

DESIGN LANGUAGE

CORE VOCAB

ARTIFACT	FABRICATION	VALUES
CONSEQUENCE	AESTHETICS	GOALS
INSIGHTS	NEGATIVE SPACE	BEHAVIORS
AFFORDANCE	ERGONOMICS	CTA
INFLECTION POINT	TOLERANCE	USERS
INTERVENTION	INDUSTRIAL DESIGN	CUSTOMERS
INTERACTION	MVP	PARTICIPANTS
TOUCH POINTS	WORKAROUND	CONSTITUENTS
PAIN POINTS	SIGNAL VS. NOISE	EARLY ADOPTERS
WICKED PROBLEM	STRATEGY	EDGE CASE USERS
FUZZY FRONT END	WAYFINDING	STAKEHOLDERS
STICKY PROBLEM	SERVICE DESIGN	MULTI-BENEFICIARY
PROBLEM SPACE	RFP	GRASSROOTS
PRODUCT	DESIGN BRIEF	BIAS
FIDELITY	SUSTAINABILITY	POV
RESOLUTION	PROGRAM	TONE OF VOICE
EXPERIENCE	SOCIAL VALUE	INPUTS
FORM	SUBCULTURE	OUTPUTS
FUNCTION	TOOLBOX	OUTCOMES
MATERIAL	PLATFORM	REASONS TO BELIEVE
FINISH	HERO MOMENT	CONVERGENCE OF INTEREST

DESCRIPTORS

HUMAN-CENTERED	CREATIVE
USER-CENTERED	INNOVATIVE
CUSTOMER-CENTERED	DISRUPTIVE
OPEN-SOURCED	GESTALT
EMPATHETIC	EQUITABLE
SPECULATIVE	IMMERSVE
POST-HUMAN	RESILIENT

BUSINESS & ECON TERMS

BLUE OCEAN STRATEGY	NEGOTIATION
VALUE PROPOSITION	ANCHORING EFFECT
BUSINESS MODEL CANVAS	HOOK
PAINS, GAINS, JOBS TO DO	GREENWASHING
CUSTOMER SEGMENT	CIRCULAR ECONOMY
MARKET COMPARISON	SHARING ECONOMY
PROBLEM/SOLUTION SET UP	ATTRITION RATES
LEAN STARTUP	LIFETIME VALUE
CROWD FUND	PRODUCT LIFE CYCLE
BETA LAUNCH	PRODUCT LINE EXTENSION
BOOTSTRAP	DIMINISHING RETURNS
AGILE DEVELOPMENT	TIME VALUE OF MONEY
WATERFALL DEVELOPMENT	OPPORTUNITY COST
HURDLE RATE	MARGINAL UTILITY
EFFICIENT FRONTIER	SUNK COST FALLACY
LEAP OF FAITH	BALANCE SHEET
THE CHASM	INCOME STATEMENTS
ENTREPRENEURSHIP	GOODWILL
VENTURE CAPITAL	AMORTIZATION
PITCH	DEPRECIATION
ANGEL INVESTOR	SHORT TERM DEBT CYCLES
BUSINESS PLAN	LONG TERM DEBT CYCLES
VALUE CHAIN	INFLATION
SCALE	EQUITY
PARTNERSHIPS	DIVIDENDS
DISTRIBUTION PLAN	SHARES
ACTIVATION PLAN	ROI
BREAK EVEN	BEHAVIORAL ECONOMICS
BARRIER TO COMPETITION	NUDGE
KPI	FUNDAMENTAL ATTRIBUTION ERROR
PORTER'S 5 FORCES	MASLOW'S HIERARCHY OF NEEDS
BCG GROWTH-SHARE MATRIX	LOSS LEADER
SWOT ANALYSIS	GAME THEORY
VANITY METRICS	BIO COST
FUNNEL METRICS	PATENT
CORPORATE SOCIAL RESPONSIBILITY	INTELLECTUAL PROPERTY

TOOLS & METHODS

DESIGN THINKING	USER JOURNEY
SYSTEMS THINKING	EMOTIONAL JOURNEY
DESK RESEARCH	SPRINTS
FIRST-PERSON RESEARCH	SCRUM
INTERVIEWS	CRITICAL PATH
ROLE PLAY	DESIGN FICTIONS
CUSTOMER DISCOVERY	THEORY OF CHANGE
FIELD STUDY	CHANGE MANAGEMENT
GROUNDNED THEORY	TRANSFORMATION MAP
PATTERN RECOGNITION	SYSTEMS DESIGN
ETHNOGRAPHY	POLICY DESIGN
PERSONAE	INFOGRAPHICS
CUSTOMER ARCHETYPE	STORYBOARDS
DEMOGRAPHICS	NARRATIVE ARC
HMW STATEMENTS	INFORMATION ARCHITECTURE
ANALOGOUS SITUATIONS	STORYTELLING
BRAIN DUMP	ANIMATION
MIND MAP	RENDERING
MENTAL MAP	WIREFRAME
AFFINITY MAP	ONBOARDING
FLOW DIAGRAM	UX
SCHEMATICS	UI
TAXONOMY	ARDUINO
HEURISTICS	IOT DEVICE
INCENTIVES	BRAND GUIDELINES
HEDONICS	CAMPAIGN
FOCUS GROUPS	BRAND
A-B TESTING	LOGO
FEEDBACK	LOGOMARK
SKETCH MODEL	FAVICON
MOCK-UP	TYPOGRAPHY
MECHANICAL DRAWINGS	COLOR PALETTE
DIMENSIONAL SKETCHES	VISUAL HIERARCHY
SACRIFICIAL PROTOTYPE	

ACTION WORDS

INTERVIEW	DIVERGE	ARCHITECT
INTERCEPT INTERVIEW	CONVERGE	CODIFY
CROWDSOURCE	PIVOT	VALIDATE
CO-CREATE	FRAME	CHANGE BEHAVIOR
BRAINSTORM	REFRAME	DELIGHT
HYPOTHESIZE	DISRUPT	GAMEIFY
CONCEPTUALIZE	SYNTHESIZE	SATIFICE
PROTOTYPE	EXPERIENCE	MAXIMIZE
ITERATE	EXTRAPOLATE	FUTURE PROOF

ELLEN ROSE

VERSION 1.0
JANUARY 2019

DEVELOPED AT SVA'S
PRODUCTS OF DESIGN MFA