

BC ADOBE  
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# UX Playbook

Capabilities and Process of the  
Business Consulting UX Team



# UX Playbook

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## What is the UX Playbook?

The purpose of a UX Playbook is to showcase the capabilities and process of the User Experience (UX) Team.

UX design processes are highly collaborative, adaptable, and can be well integrated into any product development lifecycle methodology.

### Playbook Benefits:

Serves as a guide and catalog to benefit the UX, project, and client teams as well as those who work alongside UX within Adobe.

Helps educate and increase the general knowledge and understanding of UX.

Allows the UX team to build and use a common language we all can share.

Assists in socializing and solidifying our contributions within Adobe Consulting.

# What is UX Design?

User Experience Design (UX) is the process of development and improvement of quality interaction between a user and all facets of a digital or physical product or service.

Making it useful, easy to use, and delightful to interact with, ensures that users find value and acceptance.

It is a hands-on process of research, testing, development, content and prototyping to test for quality results.

In order to achieve high-quality UX design, there must be a seamless merging of the services from multiple disciplines such as interaction design, information architecture, visual design, usability, engineering and marketing.

*“It’s design with an awareness of every touchpoint that makes up the overall experience with your product or service.”*

– **Joshua Porter**  
Founder of Bokardo

*“It’s a commitment to developing products and services with purpose, compassion, and integrity.”*

– **Whitney Hess**  
Experience Design Coach  
at [WhitneyHess.com](http://WhitneyHess.com)

# Misconceptions of UX Design

## 1 Same as User Interface design

It's not uncommon to confuse "user experience" with "user interface" — after all it's a big part of what users interact with while experiencing digital products and services. But the UI is just one piece of the puzzle.

## 3 Focus on the user only

Effective UX achieves diverse results. To be successful, the overall experience must meet as many critical business and user goals and needs as possible.

## 2 Only about usability

While usability is important, its focus on efficiency and effectiveness often overshadows UX's other important factors such as learnability, behavioral and emotional responses to products and services.

## 4 One step in the process

Experience design is a continual process of learning, measurement and optimization versus a discrete activity. It must be an ongoing effort of evolving a product or service based on data about how users interact and adapt their behaviors.

*"Design creates stories, and stories create memorable experiences, and great experiences have this innate ability to change the way in which we view our world."*

– Christian Saylor

# Misconceptions of UX Design

## 5 It's easy

User behavior is complex and fickle. Yet tracking it is critical to achieving positive business outcomes. Boredom, competitive trends, and social pressure are among the many factors that effect user interaction. UX professionals facilitate a well-defined process and ensure you get it right.

## 7 It's all about technology

User experience governs the relationship with a product, artifact, or system. UX insights can improve technology by helping to make user interaction more reliable, consistent, effortless, and rewarding. Brands thrive when users have positive experiences with their systems, tools and technology.

## 6 A one person team

UX professionals employ a diverse set of skills. Observation and listening are chief among them. We help evangelize the most effective process for your organization, and work across the business to enable success.

## 8 Too expensive

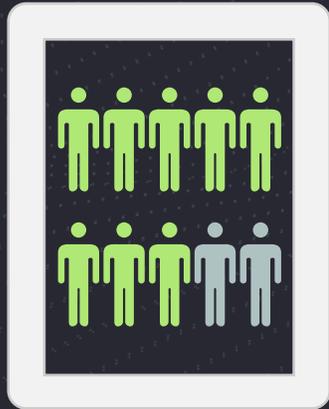
Every project requires a custom-tailored approach based on available resources, capabilities, timeline, and budget. UX project owners help navigate constraints to define a process that is cost and time sensitive.

*“The biggest misconception is that companies have a choice to invest in their user's experience. To survive, they don't.”*

– Jared Spool  
Principal & CEO  
User Interface Engineering

# As customers evolve, UX can deliver exceptional customer experiences.

## CONTENT



Nearly  
**8 Out of 10**

consumers would stop engaging with content that doesn't display well on their device.<sup>1</sup>

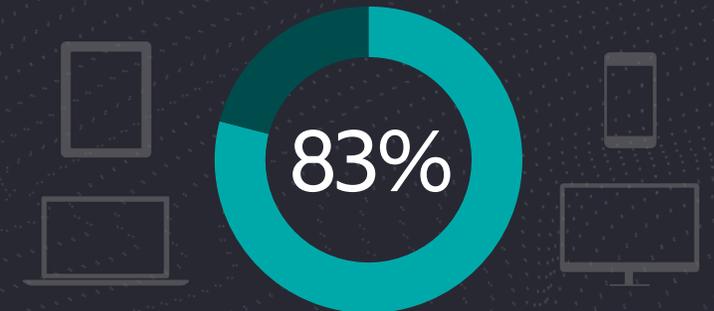
## VIDEO

When limited to a 15 min. window to consume content...



**66%** would rather watch a video on breaking news vs. read an article.<sup>1</sup>

## MULTIPLE DEVICES



Global consumers report they **multiscreen using 2.23 devices** at the same time.<sup>1</sup>

## EXPERIENCE DESIGN



Today, **designers are designing to enhance understanding**

when form and content are conditioned by context and impact over time. This is a different practice—one that trends toward experience design.<sup>2</sup>

## MOBILE

If content is not optimized for mobile, users will leave and...



**& 5X**

Mobile Users are **5X more likely** to abandon the task completely.<sup>3</sup>

1 - Adobe: The State of Content: Expectations on the Rise - Oct 2015

2 - Adobe: Defining the Designer of 2015

3 - Adobe: Vikram Verma - The State of Mobile Publishing - Lavacon 2014



# UX Principles

Our fundamental beliefs and core values  
that we adhere to in every engagement



## Our Core Principles

We provide creative vision and services to our clients under the guiding principles:

- user-centered design methodology
- data-driven approach to design
- benchmarking and best practices.

We deliver innovative multi-solution experiences leveraging the full suite of Adobe technologies.

# UX Core Principles and Actions

## User Centered Design

### 1 Advocate for the end user

Lead and collaborate with stakeholders and the project team through discovery sessions and ideation workshops

Gather, refine, and prioritize project requirements based on customer goals and KPIs with user needs in mind

Conduct user interviews, observe user patterns and behavior. Gain empathy for the end user's experience

### 2 Design innovative branded experiences across multiple devices and channels

Create a journey map that represents the end user's experience, ecosystem, and all branded touch points within

Design responsively for ease-of-use across all devices and channels

Use smart and intuitive interactions to delight the end user and enhance the overall experience

### 3 Streamline and create workflow efficiencies for internal users

Identify smarter workflows and solutions for distinct end user needs

Create repeatable and scalable frameworks to maximize efficiencies for internal users

Maintain consistency through a design system with reusable components that are easy to author, deploy, and manage

# UX Core Principles and Actions

## Data-Driven Approach

### 4 Gather data points and KPIs that inform the Design vision

Create or analyze existing surveys, review analytics data, and information gleaned from user interviews

Conduct heuristic experience evaluation and competitive analysis for benchmarking purposes

Review user behavioral and interaction patterns and audience/segment information

### 5 Validate hypotheses with users throughout the project lifecycle

Produce rapid prototypes early and often to validate with the customer and actual end users

Use a task-driven approach to test design-based ideas and determine a higher success rate

Collaborate in UAT sessions to validate approach and agreed upon requirements

### 6 Measure user engagement to further optimize experience

Use an agile project methodology to allow the customer to track progress, provide feedback, and communicate on the overall engagement

Iterate design and development to refine the solution based on customer objectives and user needs

Measure user adoption and assess the experience based on analysis metrics and user interactions

# UX Core Principles and Actions

## Best Practices and Long Term Success

### 7 Provide thought leadership via best practices

Provide best-in-class thought leadership in the following areas:

**Industry best practices:** Demonstrate our understanding of related journeys and use cases for a particular industry

**Methodology best practices:** Advise on UX activities, benefits of a responsive approach and a mobile-first content strategy

**Technology best practices:** Deliver guidelines, specifications and examples for Design and Development. Provide the means to integrate complex workflows spanning multiple technologies while aligning with Adobe's solution roadmaps

### 8 Partner with the customer to ensure long term success

Maintain a dialog and check-in with the customer as new technologies emerge and the competitive landscape evolves

Keep audiences and users top of mind as the business grows and changes

Help evolve the customer's roadmap as their digital strategy matures, and inform them of changes within Adobe's solution offerings



## Our Mission

### Strategic

We engage with customers early in the pre-sales cycle providing creative consulting and discovery enablement. Working with the client, sales, and engagement managers the team helps craft a strategic vision based on customers needs.

### Tactical

Deliver on the creative vision by leveraging our deep expertise in all Adobe Solutions. Our creative services consist of the following key offerings: Web Design & Development, Information Visualization, Product Visualization, Digital Publishing and Media Consultation.

### Services we offer:

- Site Design & FE Development
- AEM Mobile Design, Forms, etc.
- Media & Creative Workflows
- Personalization Design & Optimization
- Product Configurator Experiences
- Usability Testing & Heuristic Evaluations
- Analytics Dashboards
- SEO Visualizations

# UX Team – Roles & Responsibilities



## Experience Architect

Provides strategic input in collaboration with Sales team on building strong customer relationships through visioning and opportunity definition.

- Lead ideation workshops
- Offer industry expertise
- Help customer maximize their adoption and use of the capabilities within all three Adobe clouds.



## Experience Designer

Creates best-in-class cross-device experiences that meet the objectives of the business and the needs of end users.

- Employ a user and data-driven design approach when gathering and synthesizing project requirements
- Design and build intuitive and innovative solutions leveraging external and Adobe technologies.



## Visual Designer

Creates high fidelity design aesthetics for a range of digital experiences.

- Use mastery of image manipulation, color, fonts, and other elements to achieve the intended designs.
- Enhances page content and function. by engaging users and helping to build trust and interest in the Brand.



## Front End Designer

Crafts optimized web experiences; designing and building flexible cross browser and cross platform frameworks.

- Offers industry expertise, guidance and best practices;
- Assists the customer in maximizing their adoption and use of the capabilities within the Adobe Marketing and Creative Cloud Solutions.



# UX Process

Enhances user satisfaction by improving the usability and experience satisfaction derived from the interaction between user and product

A UX process focused improving the usability, accessibility and satisfaction derived from the interaction between the user and the product.



## Discover



## Define



## Design



## Measure

Gather insights that inform the UX strategy. Establish the relationship between a client's goals and their users' needs.

Analyze user observations and synthesize them into actionable solutions to the core problems that we have identified.

Create the solution, including the look and feel, features, functionality, and the detailed specifications for how the UX will perform.

Evaluate the UX to identify opportunities for improvement. Analysis leverages social media data, embedded features and user feedback.

### UX Plays:

- Data Analysis
- Competitive Analysis

### UX Plays:

- User Research
- User Definition
- Insights & Opportunity Areas
- Experience Requirements

### UX Plays:

- Concept Development
- Information Architecture
- Visual Designs
- Accessibility
- Prototyping
- User Validation
- Design Specifications
- Testing & Quality Assurance

### UX Plays:

- Benchmarking
- End-User Feedback



PLAYS

# Discover

Balancing our customer's objectives with users' needs



# PLAYS: Data Analysis



## Typical Customer Challenges

How can analytics inform our UX strategy and plans?  
Which data is most relevant to UX decision-making?

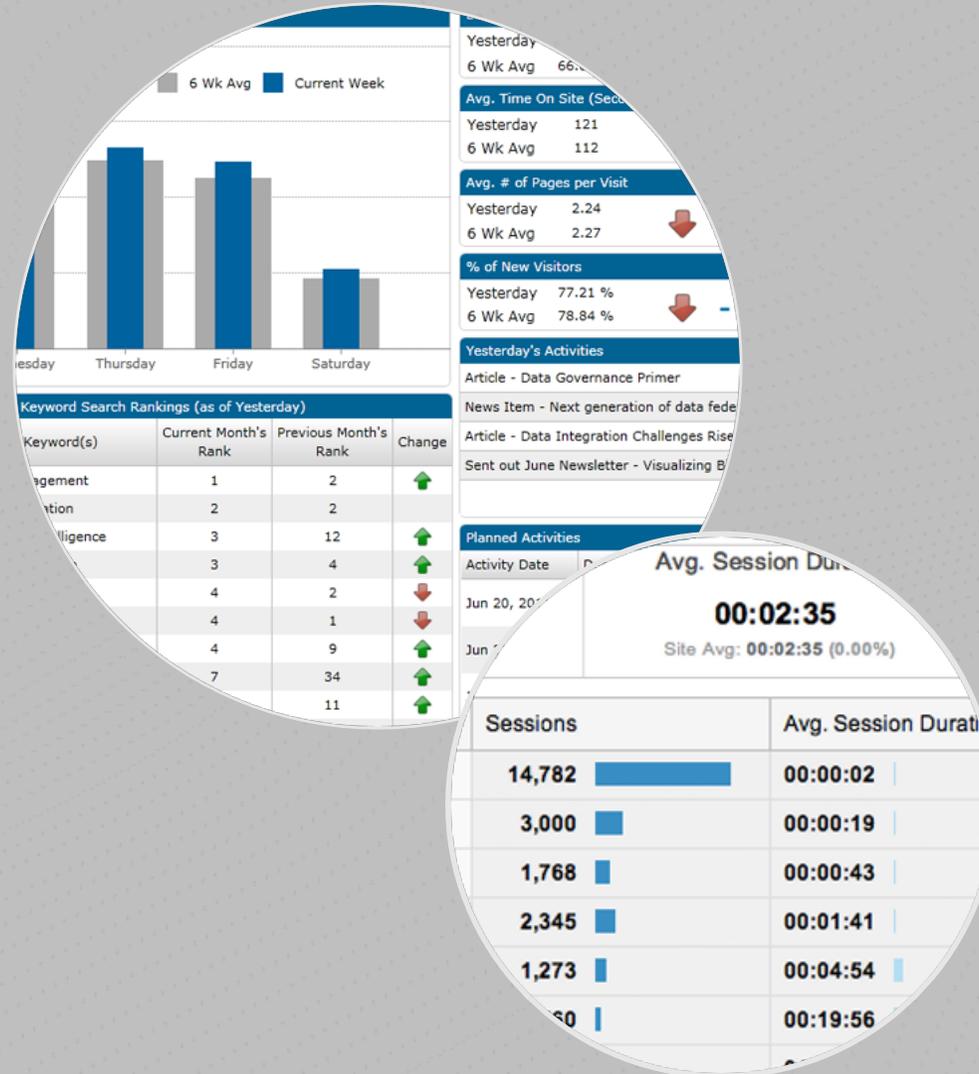
## Objectives

Data informed UX and design yields smarter business results.

Evaluate the effectiveness of specific marketing assets.

Detect where to focus efforts, and where key problem areas are in the overall digital experience.

Drill deeper on specific assets and campaign navigation to pinpoint targeted solutions.



## Methods

### Activities\*

- User behavior data analysis
- Analyze conversion rates & drop-off
- Define key metrics from server logs
- Identify navigation patterns to map deviation from intended path

### Deliverables\*

- Funnel Analysis Report
- User Behavior Analysis Report
- Click Stream Analysis Report
- KPI Examination Report

### Assumptions

Adobe is given access to any analytics, personas or voice of customer data

\*This is a sample list Activities and Deliverables may vary per client needs.



# PLAYS: Competitive Analysis



## Typical Customer Challenges

- How do competitive trends impact product or service design?
- How do we perform against our competitive set?
- What are our opportunities for differentiation?

## Objectives

- Identify and evaluate your competition in the marketplace.
- Benchmark competitive product against usability standards and user experience.
- Align assessment criteria to organizational issues and goals.



## Methods

### Activities\*

- Competitive Usability Evaluations
- UX Functionality Audit

### Deliverables\*

- Competitive Analysis Matrix
- Summary Report
- Competitive Assessment Rubric Holistic Evaluation
- Heuristic Evaluation
- Content Models

### Assumptions

TBD

\*This is a sample list Activities and Deliverables may vary per client needs.



PLAYS

# Define

Gather, define, and refine project requirements while striving towards business KPIs



## PLAYS: User Research

### Typical Customer Challenges

Do you believe the interviewee really wants this feature?

What value does getting the views of users provide?

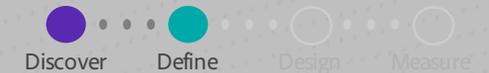
What user data already exists and where are the critical gaps?

### Objectives

Conduct user and stakeholder interviews to understand their use of technology and the use of the product

Probe a user's main objectives and motivations. Recognize customer behaviors and attitude about the platform or product

Detect user's pain points through design and functionality.



### Methods

#### Activities\*

- User & stakeholder interviews
- Requirements gathering
- Field & diary studies
- Surveys

#### Deliverables\*

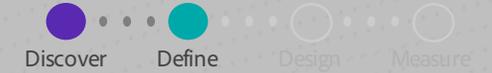
- Interview Transcripts
- Empathy Maps
- Scenario Maps
- Workflow Diagrams

#### Assumptions

Customers will participate in workshops and contextual interviews

\*This is a sample list Activities and Deliverables may vary per client needs.

# PLAYS: User Definition



## Typical Customer Challenges

How does UX drive understanding with clear and concise explanations of the problems a user faces?

Can we validate that what UX proposes for our users is what they actually need?

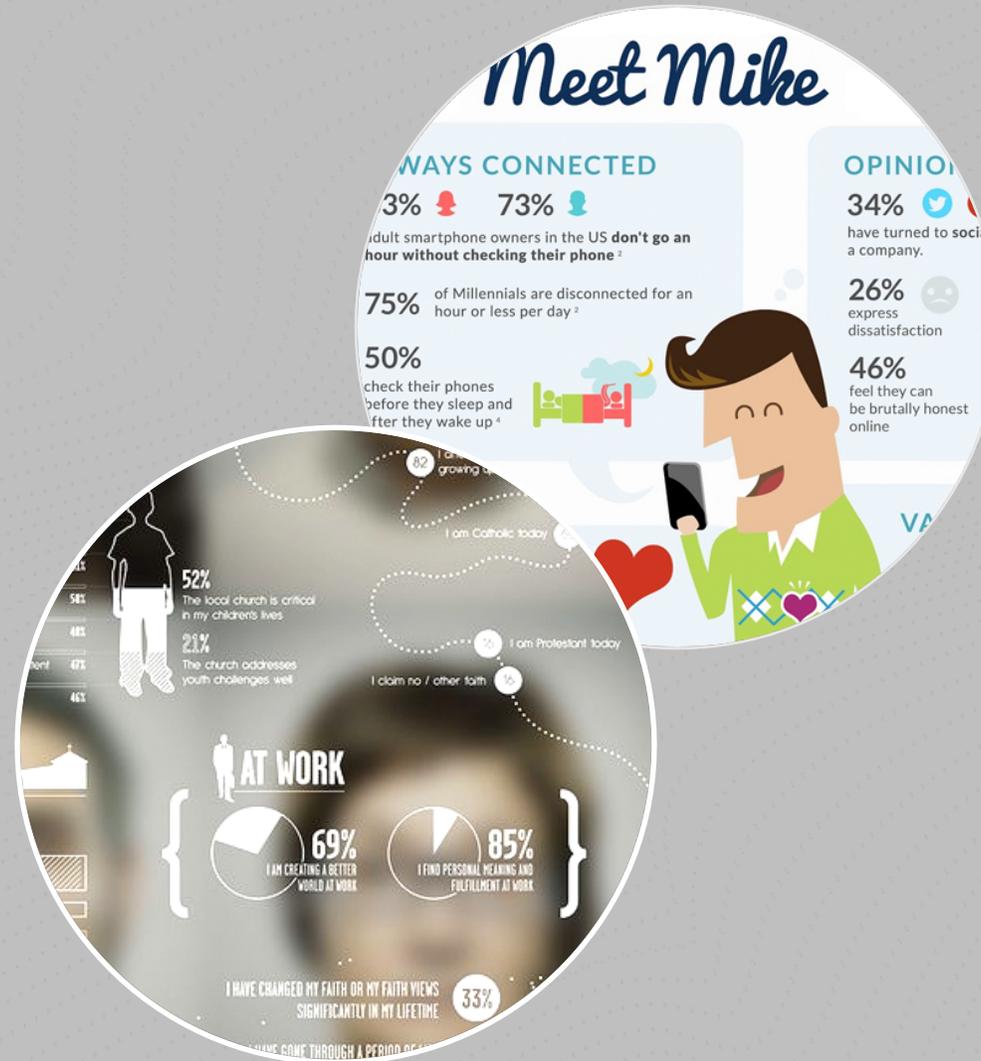
What can we add to enhance our existing personas?

## Objectives

Understand our customer segments, their needs and gaps in their current experience.

Define the scope of the problem and design?

Drive and validate design and product decisions.



## Methods

### Activities\*

- Write user stories
- Build storyboards
- Persona building
- Journey mapping

### Deliverables\*

- User Personas
- User Stories
- User Journeys
- User Flows & Red Routes

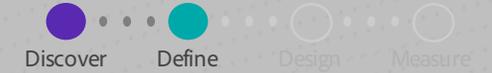
### Assumptions

User personas are biased because they are based on assumptions and data selected by error prone humans. Users are invited to test assumptions.

\*This is a sample list Activities and Deliverables may vary per client needs.



# PLAYS: Insights & Opportunity Areas



## Typical Customer Challenges

What will we learn about our customers that we don't already know?

We need to be confident that research steers us in the right direction and justifies strategic realignment?

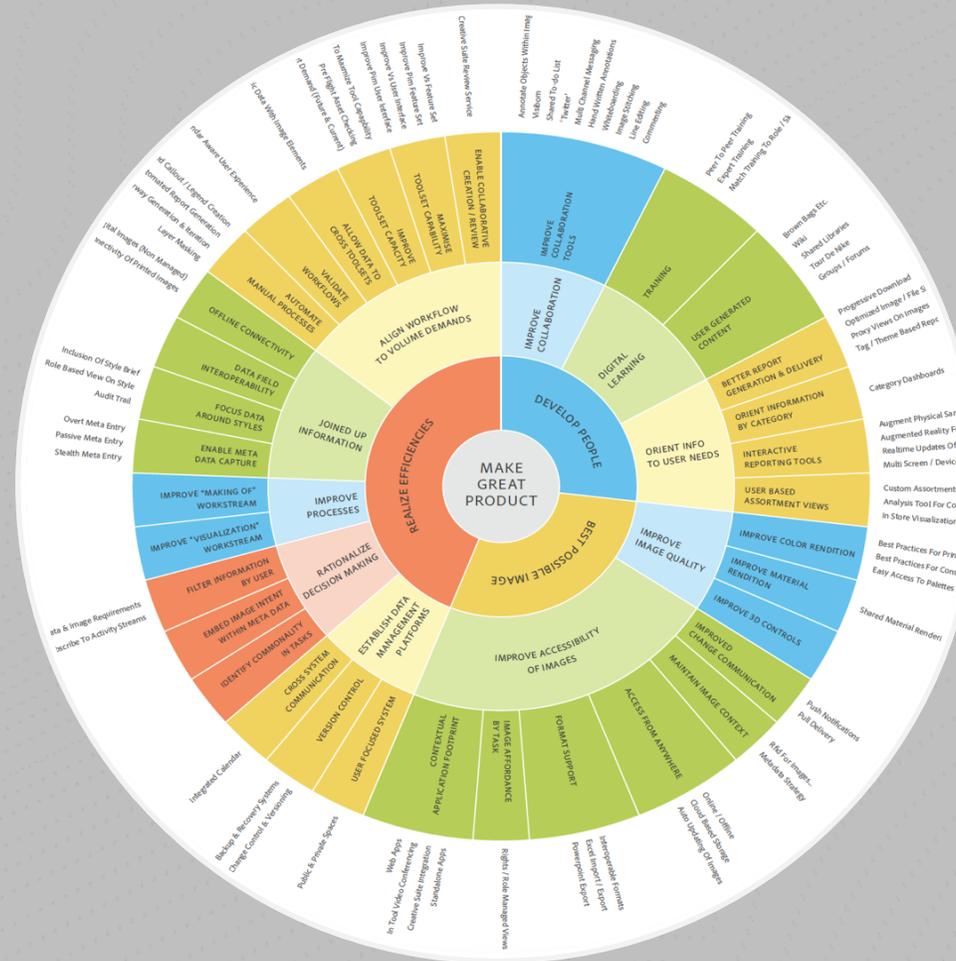
## Objectives

Expand thinking and provoke 'out of the box' perspectives.

Re-frame user needs into opportunities and guiding insights.

Structure and clarify insights to be relevant for the team and stakeholders.

Communicate the value of these opportunities to the customer.



## Methods

### Activities\*

- Extract actionable insights
- Data review and analysis
- Create roadmaps

### Deliverables\*

- Product Vision Roadmap
- Mental Modeling Map
- Opportunity Map
- Customer Scenario Mapping
- User archetypes

### Assumptions

Allowing to create and set new standards for opportunities

\*This is a sample list Activities and Deliverables may vary per client needs.



PLAYS:

# Experience Requirements

## Typical Customer Challenges

How do we balance multi-stakeholder needs?.

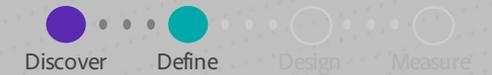
How can you help us understand and act on functional requirements?

## Objectives

Develop and prioritize requirements that are actionable, testable and clearly related to user and business justification.

Establish ongoing validation to user and stakeholder insights to ensure their needs have been correctly identified.

Identify all applicable UX principles, standards and constraints that apply to the product or service.



## Methods

### Activities\*

- Document requirements and constraints

### Deliverables\*

- Functional Requirements
- Business Requirements

### Assumptions

Customer and UX team will collaborate on prioritization of requirements

\*This is a sample list. Activities and Deliverables may vary per client needs.



PLAYS

# Design

Defining the customer experience  
vision based on best-in-class  
content and consumption context



PLAYS:

# Concept Development

## Typical Customer Challenges

How many UX-designers does it really take to solve our problem?

What techniques are best for generating ideas?

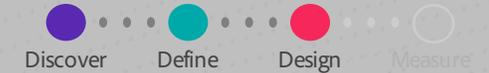
How do you create concepts for a new design?

## Objectives

Define an aspirational goal narrative that describes how the product supports the goal.

Develop concept options to meet the insights, implications and call for changes from the analytics and design diagnostics.

Collaborate with teams to identify business, technology and user requirements on concept solutions.



## Methods

### Activities\*

- Develop creative concepts to meet client requirements
- Design user flows

### Deliverables\*

- Storyboards
- Mood boards
- Low fidelity mock-ups
- Features Roadmap
- Use Cases and Scenarios

### Assumptions

Customer will participate in ideation sessions to align customer insights and prioritizations for concept development.

\*This is a sample list Activities and Deliverables may vary per client needs.

# PLAYS: Information Architecture



## Typical Customer Challenges

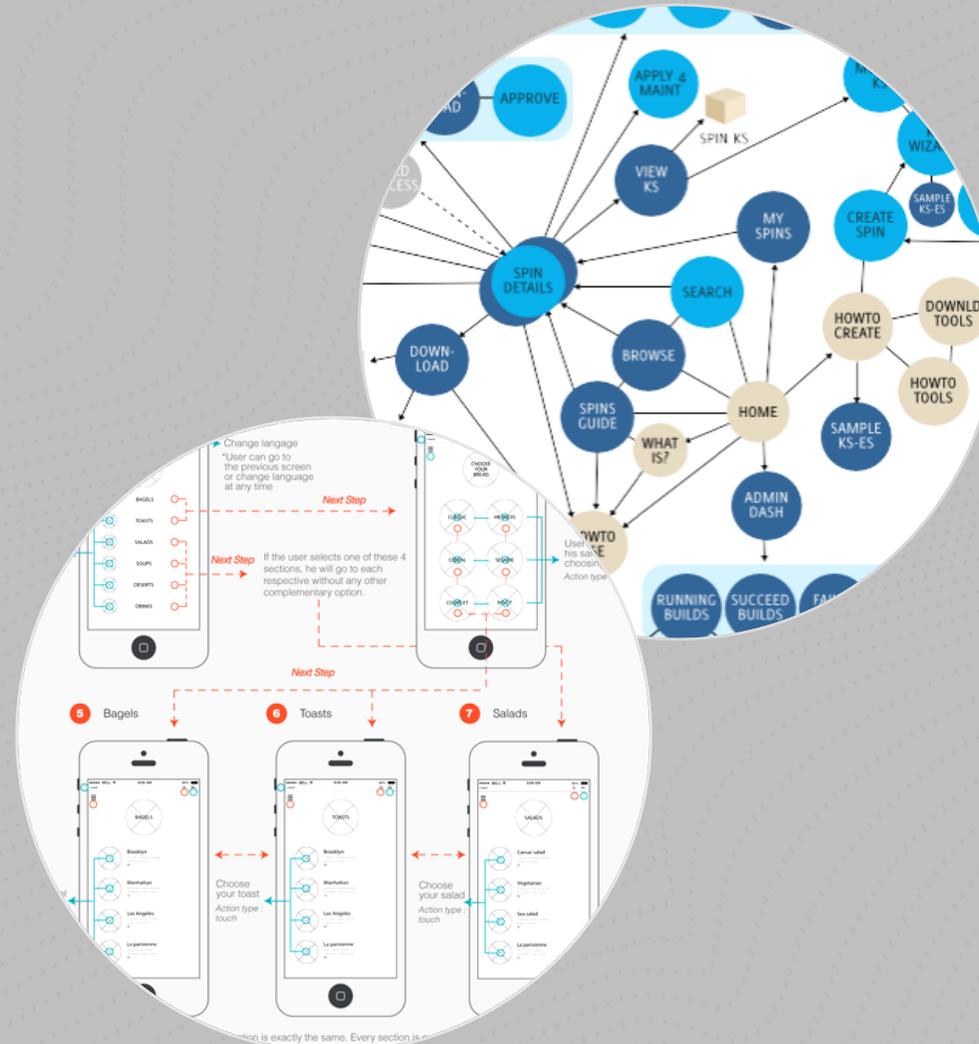
- Why would you create wireframes?
- Does anyone use these wireframes?
- How will this help my us in the project process?

## Objectives

Engineer an information structure that is flexible and scalable across all digital experiences.

Develop an information architecture in the creation of site maps, hierarchies, categorizations, navigation, and metadata.

Evaluate various interaction models and identify the most appropriate for the user and system need.



## Methods

### Activities\*

- Create site maps, hierarchies, categorizations, navigation and metadata
- Evaluate interaction models
- Design low-fidelity screen designs

### Deliverables\*

- Task Analysis
- Sitemap
- A document
- Workflow diagrams
- Wireframes
- User Interactions

### Assumptions

TBD

\*This is a sample list Activities and Deliverables may vary per client needs.

# PLAYS: Visual Designs



## Typical Customer Challenges

- Why does the UX team create visual designs?
- How will user's needs be reflected in the visual designs?

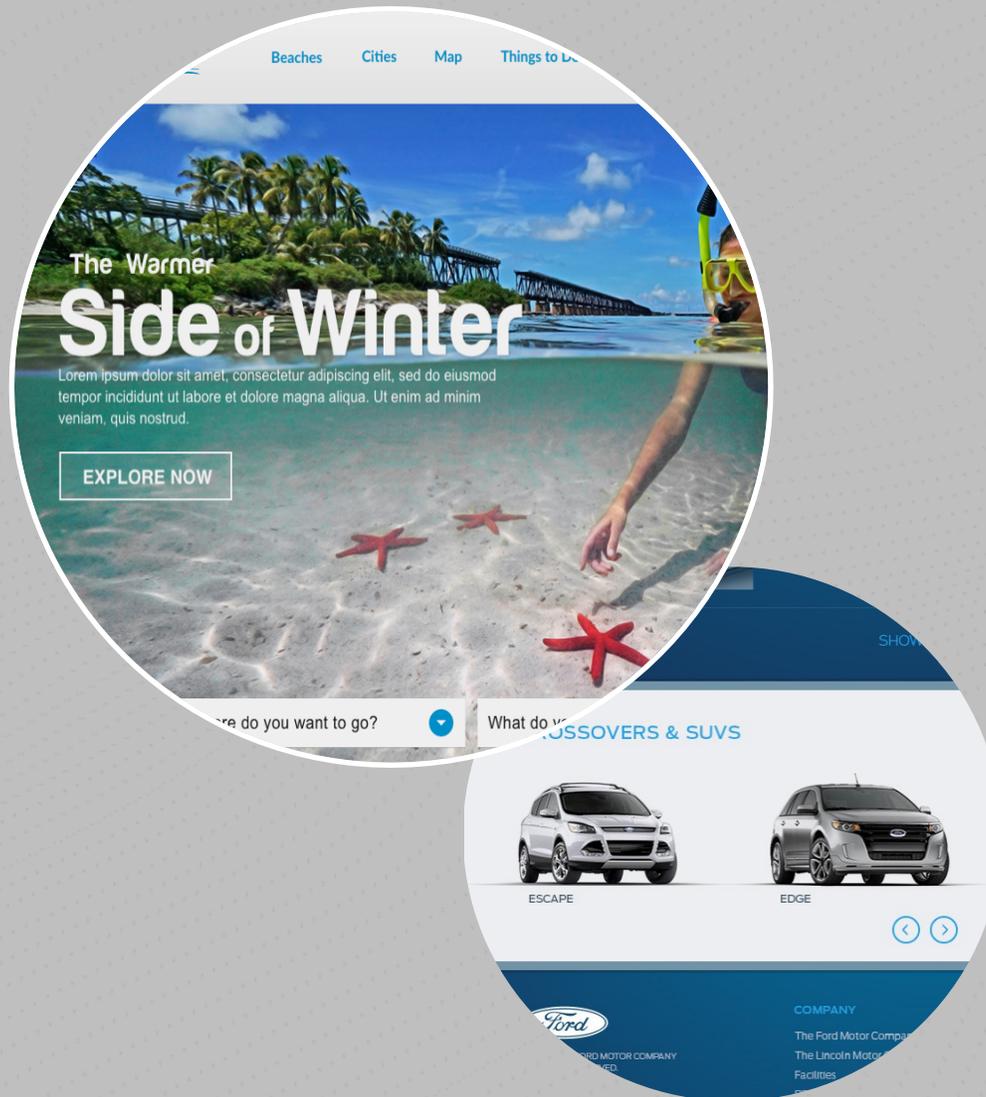
## Objectives

Express the information architecture and system interactions into a branded design.

Define the most effective visual experience through the strategic use of fonts, images, white space, color and other elements.

Make it easier for users to engage with functionality and accomplish tasks.

Design for user needs with awareness of technical implementation.



## Methods

### Activities\*

- Create high fidelity branded screen designs

### Deliverables\*

- High Fidelity screen designs

### Assumptions

Client review sessions should be scheduled to align all relevant stakeholders on the right direction and designs moving forward

\*This is a sample list Activities and Deliverables may vary per client needs.



# PLAYS: Accessibility

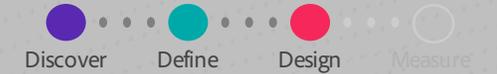
## Typical Customer Challenges

Why does our website need to be W3C compliant?

We are looking not for a compliant website, but for an effective website.

## Objectives

Work with our customer to evaluate the designs from both a usability and technical implementation perspective to ensure that the vision adheres to accessibility and web compliance (W3C) best practices.



## Methods

### Activities\*

- Evaluate customer product for W3C compliance

### Deliverables\*

- W3C Best Practices Documentation

### Assumptions

Customer will adhere to W3C best practices

\*This is a sample list Activities and Deliverables may vary per client needs.

# PLAYS: Prototyping

## Typical Customer Challenges

What is the benefit for doing a prototype?

Can't we save time by not doing a prototype?

## Objectives

Design a quick low fidelity (paper drawings) prototype to enable early visualization of alternative design solutions, which helps provoke innovation and improvement.

Develop high-fidelity prototypes (computer-based) which are more effective in collecting true human performance data and in demonstrating actual products to customers, stakeholders and project team.



## Methods

### Activities\*

- Create low & high fidelity prototypes for customers

### Deliverables\*

- Paper prototype
- Interactive prototype

### Assumptions

UX team will develop prototypes to reduce investing time and money into development

\*This is a sample list Activities and Deliverables may vary per client needs.



# PLAYS: User Validation

## Typical Customer Challenges

Do we really need to run tests with the user community when we know what they want?

Can user validation save us time and money?

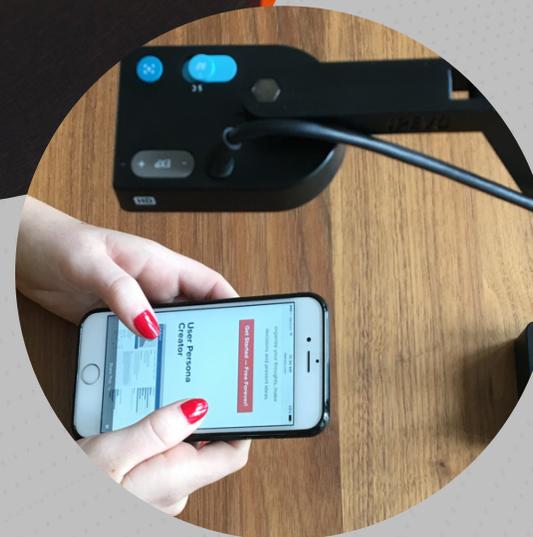
## Objectives

Validate design concepts by testing the old vs. new version directly with your target audience.

Provide participants a high-level yet specific goal-oriented tasks to perform with the product.

Engage participants to brainstorm solutions to problems they had with their experience.

Synthesis user testing results to measure and define business goals and metrics.



## Methods

### Activities\*

- Multivariate testing with users
- Provide goal oriented tasks for users to perform

### Deliverables\*

- Findings Document
- Testing Results Synopsis & Recommendations
- Personalization Experience & Recipe Mockups

### Assumptions

Client will invest into usability testing assuring that time spent in design and development is providing ROI

\*This is a sample list Activities and Deliverables may vary per client needs.



# PLAYS: Design Specifications



## Typical Customer Challenges

Why create specifications since the visual designs have all the information the Implementation team needs?

Will this additional work slow down our time to market?

## Objectives

Translate the user experience into formal documentation for shows developers what to build, testers what to test and business owners what's being created.

Create design specifications with annotated narrative showing design visuals, features, functions and interactions.

Develop written functional specifications including behaviors, case logic and state definition.



## Methods

### Activities\*

- Develop design and functional specifications for product

### Deliverables\*

- Visual Specifications
- Functional Specifications

### Assumptions

Client will need design and functional specifications to reduce effort during the development process.

\*This is a sample list Activities and Deliverables may vary per client needs.



# PLAYS: Testing & Quality Assurance



## Typical Customer Challenges

Shouldn't the design specifications be enough for the development team?

Why do we need to run these ideas by a user prior to launch?

Shouldn't we just solicit feedback after going live?

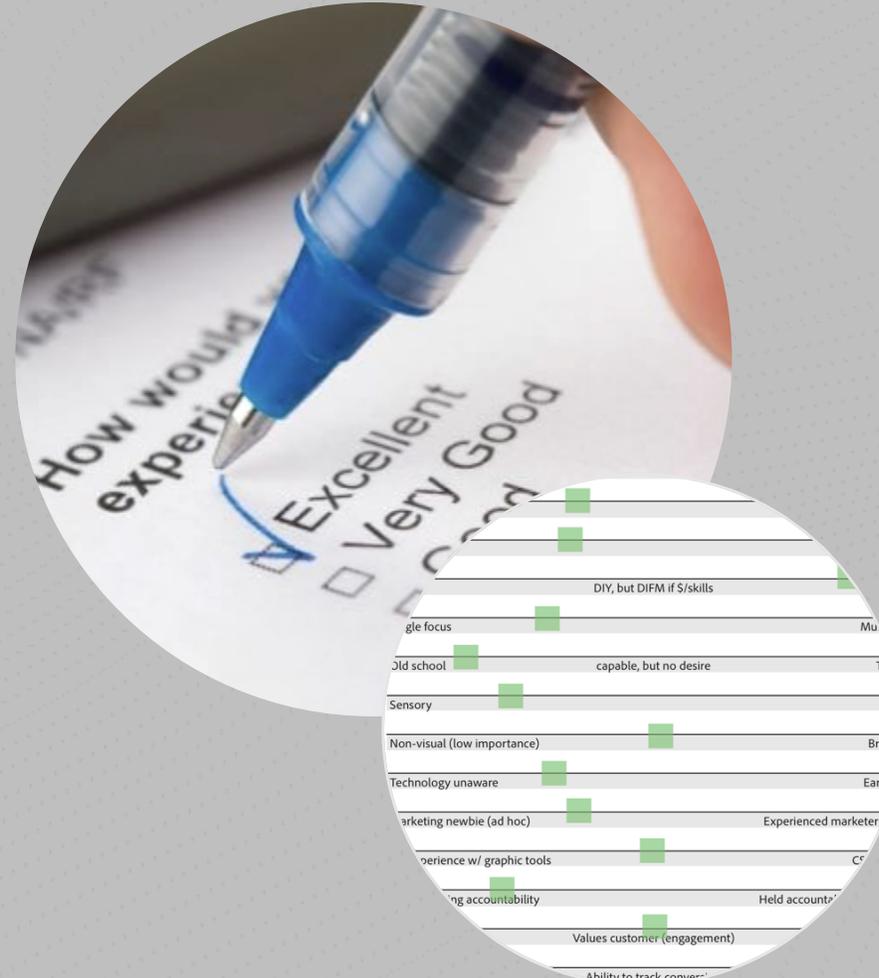
## Objectives

Evaluate product user experience matches the user experience requirements.

Plan QA testing and validation of requirements, technical specification, workflows and content clarity.

Verify appropriate placement of items within the experience without bugs or other defects.

Provide recommendations that maintain the product vision and user needs.



## Methods

### Activities\*

- Plan QA testing and validation of user experience requirements and workflows

### Deliverables\*

- Test plans
- User feedback & findings

### Assumptions

Client will allow user testing to validate final product before launch

\*This is a sample list Activities and Deliverables may vary per client needs.



PLAYS

# Measure

Deliver, monitor, and optimize from data captured upon launch

# PLAYS: Benchmarking



## Typical Customer Challenges

Don't we know our customers and what they need?

We've already collected this data, would you be able to run with it?

## Objectives

Evaluate how user experience affects the performance of customer product.

Map data to the experience, financial impacts and trends relevant to business owners and their customers.

Observe direct competitors with similar products and features. Identify insight and opportunity areas for improvement.

Maintain professional on-going relationships with customer product users.



## Methods

### Activities\*

- Plan and conduct user input sessions
- Implement surveys

### Deliverables\*

- UX scorecard
- Quantitative data collection

### Assumptions

Client will allow post launch evaluation of users and product

\*This is a sample list Activities and Deliverables may vary per client needs.



PLAYS:

# End-User Feedback

## Typical Customer Challenges

Can we leverage online user feedback?

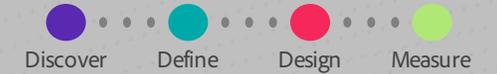
Our Analytics data is not centralized enough.

## Objectives

Capture user feedback and enhancement requests to identify issues and opportunities for improvement.

Engage and maintain an ongoing conversation with end users and customers over time.

Collaborate with product team to understand and evaluate emergent user needs and opportunities.



## Methods

### Activities\*

- Monitor social media, feedback channels and embedded features to capture and analyze customer feedback
- Document findings and provide recommendations

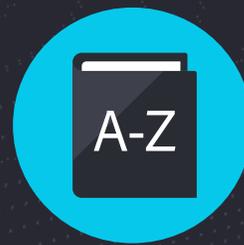
### Deliverables\*

- User tracking
- Voice of the customer

### Assumptions

Client will allow all social media and multiple feedback channels data for evaluation

\*This is a sample list. Activities and Deliverables may vary per client needs.



# UX Glossary

Our fundamental beliefs that steer an organization, team or individual's decision making

# UX Glossary

**A** Activity **D** Deliverable **G** General

## A

### **Accessibility** **G**

The attributes and characteristics of a system that allow people with limited vision, hearing, dexterity, cognition or physical mobility to interact effectively with the system.

### **Affinity Diagramming** **A**

A business tool used to organize a large number of ideas, sorting them into groups based on their natural relationships, for review and analysis.

### **Agile Methodology** **G**

A methodology fundamentally incorporating iteration and continuous feedback to refine and deliver a software system. It involves continuous planning, testing, integration, and other forms of continuous evolution of both the project and the software.

## B

### **Benchmarking** **G**

Measures your baseline and track how well your design and functional changes affect the user experience.

## C

### **Card Sorting** **A**

A technique using either actual cards or software, whereby users generate an information hierarchy that can then form the basis of an information architecture or navigation menu.

### **Clickstream Analysis** **A**

Is the process of collecting, analyzing and reporting aggregate data about which pages a website visitor visits and in what order.

### **Comparative Analysis** **D**

Performing an item by item comparison of two or more websites or apps to determine trends or patterns.

### **Competitor Analysis** **D**

Performing an audit or conducting user testing of competing websites and apps; writing a report that summarizes the competitive landscape.

### **Concept Development** **A**

The initial concept development process is important because a better design process leads to a better design outcome. Decisions made during the early stages of design tightly constrain future options.

### **Content Audit** **A**

Reviewing and cataloguing a client's existing repository of content.

### **Content Modeling** **G**

Is a critical portion of the implementation. You identify your organization's requirements, develop a taxonomy that meets those requirements, and consider where metadata should be allowed or required.

### **Contextual Enquiry** **A**

Interviewing users in the location that they use the website or product, in order to understand their tasks and challenges.

### **Customer Journey Map** **D**

An holistic, visual representation of your users' interactions with your organization.

### **Customer Scenario Mapping** **A**

A scenario is a workflow for one or more personas. Scenarios are minimally captured in written text form, but can also be conveyed orally, as a storyboard, or as a video.

## D

### **Data Analysis** **D**

Interpreting data trends in conversions, page views, and other user actions to identify opportunities and guide UX design

### **Design Specifications** **A**

Used to describe the documentation that a user experience designer or information architect produces as their key deliverable towards the end of a design. It is most commonly comprised of annotated pages, UI components and user interaction flows.

## E

### **Empathy Map** **A**

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers.

# UX Glossary

A Activity D Deliverable G General

## F

### Funnel Analysis Report A

Lets you define report query parameters to show how an audience moves through the sales funnel from segment A to B.

## G

## H

### High-fidelity screen design G

A design which is quite close to the final product, with lots of detail and a good indication of the final proposed aesthetics and functionality.

## I

### Information Architecture G

The art and science of organizing and labeling websites, intranets, online communities and software to support usability.

### Interaction Design G

Defines the structure and behavior of interactive systems to create meaningful relationships between people and the products and services that they use.

## J

## K

### KPI Examination A

A Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs to evaluate their success at reaching targets.

## L

### Lean UX G

Inspired by Lean and Agile development theories, Lean UX speeds up the UX process by putting less emphasis on deliverables and greater focus on the actual experience being designed.

### Low-fidelity prototype A

A quick and easy translation of high-level design concepts into tangible and testable artefacts, giving an indication of the direction that the product is heading.

### Low-fidelity screen design A

A quick and easy translation of high-level design concepts into tangible and testable artefacts, giving an indication of the direction that the product is heading.

## M

### Mental Modeling Map A

Is what users are trying to accomplish, and then create solutions that match.

### Mood board G

A collage, either physical or digital, which is intended to communicate the visual style a direction is heading.

## N

## O

### Opportunity Map D

is a process to identify successful areas of market penetration and potential untapped areas for market expansion.

## P

### Paper prototype G

A rough, often hand-sketched, drawing of a user interface, used in a usability test to gather feedback.

### Persona G

A fictitious identity that reflects one of the user groups for who you are designing.

### Product Roadmap A

Is a powerful tool to describe how a product is likely to grow, to align the stakeholders, and to acquire a budget for developing the product.

### Prototype A

A rough guide for the layout of a product, giving an indication of the direction that the product is heading.

## Q

### Quality Assurance & Testing A

QA or quality control; ensuring that the results of your processes have high quality, measured by minimization of flaws in design and production and by product success and customer satisfaction. Quality assurance can be implemented throughout a design process.

# UX Glossary

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## R

### Red Route G

The frequent and critical activities that users will perform on your site. They are complete activities, not single tasks, and will probably require several pages to execute. Defining the red routes for your site means that you'll be able to identify and eliminate any usability obstacles on the key user journeys.

### Responsive Design G

A design approach that responds to the user's behavior and environment based on screen size, platform and orientation. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries.

## S

### Scenario Maps A

A story which has the key elements of a realistic situation when the user would interact with the system being designed or evaluated. The scenario includes consideration of the user's goals, tasks and interaction. Scenarios can be created for user groups, workflows or tasks to explore, understand and test the different types of needs and goals.

### Sitemap D

A complete list of all the pages available on a website.

### Stakeholder Interview A

Conversations with the key contacts in the client organization funding, selling, or driving the product.

### Storyboard G

A tool inspired by the filmmaking industry, where a visual sequence of events is used to capture a user's interactions with a product. Depending on the audience, it may be an extremely rough sketch, purely for crystallizing your own ideas.

### Survey A

An online form designed to solicit feedback from current or potential users.

## T

### Task Analysis A

Is the process of learning about ordinary users by observing them in action to understand in detail how they perform their tasks and achieve their intended goals.

## U

### Usability Test A

Same as user testing, but emphasizes that it is the property of being usable, not the user, that is being tested.

### User-Centered Design (UCD) G

User-centered design: design around the needs and goals of users and with users involved in the design process, design with usability as a primary focus.

### Use Cases G

a task analysis technique often used in software engineering. For each module of a system, common tasks are written up with the prerequisites for each task, the steps to take for the user and the system, and the changes that...

### User Acceptance Testing (UAT) A

a method for determining how well users have adopted a new technology, especially in organizational settings.

### User Interview A

Used for understanding the tasks and motivations of the user group for whom you are designing, user interviews may be formally scheduled, or just informal chats.

### User Research G

Observation techniques, task analysis, and other feedback methodologies which are used to focus on understanding user behaviors, needs, and motivations.

### User Testing G

Methods for evaluating a user interface by collecting data from people actually using the system.

### UX Scorecard A

The resulting analysis details potential usability issues, and provides **scores** in each category and for the overall system.

## V

### Visual Design G

Also called communication design. A discipline which combines design and information development in order to develop and communicate a media message to a target audience.

# UX Glossary

A Activity D Deliverable G General

## W

### **Waterfall Model** G

a traditional linear model of the software development process that suggests each phase of development could be completed independently and pass its results onto the next phase.

### **Wireframe** G

A rough guide for the layout of a website or app, either done with pen and paper or with wireframing software.

## X

## Y

## Z