



# Glossary

## How to Support Institutionalization of a Mature UX Practice

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### A

**Agile Development** System development method using 'rapid development' methods. Development is done in short duration sprints, and informed by group process rather than systematic analysis and validation. Tends to make good strategic insights, innovation, and structural design difficult.

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**Assessment** Any UX method that measures human performance or preference for a design. It can provide metrics on design success and it may also provide formative insights.

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**Axure** Name of a common screen mockup tool.

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### B

**Balsamiq** Name of an inexpensive screen mockup tool intended to create rough screen designs.

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**Business Analyst (BA)** Professional who works in system development from the business process viewpoint.

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### C

**Camtasia** Application for capturing screens and user pictures during usability testing.

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**Closed Loop** Process design that ensures that the results of the process are evident and feed back into the ongoing process. It is a way of making sure that things actually happen as planned.

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**CPU** Certified Practice in Usability™. An organization that has an established level of maturity in usability engineering.

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**Craftsmanship** Creation of things based on the expertise of a single person or class of people. Work is not systematized. Knowledge is generally handed from one person to the next in an apprenticeship scheme.

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**CUA** Certified Usability Analyst™. Person who has passed the exam to demonstrate fundamental skills in the usability engineering field.

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**CUD** Certified Usable Design™. A product, application, or website developed by certified staff, in a certified organization, which has been audited and verified as usable by HFI.

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**Culture** The characteristics of a given population, which is generally geographical, but may also be related to segments (usually then called subculture). Culture systems, and beliefs includes a set of norms, communication tendencies, behavioral tendencies, value

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**CXA** Certified User Experience Analyst™. Advanced certification from HFI including persuasion, innovation, strategy, and institutionalization of usability.

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**CXO** Chief User Experience Officer. This is an executive specifically tasked to ensure the positive experience of customers and sometimes staff.

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### D

**Detailed Design** Specification of individual screens, error messages, and other aspects of an online interaction. This does NOT include coding of the interface.

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**Digital Strategy** Plan for how to employ digital technologies so as to optimize business results. It includes the type of digital applications to field and also high level direction for how to fit these applications within the customer's ecosystem and persuade customers to engage.

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### E

**Executive Champion** A high level executive who actively supports the UX team. A true champion will have substantial budget influence over the whole area of work the UX team must address. In addition, the champion must actively support the team by reinforcing the importance of the UX objectives, ensuring resources, and clearing political roadblocks.

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**Executive Intent** The strategic business direction of the executives within a company. Note that this is NOT their support for the UX organization. It is their approach to market positioning and digital strategy.

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**Eye Tracker** Device to monitor and record the visual scan on a screen or other display area.

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### F

**Facesense** Facility for monitoring facial expression through analysis of video.

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**Facial EMG** Facility for monitoring facial expression through analysis of muscle activation.

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**fMRI** Functional Magnetic Resonance Imaging monitors activity in areas of the brain. This indicates excitation in areas of pleasure, fear, etc.

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### G

**Galvanic Skin Response** Measurement of resistance of the skin to electricity. Resistance is reduced when (GSR) the skin sweats, and sweating is correlated with anxiety.

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**Global Support** Use of offshore resources to complete user experience design activities.

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**Governance** Ensuring that middle managers understand the value of UX work and measures to ensure that UX work is completed on projects (through feedback systems).

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### H

**High Fidelity Simulation** Task simulation for formative or summative test purposes, using realistic situations.

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### I

**Infrastructure** Capital investments needed to setup a UX practice. It includes everything from software to testing labs.

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**Institutionalization** The plan of action to set up a UX practice and ensure cultural acceptance and Strategy integration into the routine development process.

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**iRise Pro** Screen prototyping tool.

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**ISO 13407** ISO standard for usability process. [subsumed into ISO 9241-210]

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**ISO 2001 Certification** ISO certification that a process has been defined, documented, followed, and that the fact that the process is followed has been documented. It also requires that the process be continuously improved based on feedback.

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**ISO 9241-210** ISO standard for usability process, "Ergonomics of human-system interaction."

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### M

<b>Mantra</b>	We use this term to indicate a short phrase that captures why an organization cares about doing UX work. For example, “Keep customers coming back, and reduce support costs”.
<b>Maturity</b>	An organizations movement toward a process driven practice that is fully supported and integrated as a routine part of the design and enhancement process.
<b>Methodology</b>	Step by Step process for doing UX work.
<b>Metrics</b>	Measurement of performance and preference. This can be applied to the usability of design. It can also be applied to the work of the UX team. Metrics are key because ‘if you can’t measure it, you can’t manage it’.
<b>Morae</b>	Suite of usability testing software.

### O

<b>Occulometer</b>	See Eye tracker.
<b>Organizational Structure</b>	The established lines of responsibility, authority, and communication within an organization.

### P

<b>Patterns</b>	An approach to standardization where modules of screen designs are predefined and assembled. It works well up to the point where there are so many modules that they cannot be found easily.
<b>Picture in Picture Unit</b>	Hardware that allows a small picture of the participant to be superimposed on the screen image. Often available from security supply shops.
<b>Practice in Usability</b>	Describing a UX design competency within an organization.
<b>Process Driven</b>	Work done based on a defined process and not dependent on the knowledge of individuals making things up as they go along.
<b>Pupilometer</b>	Device that measures pupil dilation, which is highly correlated with arousal.

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### R

**Roadmap** A plan for activities to be completed over time in order to establish a practice in usability.

### S

**Scan Converter** Electronic device that converts a computer's screen output to a video feed that can be recorded as video.

**Share of Wallet** Metric of the amount of a customer's overall business that can be captured by one organization.

**Size of Basket** Metric of the amount purchased in a transaction.

**Skills and Knowledge** Term used by Instructional Technologists to describe what people need to learn from a training program.

**Standardized Instruments** Questionnaires and other tests that have been created and validated in order to measure human characteristics and capabilities.

### T

**Tactical Improvement** Design changes made quickly, without being based on research and validation, but based only on good practice and principles. Tactical changes can be worth-while but generally provide limited value as strategic thinking and serious structural design are not possible.

### U

**UI Standard** Rules and templates that specify design decisions, thereby reducing design time, reducing maintenance costs, and improving user experience.

**UI Style Guide** General rules about graphic presentation within the user interface.

**Usability Quotient** Measure developed by HFI with help of AT&T to indicate if a design process is likely to provide a usable output. It ensures that key predictive activities have been completed.

**Usability Scorecard** Structured form for making numeric assessment of the goodness of a design. An expert considers the design from a set of perspectives such as navigation, interaction, etc.

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<b>User Interface Structure</b>	The high level design of the user interface container, and information architecture. It determines exactly what the design will do, how it will look, and how it will navigate. It is the key to good usability.
<b>UT Recording Software</b>	Software which maintains video records of usability tests and other forms of data gathering.
<b>UX Steering Committee</b>	A high level group within an organization that reviews progress in UX work. It is often the key to 'closing the loop' in ensuring that UX work gets done routinely.
<b>UX Templates</b>	Skeletal documents or exemplars used as a foundation in creating UX deliverables.



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