

Auto Trader: Transformation Digital Workshop Glossary

	Definition
Expense requests	An expense request would need to be completed if you required some budget
UX Research Leader	A UX researcher investigates users and their requirements in order to guide the design process
Research plan	A document outlining the where, why, who, how and what of the user research you plan to carry out
Online testing platforms	Websites that allow UX researches to first create questionnaires and then engage with consumers to participate in them
User journey	The steps taken by a person when doing or using something and the experience they had at the time
Design Leader	Responsible for making the website easy to use and beautiful to look at
Product & Delivery Leader	Responsible for creating a plan for the launch of the website and ensuring the team is on track for delivering the plan
Competitor analysis	Completing research and comparisons to understand similar companies to understand their challenges and successes
Brief	A set of instructions given to a person about a job or task
Stakeholders / stakeholder management	Stakeholders are anyone involved in the piece of work. Stakeholder management is about getting to know your stakeholders, understanding how they work and communicating effectively with them
Elevator Pitch	This is a short persuasive speech you can use to create interest in something you are working on. Just imagine travelling in a lift and someone you need to engage in your piece of work gets in. You have 5 floors to spark their interest... what would you say?!
Technical Leader	Responsible for choosing the right technology to make the new business work. The Tech Lead and their team will need to write the software ensuring it allows customers to do all the things they need to do on the website

Software	A set of instructions, data or programmes used to operate a computer. Software refers to applications, scripts and programmes that run on a device
Data	Facts, statistics and pieces of information. These can be qualitative or quantitative
Procurement system	This is a digital application used to regulate the purchasing of goods and services
Integration	The process of bringing together two or more systems
Sales & Marketing Leader	Responsible for designing marketing campaigns and deciding which channels to use to attract the right customers
Marketing campaign	A document outlining the where, why, who, how and what of the marketing you plan to carry out
Budget	This is a financial plan for a defined period of time to ensure you don't spend more money than you have
Finance Leader	Responsible for an in charge of all of the budget required