

# Understanding design and digital words: discovery

95 mins of research - April 2022

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## 1. How do other industries deal with digitalisms and designisms?

<a href="#">Building.co.uk</a>	Write jargon buster articles. Led by alphabet letter (feels unfriendly). Show them all on a <a href="#">landing page</a> (interesting idea).
Wellchild	A traditional <a href="#">A-Z jargon buster</a> , hosted on one page, with very short descriptions.
Think Local Act Personal	Huge <a href="#">health and social care jargon buster</a> , using toggle headings. Well designed.
Nova	<a href="#">A-Z</a> , badly designed, segmented by stages of startup development

## 2. What good examples of A-Zs or dictionaries exist for any domain?

<a href="#">IAB</a>	Easy to use, friendly, clean design. Columns - jargon on the left, descriptors on the right.
<a href="#">Think Local, Act Personal</a>	Nice use of toggle content
<a href="#">Sideways Dictionary</a>	Turns learning the words into a fun experience. Not as quick or snappy.
<a href="#">Dept of Trade's acronym busting chatbot</a>	Nice idea. Not sure about usability/implementation as not live yet.

### 3. What do content designers say about A-Z's?

*"The thing with jargon busting pages is that they break concentration. That might be fine for your audience; if they are particularly committed they'll probably go through it. But add distraction, illness etc and you get people 'filling in'. They'll guess and see the rest of the content with that view. Can be rather dangerous. Best is to sort journey and needs - you might find architectural changes will help."* - Sarah Richards, Content Design London

### 4. What do UX people say about A-Z's?

#### Josh Munn, Design-isms poster creator

Avoid designisms. Develop a glossary of words and terms we will not use. Accept that explanations of things will be longer.

Design-isms mean different things to different people - so misunderstanding is more likely. Steve Jobs puts it: *"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."*

Tackle jargon in the workplace.

#### InVision

Jargon is exclusionary and creates inefficiency. It makes people feel unsafe.

Make names reflect their meanings.

Tackle jargon in the workplace.

### 5. What do other designers say about A-Z's?

Plainlanguage.gov say [is it jargon or is it technical language?](#)

### 6. Useful resources

[Poster prompts to avoid Design-isms](#)

## How might Catalyst manage jargon across all its activities

It's worth thinking about how we use jargon everywhere...

## General

Reduce our use of jargon in how we speak and write.

Recognise the difference between *jargon* and *technical terms*.

Agree on what we mean when we use jargon. Be consistent.

Explain jargon when we use it. Or link to an explanation of it.

Recognise that people will encounter jargon in other places, so consider educating them in what it means

## Ideas for its website

We should probably make some decisions on how Catalyst manages jargon across all its activities before implementing these.

All ideas rely on us **creating an internal jargon list and definitions first**.

	Idea	Pros	Cons
1	Explain jargon when used for the first time on a page	Can be done while developing jargon list. Relatively easy to do. User friendly.	
2	Create an A-Z jargon busting page	Can be started now Relatively easy to do	Not so user friendly as takes people away from their activity Would need in-page anchor links to make items easy to link to from other places. Technical cost?
3	Create cornerstone content pages for the most important terms. Each page explains what a word is at page top, then provides more information and a definition	Can be started now We should do this anyway as it supports cross linking across our site	More work, depending on what terms we write about

4	Use <a href="#">tooltips</a> (mouse/keyboard) and <a href="#">popup tips</a> (mobile) to explain terms in the page	User friendly - activates on hover/tap	Technical cost, though likely low
5	Use <a href="#">toggle headings in a separate page section</a> e.g. at page top or side, to explain terms	User friendly - activates on click/tap Sets an accessibility standard for the sector	Technical cost, though likely low