YOUR UI & UX CHEAT SHEET

A complete list of all User Interface / Experience definitions needed for SaaS Product Managers.

User Experience (UX)

Focuses on how a user feels when interacting with a product and creating design that reflects this. Evaluated on aspects such as ease of use, perception of value of the product, utility, and efficiency in performing tasks.

User Interface (UI)

The series of screens, pages, and visual elements that allow a user to interact with a product / service.

Interaction Design (IXD)

Interaction design is the study of how a user interacts with a product or application.

Information Architecture (IA)

The organization of information, such as web content and labelling schemes, which makes it easy for people to find, understand, and manage information.

User Flow

This is the path taken by a user in an application in order to successfully complete a task. It takes the user from an entry point through to a final action, such as buying a product.

Minimum Viable Product (MVP)

A product with just enough features to meet the needs of early customers. It gives designers and the product team important feedback on how to develop the product further.

Call To Action (CTA)

The word/phrase and design element that causes users to interact with a product in a desired way. I.e. purchase product, read on for more information, get in touch.
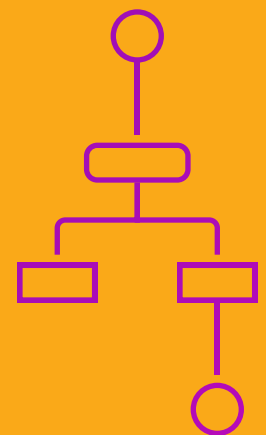
Clickstream Analysis

The process of gathering and analyzing data about which pages a website visitor visits and in which order they visit them. The path the visitor takes through a website is called a clickstream.

Customer Journey Map

A tool used to visually represent the current process your customer is going through. It helps you see if customers are reaching their goals or what can be done to help them.

Empathy Map

A collaborative visualization tool that describes what is known about a particular type of user. It is used to gain a deeper, more insightful understanding of your user/ customer.

Fishbone Diagram

A diagram to help identify cause and effect relationships between factors in a given situation. The head states the problem and the bones along the spine represent the factors.

Card Sorting

In a card sorting session, team members organize topics into logical or sensical categories. Cards can be paper-based or online using a card sorting tool.

Think Aloud

A method used to collect data in usability testing where a user is asked to think out loud about what they see.
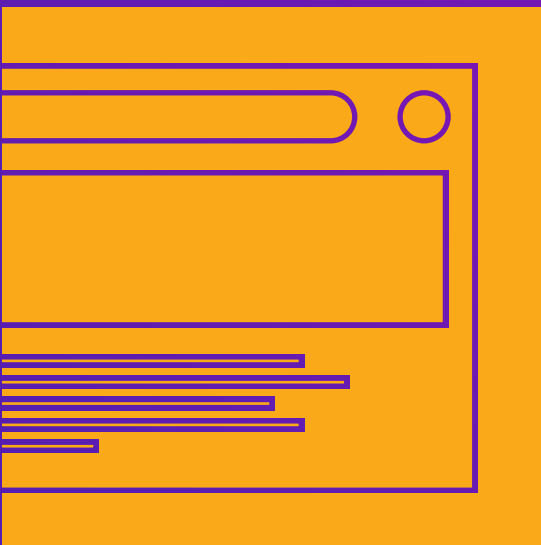
Fidelity

Low fidelity means having very few features, such as a wireframe that is often simply created with plain sketches. High fidelity would be more like a mockup that presents all the content and functions of the product.

Wireframe

The very basic and visual representation of the design. It's static and shouldn't contain too many details/ content.

Mockup

A model or a design replica of a product. It is necessary for gathering user feedback early on in the product life cycle and they're typically static.

Prototype

An early sample or model built to test a concept, idea, or process. They generate actionable data and give product managers a framework for evaluation and benchmarking new product features.

Responsive Web Design (RWD)

Provides an optimal viewing experience across all platforms and devices. The content and layout of a website should always adapt to the sizes and technical abilities of the device it's opened on.

Hick's Law

A principle that describes the time it takes for a person to make a decision based on the number of possible choices they have. The more choices, the longer it will take to make a decision.

F-Pattern

This refers to how readers scan web pages in an F-shaped pattern – two horizontal stripes and the one vertical stripe.

Golden Ratio

A mathematical ratio found in nature and people believe it's the most aesthetically-pleasing layout to the human eye. The ratio is about 1,618.

60-30-10 Rule

A rule to help you put a color scheme together. The rule of thumb is to have a primary color that dominates 60% of the area, a secondary color that takes up 30%, and an accent colour comprising 10%.

80/20 Rule

The 80/20 rule states that approximately 80% of the effects come from 20% of the causes. In other words, 80% of a product's usage involves only 20% of its features.

Moderated User Test

Used to gather qualitative data, it gives an in-depth view of the user's experience with the product, it is a session with live interaction between the test team and test users.

Unmoderated User Test

Used to gather quantitative data, this is a user test with no live interaction between the test team and the test user – i.e. the user can do the test whenever they want to and provide recordings.

A/B Test

It involves showing two or more versions of a page/app to users in order to determine, through analysis, which version performs better.

3-Click Rule

This theorizes that users will leave an application if they are unable to successfully complete what they want to within three mouse clicks, typically applicable to areas like e-commerce.

5-Second Test

This involves showing users a single content page for five seconds to gauge their initial reactions.

Heart Framework

A measuring tool to evaluate the user experience on a large scale based on Happiness, Engagement, Adoption, Retention, and Task analysis.