

BRAND  
NEW FREE EBOOK!

UX UI TALKS

LEARN TO  
SPEAK  
UX UI



## SECTION 1

# HERE LIES THE BASIC LINGO OF UX UI

YOU GOT TO START SOMEWHERE...





# “PEOPLE IGNORE DESIGN THAT IGNORES PEOPLE”

— Frank Chimero, Designer

## **A/B testing**

Two different variables are tested to see how each affects a user’s behavior

## **Abandonment rate**

The rate at which an action is abandoned prior to completion (conversion)

## **Above the fold**

Content that users can see without any scrolling

## **Agile methodology**

A project management and software development process that is highly iterative

## **Below the fold**

Indicates any information that falls under the visible area of a user’s browser

## **Brand guidelines**

A set of documented standards for rules on how to represent business corporate identity with overall design within UX



— Billy Gregory

“WHEN UX DOESN'T CONSIDER ALL USERS,  
SHOULDN'T IT BE KNOWN AS “SOME USER  
EXPERIENCE” OR... SUX?”

## **Breadcrumbs**

Show the path from the Home page to where you are and make it easy to move back

## **Channel**

Physical means through which an experience can be rendered

## **Clickability**

An attribute that an element can get, making it believe to the user that it possesses some affordances

## **Conceptual model**

Is an explanation of how something works

## **Cognition**

Is the process where emotion assigns value in order to make sense

## **Constraints**

Restrictions that limit input to valid values



**“THE NEXT BIG THING IS THE ONE THAT MAKES  
THE LAST BIG THING USABLE”**

— Blake Ross, Mozilla Firefox

## **Customer Journey**

Steps which a user needs to do in order to accomplish a goal

## **Discoverability**

Target user's ability to locate the UI elements needed to achieve a goal

## **Ethnography**

An observational research technique, where users are observed accomplishing key tasks

## **Feedback**

A clear, accurate indication of the current state of an interaction or the resulting state

## **Focus group**

A group interview was conducted with a specific and small group of people

## **Fully intuitive**

An interaction that has all the necessary Eight Attributes of Intuitive UI



# “RULE OF THUMB FOR UX: MORE OPTIONS, MORE PROBLEMS”

— Scott Belsky, Product Officer

## Happy path

The ideal task flow, where users are assumed to perform each step perfectly

## Heuristics

A set of recognized (by independent parties) usability principles

## Heuristic evaluation

A team-based “expert” usability inspection method that evaluates a design

## Information architecture

The science behind organizing and designing information, navigation, and interaction

## Interaction design

The design practice focused on how users interact with an experience

## Intuitive

It’s considered intuitive when target users understand its behavior and effect without the use of reason or memorization



**“DESIGN ISN'T FINISHED UNTIL SOMEBODY IS USING IT.”**

— Brenda Laurel, PhD

## **Kayak problems**

Moments where users can get lost but easily recovered from the track

## **Krugs laws of usability**

Is when a website that is made so easy to understand that one would not have to use much thought process when using it

## **Link dominant users**

A type of user that discovers a page by clicking through it

## **Mistakes**

When the wrong goal is established or the wrong plan is formed.

## **Mental model**

Users' interpretations of how they think a product works, may differ from how it actually works

## **Mobile first**

It refers to the designing process that prioritize mobile interaction over any other device



# “HOW DO I EXPLAIN WHAT I DO AT A PARTY? THE SHORT VERSION IS THAT I SAY I HUMANIZE TECHNOLOGY”

— Fred Beecher, The Nerdy

## **Navigation**

The process and steps a user undertakes within an interactive experience to get from point A to point B

## **Persona**

A tool that brings to life a fictitious target user who is modeled from an understanding

## **Prototype**

An illustration of how the future UX might look, feel, and behave

## **Responsive**

An assessment to whether an event is considered immediate or delayed

## **Responsive design**

A UX design that is programmed to assess a device

## **RFTM**

Read the fine manual, it's an attitude in classic UI design that assumes documenting an unintuitive design





**“DESIGN IS EVERYWHERE. FROM THE DRESS YOU’RE WEARING TO THE SMARTPHONE YOU’RE HOLDING, IT’S DESIGN”**

— Samadara Ginige

## **Scenario**

Captures a story about a user related to the completion of a task

## **Search dominant users**

A type of user that discovers a page by searching

## **Signifiers**

:It answers to how is the design telling me what I can do?

## **Stakeholder**

Primary individuals with a vested interest in the experience

## **Sitemap**

A visual representation of a product navigation

## **Style guide**

A tool that captures either the content or visual rules for an experience, or both

## **Slips**

When a person intends to do one action and ends up doing something else



**“DESIGN CREATES CULTURE. CULTURE SHAPES VALUES. VALUES DETERMINE THE FUTURE”**

— Robert L. Peters, Graphic Designer

## **TURD**

Terrible User experience from Responsive Design

## **User**

A person who interacts with an experience

## **Usability testing**

A process of testing how usable an experience is, and can identify usability issues as well as strengths within the solution

## **User modes**

The different modes for user interaction

## **Unhappy path**

A realistic task flow, where users make any mistakes

## **Visual design**

The process to create and design the final look and feel for an experience

## **What you see is what you get**

A design goal of making what users see in a preview an accurate representation of what they will get



**“IF YOU THINK GOOD DESIGN IS EXPENSIVE, YOU SHOULD LOOK AT THE COST OF BAD DESIGN.”**

— Brenda Laurel, PhD

## **What you want is bloody impossible**

An unintuitive UI that makes it difficult or impossible for users to achieve their goals

## **Wireframe**

The layout, placement, and hierarchy for information of an interface

## SECTION 2

# HERE LIES ALL YOU NEED TO SPEAK UX

NOW WE ARE GETTING SPECIFIC





**“I GET VERY UNCOMFORTABLE WHEN SOMEONE  
MAKES A DESIGN DECISION WITHOUT CUSTOMER  
CONTACT”**

— Dan Ritzenthaler, Designer

## **Accessability testing**

Testing for how easy to use a solution is for all types of users

## **Analytics**

The process of evaluating metrics, user research, and the overall performance

## **Authentication**

The process of confirming a users indentity

## **Behavioral level of processing**

This level of processing is subconscious. Here, feedback is critical to managing expectations

## **Beta testing**

Test that occur after a prototype or beta version of the experience is complete

## **Browser testing**

Testing how a digital UX renders on a particular browser or platform

## **Card sotring**

An exercise conducted to see how users group and identify categories of information



— Steve Krug

“WHEN FIXING PROBLEMS, ALWAYS  
DO THE LEAST YOU CAN”

## **Cognitive overload**

A point which too much information is provided to a user

## **Competitive benchmark**

An evaluation of the competitive landscape to determine what competitors experience offers

## **Concept testing**

A technique used to explore and test designs early within the design phase of an experience to help identify which ideas are more effective with users than others

## **Content brief**

Outlines the vision, goals, and objectives for the content experience

## **Content experience**

Includes all content within an experience and test designs early within the design phase

## **Content inventory**

Looks at the content within a current experience and uncovers how much content exists and the quality of it



**“DESIGN IS THE NEW BASIS OF  
COMPETITION.”**

— Eric Ries, Author

## **Content management system**

A publishing application used for acquiring, creating, managing, reviewing and archiving content

## **Content matrix**

A tool developed by a content strategist that documents which content will go into an experience

## **Content model**

A tool developed by a content strategist that provides a blue-print for making decisions

## **Content strategy**

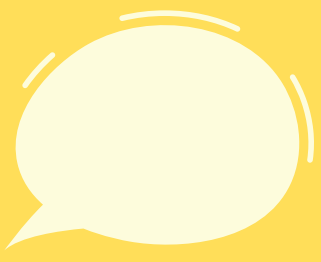
The approach for figuring out which content is required for an experience

## **Contextual interview**

A form of user analysis in which a users behavior with a UX is examined in the context where the user would use it

## **Conversion**

A business measurement of task completion in a user experience



**“ALL LIFE IS AN EXPERIMENT. THE MORE EXPERIMENTS YOU MAKE, THE BETTER”**

— Jeff Gothelf, Speaker and Coach

## **Conversion metric**

Measures the rate at which a user completes a task identified as a conversion

## **Critical success factors**

The criteria by which you determine the success of your experience or within the actual product

## **Customer segmentation**

A group of categories used to designate different types of users based on demographic and user information

## **Design direction**

A designed example of the look and feel of the eventual experience

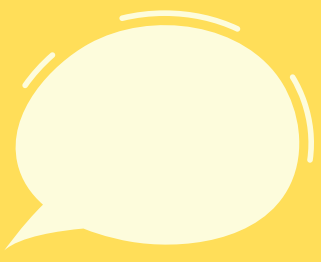
## **Experience models**

A graphical representation that captures how a user envisions system

## **Feature phones**

Mobile phones without touchscreens with which the user interacts





**“AS FAR AS THE CUSTOMER IS CONCERNED,  
THE INTERFACE IS THE PRODUCT”**

— Jef Raskin, Human-Computer Interface expert

## **Future-proofing**

The process of designing a system that can support significant change

## **Grid**

A type of page layout design where a grid is superimposed on a template

## **Goodwill reservoir**

It's the willingness and forgiveness a user has before it gets exhausted and leaves

## **Guerilla testing**

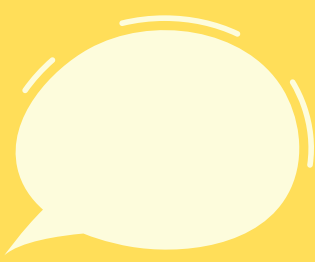
A form of rapid testing in which participants are selected informally and asked to answer a few questions

## **Happy talk on**

Is the self-congratulatory promotional writing

## **Heuristic assessment**

An evaluation that provides a scorecard for how an experience performs against what are known best practices



**“DON'T WORRY ABOUT FAILURE; YOU ONLY HAVE TO BE RIGHT ONCE.”**

— Drew Houston, Dropbox

## **KPI**

A metric used to measure or quantify the success of a business objective

## **Market reasearch**

A type of research that looks at industry trends and how a product, service, brand or organization is performing against a competitive landscape

## **Memorability**

Once you figured out how to use an app, will you remember how to use it the next time

## **Modular design system**

System of design that relies on the creation of templates or standardized page types

## **Multichannel**

An experience that is rendered in more than one channel

## **Omnichannel**

An approach that looks at every channel a user employs to engage with brand or organization



**“CLUTTER IS THE OFFICIAL LANGUAGE USED BY CORPORATIONS TO HIDE THEIR MISTAKES”**

— William Zinsser, Writer and Editor

## **Page comp**

A design tool that captures a visual illustration of a page or template showing the look and feel of it

## **Participatory design**

An approach to design where those who will use the experience are invited to participate during the early stages of the design process

## **Pathway**

Indicates the user journey that represents the user's information needs

## **Personalization**

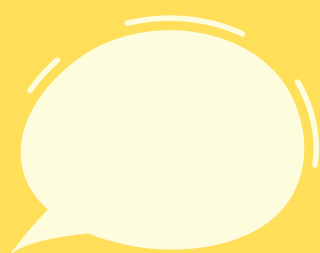
Crafting an experience that is customized to a specific user based on who the user is

## **Reflective level**

Reflection is cognitive, deep, and slow. The highest levels of emotions come from the reflective level

## **Rich media**

Any type of multimedia formats used in an experience



**“KEEP THINGS SIMPLE STUPID!”**

— Clarence Leonard “Kelly” Johnson

## **Taxonomy**

A hierarchy of information and the terms used to label it

## **User acceptance testing**

A type of testing conducted after an experience is built, but before it is launched

## **User profile**

Crafting an experience that is customized to a specific user based on who the user is

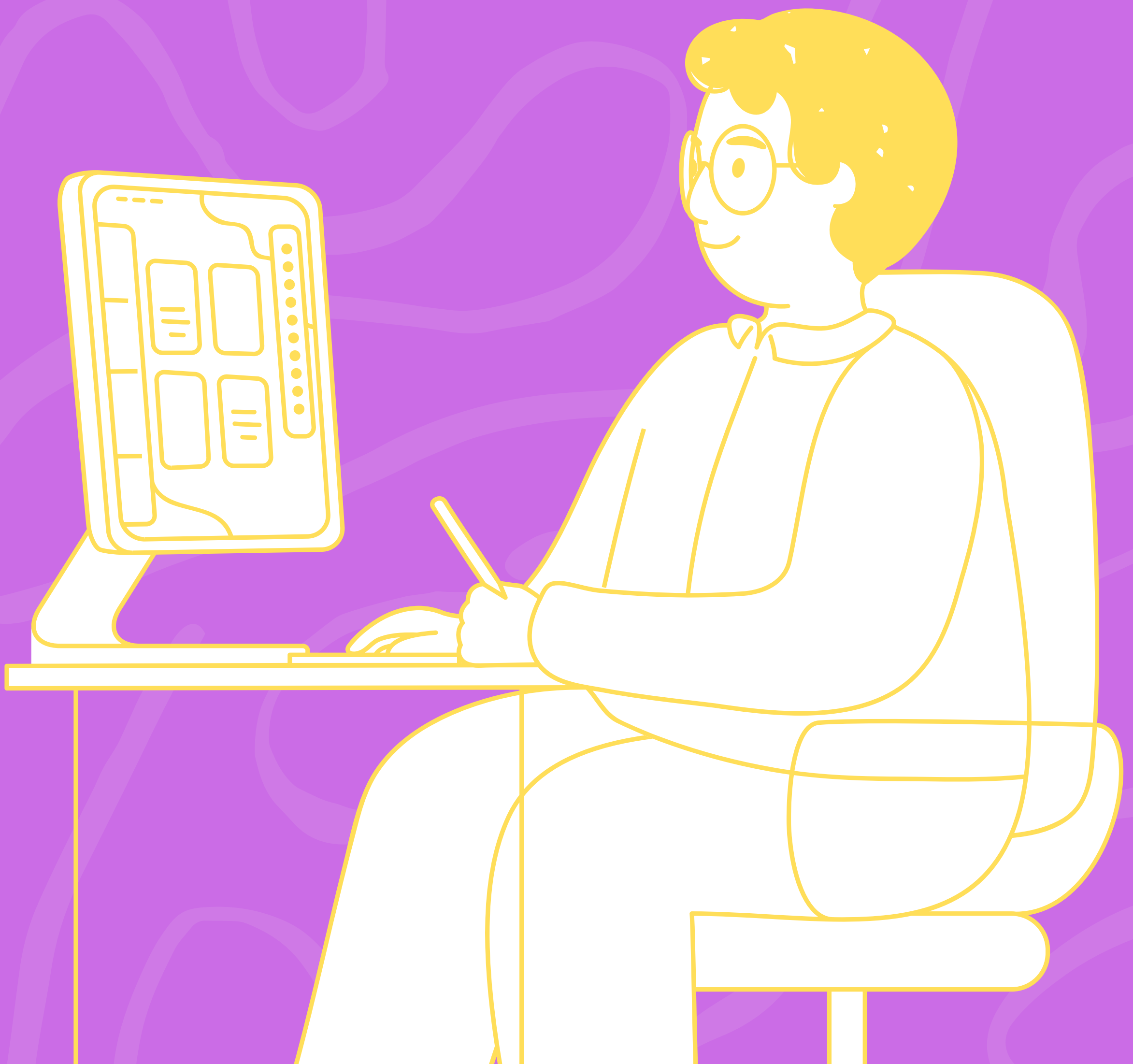
## **Waterfall methodology**

An approach to project development that requires a set of specific activities within a project and one activity does not begin until a previous activity ends

## SECTION 3

# HERE LIES ALL YOU NEED TO SPEAK UI

ONE MORE AND YOU ARE DONE!





# "A CONSISTENT EXPERIENCE IS A BETTER EXPERIENCE"

— Mark Eberman

## **Big bang theory of web design**

It's based on the idea that the first few seconds you spend on a new Web site or Web page are critical

## **Coach marks**

A brief overview of the commands available on a screen

## **Cognitive (work) load**

Formally, the portion of the user's mental capabilities required to perform a task

## **Cognitive walkthrough**

A team-based "expert" usability inspection method that walks through a task step by step

## **Commit model**

The interaction model determines how changes are committed or discarded and how users navigate to the next step in a task

## **Commit buttons**

commands used for saving or discarding user changes and navigating to the next step

## **Comprehensibility**

Target users ability to understand the meaning and effect of a UI element



**"CREATIVITY IS ALLOWING YOURSELF TO MAKE MISTAKES. DESIGN IS KNOWING WHICH ONES TO KEEP"**

— Scott Adams

## **Consistency**

Conformity of appearance and behavior within an application or across applications

## **Dark pattern**

A design technique where designers purposely manipulate or even trick users into doing something

## **Deductive UI**

A task that requires users to think and experiment, often using the process of elimination to figure it out

## **Delighter**

A strategically unintuitive interactions that delights expert users on discovery

## **Design model**

The designers' intention for how they believe a product should work

## **Efficiency**

For intuitive interaction, efficiency determines whether the design helps target users perform their top tasks

## **Explorability**

Determines whether target users can use an app without fear of getting lost



— Milton Glaser

"THERE ARE THREE RESPONSES TO A PIECE OF DESIGN— YES, NO, AND WOW! WOW IS THE ONE TO AIM FOR"

## **Explainable first**

A design process where designers start a page design by making its purpose easily explainable to users

## **Expert evaluation**

A process of evaluating a design through inspection methods performed by "experts"

## **Familiarity**

An assessment of whether target users can apply previously learned knowledge to the current interaction

## **Flat design**

A visual flattening done by homogenizing their elements

## **Forgiveness**

Assesses whether an interaction prevents mistakes, minimizes the negative impact of mistakes, or makes mistakes easy to recover from

## **Gesture**

A direct touch-based interaction with an object or content

## **Guessable**

An interaction that is usable but not entirely intuitive because it is missing several intuitive attributes





**"IF A PICTURE IS WORTH 1000 WORDS, A PROTOTYPE IS WORTH 1000 MEETINGS."**

— David & Tom Kelley, renowned Design and Innovation Consultancy

## **Important /unimportant interaction**

An interaction is considered to be important if it's needed by most users for routine tasks

## **Inductive UI**

A task that leads users through easily explainable, self-explanatory steps, reducing the need for users to think and experiment to perform the steps

## **Inspection method**

A team-based "expert" design evaluation process where the evaluators apply a usability evaluation process

## **Instictive**

Knowledge of behavior and effect without use of reason

## **Interaction life cycle**

The sequence of steps both mental and physical that a user performs to complete a task

## **Invisible UI**

A well designed UI where users are immersed in their work, and not thinking about the UI at all

## **Learnable**

An interaction that is usable but not fully intuitive because it lacks discoverability or affordance



# "A PROCESS THAT IS NOT CRITICALLY DEPENDENT ON PROTOTYPING IS NOT A UX PROCESS"

— Julian Caraulani, Senior UX Designer at Samsung.

## **Long press**

A touched-based interaction that is like a trap, but the user maintains contact longer than normal tap

## **Main instruction**

A heading that explicitly explains what users are supposed to do on a page

## **Manifestation of intuitive UI**

An intuitive UI manifest itself when you observe users successfully completing tasks on the first try consistently

## **Mood board**

A tool used in visual design to help capture the themes related to a design direction

## **Misleading**

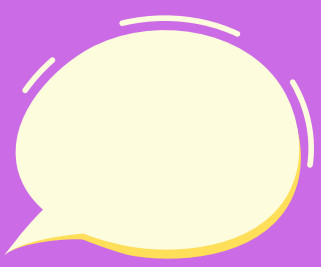
An inconsistency in UI element attributes that leads users to draw incorrect conclusions about system state

## **Natural mapping**

A clear relationship between what the user wants to do and how they should do it

## **Onboarding**

A brief overview of an app displayed on the first launch and that often explains how to use its unintuitive features



**"USABILITY DOES NOT EQUATE TO A SPECIFIC NUMBER OF CLICKS, TAPS, SWIPES, PINCHES, FLICKS."**

— John Morkes

## **Predictability**

Whether target users can accurately predict the results of an interaction before they initiate it

## **Scannability**

An assessment to whether target users can find what they are looking for quickly

## **Section instruction**

A heading that explicitly explains the purpose of a section on a responsive page

## **Sensible**

An interaction that is usable but not entirely intuitive because it lacks discoverability or affordance

## **Short cut**

An advanced interaction, usually requiring experimentation and memorization

## **Side effect**

A secondary, possibly unwanted, result of an interaction

## **Single trial learning**

The concept that some interactions are sufficiently self-explanatory that users learn them after a single trial



**"A PROBLEM WELL STATED IS A PROBLEM HALF SOLVED"**

— Charles Kettering

## **Skeuomorphism**

The use of decorative, ornamental real.world elements that aren't necessary for the interaction

## **Streamlined cognitive walkthrough**

A team-based "expert" usability inspection method that walks through a task step by step evaluating intuitiveness by asking a small set of questions at each step

## **System image**

The way a product actually works, may differ from the way its designers intended it to work

## **Secondary navigation**

Navigation within each primary content area, specific and distinct to that content area

## **Target users**

A group of users an interaction is expressly designed for

## **Task flows**

The presentation of a sequence of steps to perform a multi-step task



**"DESIGN IS NOT A SINGLE OBJECT OR DIMENSION. DESIGN IS MESSY AND COMPLEX"**

– Natasha Jen, designer, and educator.

## **Task lifecycle**

The sequence of actions-both mental and physical- that a user performs to complete a multi-step task

## **Thelma and Lousie**

A multi-step task without a clear, visible ending

## **Trainable**

An interaction that is usable but not fully intuitive because it is missing many intuitive attributes

## **Untuitive**

An interaction that lacks the required intuitive attributes, so many require some reasoning or training to use

## **Unusable**

An interaction so poorly designed that even documentation and training can't make it usable

# HUGE THANKS:

## UX UI TALKS EXIST BEACUSE OF THIS GUYS!

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THAT'S ALL!

BIG

THANKS!

HOPE THIS BOOK TREATED YOU WELL!

