

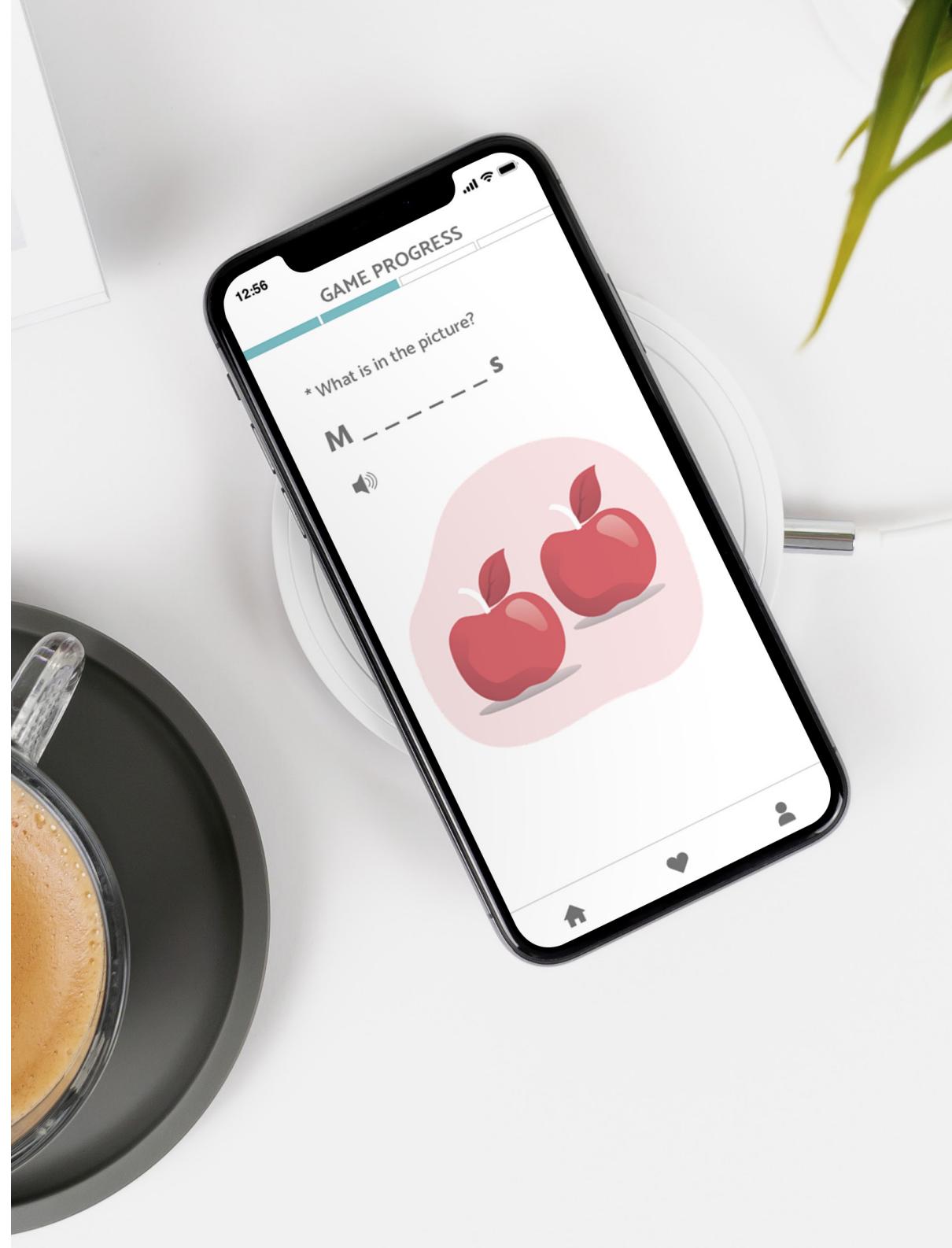


LEARN LANGUAGE  
FAST AND SIMPLY.

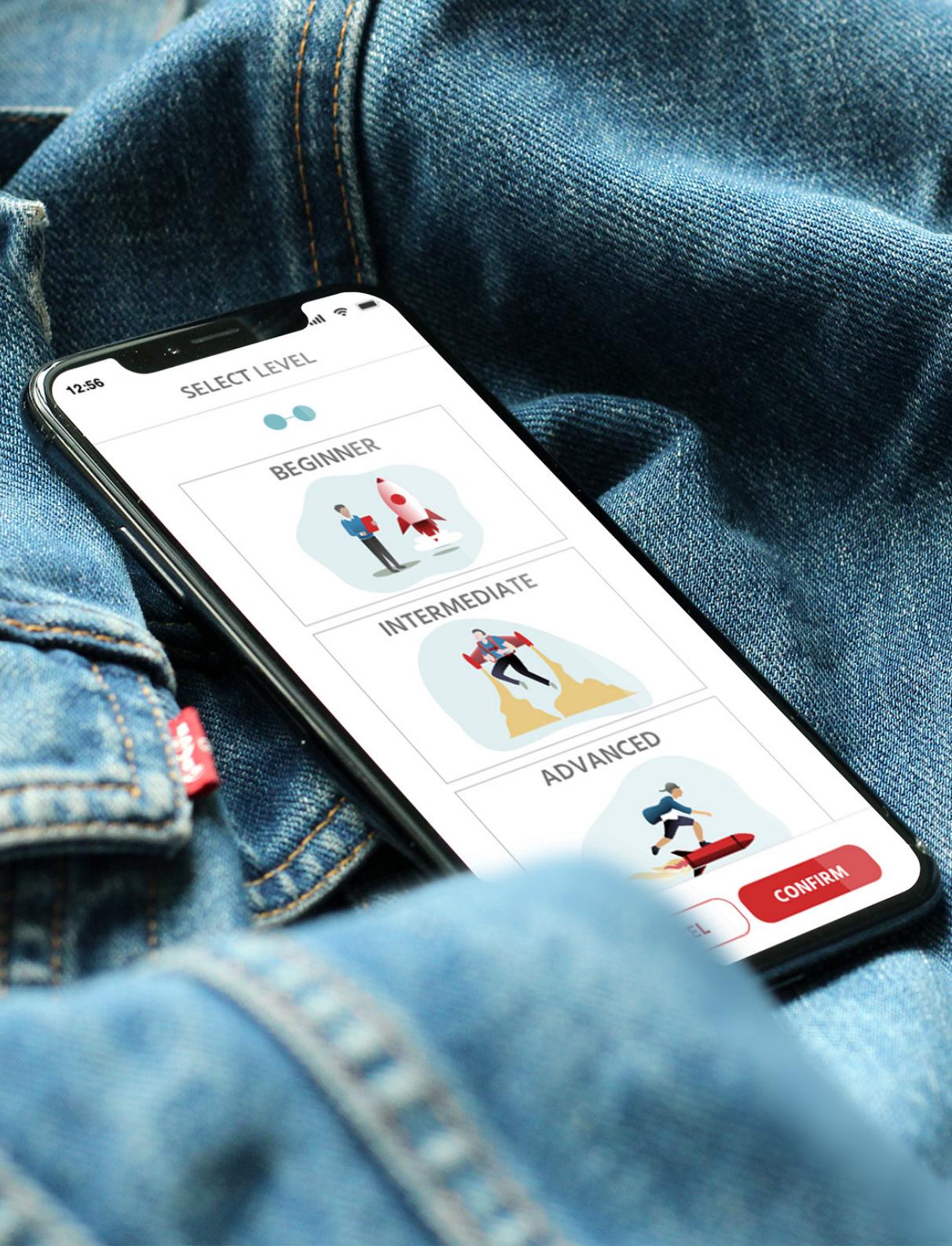


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# OVERVIEW



## OVERVIEW

Vocabuild is a personal project for a UX course which I undertaken with CareerFoundry. The aim of this app is to empower people to learn new vocabulary. People of all backgrounds are encouraged to improve their language skills and increase communication level. This application is meant to be used for quick 5–10 minute study sessions. That could be on a bus or train, as well as waiting between classes, on a lunch break, in a cafe or in a bed etc.

## MY ROLE

The entire design process including Research, Competitive Analysis, User Surveys and Interviews, User Personas, User Flows, Wireframes, Usability Testing, Affinity Mapping, UI Design and High Fidelity Prototype.

## TOOLS

Paper and pencil, Sketch, InDesign, Illustrator, Photoshop

# APPROACH

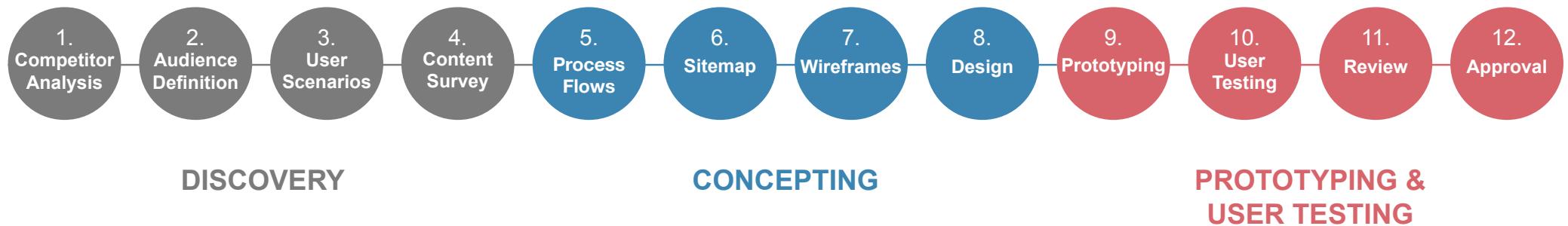
# USER CENTERED DESIGN

## PROBLEM STATEMENT

"Our Vocabuild users need a way to learn a bit of vocabulary and grammar on daily basis by an entertaining way for them because this is the best way how to effectively memorise and then use it in a practise in their daily life."

## PROBLEM SOLUTION

"We believe that by creating an application with various exercises and with daily reminders and a tract of what has been learn for Vocabuild users we will achieve the most suitable tool to help them accomplish their learning goals."



# RESEARCH

# COMPETITIVE ANALYSIS

I have undertaken a profound research on the competition which are other vocabulary learning apps. The most important apps from my research are Magoos and Duolingo app. I have mostly focused on their strengths, opportunities, weaknesses and threats.



# COMPETITOR #1 - VOCABULARY BUILDER BY MAGOOSH

This app prepares students who want to pass GRG, GMAT, SAT and TEOFL exam.  
Helps to learn up to 1200 most important words.

## SWOT PROFILE

### STRENGTHS

- Categories are separated by exam.
- Definition and example sentence for each word with pronunciation.
- Gives an option for selection (Common Words, Easy Words, Medium Words, Difficult Words).
- If the user doesn't know the word it shows again with the awareness that this word wasn't correct before (helps learner to memorize).

### WEAKNESSES

- The word that user has selected wrong is showed way too often (which can get frustrating for user).
- The pronunciation doesn't offer various ways (e.g. British or American).
- The offer to create an account is constantly on the screen (even when there is no quiz or game screen). It is taking lot of space from the top of the screen.

### OPPORTUNITIES

- Offer various ways of pronunciation (e.g. British or American version).
- Menu could have more functions - at this moment there is only a link to other Magoosh apps and the option to create an account.
- There could be a push notification at the games at this moment when other user takes his turn (this may take minute, hour or days) the user doesn't get any notification.

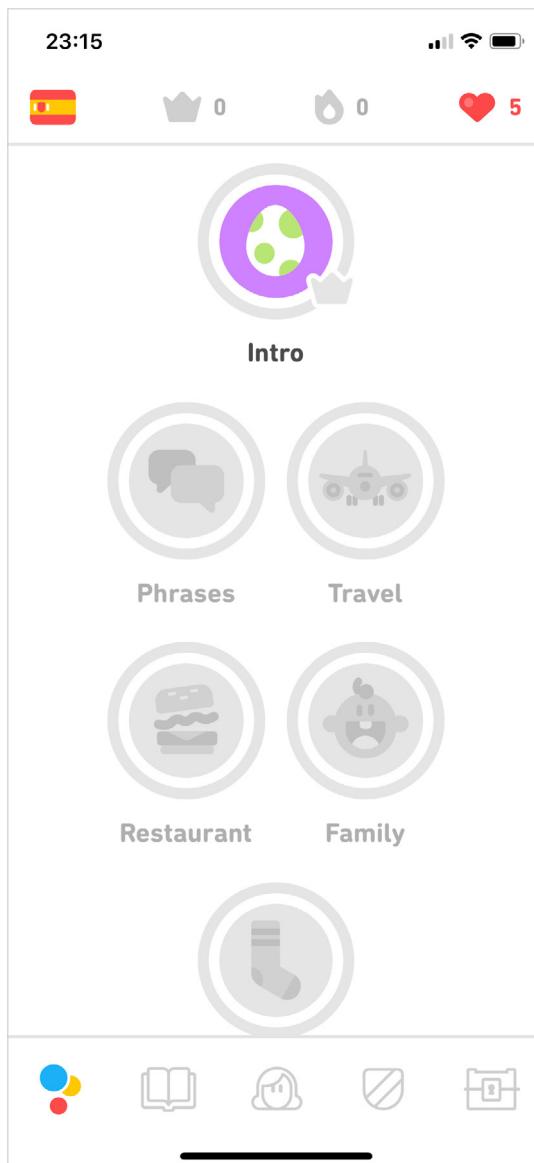
### THREATS

- A competitor who is having more functions in the menu.
- A competitor who provides more options for pronunciation.
- A competitor who enables easier way of notifications for the users in the game section.
- A competitor who makes the learning to the user less frustrating by never repeating words once there was an error in the quiz.



## COMPETITOR #2 - DUOLINGO LANGUAGE LEARNING APP

This app offers 28 languages and promises to improve vocabulary and grammar. Users can practice speaking, reading, listening and writing skills.



### SWOT PROFILE

#### STRENGTHS

- The app gives the option of many languages since the beginning.
- Offers to start either as a beginner or advanced already.
- The use of the application is very simple and due to graphical content user can start learning directly based on pictures.
- User can set a daily goal to be completed.

#### WEAKNESSES

- After completing the beginning of the game there is a need to create an account to be able to continue with the learning.
- The menu at the bottom is very simple and easy to use but it doesn't work without an account.
- There is no option only to learn - user cannot revise what he has learned by far.

#### OPPORTUNITIES

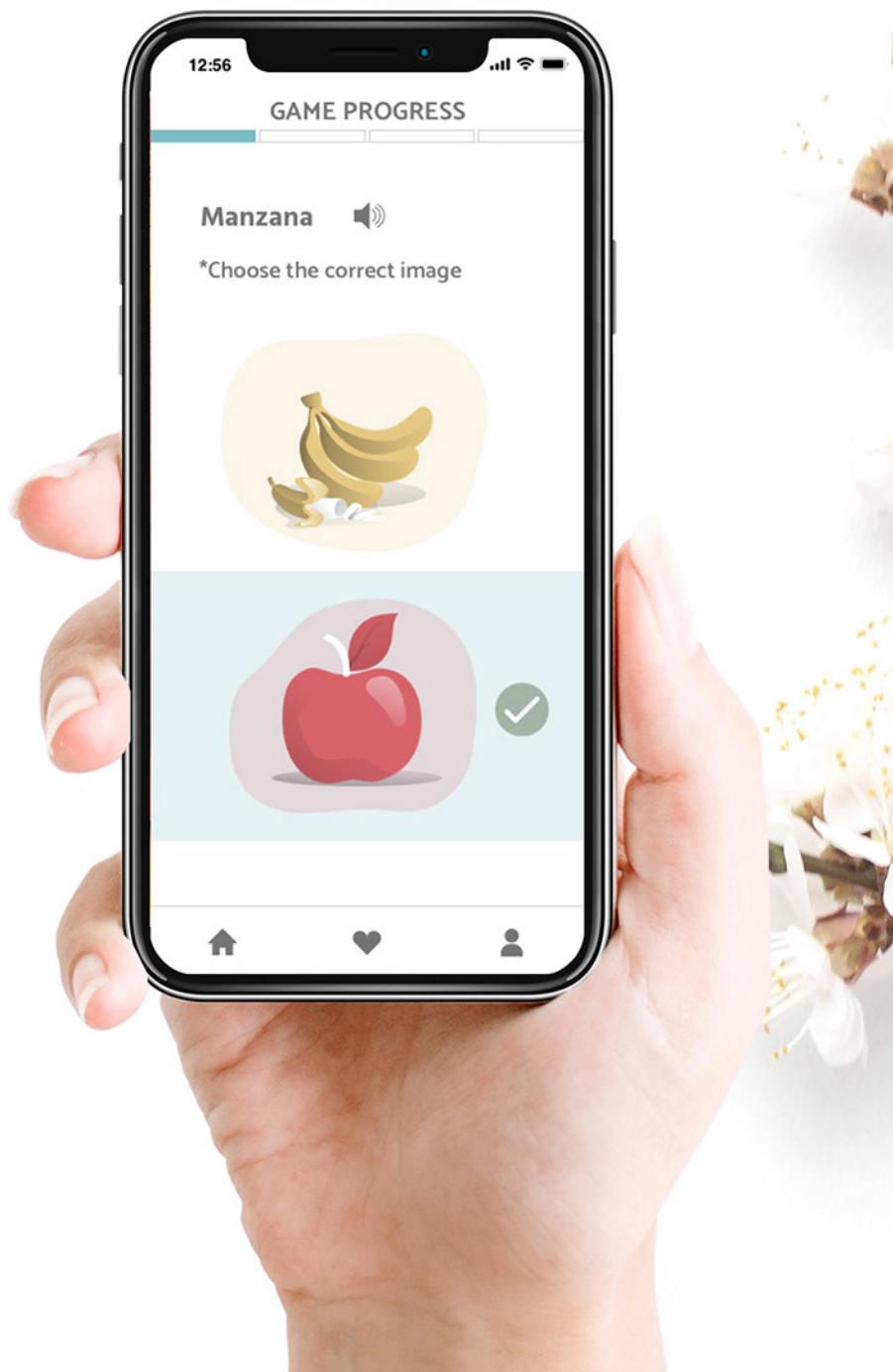
- Menu could have some function for user without an account. All options are asking to create an account.
- The app can be used only vertically there could be also an option to use it horizontally as well.
- In learning section it would be useful for user to see what he has learned by far and revise some vocabulary and grammar.

#### THREATS

- A competitor who provides menu with functions that can be used.
- A competitor who provides a learning section where user can revise his progress and learn grammar.
- A competitor who has fewer advertisements through the game - the game is less interrupted.
- A competitor whose app can be also used horizontally.

# SURVEYS AND INTERVIEWS

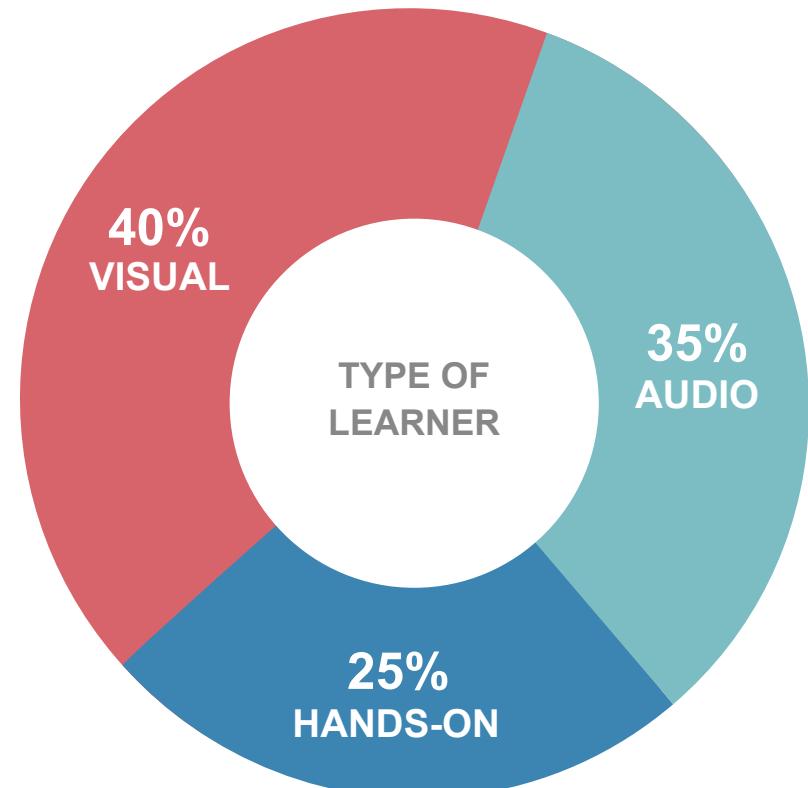
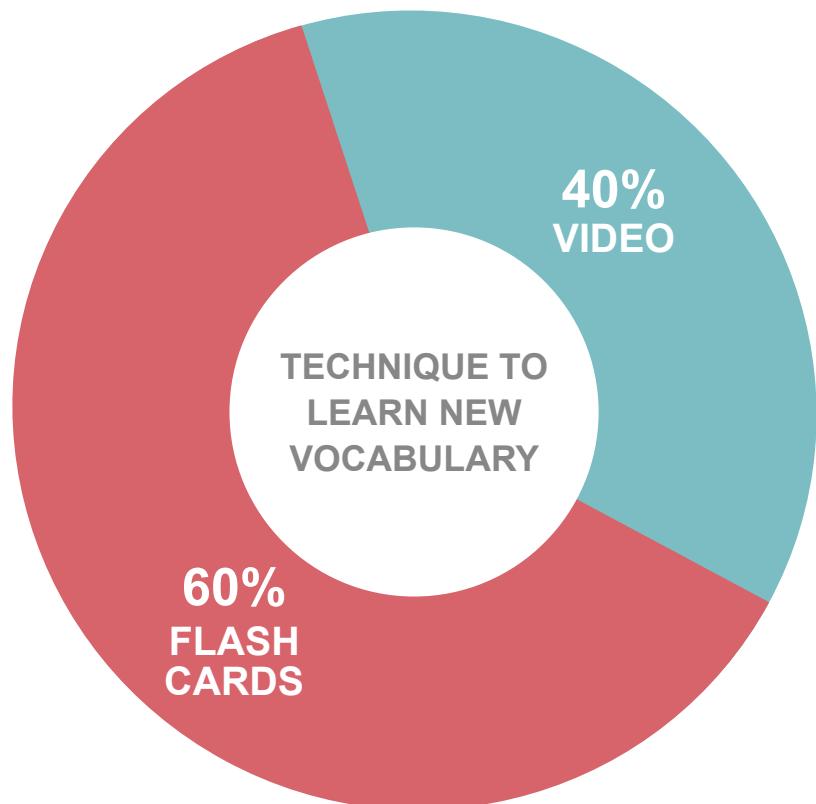
Survey and interviews were done with selected people who are currently learning some new language or who have experience with learning new language. Each of these people has his/her individual approach to learning new language. They have prior experience with using a mobile application that helps to learn a language or with some another method. This part of the design process has helped me to better understand the needs of potential users of Vocabuild.



## WHAT I HOPE TO LEARN

1. To better understand the behavior around learning new language.
2. To determinate which kind of tasks would user want to complete using the app.
3. Research which kind of method(s) is the user using at this moment.

*"When I study new language I do a lot of studying on my own. I would start learning new language by reading, writing. I would use flashcards and quizzes. After some time which I spend memorizing the vocabulary I would use in practice."*



*"Sometimes I get frustrated with the spelling and pronunciation as it is difficult to memorize the rules. I feel like the world is opening for my new possibilities when I learn a new language. This keeps me motivated."*

# AFFINITY MAP

## BEHAVIOURS / ATTITUDES

Studies on her own new vocabulary

Repeats the new vocabulary by reading/writing

Uses flashcards to make the studying easier

Once already knows the word uses it in practice

## NEEDS / GOALS

Short study sessions

Repeat the new word several times

Learn in the same time writing and pronunciation

Study in his own speed

## FRUSTRATIONS

Difficulty to memorize spelling and pronunciation

To understand correctly how to use a new word in a context

Hard to memorize a new word only by hearing it

Getting bored when studying

# RESEARCH OUTCOME

# WHAT I HAVE LEARNED

## 1. THE BEHAVIOUR AROUND LEARNING NEW LANGUAGE

- some of the participants want to enhance their work opportunities with new language
- some of the participants want to be able to travel and use new language to be able to speak to local people
- some of the participants also want to learn characteristics about the culture of the language origin

## 2. WHAT TASKS WOULD USER WANT TO COMPLETE USING THE APP

- they mostly look for an option to learn the words with the correct pronunciation at the same time
- they would like to learn how to use a new word in context
- they would like to have an option of personal list of words which they are learning at the moment
- they would like to be able to add their personal meaning to each word they are studying

## 3. WHAT METHOD(S) IS THE USER USING AT THIS MOMENT

- some of the participants tend to repeat a new word as much as possible to memorize it (writing and pronunciation)
- they use flashcards
- once when they know the word they use it in various phrases of context

# PERSONA

Primary persona is based on all the gathered information from the research.



## EMMA

AGE: 29  
LOCATION: SPAIN  
NATIONALITY: CANADA  
FAMILY STATUS: SINGLE  
OCCUPATION: INTERIOR DESIGNER  
EDUCATION: BA IN DESIGN  
LANGUAGES: ENGLISH, FRENCH

### GOALS AND NEEDS

- Prefers visual and audio learning (learns through entertainment e.g. music with lyrics, movies with subtitles etc.).
- Needs daily repetition for easy memorizing.
- Prefers to study small amount of information at a time (e.g. flashcards) - helps her to memorize easily.
- Prefers variety of different learning methods that keep her entertained.
- Wants to know context and the right usage of each word.
- Needs to memorize spelling and pronunciation.
- Prefers to have contact with other learners so she feels more motivated.

### MOTIVATIONS

- Desires to be able to communicate with local people so she can get to know the culture and the country.
- Expects more opportunities related to work when she progresses with learning new language.
- Wants to learn effectively without time wasting.
- Would like to communicate with her clients in their mother tongue.

### FRUSTRATIONS

- Tries to communicate with local people but feels the barrier in the communication due to her very basic knowledge of the language.
- Doesn't have too much time during the week to attend classes in person.
- Feels that most of the vocabulary learning apps are not monitoring her progress and are not encouraging her to learn grammar.
- Still hasn't found an app which would provide her various ways of learning and keep her entertained while studying.

*"For me to memorize effectively I need to repeat every day a bit of what I've learned."*

### BEHAVIOURS

- Has friends from various countries.
- Lives in a neighborhood where most of her neighbors don't speak fluent neither English nor French.
- Loves traveling and getting to know new cultures.
- When travelling she likes to learn some basic words and then use them with locals.
- Goes to language exchange with native people.
- Goes to Spanish class but only one lesson per week due to her workload.
- Does some studying on her own.

# USER AND JOB STORIES

## USER STORIES

*“As an interior designer in a foreign country I want to be able to communicate with my clients in their mother tongue so that I can break the barrier.”*

*“As a Spanish language student I want to practice with local people so that I can learn the language from the best teachers - the natives.”*

*“As a traveller I want to get to know the basics of the language of the country I am visiting so that I buy a little guide with few basic words and then practise them with locals.”*

*“As a student I want a daily repetition while studying so that I can memorize more effectively.”*

*“As a person who moved to a foreign country I want to be able to communicate with local people on daily basis so I attend Spanish classes.”*

## JOB STORIES

*“When memorizing new vocabulary, I want to write them on a sheet of paper so I can carry it with me and repeat them on my way to work.”*

*“When learning a new word, I want to know the word in a context, so I can fully understand the correct use.”*

*“When I am traveling to a foreign country, I want to learn some basic words, so I can communicate with the local people.”*

*“When I am watching a Spanish movie, I want to watch it with subtitles in the same language as the origin, so I can see the spelling of each word.”*

*“When I am going to do my grocery shopping, I want to learn the basic words of the items I am about to buy, so I can communicate only in Spanish.”*

# SCENARIOS AND USER FLOWS

# SCENARIO 1

## SCENARIO 1

Emma is travelling with public transport and would like to use her time to practice her vocabulary related to Food. Her journey will take about 10 min. and she would like to have finished exercise by that time.

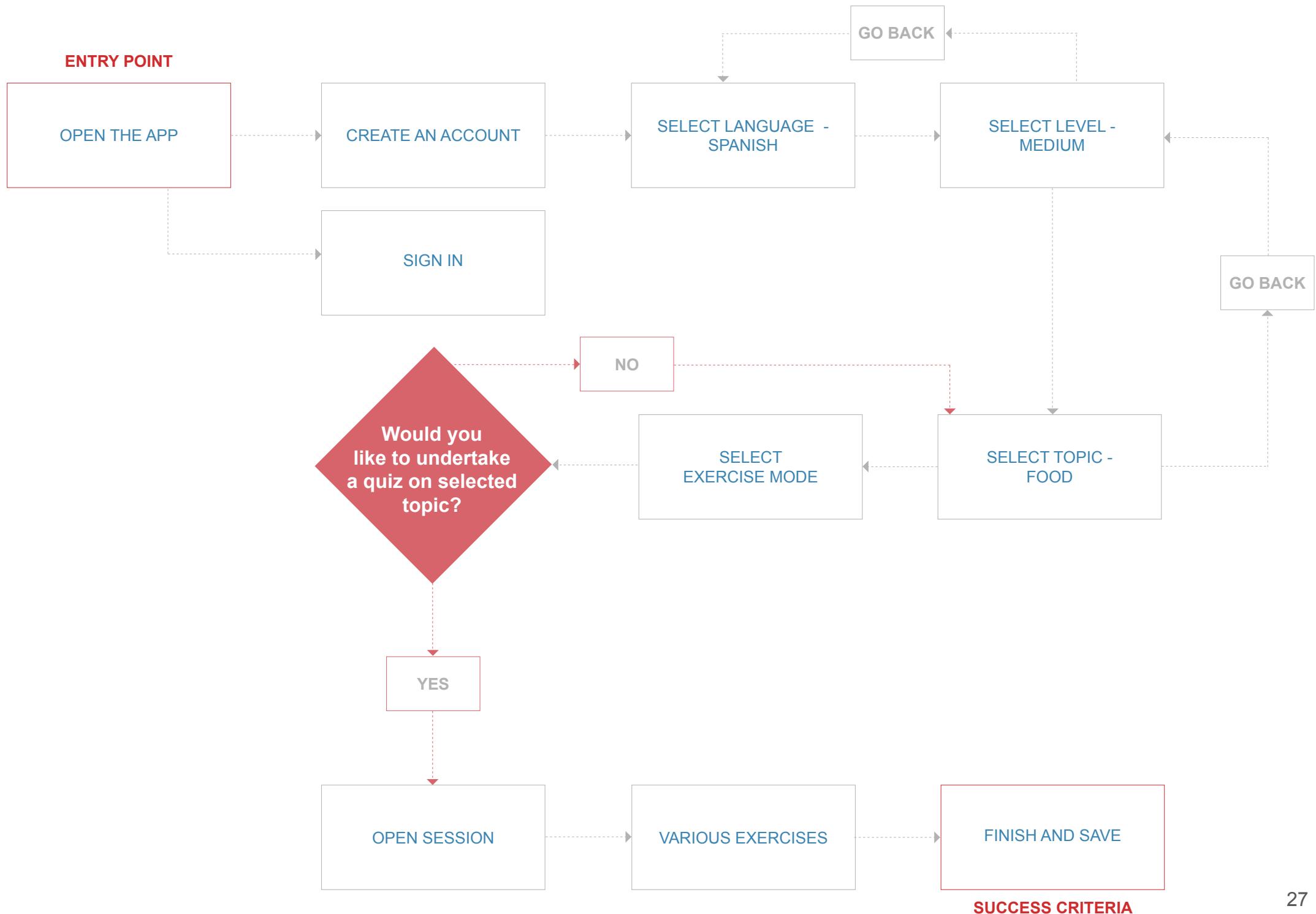
PHASE	PHASE 1	PHASE 2	PHASE 3
TASK	<ul style="list-style-type: none"> <li>Open the app and easy access section 'Food' in Spanish language level medium.</li> </ul>	<ul style="list-style-type: none"> <li>Select exercise mode, open exercise session and undertake various exercises.</li> </ul>	<ul style="list-style-type: none"> <li>Finishing the exercise and save to be able to continue with next level later.</li> </ul>
THOUGHT	<p><i>"I will be travelling on this bus for 10min. and I would like to use this time effectively to practise Spanish vocabulary related to 'Food'."</i></p>	<p><i>"Good the access to start the exercise was so smooth. I am already taking the exercises and like this I will be done with them by the time I am supposed to take of the bus."</i></p>	<p><i>"I am done with practising vocabulary for today! It went perfectly with my timing. I am so glad I used this time productively to practise my language skills."</i></p>
EMOTION	<p>MOTIVATED —————— JOYFUL —————— SATISFIED</p>		
OPPORTUNITY	<ul style="list-style-type: none"> <li>Create a various languages option with an easy access to each language.</li> <li>Create level for each language.</li> <li>Create different categories related to various topics.</li> </ul>	<ul style="list-style-type: none"> <li>Create exercise mode with an direct access to exercise session.</li> <li>Create various exercises which would take quick time to complete and which would keep entertained the user by their variety.</li> </ul>	<ul style="list-style-type: none"> <li>Create a finish of exercise session with the possibility to save the progress and continue later within a new level.</li> </ul>

# USER FLOW 1

## USER FLOWS 1

OBJECTIVE	INFORMATION GATHERING	TASK ANALYSIS
<p><b>As a student of Spanish language I want to have quick access to the exercise session so that I can practice and learn when I am travelling with public transport.</b></p>	<ul style="list-style-type: none"><li>Emma is travelling on metro and she will have 10 min on the way when she would like to practice her Spanish vocabulary related to food.</li><li>Emma has already some knowledge of Spanish and she would like to go right away to medium level.</li><li>After finishing the exercises she wants to be able to save it so her progress would be monitored.</li><li>She will know this is complete once she opens the app, selects the language, selects her level and related topic, undertakes the exercises and saves them.</li><li>Emma needs to have quick access to the exercise session related to her chosen language, level and topic.</li></ul>	<p><b>Entry point:</b> Open the app <b>Success criteria:</b> Finished and saved exercise</p> <hr/> <ol style="list-style-type: none"><li>open the app</li><li>select language</li><li>select level - medium</li><li>select topic - food</li><li>select exercise mode</li><li>open a session</li><li>various exercises</li><li>finish and save</li></ol>

**ENTRY POINT**



**SUCCESS CRITERIA**

# SCENARIO 2

## SCENARIO 2

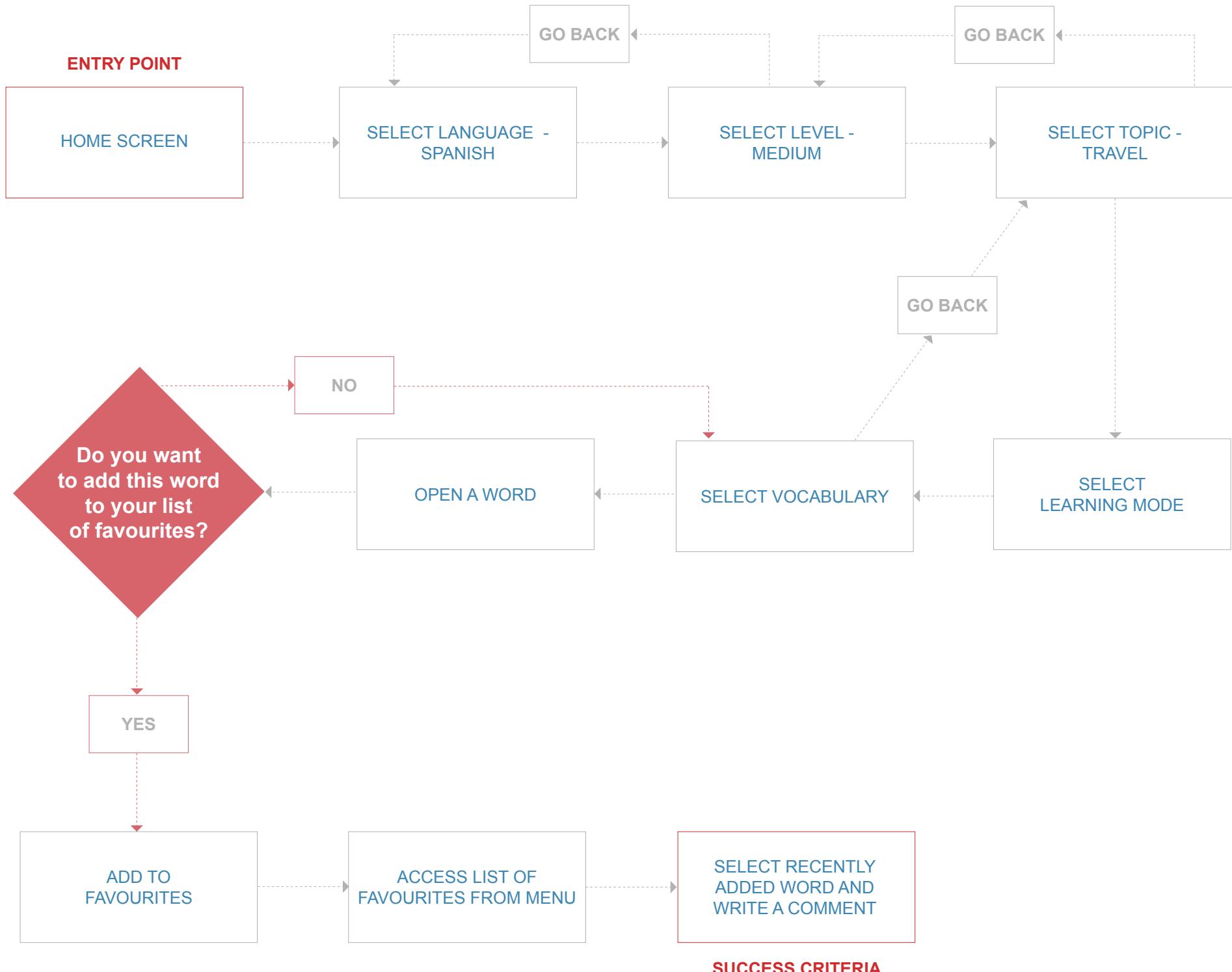
Emma has 5 extra min. in the morning which she would like to dedicate to study her vocabulary. She wants to quickly access vocabulary related to travel, save her selected word into the list of favourites and write a personal comment for herself to help her memorize the word.

PHASE	PHASE 1	PHASE 2	PHASE 3
TASK	<ul style="list-style-type: none"> <li>Home screen.</li> <li>Select language - Spanish.</li> <li>Select level - medium.</li> <li>Select topic 'Travel'.</li> </ul>	<ul style="list-style-type: none"> <li>Select learning mode.</li> <li>Select vocabulary.</li> <li>Open a word.</li> <li>Add to favourites.</li> </ul>	<ul style="list-style-type: none"> <li>Access list of favourite words from menu.</li> <li>Select recently added word and write a comment.</li> </ul>
THOUGHT	<p><i>"Today I will progress my knowledge of vocabulary related to 'Travel', lets see which words I already remember and which one is new for me."</i></p>	<p><i>"Perfect, the access to the learning mode is so smooth. It is so easy to get to know new vocabulary related to various topics and add the new words to my personal list of words."</i></p>	<p><i>"Lets revise the vocabulary I am studying at this moment. I would like to add some personal meaning to the word which would help me remember it."</i></p>
EMOTION	<p>INSPIRED</p>	<p>INTERESTED</p>	<p>TRIUMPH</p>
OPPORTUNITY	<ul style="list-style-type: none"> <li>Create a various languages option which can be accessed directly from home screen.</li> <li>Create level for each language.</li> <li>Create different categories related to various topics.</li> </ul>	<ul style="list-style-type: none"> <li>Create learning mode.</li> <li>Create various categories for learning (e.g. vocabulary and grammar).</li> <li>Create an option to add easily word to a list of favourites.</li> </ul>	<ul style="list-style-type: none"> <li>Create an access to the list of favourite words from the menu.</li> <li>Create an option to write a personal comment to each word.</li> </ul>

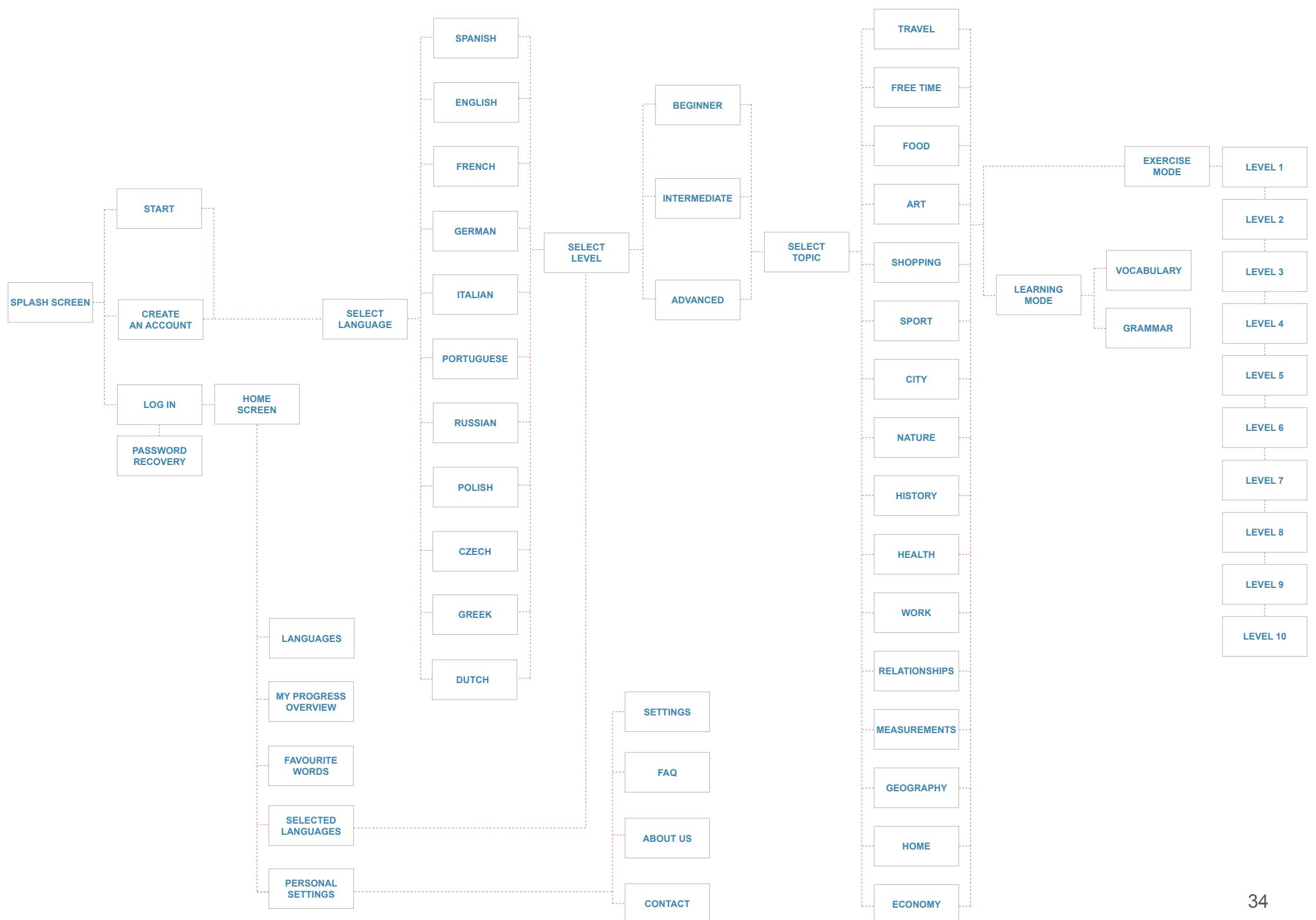
# USER FLOW 2

## USER FLOWS 2

OBJECTIVE	INFORMATION GATHERING	TASK ANALYSIS
<p><b>As a busy person I want to have a quick access to the list of words that I am currently studying so that I can learn effectively within a short period of time.</b></p>	<ul style="list-style-type: none"><li>• Emma wants to have a quick access to the list of words she is currently studying.</li><li>• Emma needs to have an easy way to add a word to her list of favorites.</li><li>• She wants to be able to write to the word some personal comments that would help her to learn more efficiently.</li><li>• Emma wants to have a way how to access learning mode and enhance her vocabulary.</li><li>• She will know this is complete once she will access the recently added word and write a personal comment.</li></ul>	<p><b>Entry point:</b> Home screen <b>Success criteria:</b> Write a comment to the recently added word in list of favourite words</p> <hr/> <ol style="list-style-type: none"><li>1. home screen</li><li>2. select language</li><li>3. select level - medium</li><li>4. select topic - travel</li><li>5. select learning mode</li><li>6. select vocabulary</li><li>7. open a word</li><li>8. add to favourites</li><li>9. access my favourite words from menu</li><li>10. select recently added word and write a comment</li></ol>



# SITEMAP

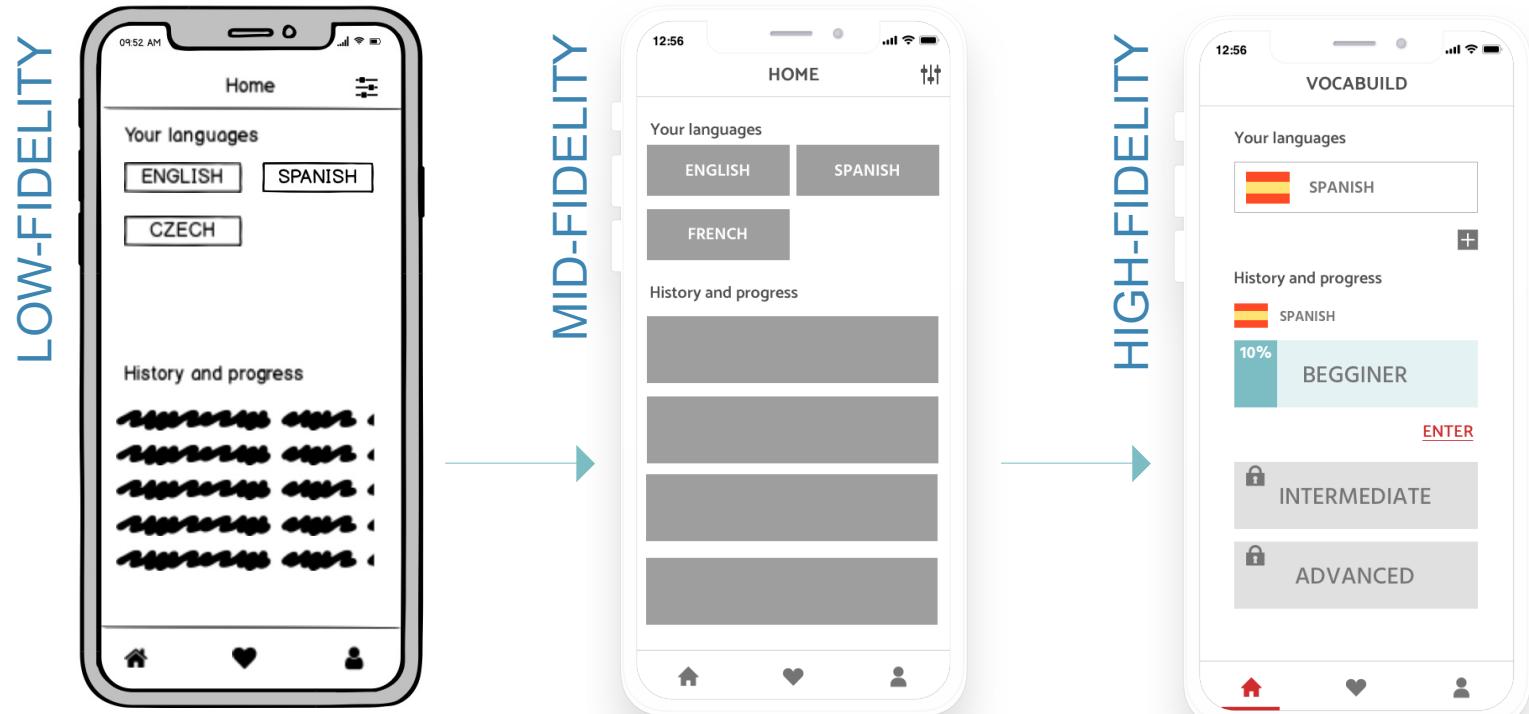


# WIREFRAMES AND PROTOTYPING

Emma is travelling with public transport and she would like to use her time to **practice her vocabulary related to Food**. Her journey will take about 10 min. and she would like to have finished exercise by that time.

# 1. STEP

## HOME SCREEN



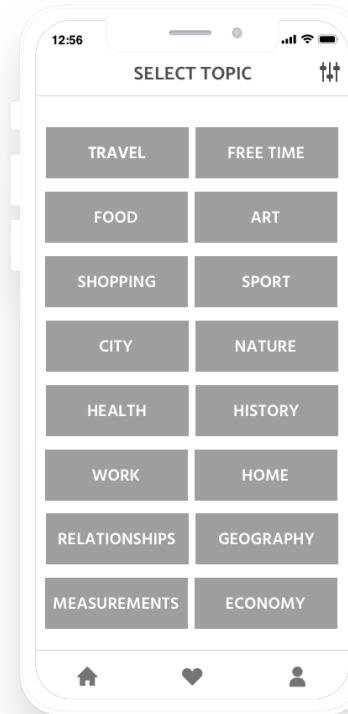
# 2. STEP

## SELECT TOPIC

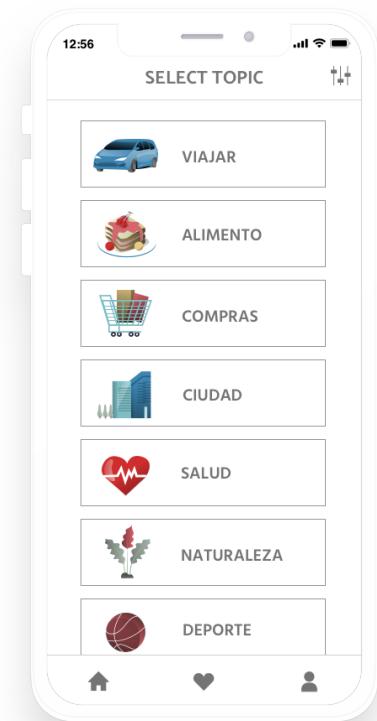
LOW-FIDELITY



MID-FIDELITY

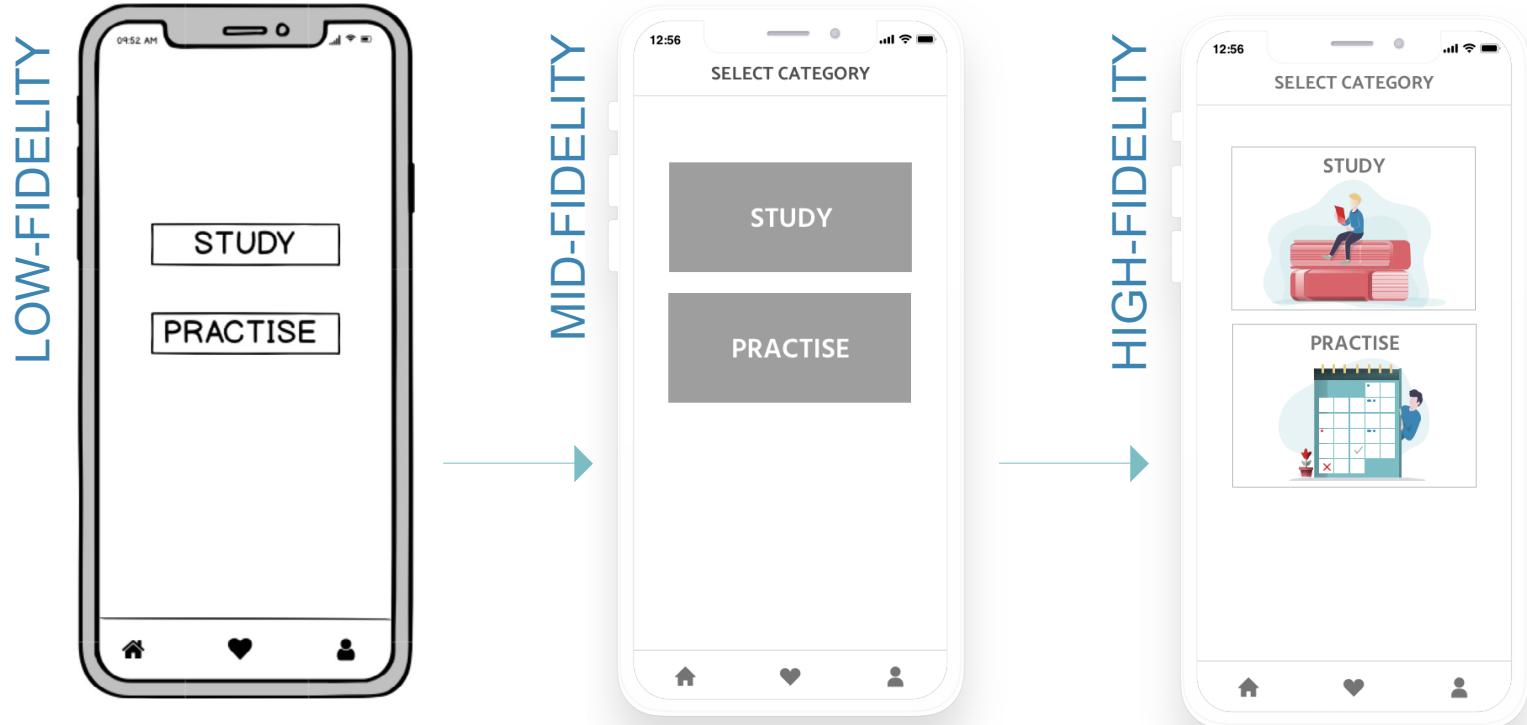


HIGH-FIDELITY



# 3. STEP

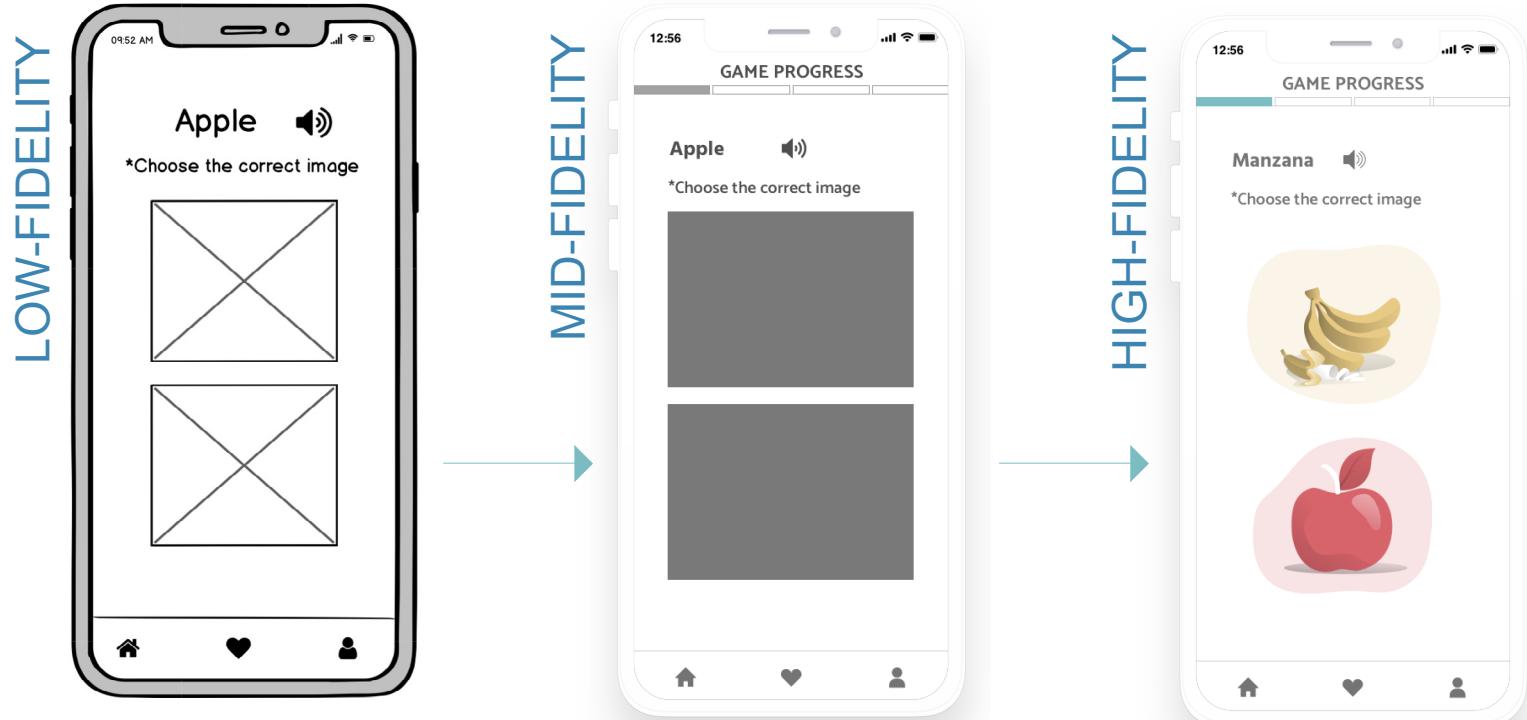
## SELECT CATEGORY



# 4.

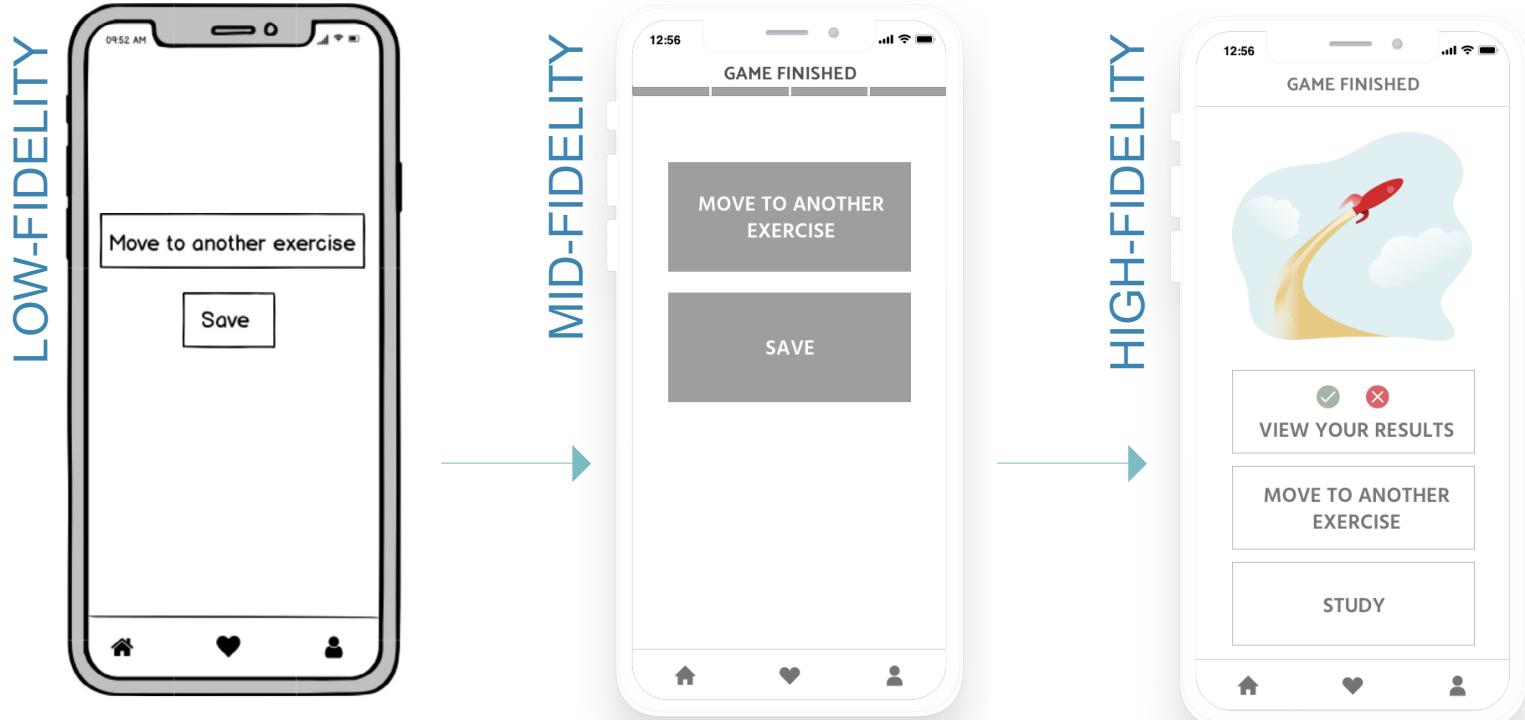
## STEP

### PRACTISE SCREEN



# 5. STEP

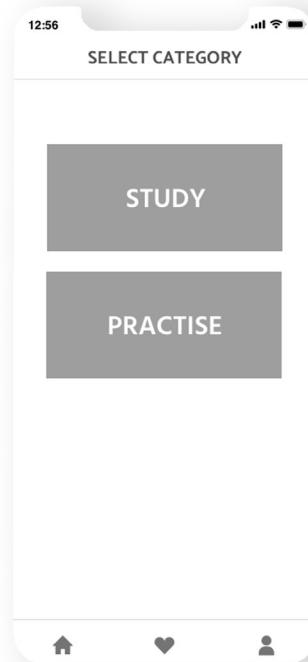
## GAME FINISHED



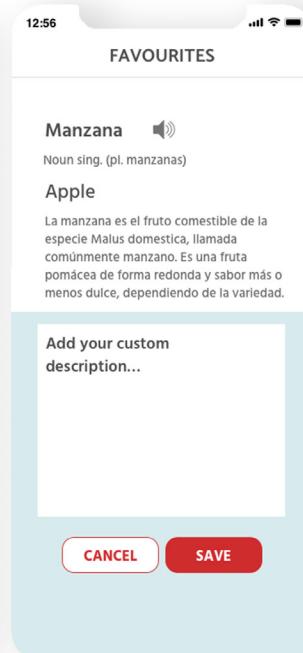
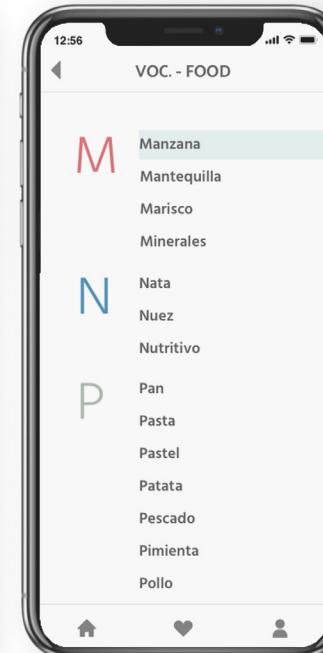
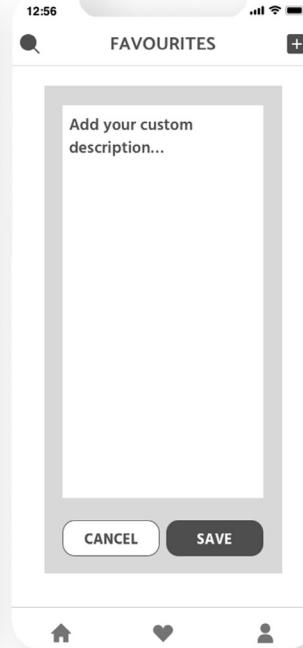
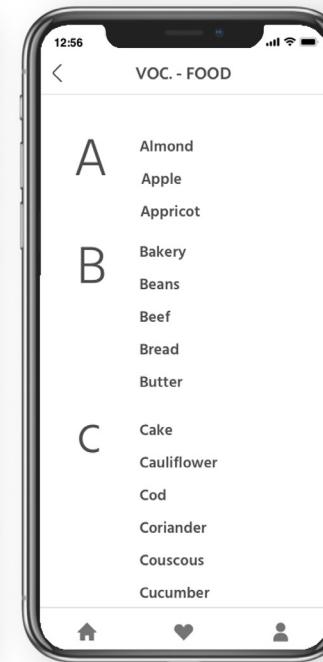
# STUDY MODE AND ADDING A CUSTOM DESCRIPTION TO A WORD

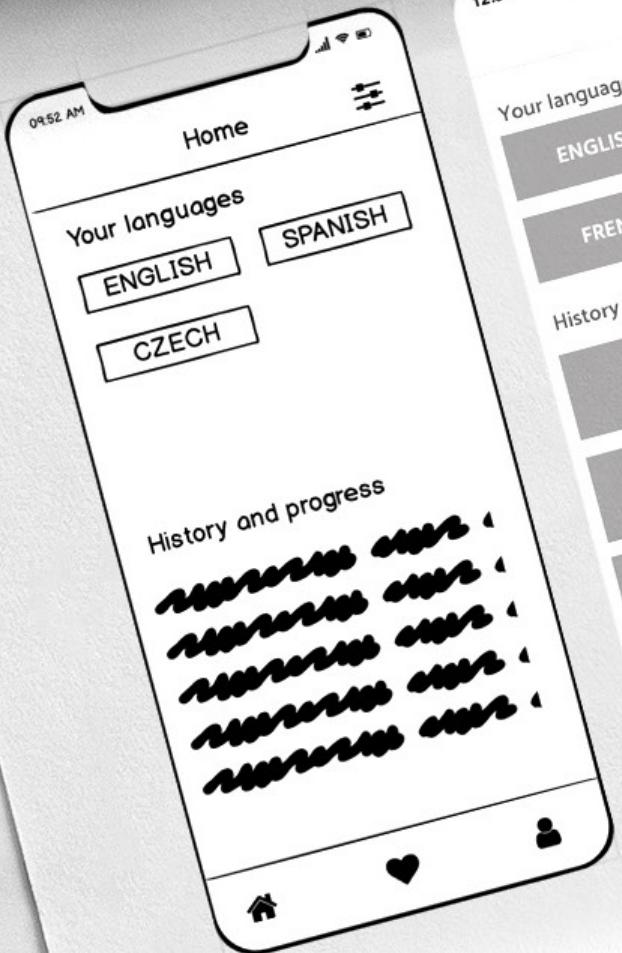
*"As a student I want to access vocabulary quickly in a study mode so that I can find a word which I want to focus on memorizing today and add a custom description."*

HIGH-FIDELITY WIREFRAMES



MID-FIDELITY WIREFRAMES





# USABILITY TESTING

The goal of usability testing is to learn whether the app is taking the right direction. The most important concerns at this point are whether Vocabuild is easy to use and whether it is utile. The results from this study will be used for a further development of the app.

## TEST OBJECTIVES

- 1.** DETERMINATE IF PARTICIPANTS CAN EASILY ACCESS AND COMPLETE EXERCISE AS NEW USERS.
- 2.** OBSERVE IF PARTICIPANTS CAN SMOOTHLY ACCESS STUDY MODE (VOCABULARY) AND ADD CHOSEN WORD TO LIST OF FAVORITES.
- 3.** SEE WHETHER PARTICIPANTS CAN FIND A WAY HOW TO ADD NEW CUSTOM WORD TO LIST OF FAVORITES.
- 4.** EXAM WHETHER PARTICIPANTS CAN EASILY CREATE AN ACCOUNT.
- 5.** FIND OUT IF THE PARTICIPANTS CAN ACCESS SETTINGS AND CHANGE THEM.

# RESULTS - 1.ERRORS

MOBILE USABILITY TEST	P1	P2	P3	P4	P5	P6	TOTAL	POSSIBLE SOLUTIONS & NEXT STEPS
<b>Errors</b> - Record and prioritize most critical errors based on your error classification.								
2. Confusion whether to tap or swipe during the onboarding.			Yellow			Blue	2	This can be fixed by adding an arrow which will communicate the direction for the screens.
1. Onboarding was confused with already running app	Red			Green	Cyan		3	This is only cosmetic problem. I believe that with an effective UI this would be fixed. As for example the onboarding will be clearer. And also the difference between 'study' and 'practise'
3. Confusion between 'study' and 'practise' button.	Red	Orange					2	This can be fixed by adding graphics to the buttons to clearly visualize the difference.
2. Confusion between 'save' and 'move to another exercise'.			Yellow	Green			2	This could be fixed by eliminating the 'save' option at the end of exercise. The progress would be automatically saved.
4. After finishing exercise it was difficult for users to access a study mode.	Red	Orange		Green	Cyan	Blue	5	There could be an option to access directly study mode from the 'finished exercise screen'.
4. Difficult to find how to add custom description of a word in list of favourites.	Red	Orange	Yellow				3	There could be an option how to add a custom description of a word directly from a list of favourite words.
3. Home screen mistaken for some other screen.		Orange					1	This will be fixed by UI and adding some additional element to a bar menu to make the current location within the app clear.

# RESULTS - 2.OBSERVATIONS

<b>Observations</b> - What are people Doing, Thinking, and Feeling? Use active verbs.								
1. Onboarding was smooth and easy to move into sections.		Orange					1	UI will fix this issue also adding another icon to make the navigation clearer.
2. It wasn't clear how to move within the onboarding.			Yellow			Blue	2	Adding an icon to make the navigation clearer will help with the navigation.
3. The info part in onboarding was mistaken for already interaction with the app.	Red			Green	Cyan		3	UI will fix this issue.
4. Struggling between 'study' and 'practice mode'.	Red	Orange					2	UI will help with the visibility also adding some graphics to make the difference clear.
5. Exercise mode was accessed easily.			Yellow	Green	Cyan	Blue	4	Working well for majority but still will by adding graphics to make the difference clear.
6. Once exercise was finished confusion between 'save' and 'move to another exercise' options.			Yellow				2	The 'save' button could be eliminated and the progress could be saved automatically.
7. Once exercise was finished people were struggling with finding the way to study mode trying to interact with unappropriate parts of the app	Red	Orange		Green	Cyan	Blue	5	A button to directly access study mode could be added at the end of the exercise.
8. Adding a word to list of favourites was easy and quick.			Yellow				6	Working well - Nothing to change.
9. Struggling when wanted to add a custom description to a word in a list of favourites.			Yellow	Green	Cyan	Blue	3	The option the add a custom description will be added directly in the list.
10. Easy process to create an account.	Red	Orange		Green	Cyan	Blue	5	Working well - Nothing to change.
11. Personal settings were accessed quickly.		Orange					5	Working well - Nothing to change.
12. While being on home screen was confused how to get to home screen.		Orange					1	UI will help with this issue. Also adding some other element to the bar menu to make the current location clear.

## RESULTS - 3.NEGATIVE QUOTES

Negative Quotes - Any negative soundbytes? Record them here.							
1.	"Okay I want to select Spanish but nothing is happening." (commenting while being on onboarding)					1	UI will help with this issue.
2.	"I am trying to go to home screen but nothing is changing." (saying while being on home screen)		Orange			1	UI will help with the visibility - also adding some element to make the location in the app clear to the user.
3.	"Maybe it is not working? I am pressing the screen but have no response." (saying during onboarding while intending to tap instead of swipe)			Blue		1	This will be fixed by adding element communicating a clear navigation within the onboarding.
4.	"Why do I have an option to save after exercise I assume that is automatic."		Yellow			1	This was a really useful comment as there is no need for the button 'save' to be on the end of the exercise.
5.	"Practise mode within the same category maybe at the top there is an option or the bottom or maybe if I slide the screen?"			Cyan		1	A direct button to access the practise mode will be added after finishing exercise.
6.	"Maybe this button on the top left - no, maybe the other one on the right - no, I am not sure how to access it. Ahh I can open each word!" (commenting while wanted to add a custom description of a word in a list of favourites)	Red				1	Icon to add a custom description to a word will be added directly to a list of favourites.

## RESULTS - 4.POSITIVE QUOTES

Positive Quotes - Any positive soundbytes? Record them here.							
1.	"The game is really easy to go through."					1	Working well - Nothing to change.
2.	"I like that while in the exercise every part is different it keeps me entertained!"		Green		Orange	1	Working well - Nothing to change.
3.	"Add to favourites that must be this heart on the top."	Red		Green	Blue	3	Working well - Nothing to change.
4.	"I like that the app lets you to customise settings, to choose how much time do you want to study and how many exercises per session."		Yellow			1	Working well - Nothing to change.
5.	"There is an option to add also totally new word all by myself that's amazing!"			Cyan		1	Working well - Nothing to change.
6.	"I see there is an audio option to listen each word. I find this very useful when learning new language."	Red				1	Working well - Nothing to change.

# FIXING ISSUES

# ISSUE #1

## GAME FINISHED

Difficulty for the participants to access study mode after finishing an exercise. Also confusion about the 'save' button as they were assuming the game would save automatically.

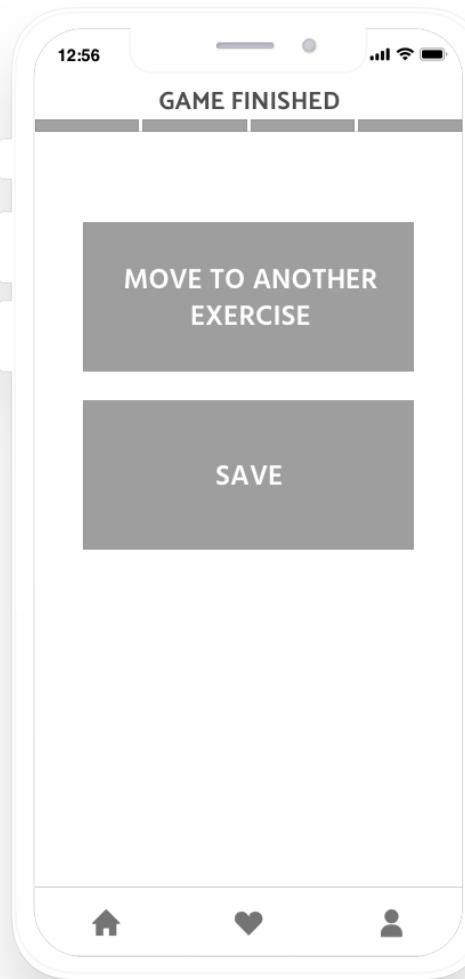
## SUGGESTED CHANGE

Add direct way to the access study mode after finishing an exercise. Eliminate the 'save' button and add some more useful feature such as view results/progress.

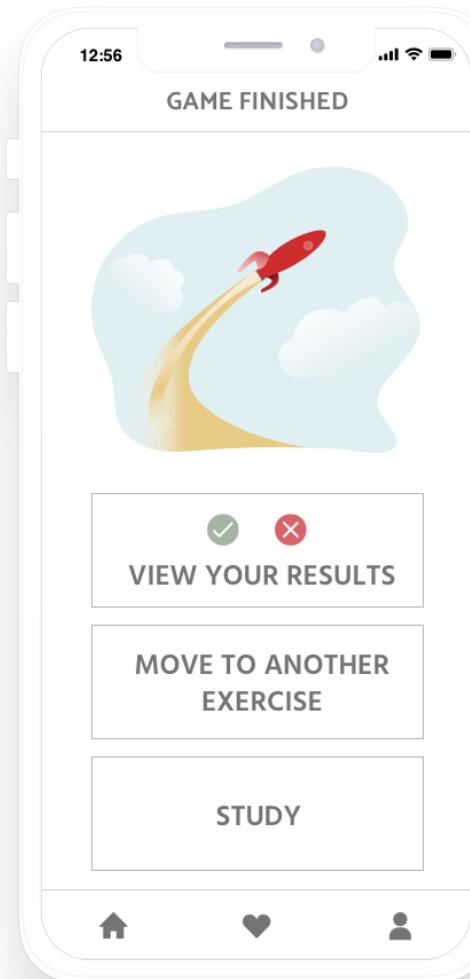
## EVIDENCE

83% of participants had difficulty accessing study mode after finishing an exercise.

BEFORE



AFTER



'View your results' and 'Study' was added to the screen after finishing an exercise.

## ISSUE #2

### FAVOURITE WORDS

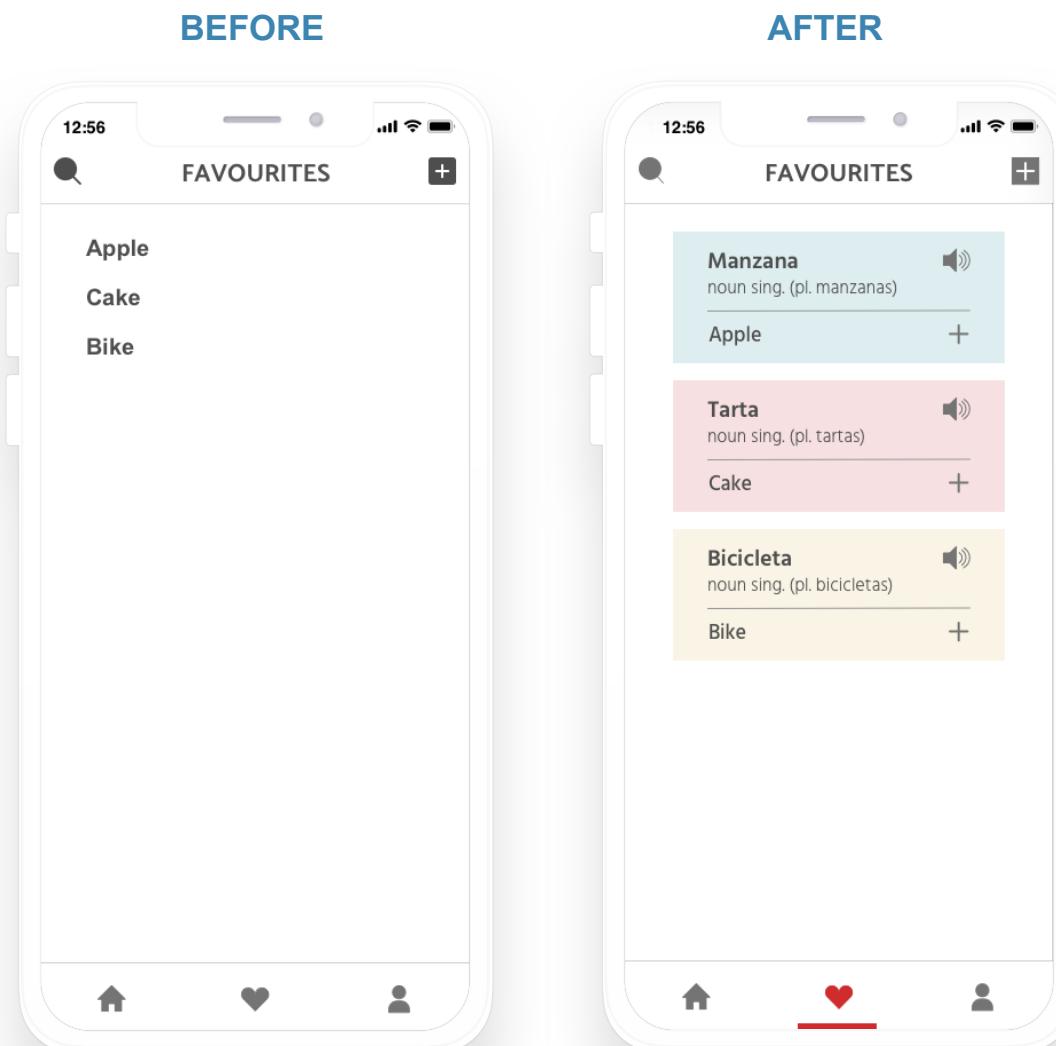
Difficult to find how to add a custom description of word to a list of favorites.

### SUGGESTED CHANGE

Adding an option to add a custom description directly to a list of favorite words.

### EVIDENCE

50% of participants had difficulty to find the way how to add a custom description to a list of favorite words.



Words have been placed into their individual sections with options to 'add' and 'play audio' option.

# ISSUE #3

## HOME SCREEN

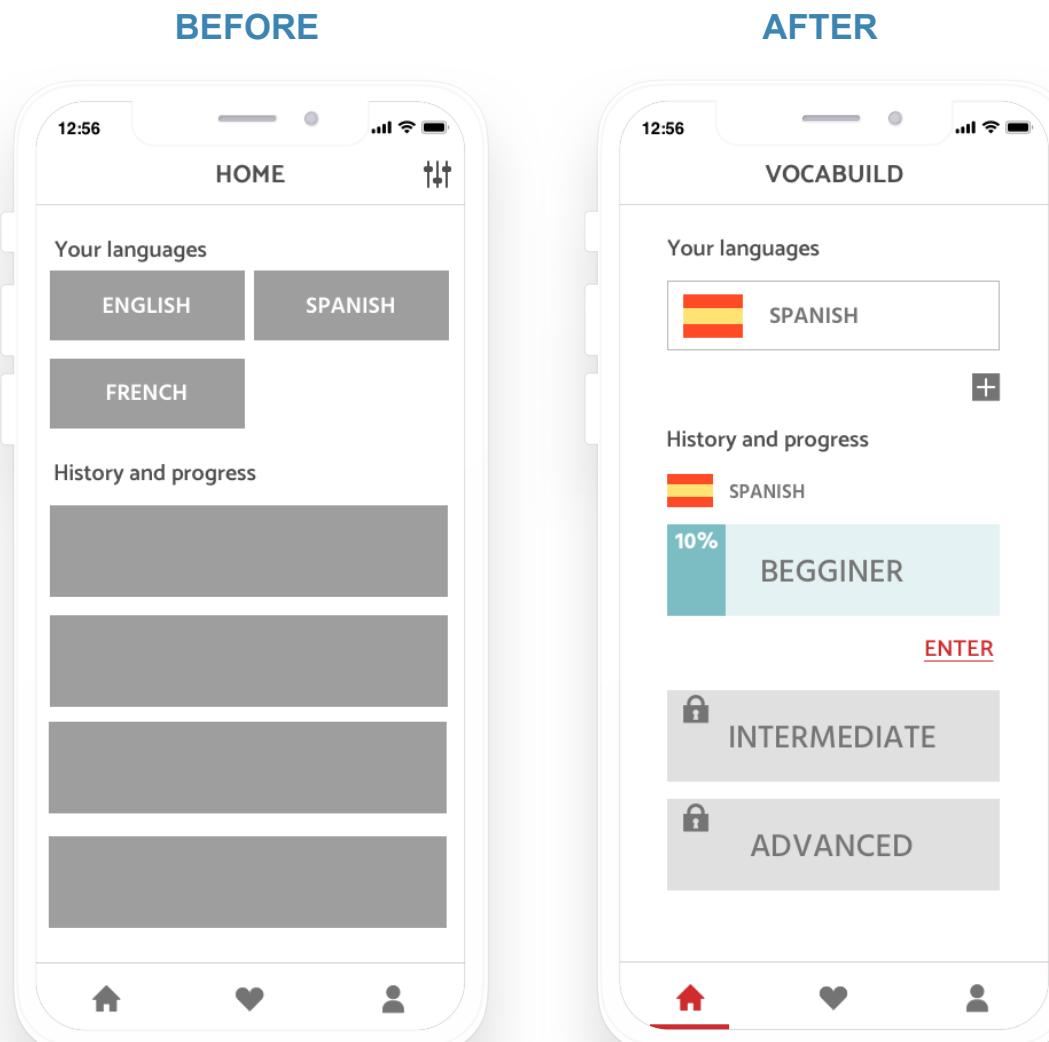
Home screen was mistaken for some other screen.

## SUGGESTED CHANGE

The UI will help with this issue as once the graphics are developed it will be clearer to the user to see that current location is home screen. Also adding some additional element to a menu bar to make current location within the app more clear.

## EVIDENCE

17% of participants had difficulty figure out the current location when being on home screen.



Menu bar is clearly communicating current location by color and additional element.

## ISSUE #4

### STUDY/PRACTISE

Confusion between 'study' and 'practice' button.

### SUGGESTED CHANGE

This can be fixed by adding graphics to the buttons to clearly visualize the difference.

### EVIDENCE

13% of participants had difficulty viewing the difference between these two categories.

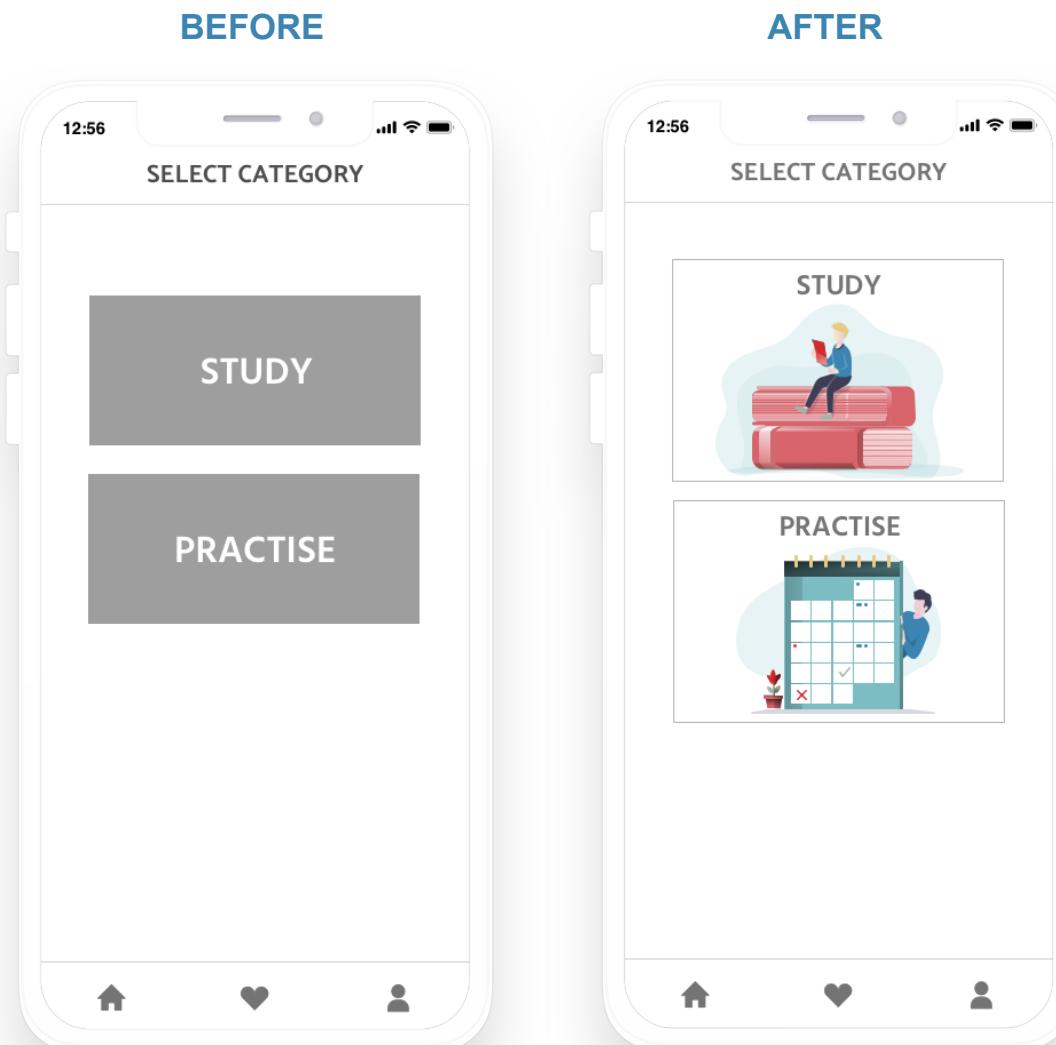


Illustration has been added to the buttons to make the description of each category clearer to the user.

# DESIGN PROCESS

# MOODBOARD

This moodboard was selected for its **playful feel** which communicates **free-time activity, fun and game.**

## Vocabuild (Catamaran - Bold)

Vocabulary learning application. (Hind Guntur - Medium)

"Fast, simple, and intuitive." (Dancing Script - Regular)

START

SIGN UP



# STYLE GUIDE

## PART 1.

### 1. LOGO DESIGN



PREFERABLE VERSION



MOBILE ICON

### 2. COLORS



#CF2C2E



#7CBDC4

#### PRIMARY COLORS



#3C85B2



#D7646B

#### SECONDARY COLORS



#A6B4A7



#E7CA84



#FFFFFF



#757474

#### ADDITIONAL COLORS

### 3. TYPOGRAPHY

#### Header / Headline

Catamaran Medium / 30pt

#### Header / Headline

Catamaran Bold / 22pt

#### Header / Headline

Catamaran SemiBold / 22pt

#### Header / Headline

Catamaran SemiBold / 20pt

---

#### INTERACTIVE HEADLINES

Hind Guntur Semibold / 25pt

Hind Guntur Bold / 22pt

---

#### BODY TEXT

Hind Guntur Medium / 20pt

Hind Guntur Medium / 16pt

# STYLE GUIDE

## PART 2.

### 4. ICONS

#### NAVIGATION



HOME



FAVOURITES



PERSONAL



SEARCH



PLAY AUDIO



FILTER



NAVIGATION



ADD

#### OTHERS



PASSWORD



EMAIL



ERROR



CORRECT

### 5. BUTTONS AND CONTROLS

#### CONTAINED BUTTON HIGH PRIORITY

**FILLED****HOVER**

CORNER RADIUS 15, COLOR FILLED - #CF2C2E / HOVER #7CBDC4, TYPE HIND GUNTUR BOLD 18DP.

#### OUTLINED BUTTON MID PRIORITY

**FILLED****HOVER**

CORNER RADIUS 15, - #CF2C2E / HOVER #7CBDC4, TYPE HIND GUNTUR BOLD 18DP.

#### TEXT BUTTON LOW PRIORITY

**FILLED****HOVER**

COLOR FILLED - #CF2C2E / HOVER #7CBDC4, TYPE HIND GUNTUR BOLD 18DP.

#### OTHER BUTTONS



FILLED



HOVER

COLOR BORDERS #949494 / HOVER FILLED #949494 + 60% OPACITY, TYPE HIND GUNTUR SEMIBOLD20DP.

# STYLE GUIDE

## PART 3.

### 5. UI ELEMENTS

PROGRESS ACTIVE



PROGRESS LOCKED



BAR MENU



INPUT FIELD

NAME

A light grey rectangular input field with a small user icon on the left side. A blue horizontal bar is visible below the input field.

EMAIL

A light grey rectangular input field with a small envelope icon on the left side. A blue horizontal bar is visible below the input field.

PASSWORD

A light grey rectangular input field with a small lock icon on the left side. A blue horizontal bar is visible below the input field.

TOGGLE BUTTON



ON



OFF

## TONE OF VOICE

Vocabuild is the language learning application for people who want to learn a new language in a **fun and effective way**.

The look and feel of the app is communicating a **free time activity** connected with playful spirit.

The app is presenting itself as **joyful, optimistic and lively**.



## LINK TO INTERACTIVE PROTOTYPE

<https://invis.io/WEWXHSEPK48>

