

GCOM360 - Glossary of Terms-5

Michael Kay - 2.24.2019

Mind Map

A software generated graphic creating [a visual map](#) of brainstorming.

Style Tile

A content [layout development technique](#) offering multiple design versions.

Persona

The practice of creating and projecting [archetypal user entities](#) in order to identify user need in the development of user friendly strategies and solutions.

A/B Testing

A/B testing, [AKA split testing](#), describes the process of comparing two versions of the same method, design element or web page to determine which one performs better.

Case Study

A [case study examines](#) a specific challenge or goal, and how it was solved in order to predict an outcome.

KISS

The principle of "[Keep It Simple Stupid](#)" says that most systems work best if they are kept simple rather than made complicated. As explained Dr. Albert Einstein, "If you can't explain it simply, you don't understand it well enough".

Usability

Usability describes the ease and functionality of a device or software User Interface, inclusive of all [user input controls](#) such as buttons, inputs, and navigation as well as user interaction reactions.

Learnability

Learnability describes how easy or difficult a software or device is for a [user to learn](#) how to use it. We say the process of learning is more *intuitive* in the case of easy to learn or use.

Accessibility

In web development accessibility defines [web design protocols](#) for people with disabilities. For example, products with written descriptions and images with alt tags will assist blind web users who rely on screen readers.