

# Understanding your designer

UX  
Terminology



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Get to **know**  
your UX   
terminology



# User Experience

The effect of design on the ease of use of a product





# User-Centred Design

Keeping the user at the centre of the design process.





# Customer Journey Map

Tells the story of what customers need and the steps they take to get there.





# User Interface

What the user sees and interacts with.



# 3-click rule



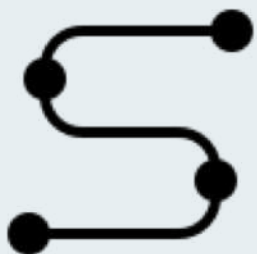
**After 3 clicks users  
get frustrated**

(it's a myth)

# Clickstream

**Tracking the steps users take**

And how many are required to complete a task.







# Call To Action

Buttons, links and elements that ask the user for an interaction.

**BUTTON**

**CTA**

**What other  
terms should  
be here?**



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