

# UXD

## User Experience Design

### UXD Vocab Study Guide

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**Persona** A semi-fictional character based on your current (or ideal) customers (who will be your user?)

**Behaviors** The way in which people act in response to a particular situation or stimulus

**Userflow** User flow is the path taken by a user on a website or app to complete a task (where will they go next?)

**Wireframe** Content layout and functionality

**Prototype** Working layout that functions

**Mood Board** A mood board (inspiration board) is a collage of ideas that expresses the mood you are striving for.

**Style Guide** A style guide catalogs specific colors, type, logos, imagery, patterns, taglines, etc. of a brand. Having a style guide enhances continuity throughout.

**Logo** A logo is a visual anchor (branding) for a product that ideally communicates the core essence of a company.

**Continuity** Having the same look n' feel — the feeling that everything belongs together.

**Target Market** A particular group of people at which a product or service is aimed

**UX Design** The process of creating a product that is as usable, accessible, and as enjoyable for your users as possible.

**UX Research** The process behind analyzing peoples (users) behaviors

**Interface** Any device a user with interact with or connect with

**A/B Testing** Basically means testing two options against each other to determine which one drives more conversions and revenue

**Accessibility** Focus on every person including those with disabilities giving access that enables people with disabilities to understand, navigate and interact with a website or applications.  
*(Examples: users who are color blind, blind, visually impaired, deaf, people with cognitive disabilities, and so on)*

**End Users** An end user represents the person for whom the product is designed/created and who is ultimately intended to use it.

**Usability Test** Usability testing is a ux research method used to measure the accessibility and ease of use of a product or design by testing it with real users.