**Terms and definitions from Course 2**

A

**Aggregated empathy maps:** Represent a visualization of everything designers know about an entire segment or group of similar users

C

**Call-to-action (CTA):** A visual prompt that tells the user to take action

**Case study:** Leads the user through your design process from the beginning to the end

**Competitive audit:** An overview of your competitors’ strengths and weaknesses

**Curb cut:** The slope of the sidewalk that creates a ramp with adjoining street

**Curb cut effect:** A phenomenon that describes how products and policies designed for people with disabilities often end up helping everyone

**Customizable text:** A feature that allows users to change how text is displayed in order to read the text more easily

D

**Direct competitors:** Companies that have offerings similar to your product and focus on the same audience

**Domain:** Address of your website

E

**Edge case:** What happens when things go wrong that are beyond the user’s control

**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

F

**Feedback loops:** The outcome a user gets at the end of a process

H

**Happy path:** A user story with a pleasant ending

**Hypothesis statement:** Our best educated guess on what we think the solution to a design problem might be

I

**Ideation:** The process of generating a broad set of ideas on a given topic, with no attempt to judge or evaluate them

**Indirect competitors:** Have a similar set of offerings but focus on a different audience, or have a different set of offerings and focus on the same audience

M

**Mental models:** Internal maps that allow humans to predict how something will work

N

**Navigation:** The way users get from page to page on a website

**Non-disclosure agreement:** A contract an employee might sign when working with a business, in which they agree not to share sensitive information

P

**Pain points:** UX issues that frustrate the user and block the user from getting what they need

**Peer reviews:** Assignments that enable learners to provide feedback on each other’s assignment submissions

**Personal brand:** The way in which your personality, unique skills, and values as a designer intersect with your public persona

**Personas:** Fictional users whose goals and characteristics represent the needs of a larger group of users

**Portfolio:** A collection of work you’ve created that shows your skills in a certain area

**Problem statement:** A clear description of the user’s need that should be addressed

**Product goal statement:** One or two sentences that describe a product and its benefits for the user

R

**Representative sample:** A subset of the target population that seeks to accurately reflect the characteristics of the larger group

S

**Screener survey:** A detailed list of questions that helps researchers determine if potential participants meet the requirements of the research study

**Serial position effect:** When given a list of items, people are more likely to remember the first few and the last few, while the items in the middle tend to blur

T

**The human factor**: Describes the range of variables humans bring to their product interactions

U

**User group:** A set of people who have similar interests, goals, or concerns

**User journey:** The series of experiences a user has as they achieve a specific goal

**User story:** A fictional one-sentence story told from the persona’s point of view that inspires and informs design decisions

V

**Value proposition**: The reason why a consumer should use a product or service