

UX Gaps: Business & UX Translation Guide

Thank you for downloading this resource on understanding business goals and stakeholder jargon — and how they connect to our UX design process.

Business → UX Design Translation

Format: When stakeholders say “X,” they mean “Y,” which translates into “_____.”

1. ROI (Return on Investment)

- **What they mean:** How profitable or cost-effective a product or project is.
- **UX translation:** Design experiences that improve engagement, reduce friction, and encourage conversions — connecting user satisfaction directly to measurable business results.

2. Market Fit

- **What they mean:** How well the product meets the needs of its target audience and stands out in the market.
- **UX translation:** Use research and testing to ensure the design addresses genuine problems and aligns with user needs.

3. CLV (Customer Lifetime Value)

- **What they mean:** The total revenue a company can expect from a single customer over time.
- **UX translation:** Create consistent, trustworthy experiences that encourage repeat visits, long-term engagement, and brand loyalty.

4. Scalability

- **What they mean:** How easily a product can grow or adapt as the audience, features, or business goals expand.
- **UX translation:** Design flexible, responsive systems that maintain usability and performance as the product evolves.

5. Adoption Rate

- **What they mean:** How quickly users start using a new product, feature, or service.
- **UX translation:** Design onboarding experiences and first-time interactions that build confidence, demonstrate value, and encourage continued engagement.

Credibility Note / Further Reading:

Some concepts, like ROI, CLV, and Adoption Rate, are measurable metrics with documented business impact. Others, like Market Fit and Scalability, reflect widely accepted UX principles and best practices.

- *Further reading:* [“UX Metrics & ROI” — Nielsen Norman Group](#)
-

UX → Stakeholder Translation

Thank you for downloading this resource on understanding UX terms and their connection to business outcomes.

Format: When UX professionals say “X,” they mean “Y,” which translates into “_____” for stakeholders.

1. Personas

- **They mean:** A clear representation of our target users.
- **Stakeholder definition:** Understanding customer segments to make smarter business and product decisions.

2. User Onboarding

- **They mean:** The process of helping users get started with the product.
- **Stakeholder definition:** Ensuring users quickly see value, increasing adoption and retention.

3. Usability Testing

- **They mean:** Evaluating how effectively users can complete tasks.
- **Stakeholder definition:** Identifying issues early to reduce support costs and improve satisfaction.

4. **User Journey Mapping**

- **They mean:** Visualizing the steps users take to achieve goals.
- **Stakeholder definition:** Spotting pain points and improving the overall customer experience.

5. **User Feedback Loops**

- **They mean:** Collecting and analyzing user input continuously.
- **Stakeholder definition:** Using user insights to guide decisions and increase adoption and engagement.

Have a question or need assistance? Email us at uxgaps@gmail.com, and we'll get back to you within 48 hours.