## **Terms and definitions of Course 7**

B

**Budget estimate:** Details the expenses and profit margins that add up to an appropriate cost for services

C

**Complementary:** Taking into account how the product design on each device can make the overall user experience better

**Consistency:** Having a uniform design, so users can expect the design to feel familiar across devices and products

**Context:** Designing for the needs of a specific device and the way in which the user will use that device in any given situation

**Continuity:** Providing users with a smooth and uninterrupted experience as they move between devices

G

**Graceful degradation (top-down designing):** A method of designing from the largest screen, with a lot of features and interactions, to smaller screens, where features and interactions are scaled back

M

**Mobile-first philosophy:** A method of design that starts by designing the mobile version of a product and later adapts it to fit larger screens

N

**Next Billion Users (NBU):** The billion people around the world who are accessing the web for the first time

P

**Payment schedule:** A list of expected payment dates, including upfront costs and contingencies

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

**Progressive enhancement (bottom-up designing):** Designing from the smallest screen, with the basic capabilities of the product design, to the largest screen, where more advanced features and interactions are added

**Proposal:** Outline of an approach to successfully deliver work that is scoped with a client, including timeline and budget estimates

S

**Scope creep:** This is when the details of a project you're planning, or scoping, slowly increase until the project is much more complex than what was originally planned

**Scope of work:** A document that outlines the project that will be completed with a client

**Second round of interviews:** Interviewers explore a job candidate’s experience in more depth, often in person, so that the team can understand how the candidate’s background fits the role

**Statement of Work:** A legally binding document that includes a list of detailed deliverables, their due dates, and a payment schedule