UXD
User Experience Design

UXD Vocab Quiz   Name:

Match the definition with the correct vocabulary. (5pts each)

_____ 1. A semi-fictional character based on your current (or ideal) customers

_____ 2. Having the same look n' feel — the feeling that everything belongs together.

_____ 3. The path taken by a user on a website or app to complete a task

_____ 4. Content layout and functionality

_____ 5. Working layout that functions

_____ 6. A collage of ideas that expresses the mood you are striving for

_____ 7. A catalog/guide that specifies colors, type, logos, imagery, patterns, taglines, etc. of a brand.

_____ 8. A visual anchor (branding) for a product that ideally communicates the core essence of a company.

_____ 9. The way in which people act in response to a particular situation or stimulus

_____ 10 A particular group of people at which a product or service is aimed

_____ 11. The process of creating a product that is as usable, accessible, and as enjoyable for your users as possible.

_____ 12. Any device a user with interact with or connect with

_____ 13. Basically means testing two options against each other to determine which one drives more conversions and revenue

_____ 14. Focusing on every person including those with disabilities giving access that enables people with disabilities to understand, navigate and interact with a website or applications.

_____ 15. The person for whom the product is designed/created and who is ultimately intended to use it.

_____ 16. A UX research method used to measure the accessibility and ease of use of a product or design by testing it with real users.

_____ 17. The process behind analyzing peoples (users) behaviors

A. A/B Testing

B. Accessibility

C. Behaviors

D. Continuity

E. End Users

F. Interface

G. Logo

H. Mood Board

I. Persona

J. Prototype

K. Style Guide

L. Target Market

M. Usability Test

N. Userflow

O. UX Design

P. UX Research

Q. Wire frame

Essential question: *How do we create an effective and engaging "experience" for our audience. (Include appropriate vocabulary in your explanation. 15pts)*