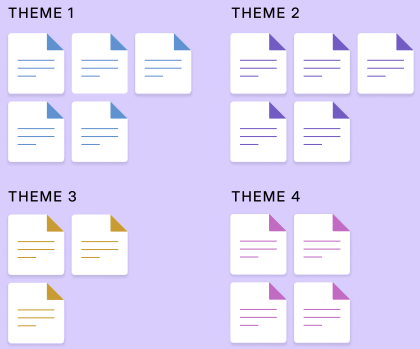
UX Maps Glossary

Use this glossary as a reference as you navigate various UX maps throughout a project's lifecycle.

Affinity Diagram

The clustering of information, often using sticky notes, into relational groups based on similarities or themes



Asset Map

A high-level, chronological method of displaying and organizing all the screens and elements users encounter across channels when completing a workflow or journey to assess its consistency



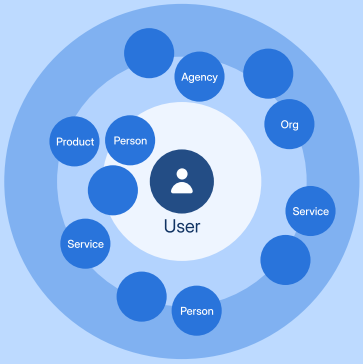
Concept Map

A graph in which nodes represent concepts and labeled, directed edges illustrate relationships between them



Ecosystem Map

A visual representation of the people, organizations, products, and services that a user may interact with during a particular experience

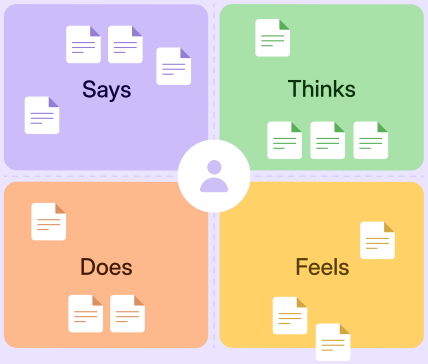


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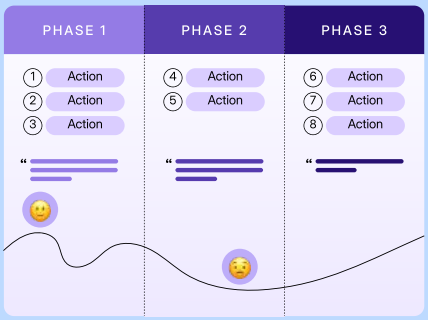
Empathy Map

A collaborative visualization used to articulate what is know about a particular type of user



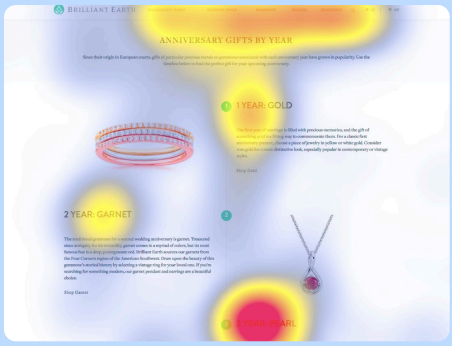
Experience Map

A visualization of an entire end-to-end experience that a “generic” person goes through to accomplish a goal. This experience does not involve a specific business or product.



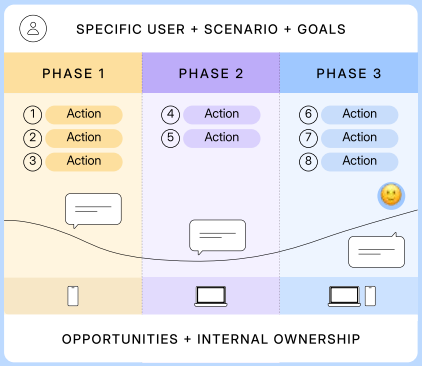
Heatmap

Heatmaps are quantitative visualizations that aggregate the number and duration of eye fixations on a stimulus (UI).



Journey Map

A visualization of the process that a person goes through to accomplish a goal

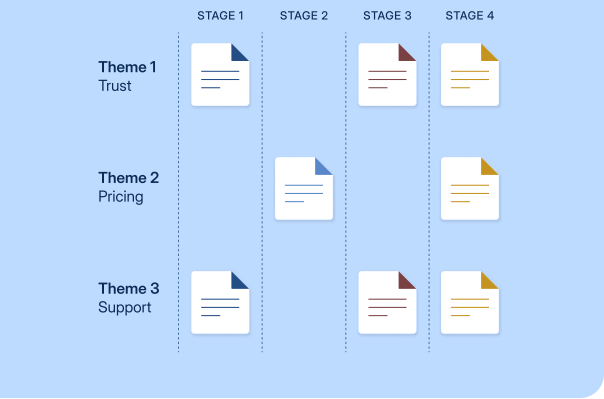


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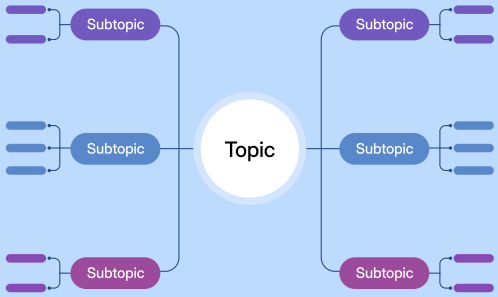
Landscape Map

Arranging groups of similar content into a preassigned structure to understand relationships and patterns across items, groups, and time



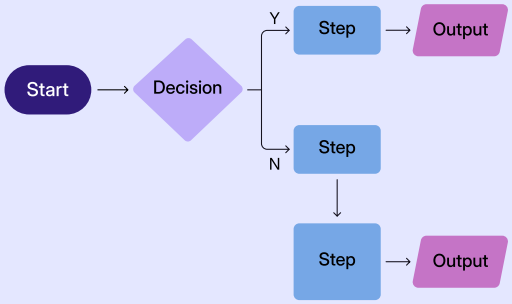
Mind Map

A tree that represents a central topic and its subtopics



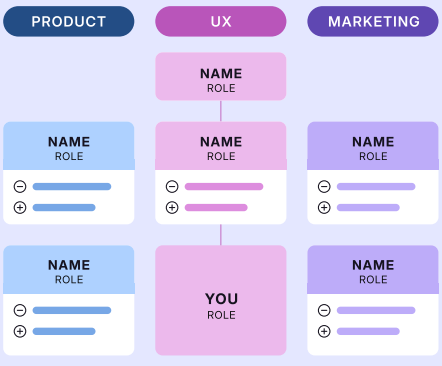
Process Map

A visual representation of a zoomed-in view on a specific user or business process, used to understand how a given process works



Relationship Map

A diagram of an organization's essential teams, people, and resources. The diagram is used to describe relevant resources under the control of these individuals, how they might help each other, and the manager of that person or team.

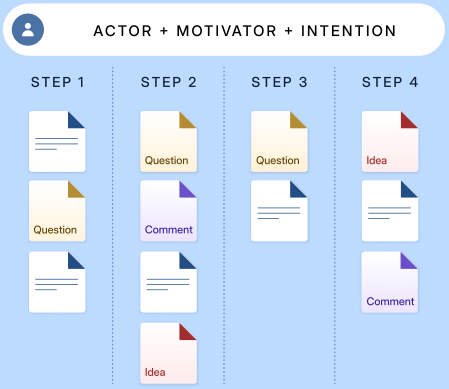


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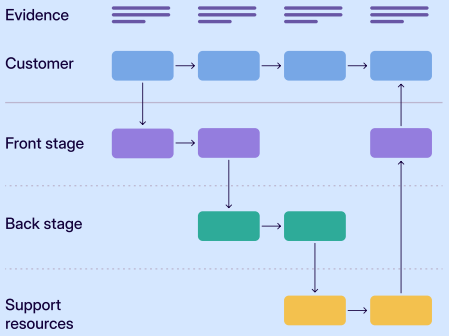
Scenario Map

An ideation tool used in brainstorming workshops that helps UX teams visualize how persona segments might approach an activity using a product or service. It is meant to facilitate ideation for design solutions.



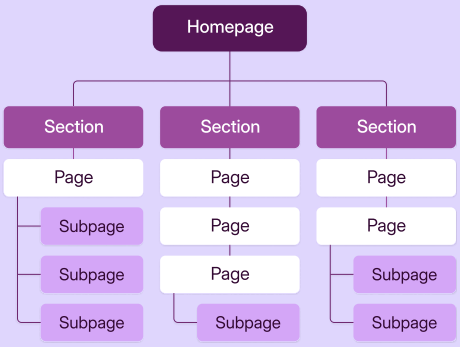
Service Blueprint

A diagram that visualizes the relationships between different service components — people, props, and processes — that are directly tied to touchpoints in a specific customer journey



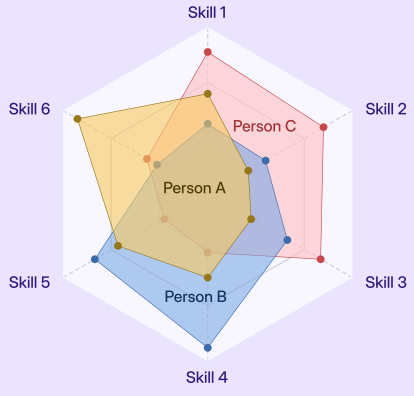
Site Map

A visual representation of the organization of your site's content



Skill Map

A collaborative activity used to visualize strengths and weaknesses of UX professionals and UX teams in order to take inventory of the existing team's composition

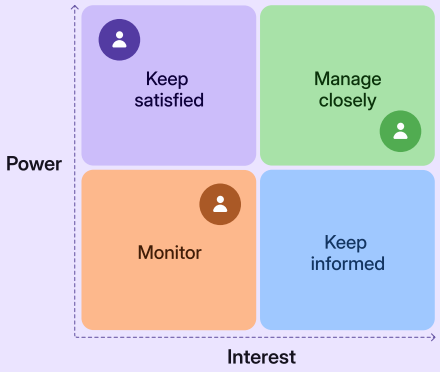


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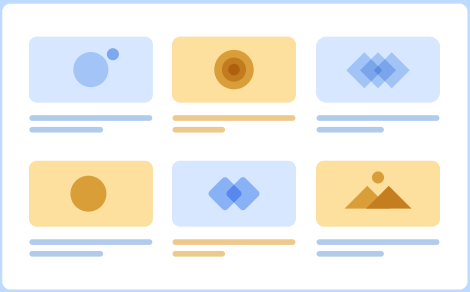
Stakeholder Map

A visualization of a project's stakeholders that assesses each one's power over, interest in, and attitude toward the project, to help decide how to manage each stakeholder. A common format is the power–interest matrix (also called *Mendelow's Matrix*).



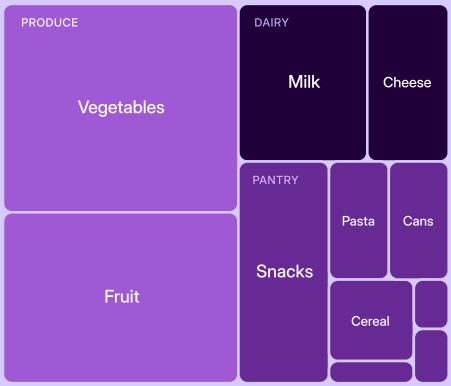
Storyboard

An artifact that communicates a story through images displayed in a sequence of panels that chronologically maps the story's main events.



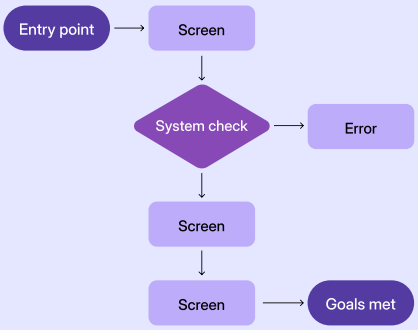
Treemap

Treemaps are visualizations for hierarchical data. They are made of a series of nested rectangles of sizes proportional to the corresponding data value. A large rectangle represents a branch of a data tree, and it is subdivided into smaller rectangles that represent the size of each node within that branch.



User Flow

The typical or ideal set of steps needed to accomplish a common task performed with a product

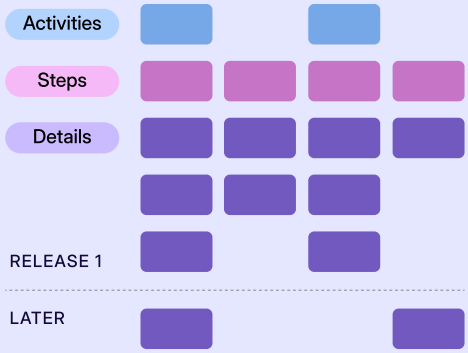


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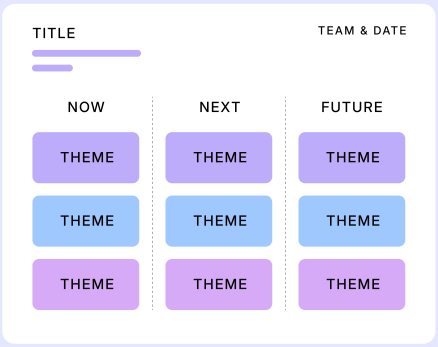
User-Story Map

A lean-UX map method used by Agile teams to visualize the interactions that the team expects users to go through to complete their goals in a digital product



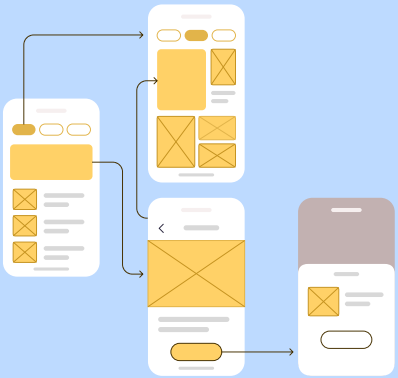
UX Roadmap

A strategic, living artifact that aligns, prioritizes, and communicates a UX team's future work and problems to solve



Wireflow

A design-specification format that combines wireframe-style page-layout designs with a simplified flowchart-like way of representing interactions main events



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