data, facts, and arguments. The key principle of critical thinking is the ability to not succumb to the first impression and cognitive biases.

## CSS

Cascading Style Sheets (CSS) is a style sheet programming language used to define how a website should be styled. It's a really important aspect of implementing visual design properly.

## CTA

In UX design, Call-to-action (CTA) is a button stimulating users to click or tap. This button should be prominent, clear, and bold.



## CX

Customer experience describes wide perceptions and feelings resulting from interactions with a product or service. In comparison with the UX process, we include, for example, customer support, billings, or sales.



# D

## Dark UX patterns

Dark patterns are interactions and design aspects, using hidden techniques to force users to do something they don't want to do or do something that doesn't have a positive effect on users.

## Density

Density is the number of pixels per inch of a screen, also known as PPI. The unit “dp” is short for “density-independent pixel,” also sometimes abbreviated as “dip.”

## Design debt

Design debt is all the good design concepts or solutions that you skipped in order to reach short-term goals. If you do not care about the long-term sustainability of your design, debt will increase and have a negative impact.

## Design sprint

The design sprint is a framework divided into 5 steps based on the design thinking method. The main principle of this method is that it should be limited in the time frame.

1. Set and understand the goal
2. Come up with solutions to the problem
3. Identify ideas that fit the best
4. Prototype the best idea
5. Test on real users



## Design system

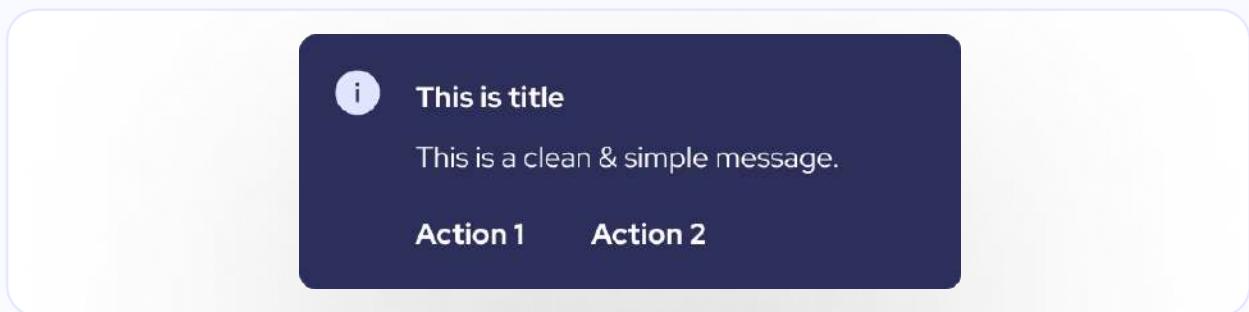
A design system is a collection of a company's design rules, standards, components, and other patterns used in company products.

## Design thinking

Design thinking is a non-linear process for solving problems by prioritizing the consumer's needs above all else. It's composed of the following steps empathize, define, ideate, prototype, test, and implement.

## Dialog

Dialog is a modal window providing critical information or asking for a user's decision.



## Doner menu

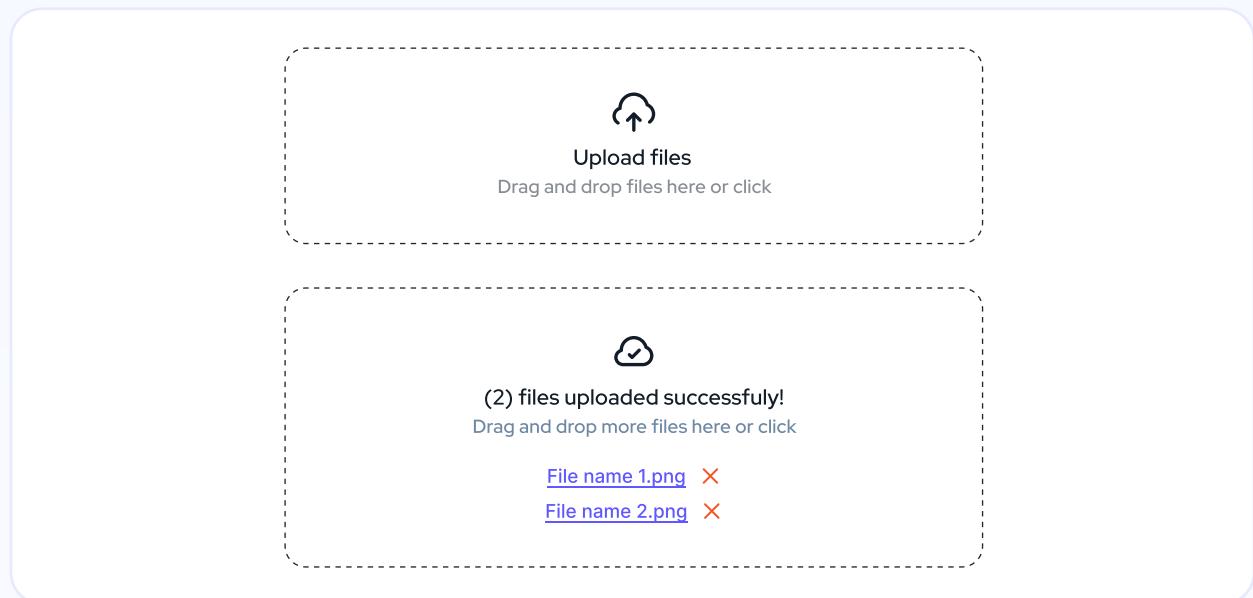
The Doner (Strawberry) menu is an icon type of button that is used by designers to indicate opening filters or ordering preferences of the content within the current screen.





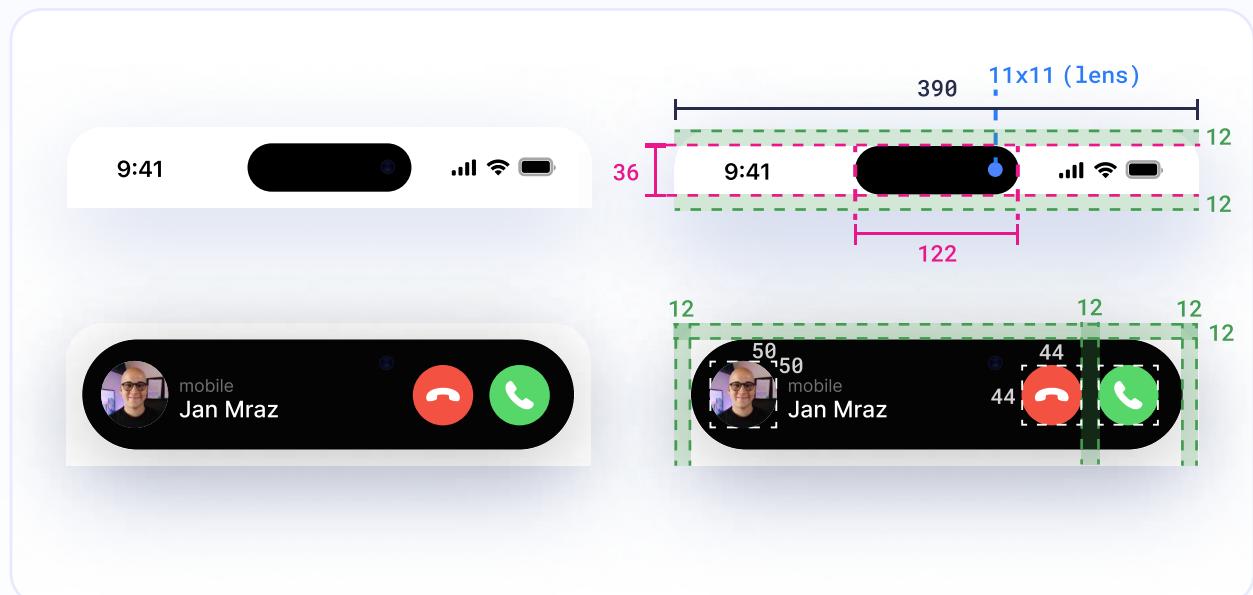
## Dropzone

Dropzone is a component enabling users to access important files within an interface by click or drag-and-drop interaction.



## Dynamic Island

Dynamic Island is a pill-shaped area on the iPhone, which includes the camera hardware and also serves as a shape-changing hub for key iPhone 14 pro alerts.

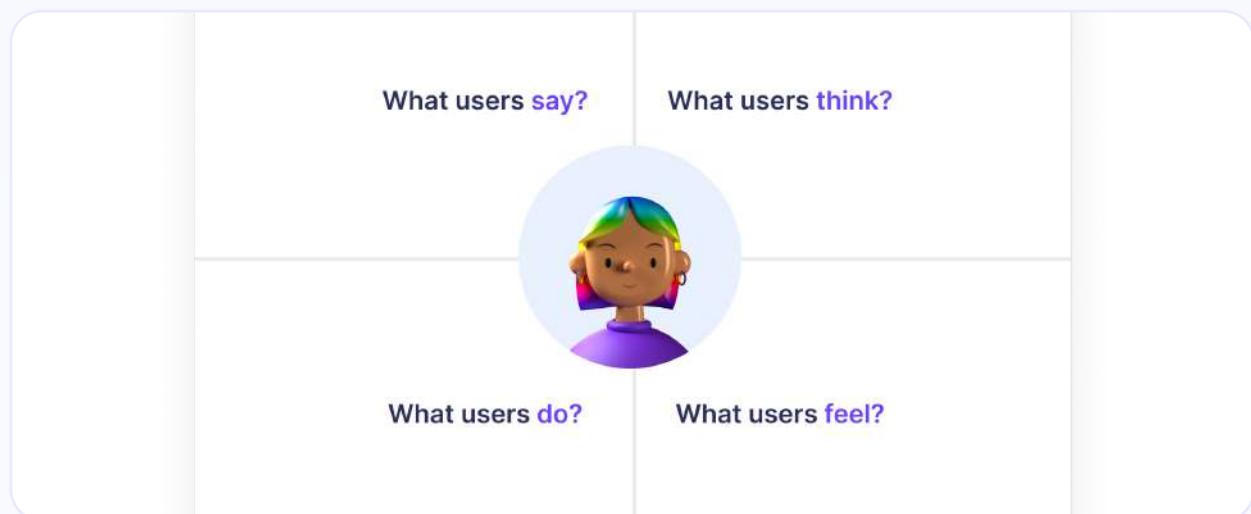




# E

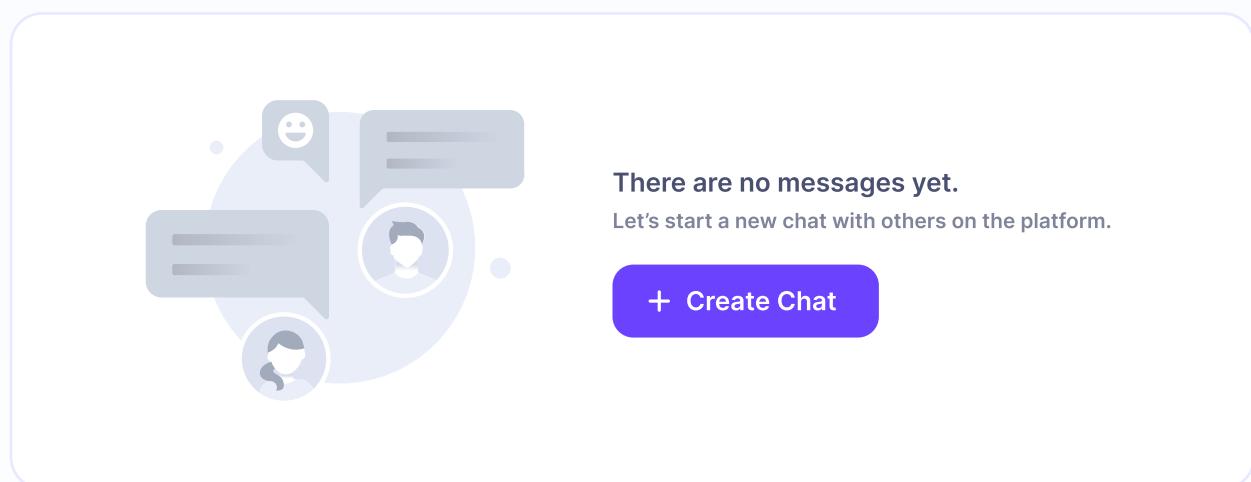
## Empathy map

An empathy map is a research technique mapping a deeper insight of users. The technique describes findings about what users say, think, do, and feel in relation to a particular product/service.



## Empty state

An empty state represents a situation when there are no relevant data to show to users. To care about those states, you can add an illustration, a clear description, and a call to action button to help with the action needed to make the state not empty.





## End-user

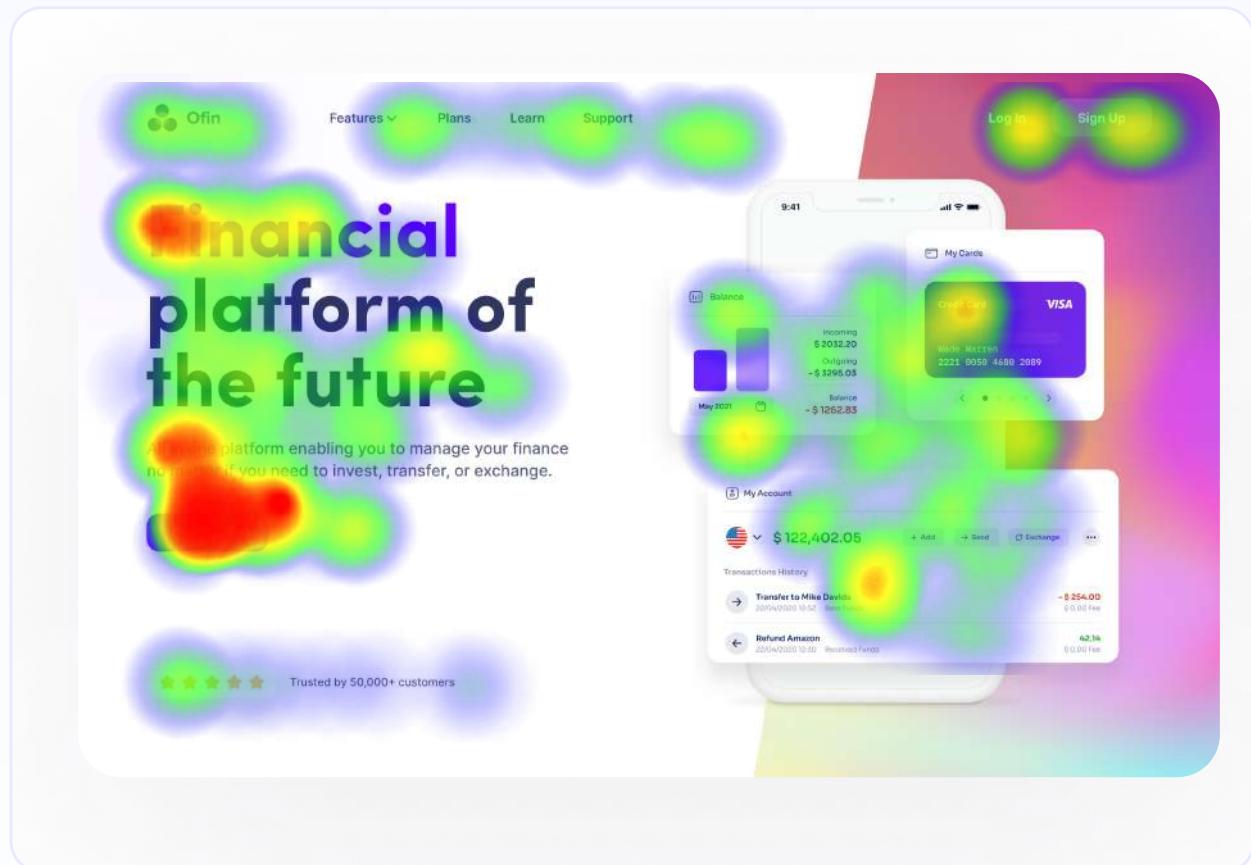
Any people who are using a designed platform or service are end users. Sometimes end users might be different from customers, e.g., most B2B businesses.

## Error message

When something goes wrong within a system, you should inform about it through an error message. Make sure you're clear and concrete about the problem.

## Eye tracking

Eye tracking is a research method that includes measuring where the eye of a user is focused within an interface. These data help designers to understand where are the key focus points on the screens.





# F

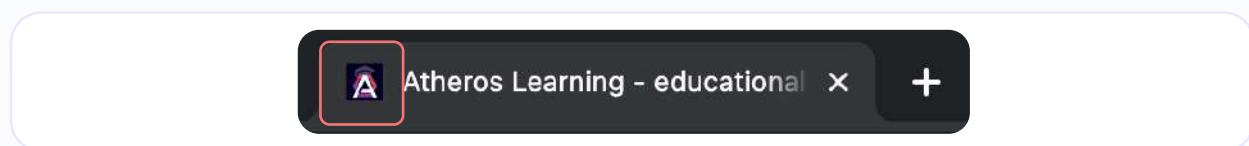
## F-shape pattern

This principle describes a way of eye-scanning of content by users. F-Shape Pattern is relevant mainly for content-heavy websites like blogs, etc.



## Favicon

Favicon is a small 16x16px (or 32x32px) large icon placed within the tab of the web browser to represent a concrete website.



## Figma

Figma is the most frequently used prototyping tool in the design market. The main emphasis of the tool is set on real-time collaboration within the teams.



## Filled icon

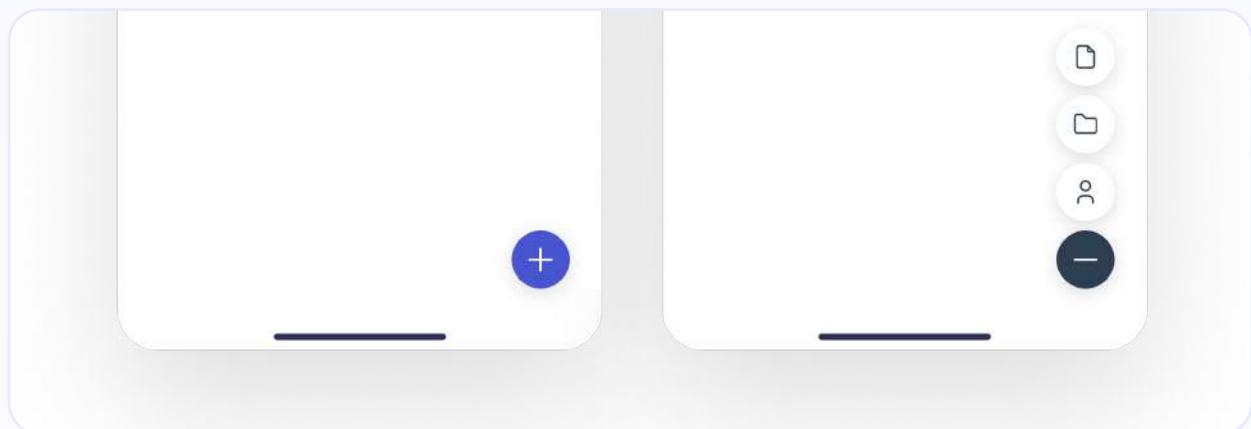
A filled icon is a type of icon style which is characterized by bold and solid design. Other types of icons are line, duo-tone, or broken.

## Flat design

Flat design is a UI design style that uses simple two-dimensional elements without any shadows.

## Floating action button

A floating action button (FAB) is a type of button described in the Material Design System by Google. It represents the primary action on the screen, and usually, it's placed in the bottom right corner.



## Fluid layout

A fluid layout is a type of webpage design in which the layout of the page resizes as the window size is changed.

## Focus group

A Focus group is a qualitative research technique where a moderator leads a discussion on a specific topic with a small group of people.



## Formative research

In software development, formative research represents early research determining and describing target users, their needs, and the factors influencing them.

## Forms

In the context of UX design, a form is an element that allows users to send information to a server, usually through text field inputs, dropdowns, or radio buttons.

**Recipient's address**

Country

Address

City

**Recipient's bank details**

Beneficiary's bank name

Account number (IDR accounts only)

## Frontend development

Frontend development is a group of software development activities focusing on visual part of an interface. It covers the development of everything that users interact with and what users can see within an interface.



# G

## Gamification

Gamification is a UX technique that brings game mechanics to any product. The goal of the process is to make the product much more engaging for the users. Gamification mechanics might be, for example, collecting badges for successful actions taken by users.

## Gestalt principle

Gestalt is a theory covering principles and laws of human perception that describe how humans group similar elements, recognize patterns, and simplify complex images. There are six main gestalt principles - figure-ground, proximity, similarity, continuation, closure, and symmetry.

## Ghost button

Ghost buttons usually go hand in hand with the call-to-action button and stand as an alternative action. It is a type of button that tends to have a thin border and a text label that is situated within the transparent body.

A screenshot of a mobile application interface. At the top, there is descriptive text: "NFL fantasy league, bringing you the most advanced adjustments and predictions." Below this is a red-bordered rectangular area containing a "Log In" button with black text. Further down is a blue rectangular button with white text that says "Sign Up". A thin black horizontal bar is centered below the "Sign Up" button.



## Glassmorphism

Glassmorphism is a UI design style that uses background blur for objects to simulate the glass effect.

## Google fonts

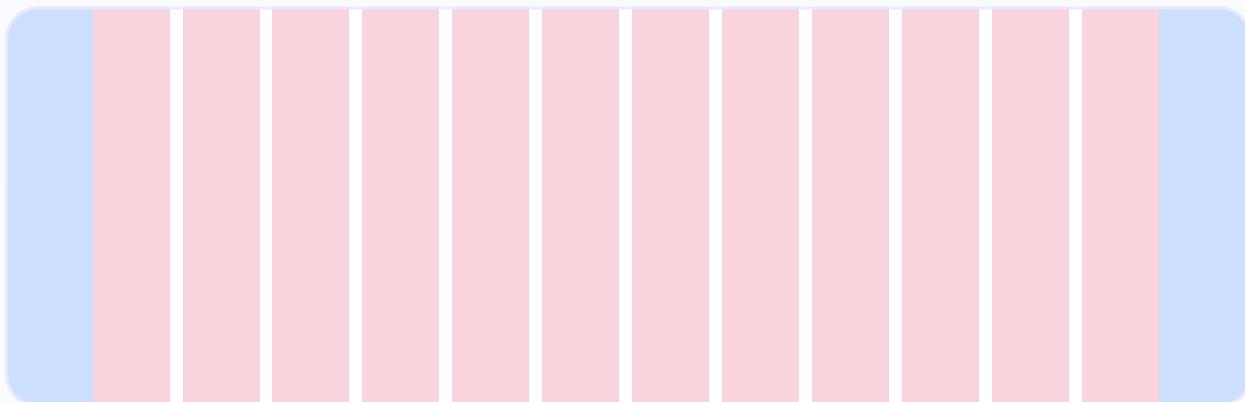
Google Fonts is a library of 1464 open-source font families and APIs for convenient use via CSS and Android. It is a very popular library for choosing fonts for UI designs.

## Gradients

Gradient, or color transitions, are defined as a gradual blending from one color to another.

## Grid

Grid is a framework that helps to arrange UI elements to maintain good visual balance from page to page. A grid is composed of columns and rows in consistent proportions.



## Guerilla testing

Guerilla testing is a research method using public domains to ask people for their thoughts and get fast and high-level feedback.



# H

## Hamburger menu

The hamburger menu is a very well-known type of navigation that is frequently used for interfaces adjusted for mobile devices. Typically it opens up into a side menu.



## Haptics

It's a type of interaction that focuses on a sense of touch to improve the experience of interacting with onscreen interfaces.

## Heatmap

A heatmap is a result of a very well-known form of analytics showing user behavior on a specific page. Heatmaps show where users click, where they focus their attention, or how far they scroll.

## Hero section

A hero section is the first section that users will see after visiting a website. Usually, it contains an image, call-to-action button, heading, subheading, social proof, etc.

## HEX code

HEX code is a 6-digit number representing a particular web color. Besides, HEX code designers use RGB, RGBA, HSL, or HSB.

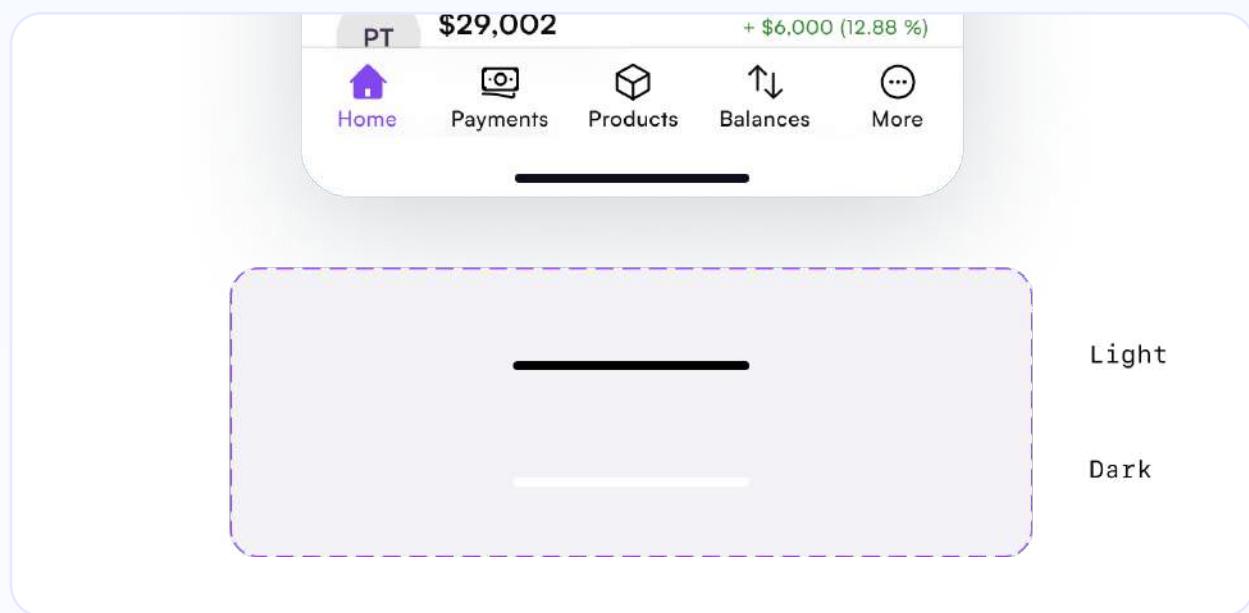


## Hick's law

Hick's law is a principle focusing on the decisions of users. It states that the more choices user has, the longer it will take to make a decision or action.

## Home indicator

Home Indicator appears for iOS devices from iPhone X and newer. When prototyping for those iOS devices, ensure you always put this element on the bottom of the screen.



## HTML

Hyper Text Markup Language (HTML) is the standard language for creating web pages. It's one of the fundamental languages with CSS for implementing simple websites.

## Hyperlink

Hyperlinks or simple links are connections between one page to another. They're used to navigate users through the pages.



I

## Ideation

Ideation is a phase of the design thinking methods where designers are supposed to generate, evaluate, and develop new ideas on a particular problem.

## In-depth interview

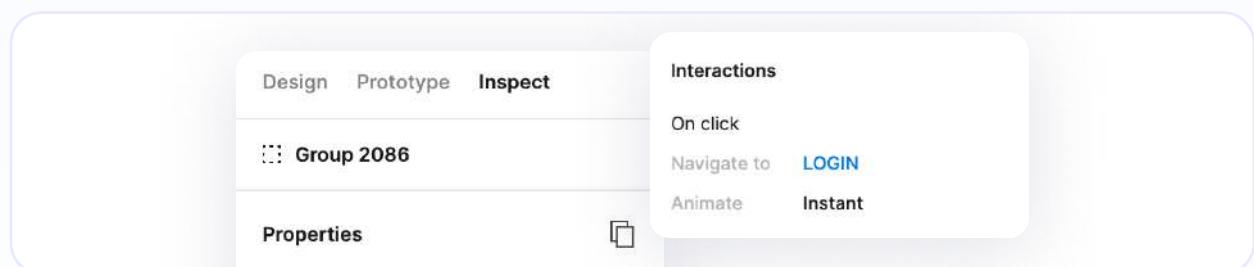
An in-depth interview is a qualitative research technique which consists of individual interviews based on direct interaction with participants. This method analyzes a participant's subjective point of view deeply on a problem.

## Information architecture

Information Architecture (IA) represents an integral to the web and digital product development process. The goal of information architects represents organizing, categorizing, labeling, and prioritizing information, content structure, tone and voice, content sources, content management, and all related content planning.

## Inspect mode

Inspect mode is a special view of the Figma project, enabling an easy and fast design implementation. It's a feature designed mainly for the needs of developers.

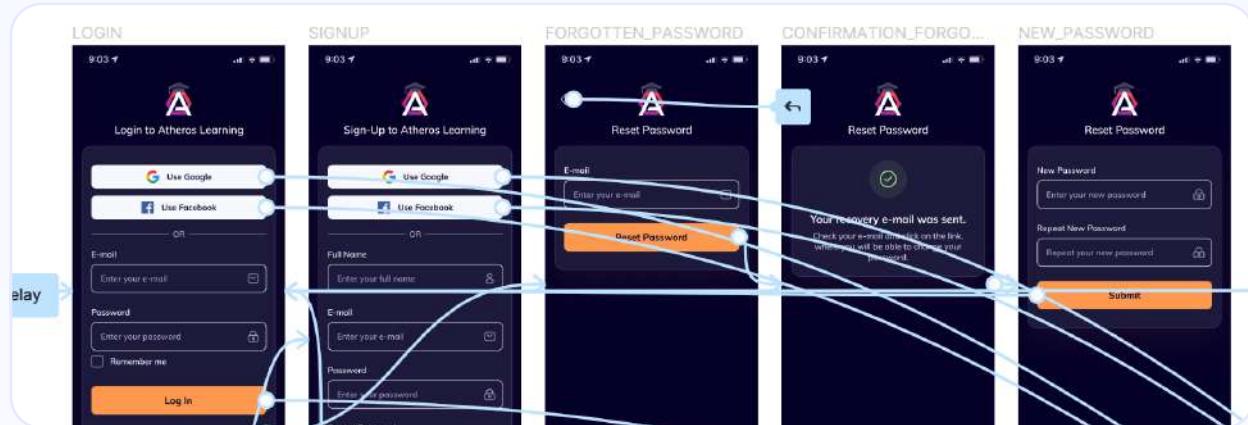


I



## Interactive prototype

In the UX design process, an interactive prototype is the final deliverable of most design projects. It represents the view of how users will see and interact with the platform.



## iOS

iPhone operating system is a mobile operating system developed by Apple for its own hardware.



## Iteration

An iteration is a process of receiving feedback on a design with further changes and implementation of a product to reach the final version of a product.



# J

## JavaScript

JavaScript (JS) is a programming language that is one of the core technologies of the World Wide Web, alongside HTML and CSS.



## Jobs to be done

It's an important aspect of every persona, describing the daily routine of the target users. This technique helps designers and marketers to emphasize problems users might face in a particular context.

## Journey map

A journey map is a visualization of the process that a person goes through in order to accomplish a given task or goal. Designers usually define various phases users face in this process.

# K

## KPI

A key performance indicator (KPI) represents a quantifiable measure of performance over time for a proper goal. In the UX industry, it might be task success rate, user error rate, customer satisfaction, etc.



L

# Landing page

A landing page represents a type of page that is designed to convert traffic to complete a specific goal, usually by filling out a form.

# Learnability

Learnability is an aspect of usability, referring to the ability how quickly users can learn to use the platform confidently without any problems.

# Letter spacing

Letter spacing represents a horizontal spacing value between text characters. This value is adjusted mainly for text styles using ALL UPPERCASE.

**L**orem ipsum dolor sit amet, consectetuer  
adipiscing elit. Duis  
quidem rerum facil  
distinctio. Nulla nc  
malesuada. Duis ar  
vehicula venenatis

Text ...

Regular 32

A 150% |A| 3%

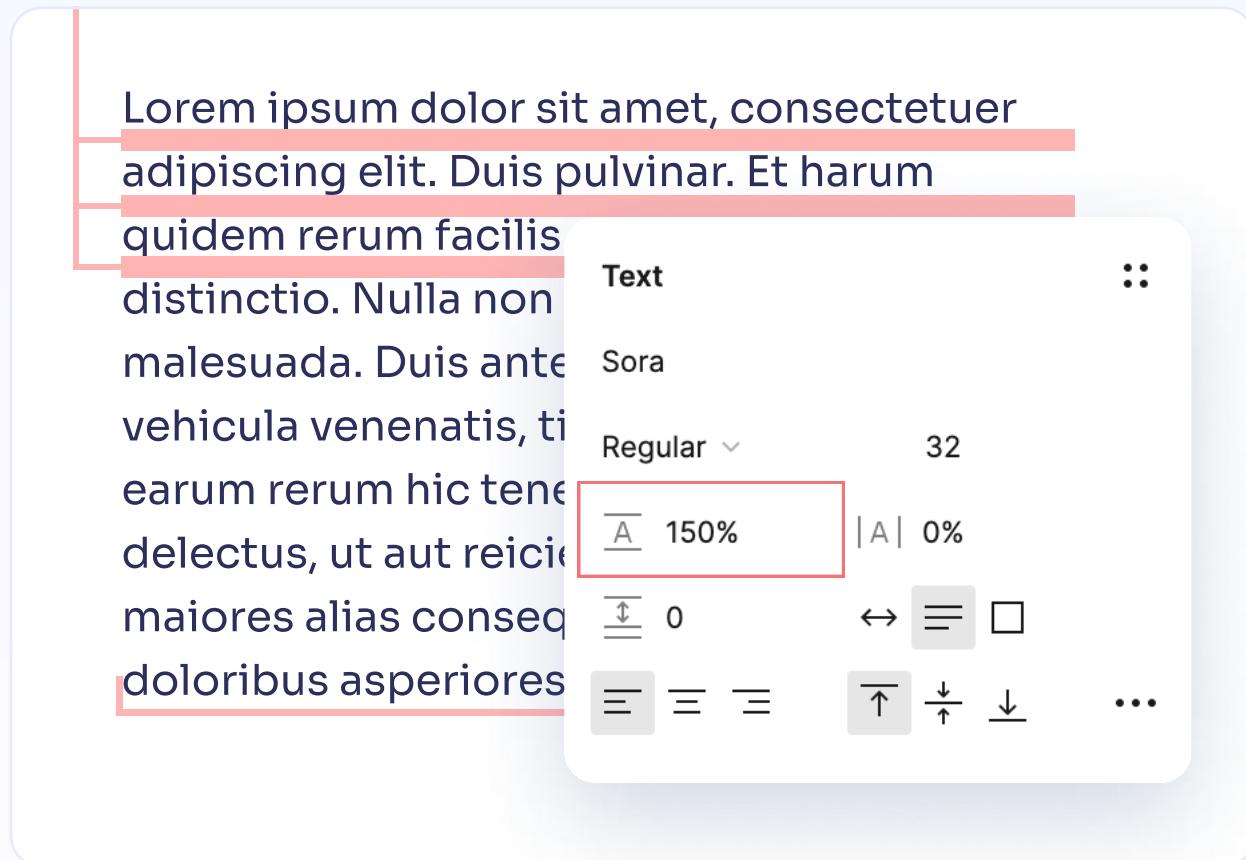
↔ ≡ □

☰ ☰ ☰ ↑ ↓ ↑↓ ...



## Line height

Letter spacing represents a horizontal spacing value between text characters. This value is adjusted mainly for text styles using ALL UPPERCASE.



## Linear icon

A linear icon is a type of icon style which is characterized by the construction of thin lines. Other types of icons are filled, duo-tone, or broken.

## Placeholder text

Placeholder text, also known as 'Lorem ipsum', is a dummy text used in graphic and UI design. It emphasizes the visual presentation of a text, not its meaning.



# M

## Master component

A master component defines the overall design of a particular component, like a checkbox, button, etc. The copy of the master component used across screens is called an instance. When a change of a master component is done, it will be reflected within all its instances.

## Material Design

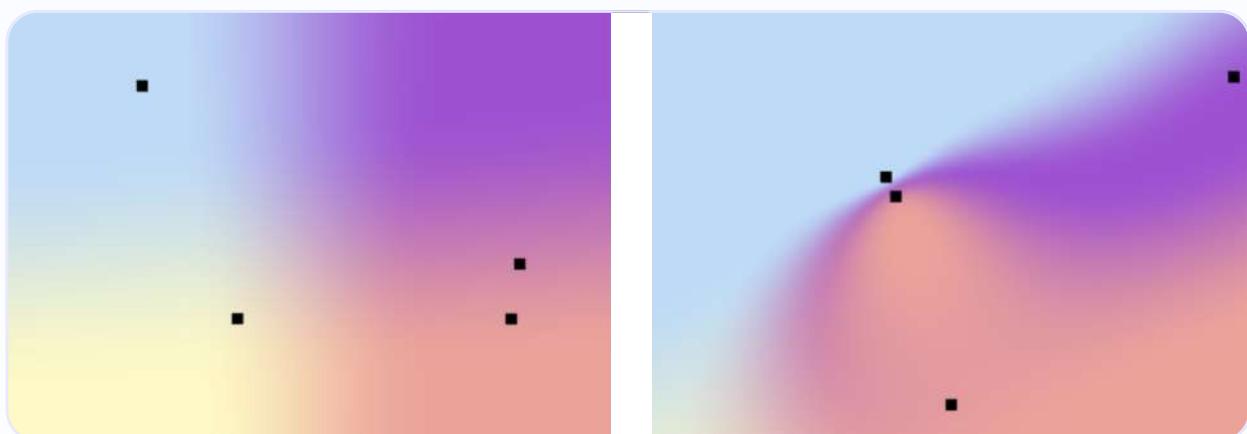
Material Design System by Google is one of the biggest design systems you can use for inspiration or building products.

## Mental model

A mental model is something that represents the way how humans perceive the world/things/products around them.

## Mesh gradient

A mesh gradient is a type of color gradient using adjusting colors based on adjusting grid points positions. It's a very popular trend in UI design.





## Miller's law

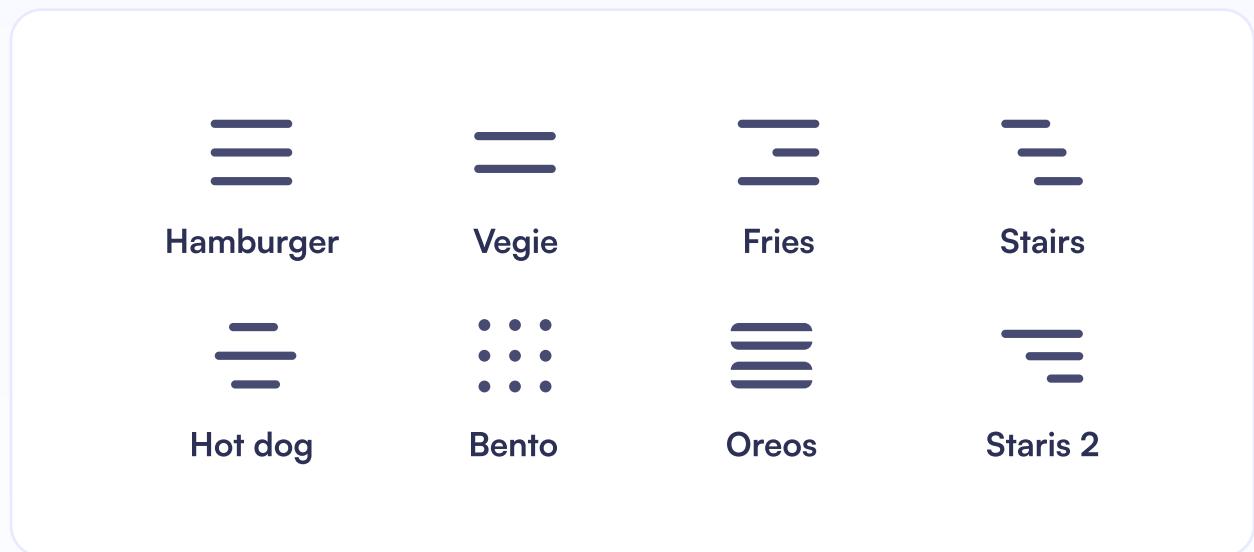
Miller's law states that the average person can hold in short-term memory only 5-9 chunks of information, whereas a chunk is any meaningful unit.

## Miro

Miro is a cloud-based collaboration tool helping designers with creating diagrams, mind maps, wireframes, and many more in real time.

## Mobile menu

A mobile menu is a very frequently used type of navigation for mobile devices is the hamburger menu, but you can use as well other shapes like stairs or fries.



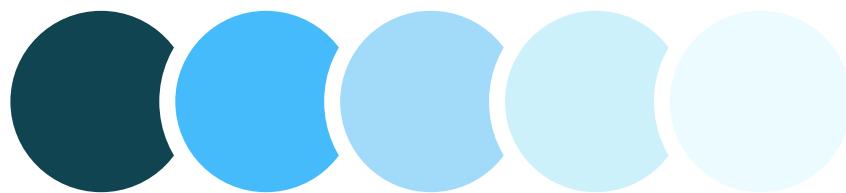
## Modal Window

A modal window is a graphical control element subordinate to an application's main window. Modal windows are usually used for displaying dialogs.



## Monochrome

In UI design, a monochrome interface expresses a product using a color palette containing varieties of a single base color.



## Motion designer

Motion designer is a role responsible for creating animated artwork for the web, movies, tv, commercial material, etc.

## Mouse on (hover)

Mouse on or hover is a type of user interaction when a user focuses the mouse pointer on a particular element, such as a button or text field.

## Multivariate testing

Multivariate testing is a form of experimentation wherein multiple elements of a webpage are modified and tested to determine which combination of the page leads to the maximum positive impact on conversion. In comparison to A/B testing, there are multiple variables at once.

## MVP

Minimum Viable Product (MVP) is a version of a product with just enough features to be usable by early customers who can then provide feedback for future product development.



## N

### Navigation bar

According to Guidelines by Apple, a navigation bar appears at the top of an app screen, enabling navigation through a hierarchy of content.

### Net promoter score

Net promoter score is a measurement of customer satisfaction. It's composed of short surveys, where you ask customers how likely they would recommend a product or service on a scale of 0-10.

## O

### Off-balance

Off-balance is a type of balance that designers use mainly for logo designs communicating motion. There are three types of visual balance - symmetrical, asymmetrical, and off-balance.

### OG image

An open graph (OG) image appears below the link when you post a website or video content to your social accounts or other communication channels.

### Onboarding

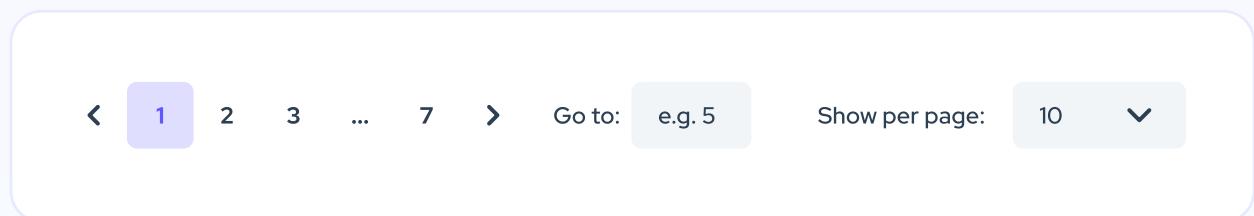
In UX design, onboarding is a flow allowing you to guide a new user through an interface, set user preferences, or get additional information from users.



# P

## Pagination

Pagination is a component that divides the content within a table or a screen into separate pages. Usually, it appears at the bottom of the table or screen. The opposite solution is infinite scrolling.



## Pain point

A pain point is a specific problem faced by current or prospective users. The work of UX designers is serving an opportunity to solve those problems in an easy-to-understand way.

## Passwordless login

Passwordless logins represent entering a digital platform through social media accounts, fingerprints, iris scans, or phone unlock.





## Persona

A persona in user-centered design is a fictional character created to represent a user type that might use a site, brand, or product in a similar way.



**Adam**

DEMOCRAPHICS		DESIGN SKILLS	
Gender:	Male	UX design:	★ ★ ★ ★ ★
Age:	22	UI design:	★ ★ ★ ★ ★
Education:	IT/Marketing	Internet and socials:	★ ★ ★ ★ ★
Job:	Student	Frontend dev:	★ ★ ★ ★ ★

**BACKGROUND**  
Aspiring/junior designer aiming for getting a comprehensive overview of the design industry to start a career in a company as a junior designer and get the first experience. His main goal is to become a skilled designer, who is bringing value for clients or employers. Side affect is having



**Emma**

DEMOCRAPHICS		DESIGN SKILLS	
Gender:	Female	UX design:	
Age:	33	UI design:	
Education:	IT/Marketing/Business	Internet and socials:	
Job:	Mid/Senior UX Designer	Frontend dev:	

**BACKGROUND**  
Mid/Senior designer with great knowledge of the field and software use already has a few/several years of experience in the design field. An em additional learning and extending skills within the industry within a year

## Picker

Picker is a component allowing users to pick a particular option from a set of values. A great example of a picker is a date picker.

## Portfolio

A portfolio represents a way to showcase design skills and knowledge to get hired. It contains case studies of past projects that demonstrate what they have done and how they work.

## Pricing component

Pricing is the process of setting a proper price strategy for a company's service or product. For designers, it's crucial to design pricing components clearly and effectively.



## Primary color

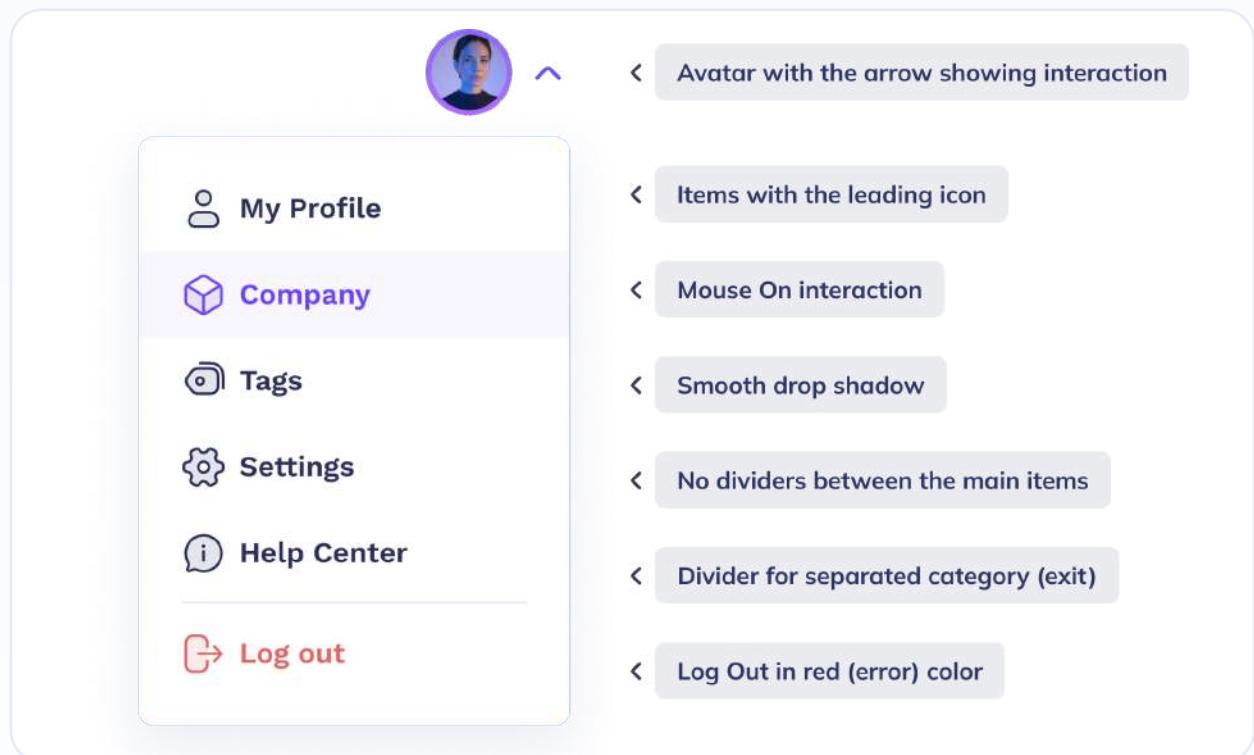
A primary color is a type of color in the UI style guide which is referred to the brand identity of the product and is used for the most important components, such as call-to-action buttons.

## Product designer

In comparison with UX designers, a product designer is focused more on the overall feeling and experience of the platform/product. Also, product design cares much more about business and planning activities.

## Profile menu

A profile menu is a UI design component that usually serves as secondary navigation through the personal preferences and settings of a user. Also, it may contain other user-related destinations and actions like logging out.





## Progress indicator

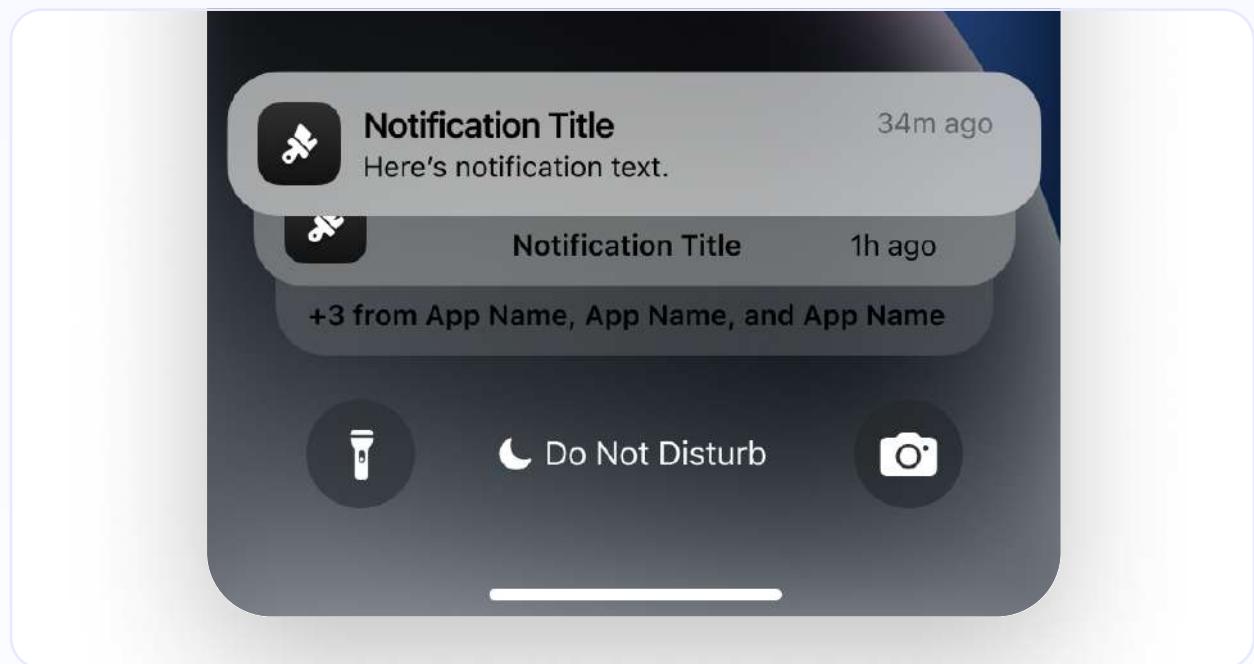
This type of component informs users about an ongoing process and its status within the screen/platform.

## Proof of concept

Proof of concept is a process of demonstration of a particular idea or concept to show its feasibility and value.

## Push notification

Push notification is what users receive within the operating system, for example, on your home screen. The opposite is in-app notifications, which they find directly in an app.



## PWA

Progressive Web App (PWA) is a web app that looks and behaves like native apps for iOS or Android systems. It's much more engaging than a classical web app, especially for mobile devices.



# Q

## **Qualitative research**

Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research. It covers techniques such as focus groups, in-depth interviews, case studies, narrative research, etc.

## **Quantitative research**

Quantitative research is a systematic investigation of a matter by gathering quantifiable data and performing statistical, mathematical, or computational techniques.

# R

## **Radio buttons**

A radio button is a design component usually used in forms. Users are supposed to choose just one option from the list of at least two alternatives.

## **Readability**

Readability is the ease with which a reader can understand a written text. In UI design, you can improve readability by setting proper fonts, font size, line height, and more.

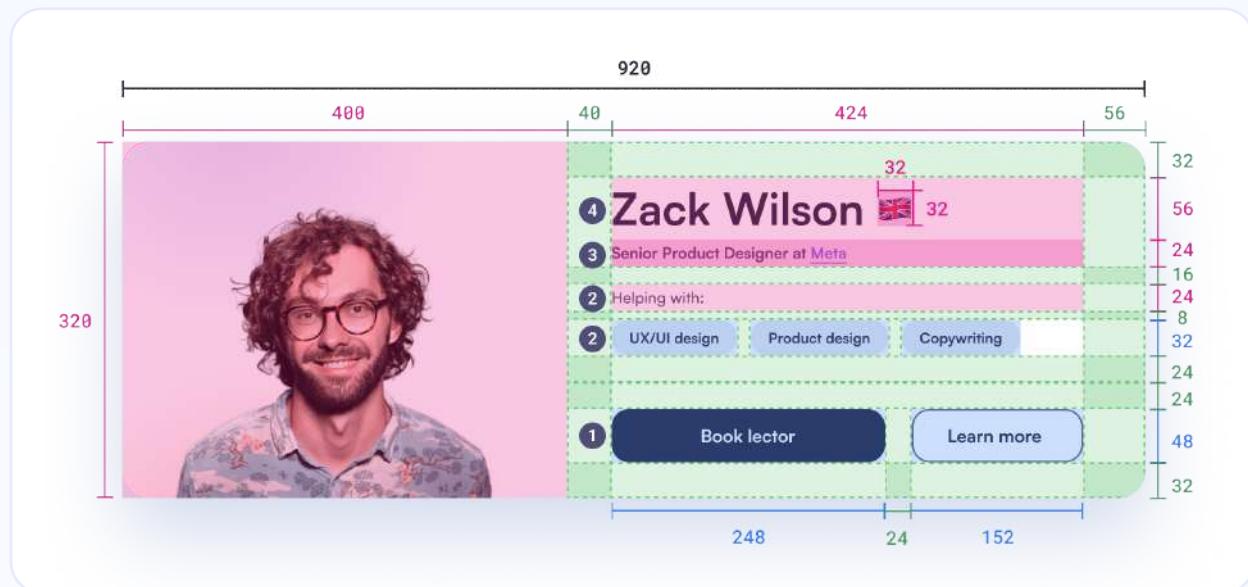
## **Realistic mockup**

A realistic mockup is a static visual presentation of a final interface design. This screen is shown on a proper device directly.



## Redlining

Redlining is a UI design handoff technique, using red lines to indicate the spacing values and proportions of objects.



## Responsive web design

Responsive Web design is the approach that suggests that design and development should respond to the user's behavior and environment based on screen size and orientation.

## Return of investment

Return of Investment (ROI) is a really important business metric describing the profitability of a particular investment. It's calculated as a net investment gain divided by the costs of the investment.

$$\text{ROI} = \frac{\text{Net investment gain}}{\text{Costs of investment}}$$



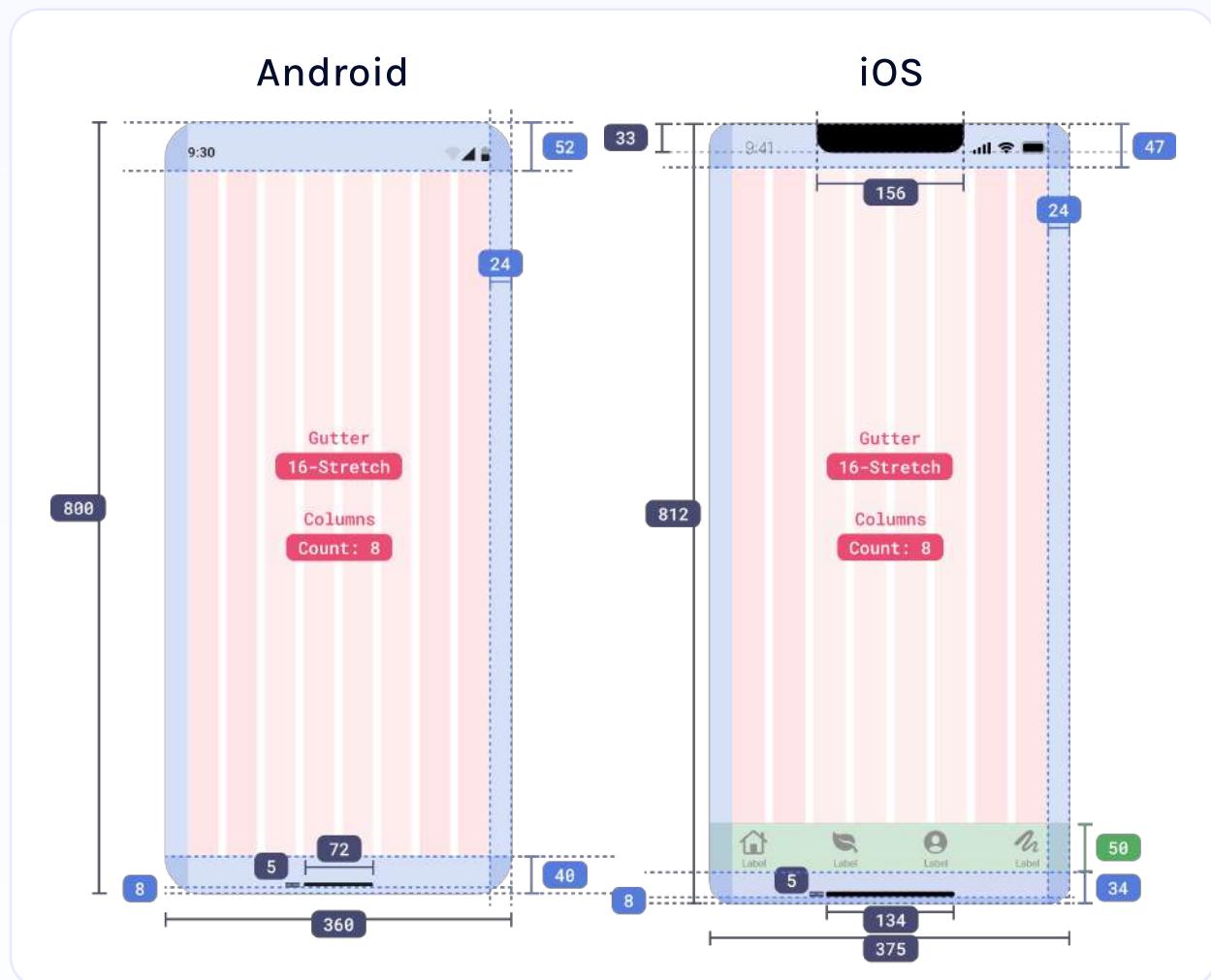
# S

## SaaS

Software as a service (SaaS) is a way of distributing applications over the Internet. Instead of installing and maintaining software, users simply access it on the Internet.

## Safe area

Safe areas or no-go zones are parts of the screen that should be left empty to provide enough white space and place for system indicators such as home indicators, time, battery level icons, etc. Those are relevant, especially for mobile and tablet devices.





## Scenario

A scenario represents a description of conditions that are usually relevant for users using the platform. Researchers should describe it as an introduction of every testing session to present the situation to testers.

## Screening

A screener is a type of questionnaire you can use to approach potential participants before onboarding them to your main research.

## Scrum

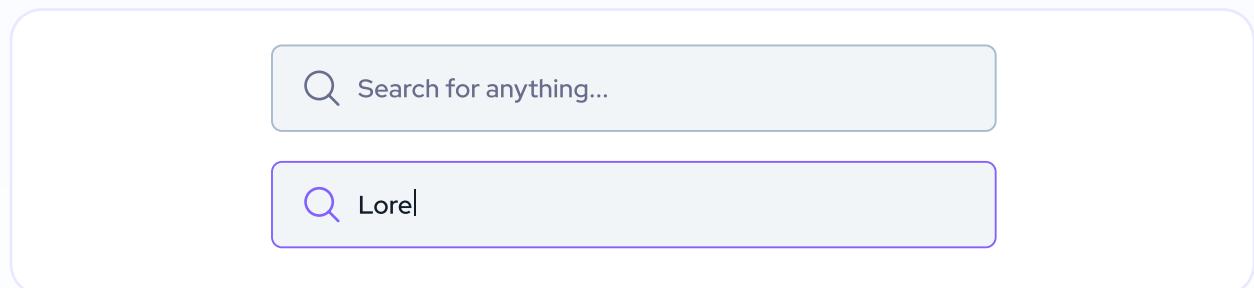
Scrum is a framework for project management that emphasizes teamwork, accountability, and iterative progress toward a well-defined goal.

## Search engine optimization

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

## Search input

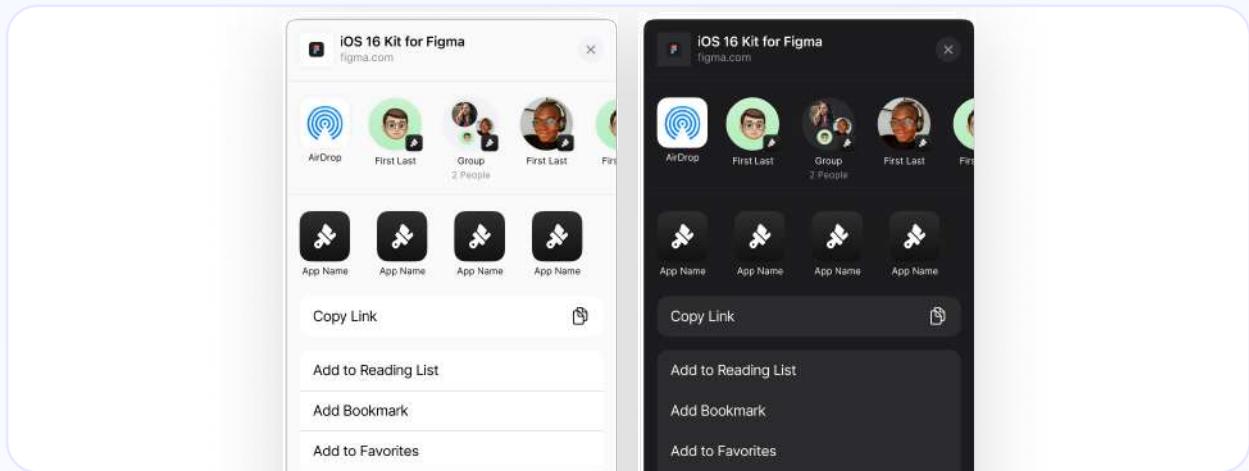
A search input is a component for searching for content or features based on keywords within a platform.





## Share sheet

A share Sheet is an iOS native component that occurs when a user wants to share a link or any type of media.

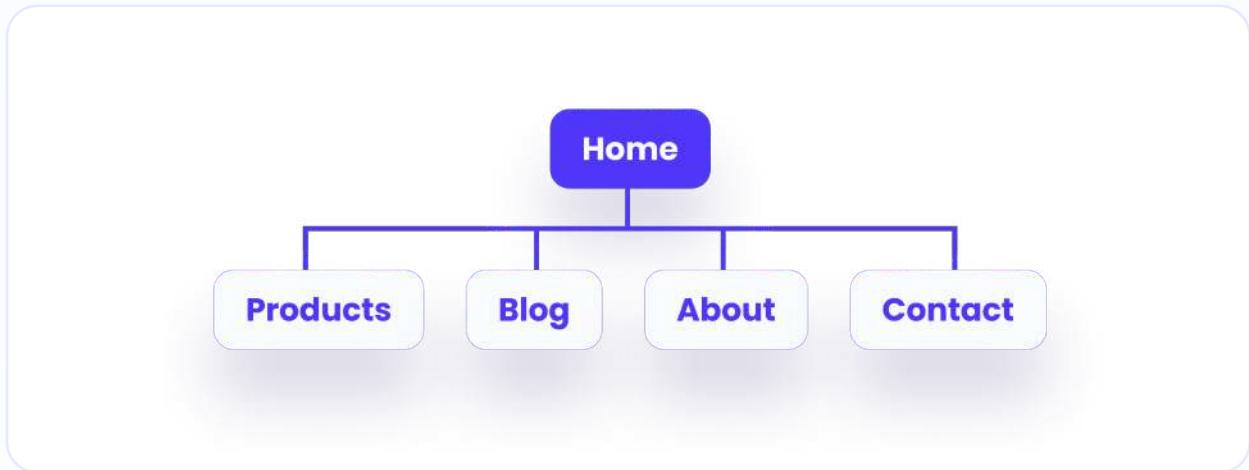


## Sidebar (navigation rail)

A sidebar or navigation rail is a type of navigation providing ergonomic movement between primary destinations in apps.

## Sitemap

A sitemap is a diagram showing pages/screens that represent the whole structure of a digital platform, such as a web, web app, or mobile app.





## Sketching

Sketching is an ideation process helping designers to generate ideas fast directly on paper. These visualizations do not aim to create perfect drawings. On the other hand, the process focuses on the functional aspect of the idea.

## Skeuomorphism

Sketching is an ideation process helping designers to generate ideas fast directly on paper. These visualizations do not aim to create perfect drawings. On the other hand, the process focuses on the functional aspect of the idea.

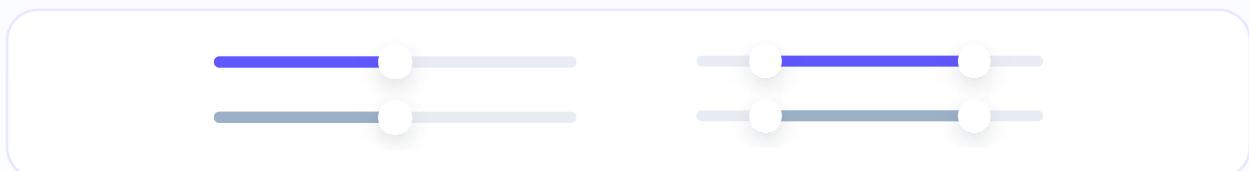


## Slack

Slack is a communication platform frequently used within virtual teams. It provides a really good way to form communities as well.

## Slider

A slider is a UI component allowing users to make selections from a range of values.



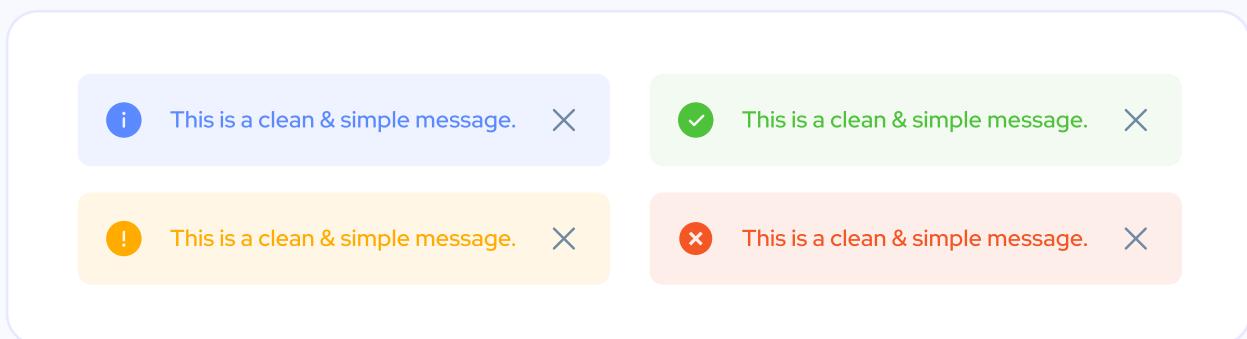


## Smart animation

Smart animation is a type of interaction in Figma allowing designers to animate design elements within interactive prototypes.

## Snack bar

A snack bar is a UI component that provides brief messages about app processes and their status displayed at the bottom of the screen. Usually, they are displayed temporarily.



## Social proof

Social proof is a psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior for a given situation.

## Splash screen

A splash screen is a really first screen that users see when launching a native app. Usually, it contains a logo and some kind of animation.

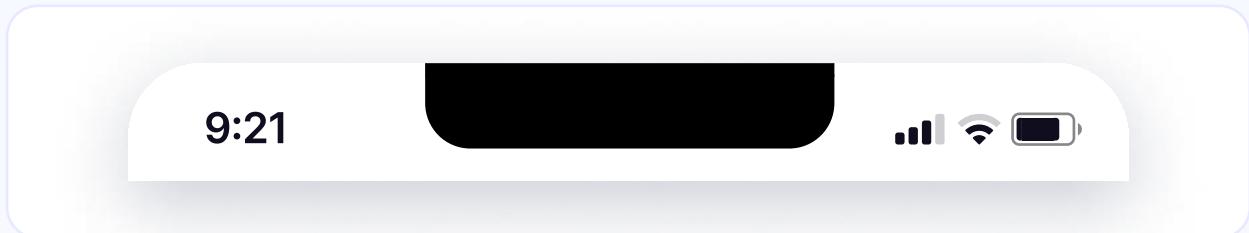
## Stairs

Stairs is a type of mobile menu, which is another variant of the classical hamburger menu. The purpose of the menu remains the same purpose.



## Status bar

A status bar appears along the upper edge of the screen and displays information about the device's current state, like the time, cellular carrier, and battery level.

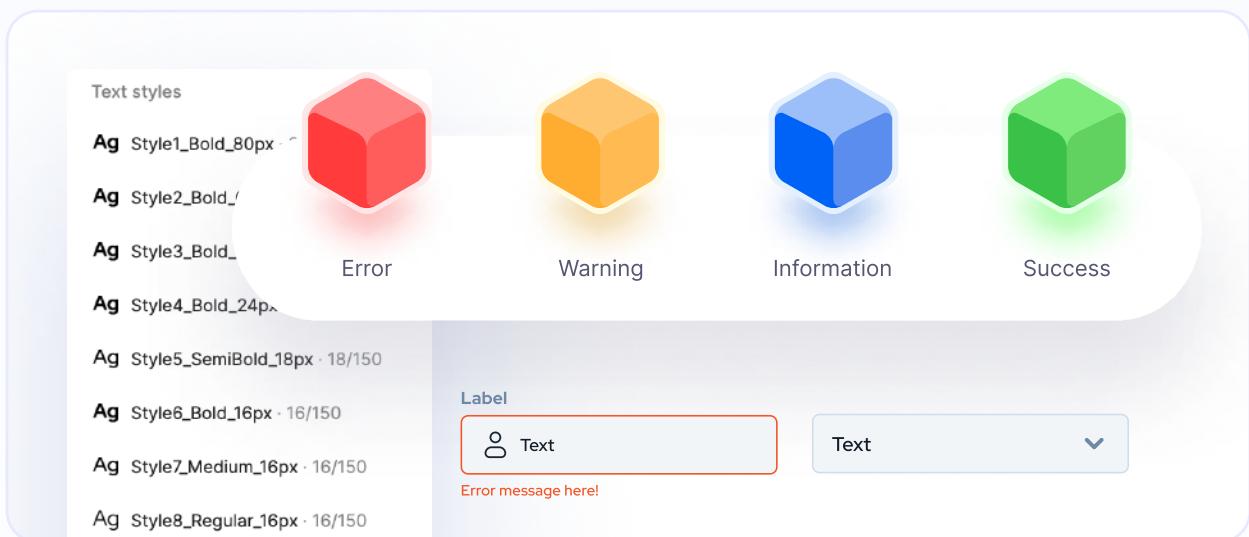


## Storyboard

A storyboard is a graphic organizer that consists of illustrations or images displayed in sequence for the purpose of pre-visualizing a motion picture, animation, motion graphic, or interactive media sequence.

## Style guide

UI style guide represents a summary of styles and components used across the interface. It's a part of a design system covering much deeper design aspects.





## Supersized typography

Supersized typography is a UI design trend using large texts for web design visuals.

## SVG

Scalable vector graphics (SVG) is a well-known format supporting interactions and animations. Designers and developers use this format mainly for implementing icons or illustrations.

## SWOT analysis

Strength, weaknesses, opportunities, and threats (SWOT) is an effective method for developing a business strategy. It takes place at the start of every business.



## System usability score survey

System usability score (SUS) survey is an effective technique for obtaining quick feedback from users. It consists of ten questions with five response options for respondents, from strongly agree to strongly disagree.



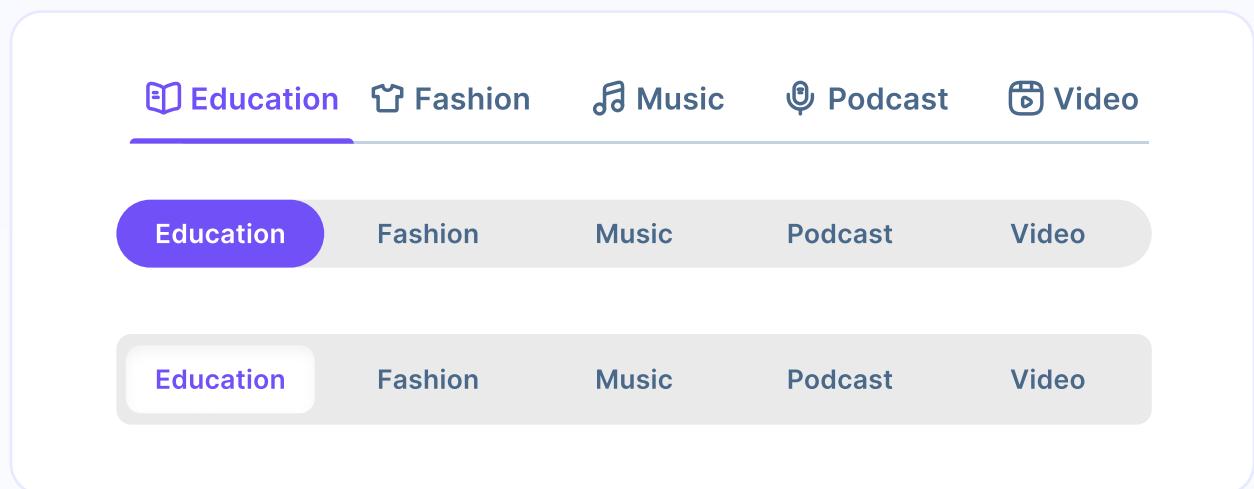
# T

## T-shaped skillset

A T-shaped skill set is a reference to the qualities of a worker. Basically, it means that a person has excellent knowledge in a specific area and they are good at collaboratively working in other fields.

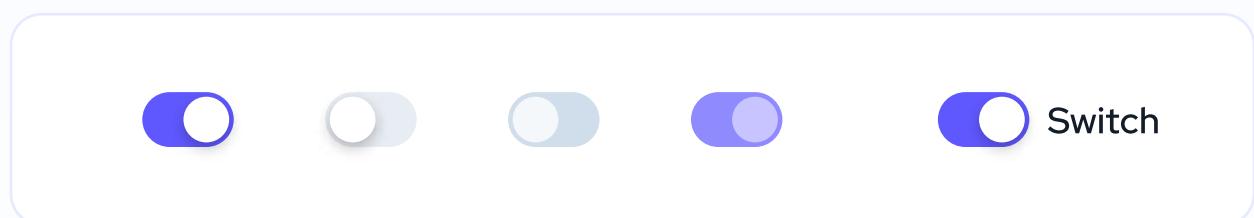
## Tabs

Tabs component is a type of navigation allowing users to navigate or filter between groups of content. In mobile interface design, tabs usually serve as secondary navigation not primary.



## Toggle switch

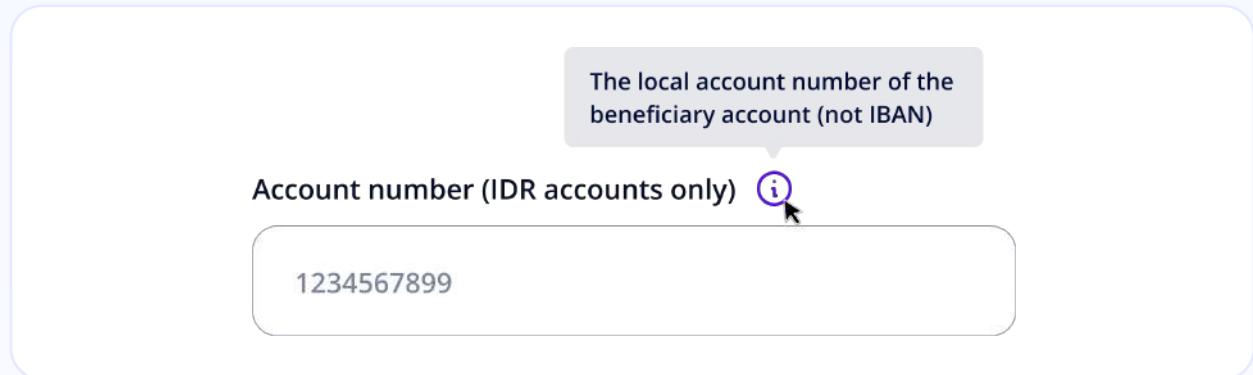
A toggle is a component serving users to switch between two exclusive states or options. This component is usually used for setting users' preferences.





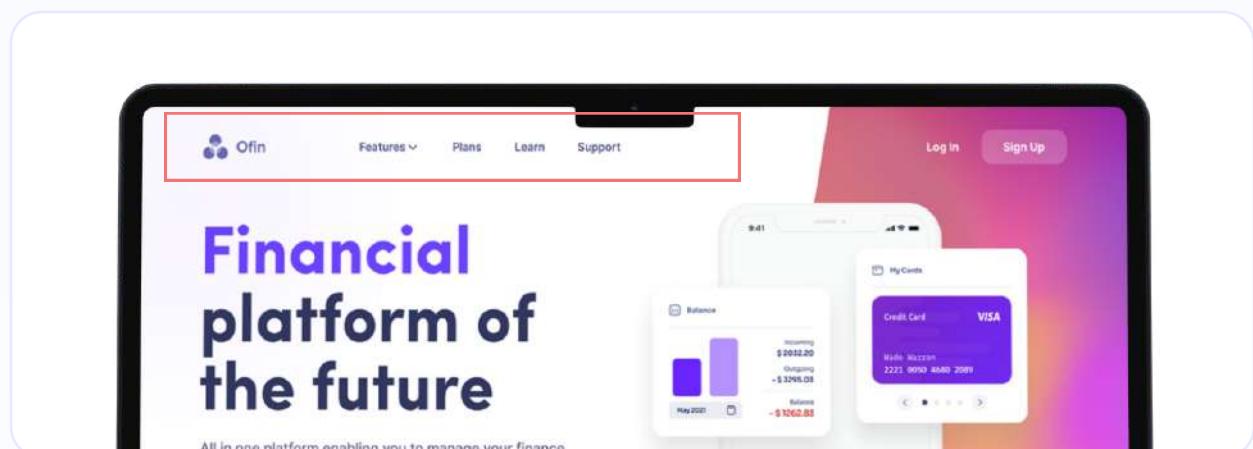
## Tooltip

Tooltip is available after “mouse on(hover)” a proper icon/image/text/etc. The message provides more detailed information about an element or its description.



## Top navigation

Top navigation is a type of navigation that is frequently used across websites and web apps. It's composed of horizontally aligned text buttons with/without icons.



## Tree testing

Top navigation is a type of navigation that is frequently used across websites and web apps. It's composed of horizontally aligned text buttons with/without icons.



# Trigger

We can understand triggers in two basic ways. Firstly it can be something that starts the habit of a user to start using a product or service. Secondly, it can represent events executing a change within an interface, e.g. clicking on a button opens a modal window.

# Typeface

A typeface means a design of lettering of a text. This term is very frequently mixed up with a term font, which means a particular style of a typeface, for example - Poppins/Bold/16px.

# Typography styles

Typography styles or typography scale is a necessary part of design systems. Defining proper typography styles guarantees consistency and hierarchy of texts within an interface.

The screenshot shows a 'Typescales' tool interface. On the left, there's a vertical list of font sizes in pixels and rem values. To the right, there are several examples of the text 'The quick brown fox jumps over the lazy dog' at different sizes, demonstrating how the text looks at each size. A sidebar on the right contains settings for 'Basesize' (set to 14), 'Scale' (set to 1.2), 'Line Height' (set to 1.2), 'Scales ↑' (set to 6), 'Scales ↓' (set to 2), and 'Round Values'. At the bottom right is a large blue 'Generate' button.

Font Size	Text Example
42 px 3 rem	The quick brown fox jumps over the lazy dog
35 px 2.5 rem	The quick brown fox jumps over the lazy dog
29 px 2.071 rem	The quick brown fox jumps over the lazy dog
24 px 1.714 rem	The quick brown fox jumps over the lazy dog
20 px 1.429 rem	The quick brown fox jumps over the lazy dog
17 px 1.214 rem	The quick brown fox jumps over the lazy dog
14 px 1 rem	The quick brown fox jumps over the lazy dog
12 px 0.857 rem	The quick brown fox jumps over the lazy dog



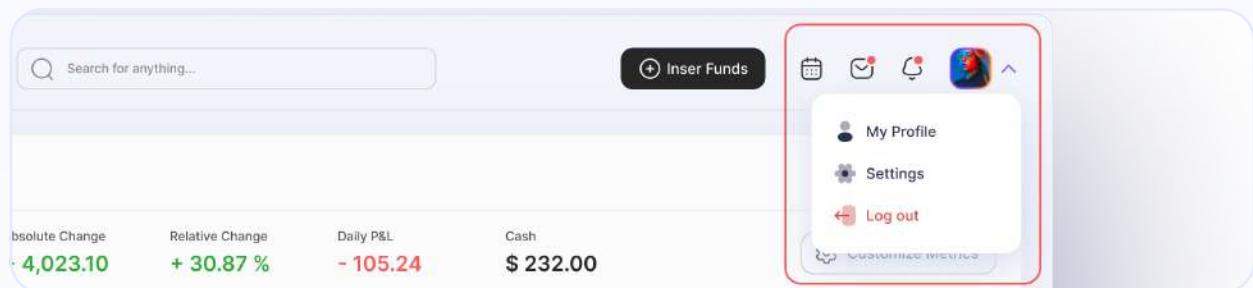
# U

## UI design

User interface (UI) design is a part of the overall UX design process focusing on creating user interfaces of digital products such as apps, web apps, or websites. The process emphasizes visual aspects of design like colors, typography, iconography, or presenting visual branding aspects within the interface.

## UI overlay

An overlay provides additional information and options. It's displayed as an additional layer on top of the current state of the interface.



## Unmoderated test

Unmoderated testing is a technique where a respondent is not monitored or guided by a researcher directly. The respondents are influenced only by the tasks and their conditions. A very popular unmoderated technique is screen recording.

## Usability

Usability is an aspect of design referring to how a user can accomplish a given task or goal within a product. Great usability is achieved by following 5 aspects - learnability, efficiency, memorability, number of errors, and overall user satisfaction.



## Usability report

A usability report is the main document formed from usability testing sessions. It should describe the user's insights, experience, and feedback. A high emphasis is given to systems usability as a unit.

## Usability testing

Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users. During usability testing sessions, respondents are usually supposed to complete given tasks and share their feedback on the tested product.

## User flow

A user flow is a visual representation of how many actions should be taken to achieve some goal during the usage of an interface. User flow is represented by a diagram composed of predefined elements.

## User journey

A user journey is the experiences a person has when interacting with a digital product/service. It is a story visualization showing actions that one can take in software or other virtual experiences.

## User story

A user story is a way how to describe a feature of a software system. Usually, it's formulated from a user perspective in an informal and natural language.



“As a user, I want to sign in to the platform through my other accounts - Facebook, Twitter, Google, Apple.



## User-centered design

a user-centered design is a design approach putting on the first place user's (human) needs. Those needs are continuously validated directly with end users and should influence every design decision.

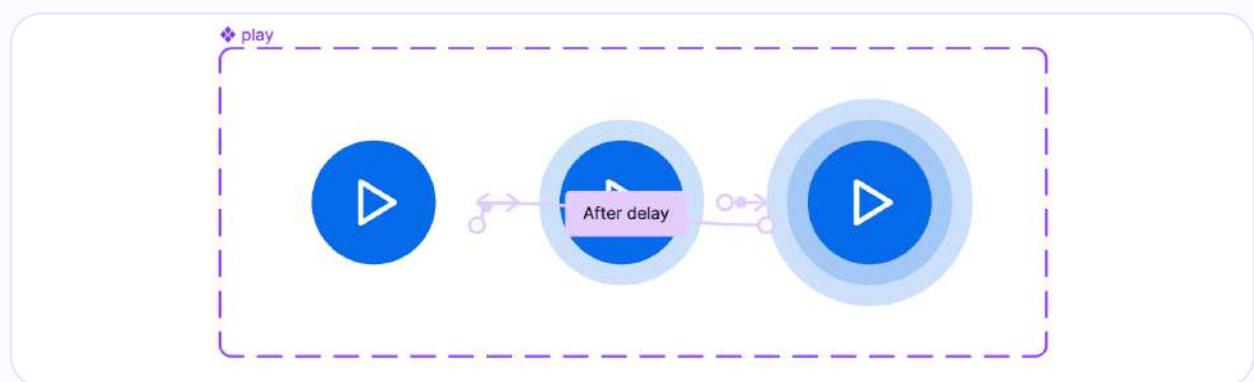
## UX design

User experience (UX) design is the process of creating an interface of digital products/services, such as apps, web apps, or websites, which delivers a positive and enjoyable experience for all groups of users.

## V

### Variants

Variants is a Figma feature enabling designers to group and organize similar components into a single container. This fact helps to simplify the process of creating interactive components.



## VR

Virtual Reality (VR) is a computer-generated environment with scenes and objects that appear to be real. This fact is usually achieved by near-eye displays. Within the UX design industry, there are specialists in VR interface design.



# W

## Waterfall

A waterfall is a linear project management approach, where every further phase should start after completing the previous one. Any of the steps can't be skipped.

## Web application

A web app is a type of application that is available for users directly within an internet browser. These applications are the easiest way to deliver products or services to end users on multiple devices.

## White space

White space or negative space is an area around, inside, and between the design elements like text fields, buttons, and many more. Designers achieve enough white space in UX design with padding, margin, letter size spacing, and line height.

## Whiteboard tool

A whiteboard tool is a type of collaboration web tool that enables teams to generate ideas, sketches, diagrams, notes, mockups, and more. You can choose from various options such as Miro, Overflow, Lucidchart, Whimsical, and more.

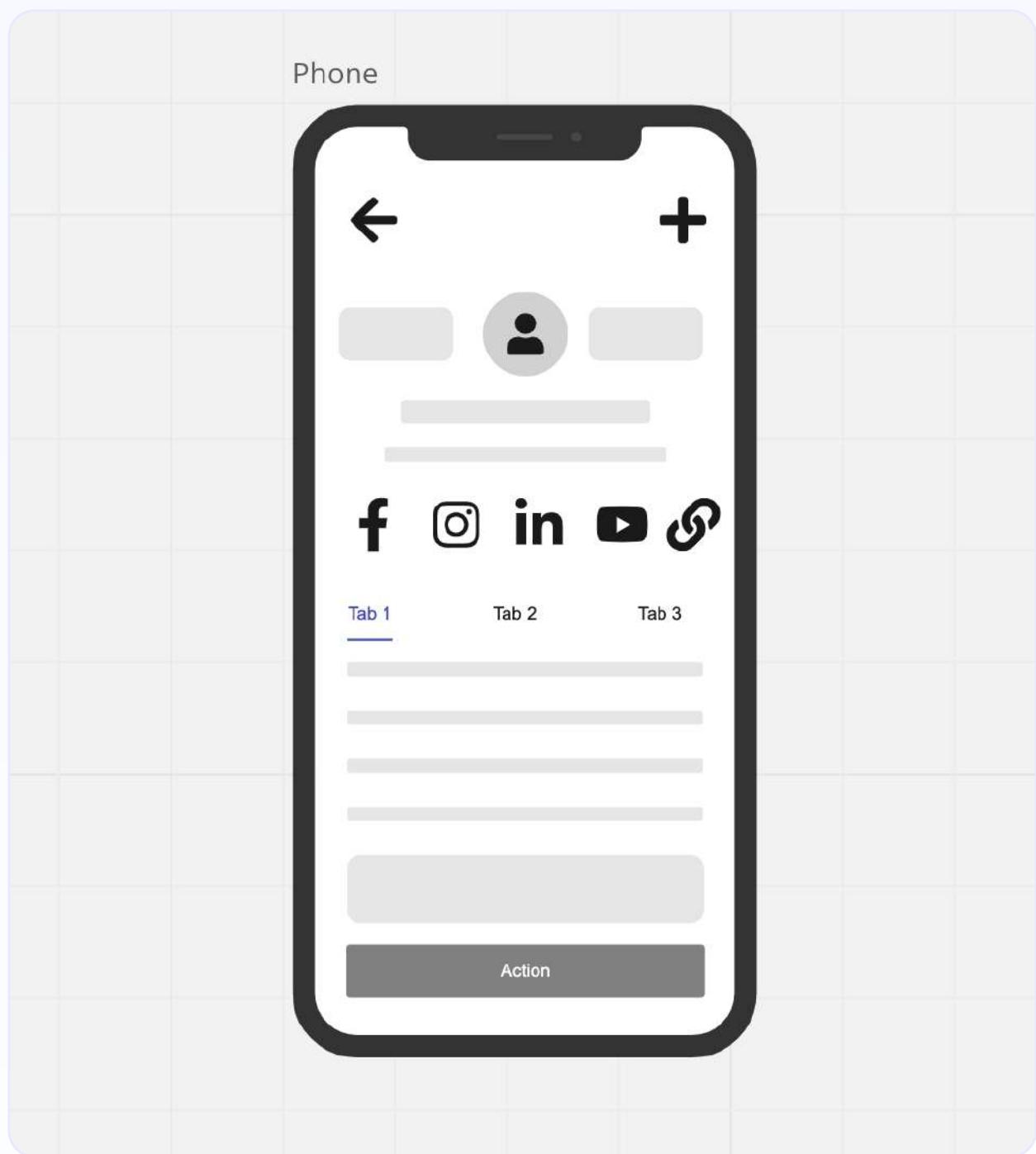
## Widget

A widget is a minimal form of a component or whole app within a system. You probably know widgets from iOS and Android home screens, but they're also relevant for dashboards of components within web apps.



## Wireframe

A wireframe is an illustration of a page's interface that specifically focuses on space allocation and prioritization of content, functionalities, and flows. In comparison to high-fidelity screens, wireframes don't express the final look of an interface with a focus on visual aspect of design.



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Everything is great about this course. I learned a lot from this course its great for anyone that wants an introduction of UX/UI design. Thanks Jan Mraz ❤️+

 Aleesha Batool  
@thealeeshy



I think it is one of the best starting courses to approach the world of UX Design, Jan is clear and he managed to explain even complex concepts simply. I suggest this course to whoever beginner is interested in this world.

 Andrea Vitto  
@andreavitto



Wonderful course, relaxed and fun. Great to see someone like Jan who is talented and passionate about UX/UI Design! It was well structured and well paced! Thank you!

 André Vital  
@andrevital



With Atheros, I managed in 2 weeks to learn the basics of UX/UI Design again by working on a concrete project. Thanks to the course, I had enough confidence in myself to put all my knowledge into practice.

It then took me 1 month of work and I managed to get my first job and a startup. I am still learning and I thank Jan Marz for being there to support me.

 Vincent Orou Goura  
@vincent.orougoura



I took this course by the time of launch, since then I have been satisfied by the overall content of this course and mainly impressed by the community and support Jan gave. He personally sorted out things for me too and overall I can say that this course is worth more than what I paid for.

 B S Vishvesh  
@visvesh\_24



First of all is required to highlight the proficiency of Jan Mraz as a teacher, he talks enough speed to make the course amazing and understandable but you do not fall asleep. This course is the most suitable one to understand exactly which are the steps to build a digital product from scratch, keeping updated with the market tendencies. I strongly recommend you to join and share your workout throughout the course's community, they will assist you everyday making your job even better, you will feel as you would at home.

 Carolina Traba Hernández  
@carolth



If you are finding a better UIUX course online for a better start I will say Jan's course is the best. Lots of useful tips and techniques helped me boost my career and land better jobs.

 Mudasir Ejaz  
@mudasir.mahr



This course brought me to UIUX Design Zero to Hero! Jan's delivery of lots of information is very comprehensive yet so simple and clear.

 Farzad Sunavala  
@farzadsunavala



As long as I take the UI/UX course in here, I am really happy because the design material provided is very updated and the delivery is very easy to understand for me who is a student!

 Fareza Harum Putri  
@farezahp



I find the video content and lectures to be excellent and incredibly instructive. I really enjoyed the quizzes after every lesson, they make you listen and help to remember theory part. I think this was excellent course and gives me confidence to start practicing UX/UI Design professionally. The course was easy to follow thanks to Jan teaching and excellently made learning videos. Now I've got an interesting show case for my portfolio



This course is a good start for beginners to find out about UX/UI Design, and also there is a lot of information about different methods, modern trends, perspective, etc. for people who know something about design. For me, it was a great experience, and this course gave me the strongest motivation to work, to study, and to find out something new in Design sphere (and not only UX/UI, and not only using Figma :slightly\_smiling\_face:). Jan is a good teacher, mentor, and it is a pleasure to talk to him during the course and also to have a



I learned so much in this course, Jan Mraz is a true gem at teaching. Best design course ever taken, and it makes me want to design more (as a web developer), I'm thankful for him and his feedbacks and support while my journey to learn UI/UX design.