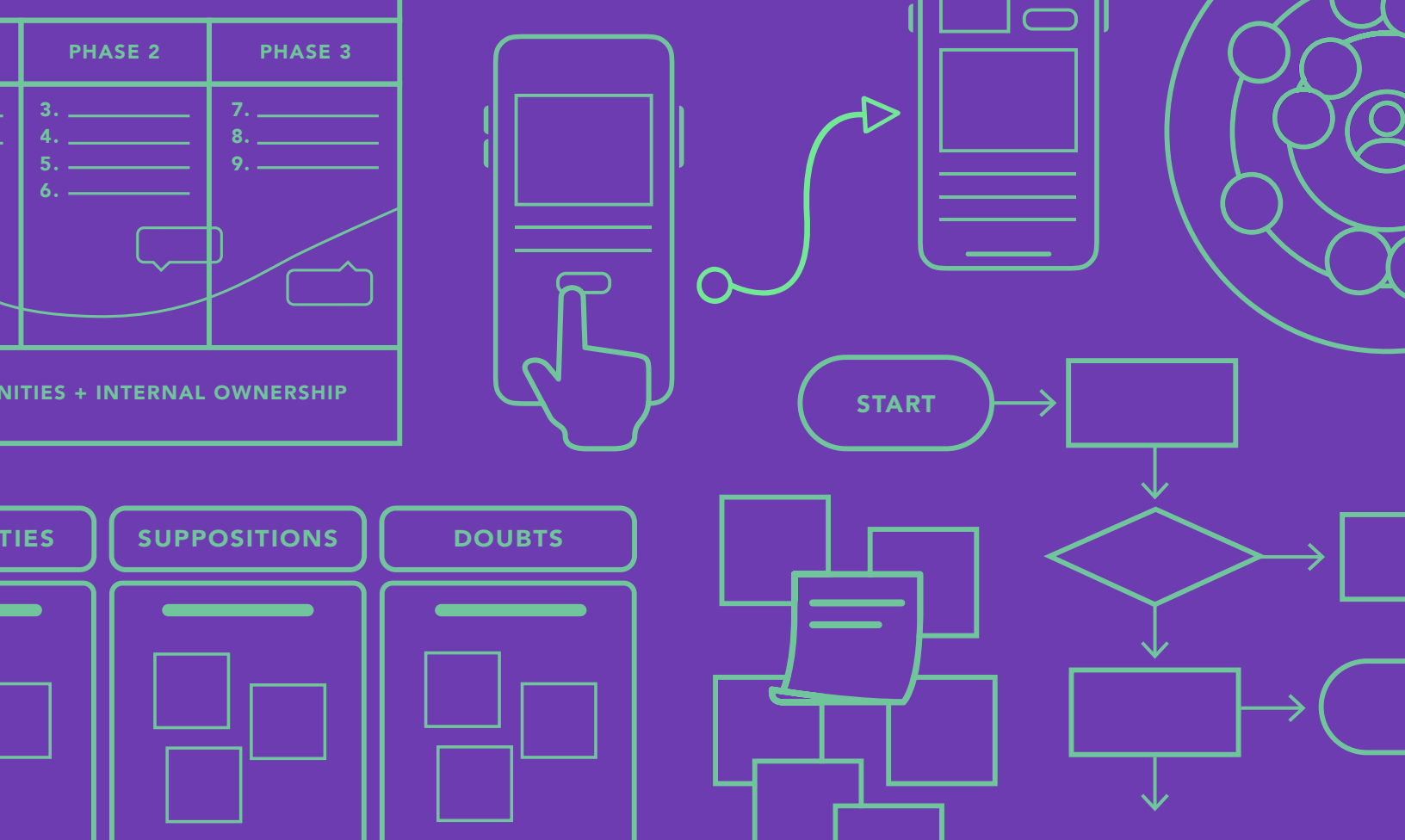




UX Deliverables Glossary

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

Affinity Diagram

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



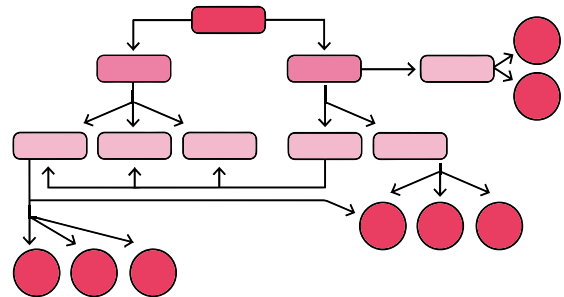
Asset Map

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



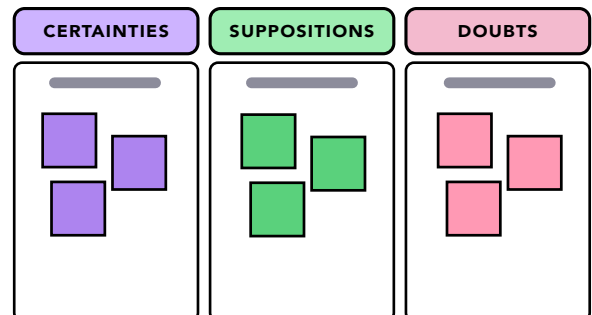
Concept Map

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



CSD Matrix

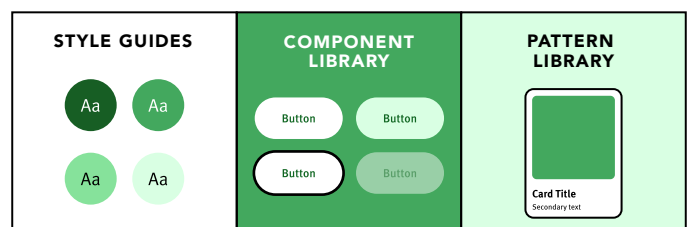
A framework for outlining and visualizing what everyone involved in a project knows (Certainties), hypothesizes (Suppositions), and doesn't know yet (Doubts)



Credit:
Tennyson Pinheiro, Luis Alt and team at Livework São Paulo

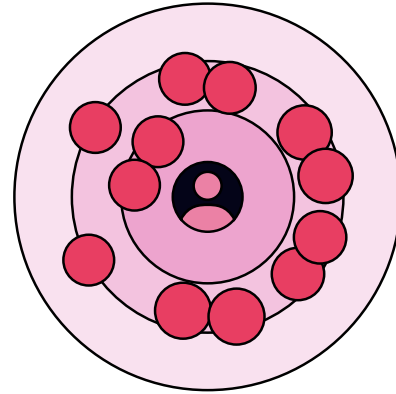
Design System

A complete set of standards intended to manage design at scale using reusable components and patterns



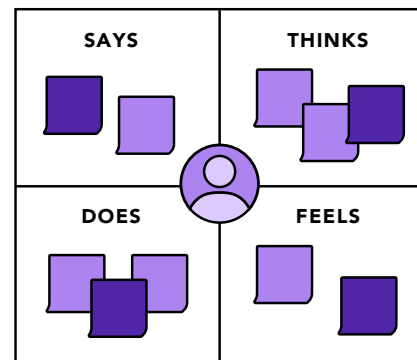
Ecosystem Map

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



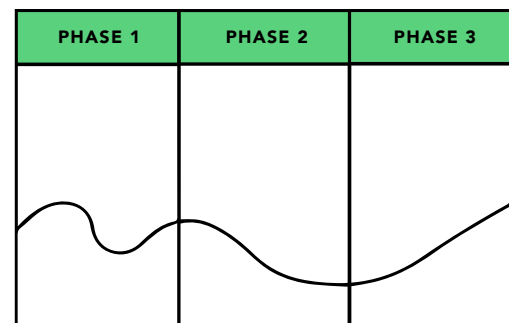
Empathy Map

A collaborative visualization used to articulate what is known 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.



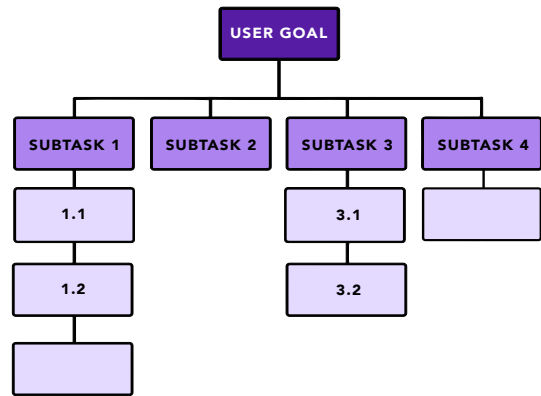
Feasibility, Desirability, and Viability Scorecard

A prioritization method developed by IDEO that ranks items based on a sum of individual scores across feasibility, desirability, and viability

ITEMS	DESIRABILITY	FEASIBILITY	VIABILITY	TOTAL
ITEM 3	8	9	6	23
ITEM 1	2	7	3	12
ITEM 4	10	3	5	18
ITEM 2	4	6	7	17

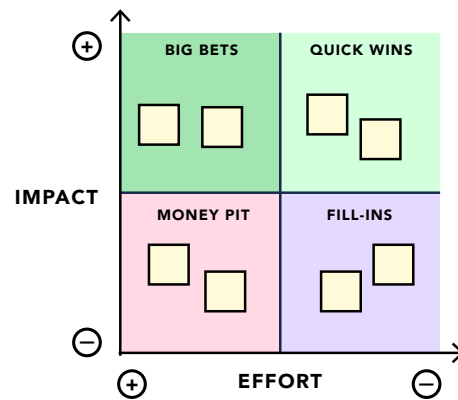
HTA Diagram

A graphical representation of task analysis that breaks down a user's process of achieving a goal into subtasks, illustrating the sequence and structure of actions needed to achieve that goal



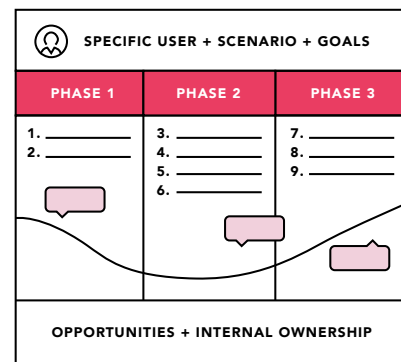
Impact–Effort Matrix

A 2D-visual that plots relative user value against implementation complexity



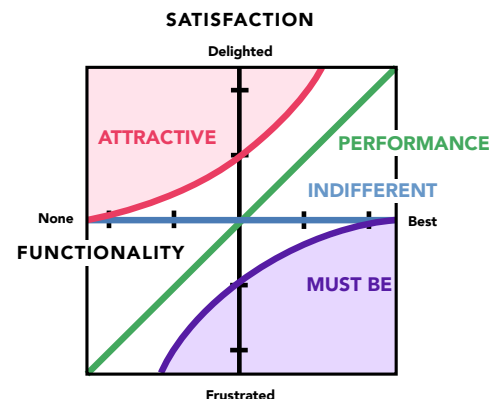
Journey Map

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



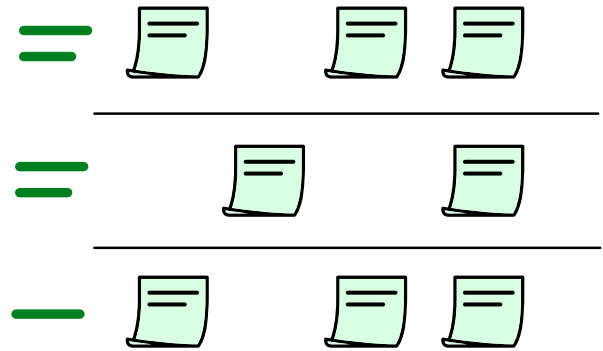
Kano Model

A prioritization framework published by Dr. Noriaki Kano where Items are grouped into four categories according to user satisfaction and functionality and plotted on a 2D graph



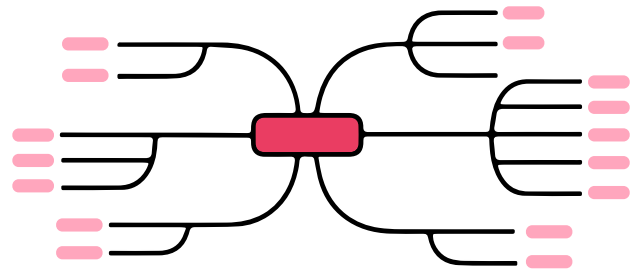
Landscape Map

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



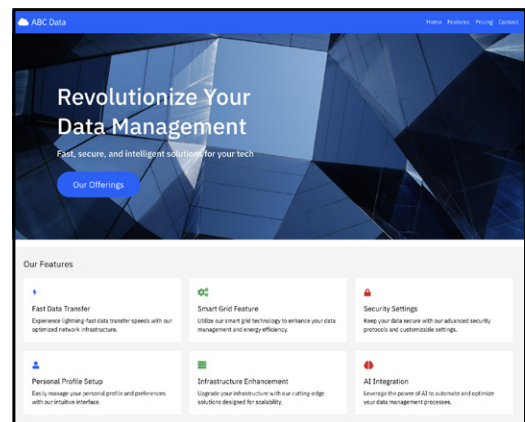
Mind Map

A tree that represents a central topic and its subtopics



Mockup

A static, high-fidelity simulation of a proposed UI design that includes visual-design details such as colors and imagery



Mood Board

A collage of images, video frames, patterns, or text that convey a certain feeling at a glance



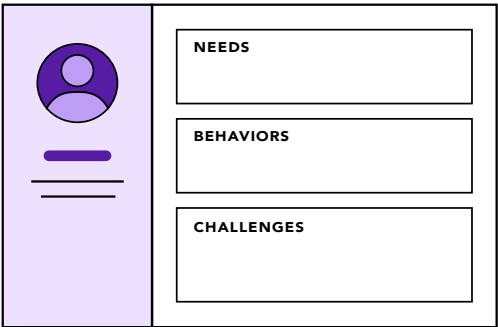
MoSCoW Analysis

A prioritization framework created by Dai Clegg for clustering items into four primary groups: Must Have, Should Have, Could Have, and Will Not Have

- M** MUST HAVE
Non-negotiable needs
- S** SHOULD HAVE
Important but not vital
- C** COULD HAVE
Nice to have
- W** WILL NOT HAVE
Not needed right now

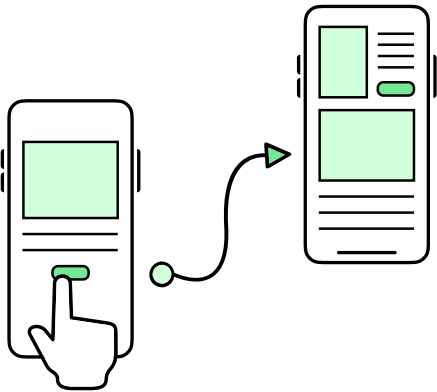
Persona

A fictional, yet realistic, description of a typical or target product user



Prototype

An early version of a design used to test and validate ideas, interactions, and functionality



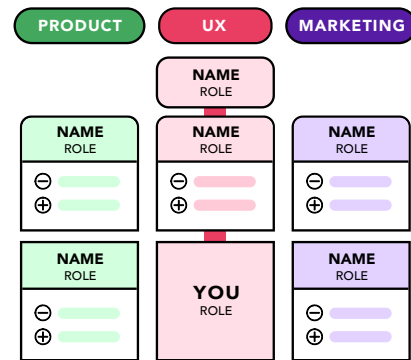
RACI Matrix

A framework outlining how individuals with different specializations will participate in tasks such as work phases, activities, and creation of deliverables

	ROLE 1	ROLE 2	ROLE 3	ROLE 4
PHASE	R/A	C	C	I
TASK 1	R/A	R	R	X
TASK 2	R/A	C	C	X
TASK 3	R/A	C	R	I

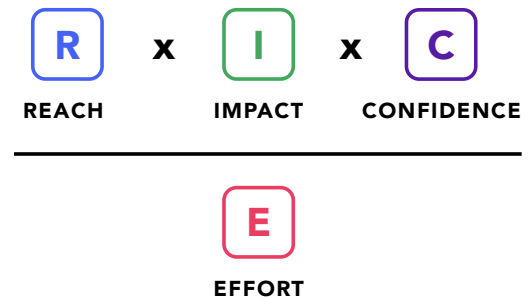
Relationship Map

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.



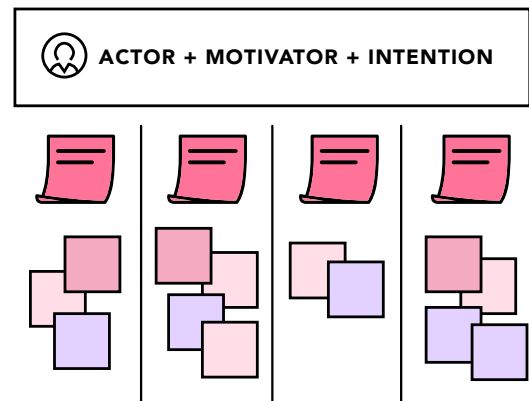
RICE Methods

A prioritization framework developed by Intercom that takes into account four factors: reach, impact, confidence, and effort to prioritize which features to implement



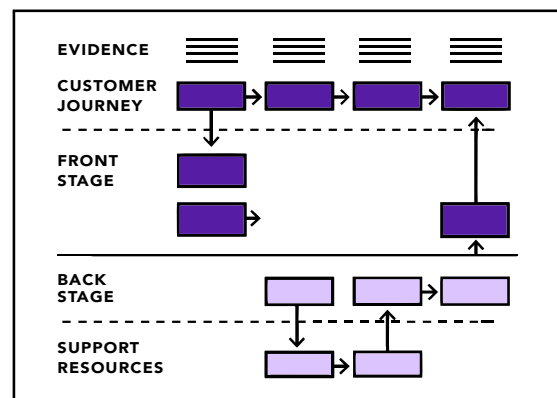
Scenario Map

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.



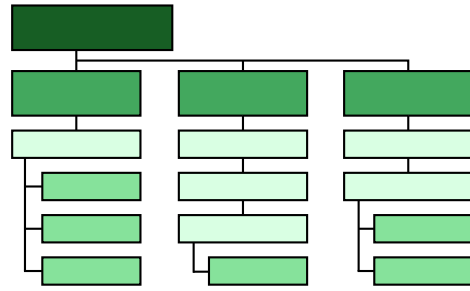
Service Blueprint

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



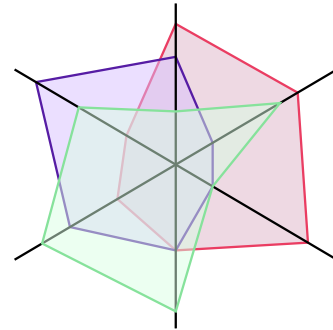
Site Map

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



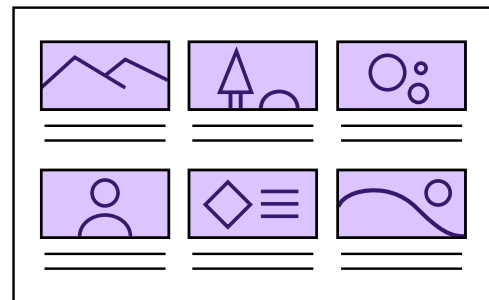
Skill Map

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



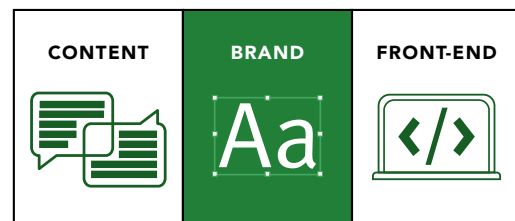
Storyboard

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



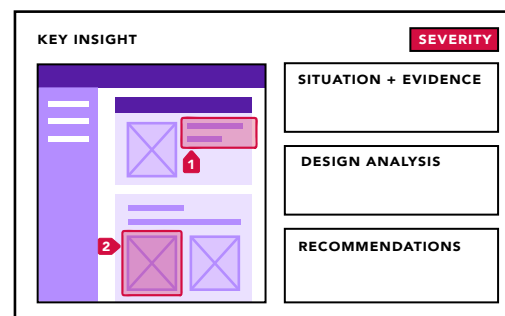
Style Guide

A piece of documentation that contains specific guidelines, visual references, and design principles



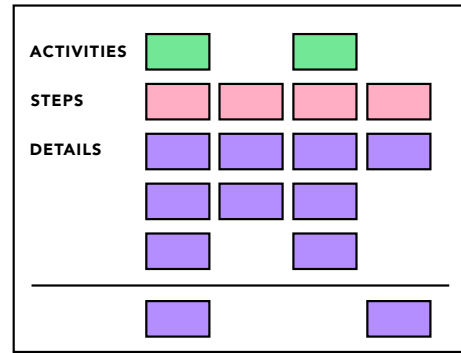
Usability Report

A synthesis of findings, insights, and recommendations from a usability test



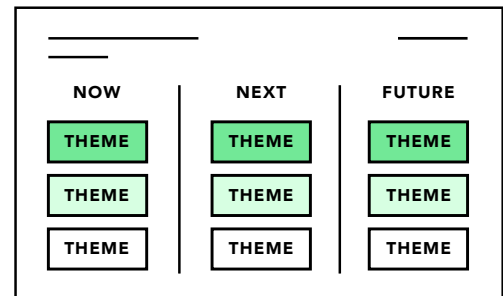
User-Story Map

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



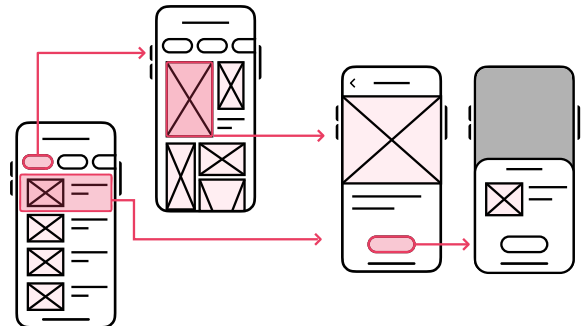
UX Roadmap

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



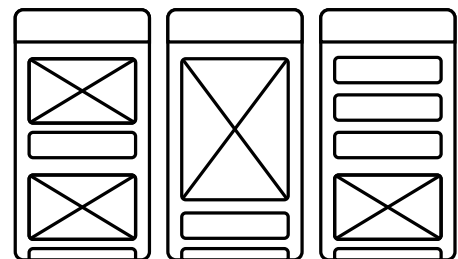
Wireflow

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



Wireframe

A skeletal outline of a design layout used to represent the structure and functionality of an interface before visual design is considered



User Flow

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

