

"Learning another language is not only learning different words for the same things, but learning another way to think about things."

Flora Lewis

# Word Guru

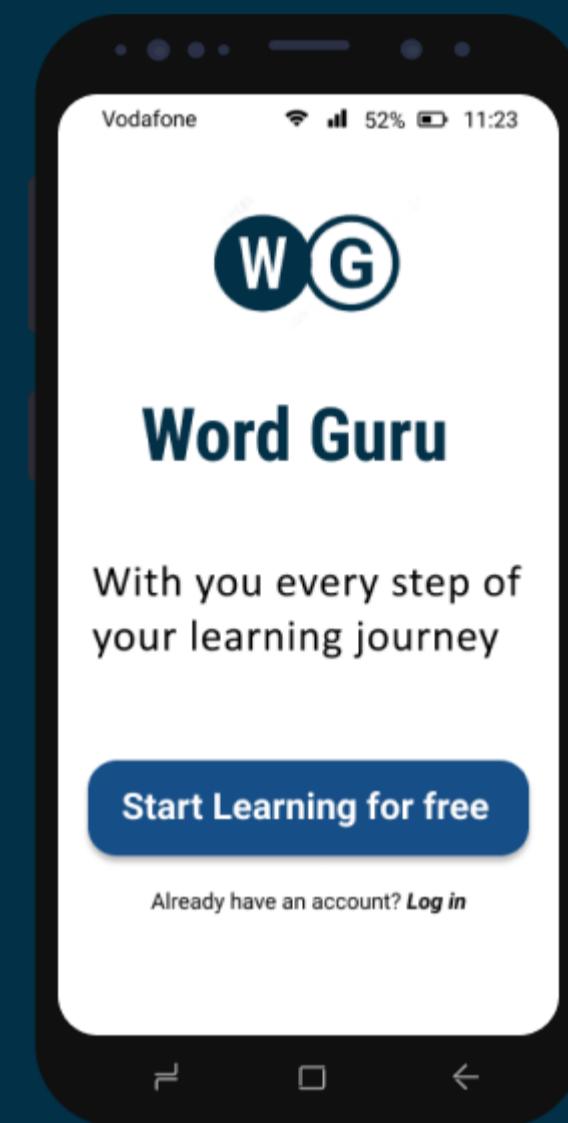
A language learning app targeting professionals who wish to learn a foreign language with a tight schedule.

**Platform:**  
Android

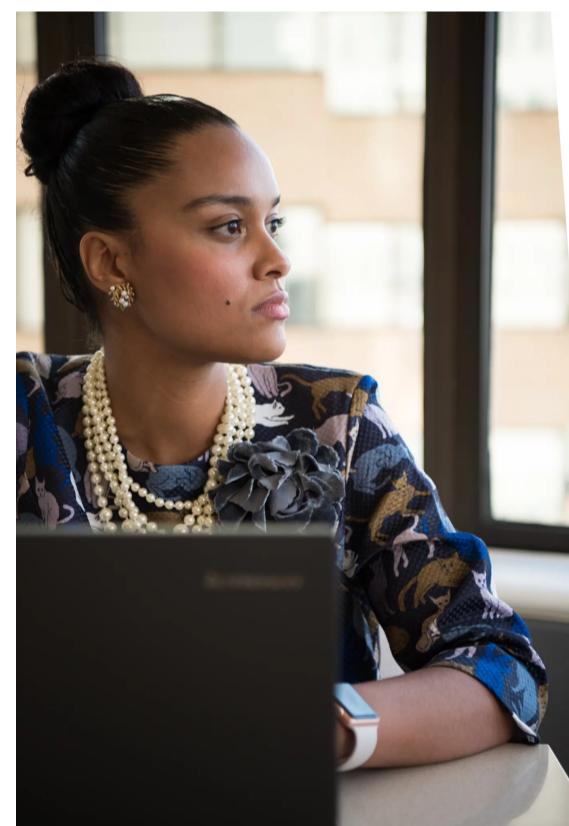
**Time Frame:**  
Two weeks

**Tools Used**  
Figma, Invision, Usability Hub

**My Role:**  
a) Conducting UX Research  
b) Conceptualise the user Flows  
c) Iterating the Designs  
d) Implement the Final Results



## The problem



Professionals migrate all the time across the globe often to countries where they have to learn a new language mostly for work.

## Potential solution

Word Guru provides a platform where professionals can learn business language that is useful for work.

### Problem statement

Our users need a Vocabulary app that will enable them learn a foreign language that they can speak in the office and with clients.

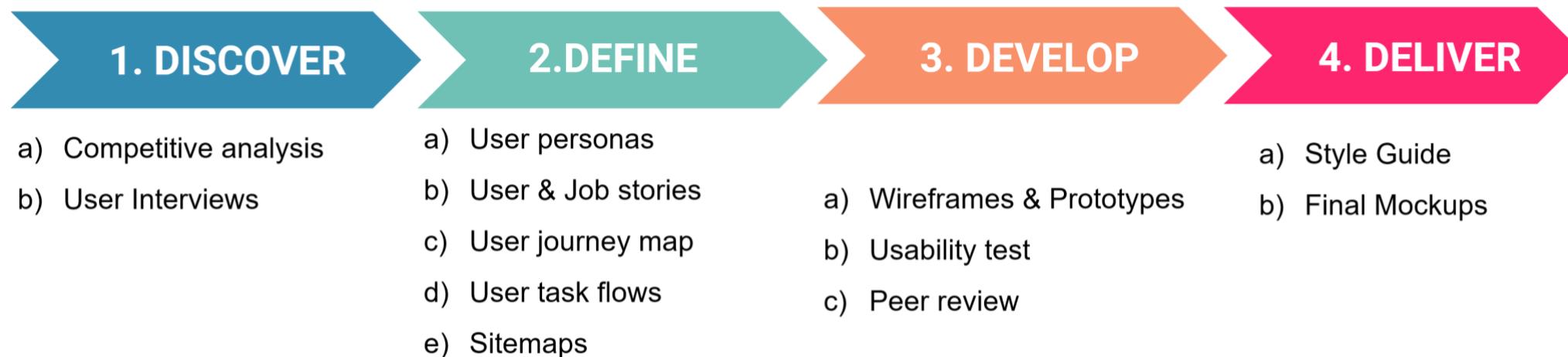
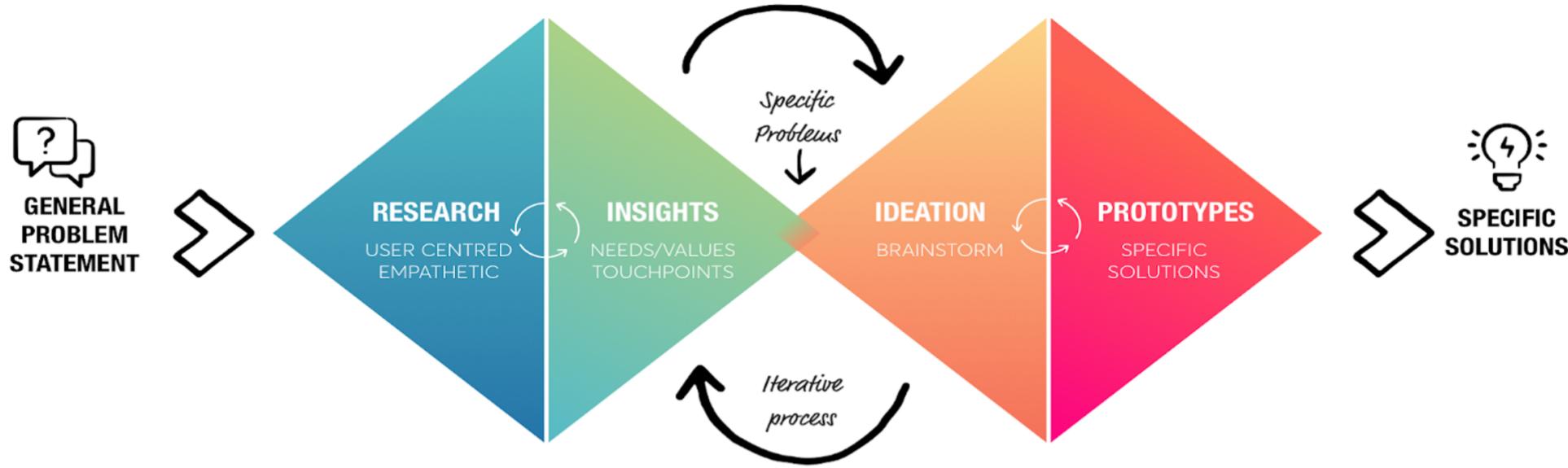
### Hypothesis

We believe that by creating a Vocabulary learning app with streams of Business words for professionals we will help them achieve their learning goal.

We will know this to be true if professionals using Word Guru can use the words they have learnt with clients and colleagues at work

## The Process

### The Double Diamond Design Process



## 1. Discover

### a) Competitive Analysis

To find out what the market for language learning app looks. I conducted market research for three language learning apps;

i) **Duolingo** – an American language-learning website and mobile app, as well as a digital language proficiency assessment exam. The company uses the freemium model: the app and the website are accessible without charge, although Duolingo also offers a premium service for a fee.

ii) **Deutsche Welle (DW)** – Owned by Deutsche Welle or DW is a German public state-owned international broadcaster funded by the German federal tax budget.

iii) **Babbel** – Lesson Nine GmbH, operating as Babbel, is a German subscription-based language learning app and e-learning platform, available in various languages since January 2008.

### Summary findings

Duolingo	Deutsche Welle	Babbel+
<ul style="list-style-type: none"> <li>Intuitive user interface and experience and motivating features that encourages the user to keep going until the next milestone.</li> <li>Makes learning a new language very easy since it uses a mix of voice, pictures to present a word making it easier to learn, memorise and retain</li> <li>Context based and allows the user to learn a language based on a particular context and or setting enabling the user to learn a word or phrase that they can use in an actual setting.</li> <li>Does not explicitly target professionals but offers premium services at a fee.</li> </ul>	<ul style="list-style-type: none"> <li>Uses a story of a young Spanish man called Nico who travels to Germany for the first time without any prior German knowledge and in the process runs in trouble. Many people would relate with Nico's story and would like to know what happens to Nico next and as a result keep learning. In my view this makes the app successful and I would use it again.</li> <li>Its user interface and experience are both great since the app has motivating features that encourages the user to keep going until the next milestone.</li> <li>Context based and allows the user to learn a language based on a particular context and or setting enabling the user to learn a word or phrase that they can use in an actual setting.</li> </ul>	<ul style="list-style-type: none"> <li>User interface great while the experience is not very good since the app does not provide more options for the user.</li> <li>The app is context based and allows the user to learn a language based on a particular context and or setting enabling the user to learn a word or phrase that they can use in an actual setting.</li> <li>I think the app is not successful as it puts the user off with the request to pay and sign up at the beginning.</li> <li>The app is expensive and might put the user off given the cost.</li> </ul>

### View the full competitive analysis

<[https://nyaorobenjamin776778591.files.wordpress.com/2021/05/competitive\\_analysis\\_for\\_duolingo-deutsche-welle-dw-and-babbel.pdf](https://nyaorobenjamin776778591.files.wordpress.com/2021/05/competitive_analysis_for_duolingo-deutsche-welle-dw-and-babbel.pdf)>

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### b) User Interviews

I interviewed three participants aged between 25- 40 to evaluate the demand of the app and explored methods that the target users use to learn a foreign language. I also took note of any non-verbal cues during the session.

### Summary Findings

a) That the participants spend between 20 mins to 2 hrs daily learning.

b) All of them use textbooks, and one of them goes to classes and two uses language apps such as Duolingo and one uses

Q 4	Which learning methods have used before to learn or improve your vocabulary 	I use textbooks but I prefer using language apps. I use PONS for translation and use Duolingo for learning.	Q 4	Which learning methods have used before to learn or improve your vocabulary	I go to a class with a tutor but now with COVID the classes are online. I use textbooks and language app though not so much since I barely have enough time.	Q 4	Which learning methods have used before to learn or improve your vocabulary	I have used textbooks, audio books and some mobile apps such as Duolingo, WordPic and Learn German. I also use YouTube quite a bit and listen to German Radio every weekday morning as I prepare to go to work.
Q 5	How long in a day do you normally take learning German?	Roughly 2 hours a day.	Q 5	How long in a day do you normally take learning German?	Apart from classroom, I would say 20 to 30 mins daily and more over the weekends.	Q 5	How long in a day do you normally take learning German?	Roughly 2 hours a day consolidative.
Q 6	How do you always remember or memorize the new words you have learnt?	I memorise well if I use graphics or try to contextualise the word so that I can remember it better.	Q 6	How do you always remember or memorize the new words you have learnt?	I write the word on a sticky note in German in big letters and have a translation in Spanish in tiny letters and stick it on the wall. On the textbook I normally highlight them.	Q 6	How do you always remember or memorize the new words you have learnt?	I like to write the word down when I am not on transit or repeat it several times till it sticks or look it up to see how it is used in a sentence.
Q 7	What are some of the features that a vocabulary learning app must contain for you to consider the app for learning?	<ul style="list-style-type: none"> <li>I am big in games so it should be gamified.</li> <li>A bookmark option that remembers where I stopped.</li> <li>Should have categories of German words based on context</li> </ul>	Q 7	What are some of the features that a vocabulary learning app must contain for you to consider the app for learning?	<ul style="list-style-type: none"> <li>Load faster.</li> <li>Can translate words in Spanish or English.</li> <li>Should use videos or voice for me to learn the pronunciation.</li> </ul>	Q 7	What are some of the features that a vocabulary learning app must contain for you to consider the app for learning?	<ul style="list-style-type: none"> <li>The ability to remember where I stopped last and pick up from there.</li> <li>Ability to mark the words I have learnt to avoid repeating the words I have already learnt.</li> <li>Ability to insert my best learning times and to remind me of new words of the day.</li> <li>Should have a placement test for new users to know their language level.</li> </ul>
Q 8	What are some of the features that annoy you the most in vocabulary learning app?	<ul style="list-style-type: none"> <li>Never stopping ads</li> <li>Requiring subscription even before I use the app</li> </ul>	Q 8	What are some of the features that annoy you the most in vocabulary learning app?	<ul style="list-style-type: none"> <li>Apps that keep crashing are annoying.</li> <li>Apps that say they are free and end up asking for credit card details so that you can cancel subscription in a certain number of days else they charge your credit card.</li> </ul>	Q 8	What are some of the features that annoy you the most in vocabulary learning app?	<ul style="list-style-type: none"> <li>Too many destructive ads make learning difficult.</li> <li>Too many words compacted on the screen.</li> </ul>

Participant 1

Participant 2

Participant 3

## View the full report here

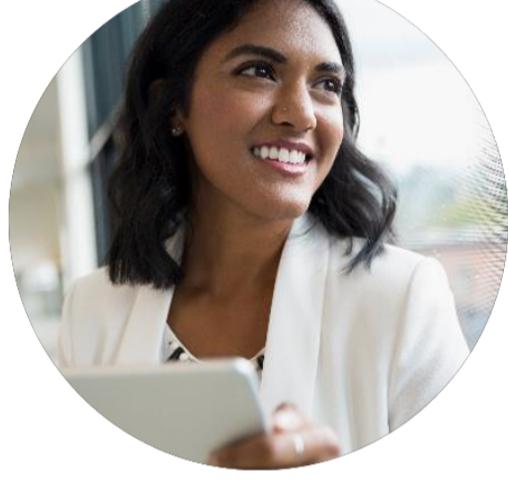
<<https://nyaorobenjamin776778591.files.wordpress.com/2021/05/user-research-report.pdf>>

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## 2. Define

### a) User Personas

I started with 4 personas but ended up narrowing it down to one persona called Evi M. This was because most of them had the same traits which is they were professionals migrating to another country and I decided to settle on Evi.



**Evi M**

### Demographics

Age: 35 Years  
Lives in Berlin, Germany  
Nationality: Indian  
Profession: Digital Learning Strategist

### Situation

Evi has agreed to a transfer programme by her employer to migrate from India to Germany due to her role at work. She does not speak German and would like to learn enough German that she can speak with her colleagues at work and clients.

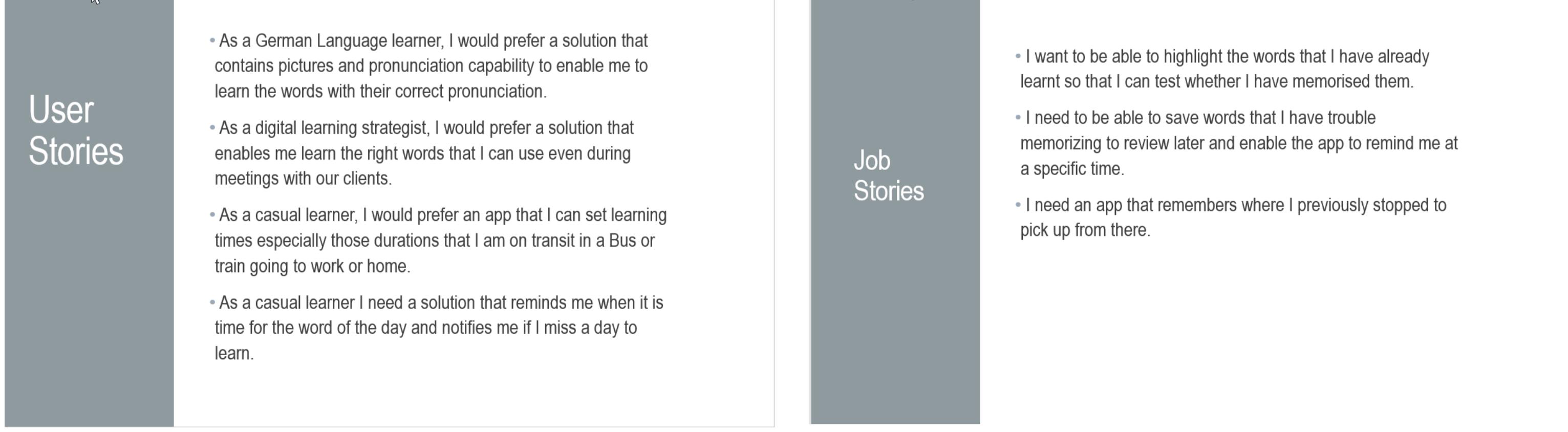
- Needs a minimalist app that is not too packed with details on the screen.
- Needs an app that will enable her to listen to the vocabulary she is learning.
- Needs an app that enables her to learn and save words of the day so that she can learn one new word per day.
- Needs an app that enables her set learning goals based on the number of new words in order to progress to the next level

### Behaviours

- Uses her mobile app to learn new German words on transit to work and back home and at work in between breaks.
- Practices German with her husband at home and colleagues at work during coffee and lunch breaks.
- Prefers to listen to the words as well to get the correct pronunciation.
- Uses her headphones a lot while alone to listen to music and for learning German.

### b) User & Job stories

Based on user research and personas, I then developed User and Job Stories to map out the scenarios for Word Guru.

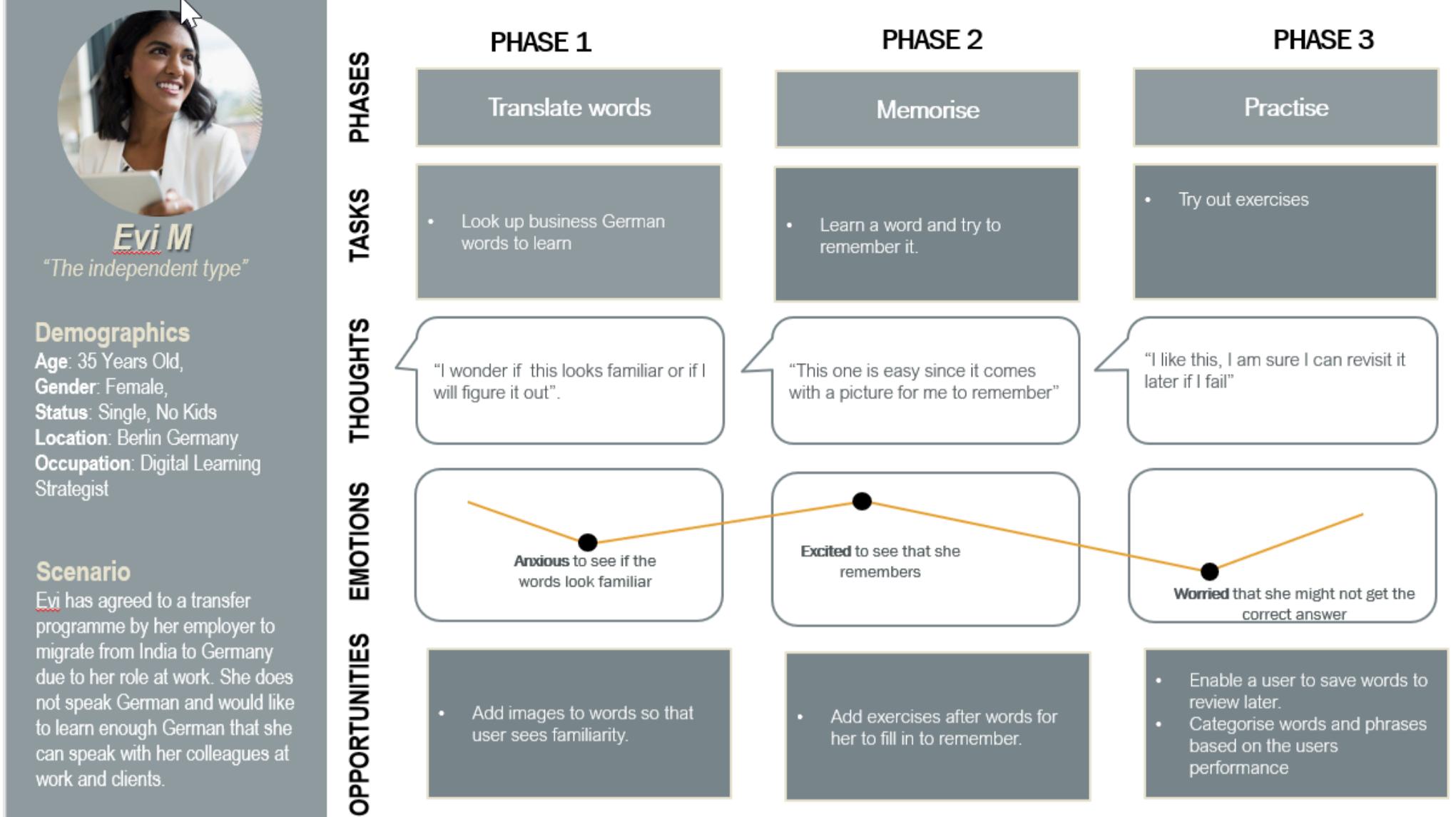


User Stories

Job Stories

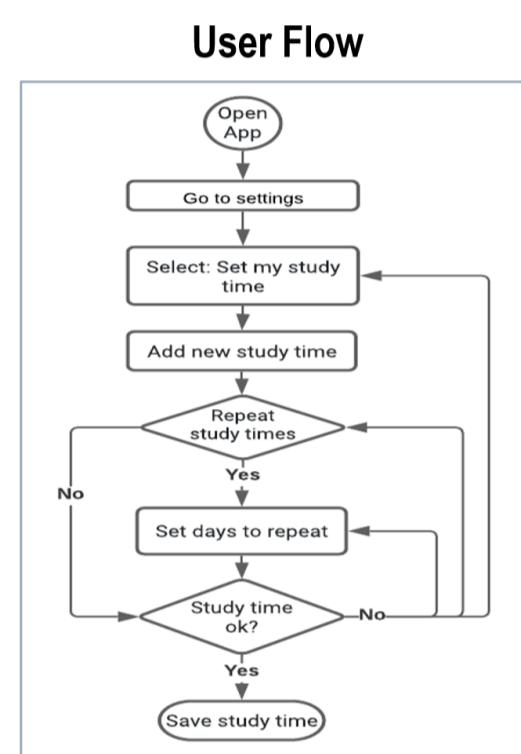
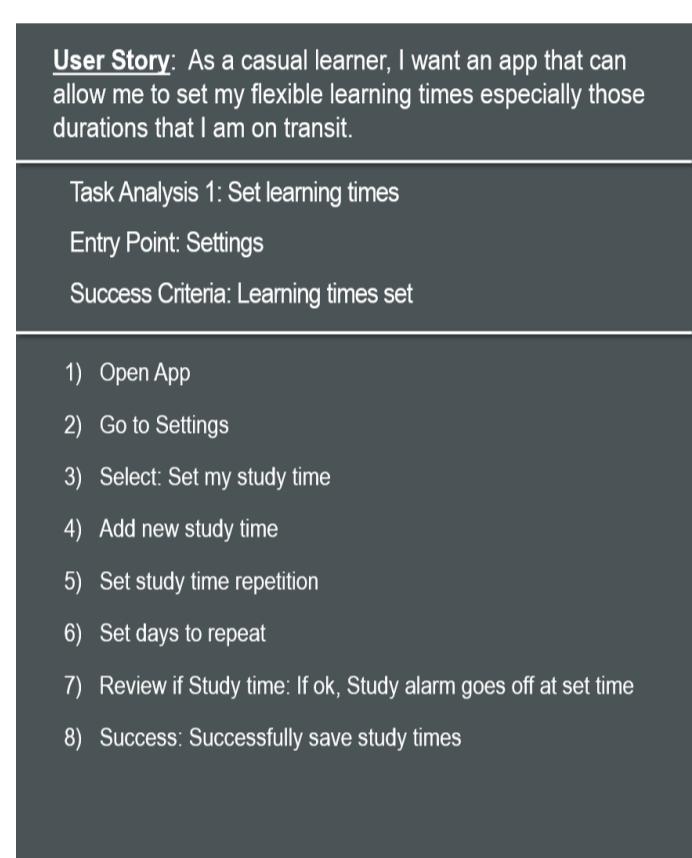
### b) User journey map

Based on the users and job stories I came up with the user journey map to simulate what Evi will doing and feeling as she uses Word Guru

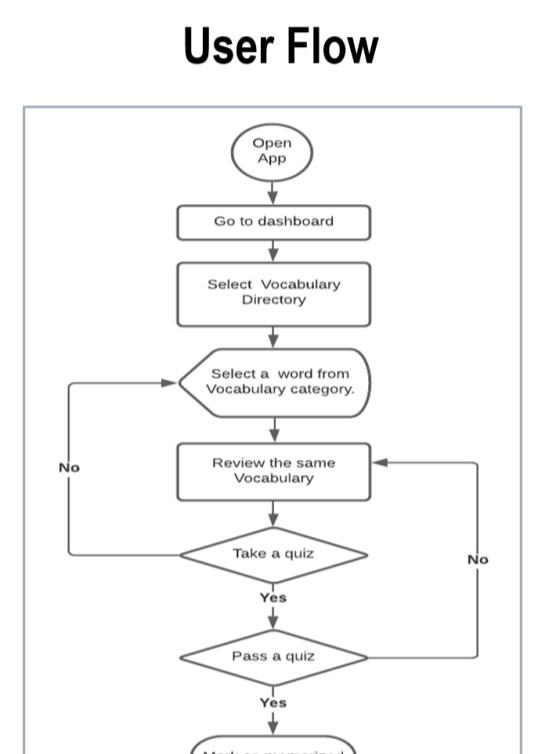
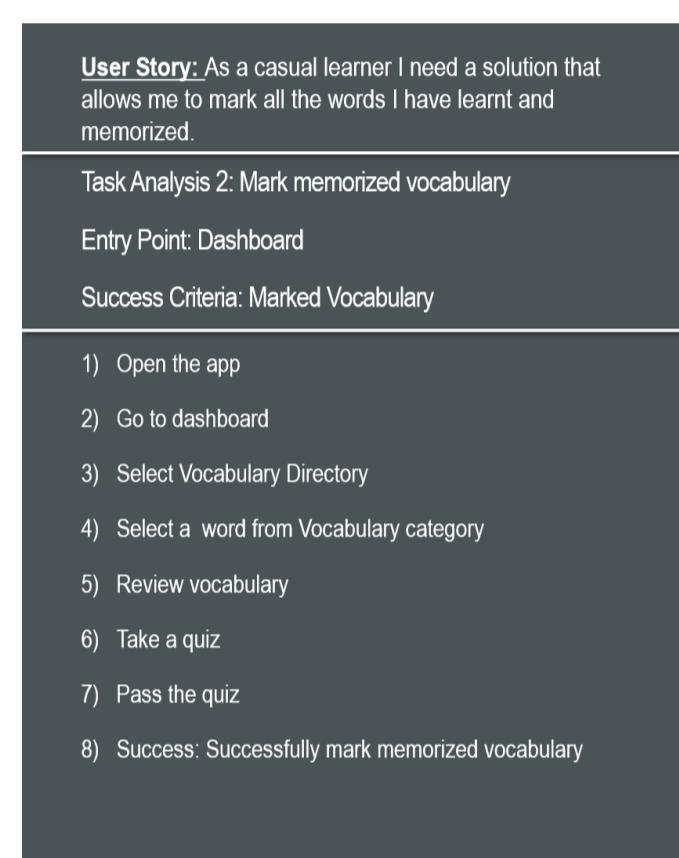


### c) User task flows

Next I developed user task flow and analysis to follow how a user would perform certain tasks by working out the steps needed to accomplish them.



Task Analysis 1



Task Analysis 2

### d) Sitemap

Based on the task analysis and how the users completed them, I came up with sitemap showing an idea of the pages needed for the app.

### 3. Develop

#### a) Wireframes & Prototypes

I sketched out the initial paper wireframes to ensure the designs would fall in line with the sitemap. I then generated the low fidelity prototypes to align with the user flows. I then uploaded them into InVision to test the look and feel to decide how the design elements would fit.

To test how copy would feel, I started designing the mid fidelity prototypes using figma.

Finally, I created the High fidelity prototypes to try out colours and perfect copy to get it ready for usability testing.

#### i) Low Fidelity Prototypes





# Word Master

Reach your Language Goal!

**Start Learning**



← LOG IN

F Continue with Facebook  
 G Continue with Google

Or

Email: emariana@gmail.com.

Password:

Log in.

≡    □    ←

What is your learning goal?

Professional

My Education.

Socializing

Travelling

fun & Culture.



Hi Evi,

It's really exciting to have you on board!

Let's get started!

**I am a beginner**

**Take a placement test**



Select category to Start Learning.

Greeting s

Self Introduction.

Days of the week

Electronic Gadgets.

Favorit

≡    □    ←

← My profile

Evi Mariana.

I am learning: German

Current Level: Beginner

Fluency: 28 %

I speak: English.

Email: emariana@gmail.com

Date joined: 24-01-2021

**Edit Profile**

Favorit

≡    □    ←

View more low fidelity wireframes here  
<https://nyaorobenjamin776778591.files.wordpress.com/2021/05/lofi-prototype.pdf>

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ii) Mid Fidelity Prototypes

Logo

Continue with Facebook

Continue with Google

# Word Guru

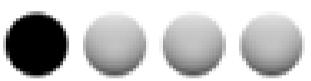
With you every step of your learning journey

Lets go



## Reading

Improve your reading ability for your language goal



Sign up

←                   ≡

Select category to start learning

Greetings

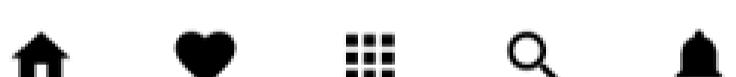
Self - Introduction

Days of the week

Electronic Gadgets

Animals

Stationery



What is your learning goal?

Professional

My Education

Socializing

Travelling & Tourism

Fun and Culture

Other

←                   ≡

My Profile



Evi  
Mariana

I am Learning: German  
Current Level: Beginner  
I speak: English  
Email: emariana@gmail.com  
Date Joined 24.01.2021

Edit Profile



[View more mid fidelity wireframes here](#)

< <https://nyaorobenjamin776778591.files.wordpress.com/2021/05/mifi-prototype-1.pdf>>

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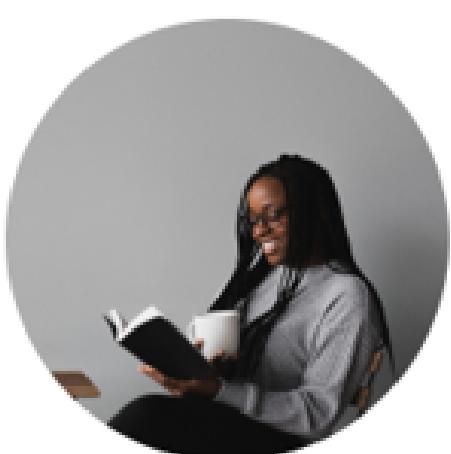
iii) High Fidelity Prototypes

Vodafone      52% 11:23



# Word Guru

Vodafone      52% 11:23



Vodafone      52% 11:23

← Sign up with email

Full Names

Evi Mariana



Username/email

Ex. janedoe@mail.com



Password

With you every step of your learning journey

**Start Learning for free**

Already have an account? [Log in](#)

## Reading

Improve your reading ability for your language goal



Password

Ex. ●●●●●●●



Repeat Password

Ex. ●●●●●●●



Remember me

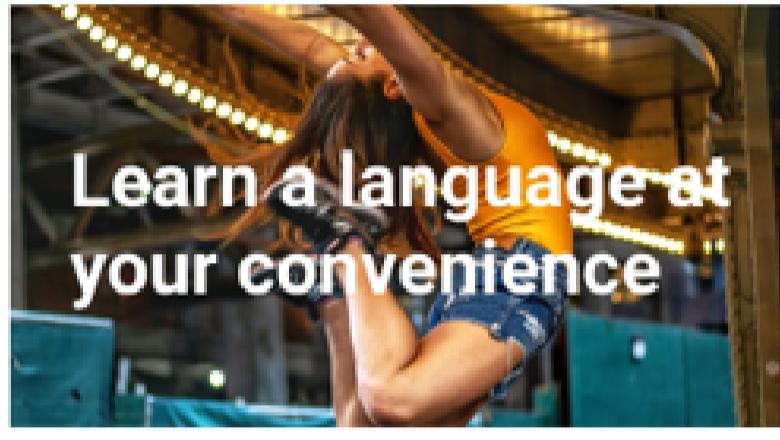
**Log In**

[Forgot Password?](#)

Vodafone 52% 11:23



Welcome Evi,



Select category to start learning

Greetings

Electronic Gadgets



Vodafone 52% 11:23

What is your learning goal?



Professional



My Education



Socializing



Travelling & Tourism



Fun and Culture



Other

Vodafone 52% 11:23



**My Profile**



Evi Mariana

I am Learning: German

Current Level: Beginner

I speak: English

Email: emariana@gmail.com

Date Joined 24.01.2021

**Edit Profile**



[View more high fidelity wireframes](#)

<<https://nyaorobenjamin776778591.files.wordpress.com/2021/05/hifi-prototype-2.pdf>>

[Download](#)

### b) Usability test

I conducted 1 round of Moderated Remote Usability Test. There were 3 participants age between 25 – 40 and 3 tasks were attempted by each of the participant. The summary results are as below:

### Summary Report

Observations and Revisions

Task #	Observation	Severity	Recommendation
1	Task completed without any major challenges by all participants without major challenges.	1	<ul style="list-style-type: none"> <li>Add a field for the user to input their full names for those signing in for the first time.</li> <li>Add remember me button for first time users so that next time the app auto fills the fields.</li> <li>Add forgot password during log in</li> </ul>
2	Task completed by all participants without major challenges.	0	N/A
3	Majority of the participants had challenges trying to locate a button that would enable them to add vocabulary.	3	<ul style="list-style-type: none"> <li>Link the favourite button on the global icons to enable the user access favourite list easily to add a word. (In future a plus button can be added to enable one click ability to add a new vocabulary)</li> <li>Replace the current favourite icon with a heart to make it easier for the users to recognise it</li> </ul>
4	User were able to complete the task even though it took time to do so given that they had to click several times.	2	<ul style="list-style-type: none"> <li>It is better to link all the profile buttons in the global icon menu to enable the users access my profile list in just one click.</li> </ul>
5	User was able to complete the task with ease	2	<ul style="list-style-type: none"> <li>Activate my courses button on the global navigation menu to make the process simple.</li> </ul>

[View the full usability test report here](#)

<<https://nyaorobenjamin776778591.files.wordpress.com/2021/05/usability-testing.pdf>>

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#### 4. Deliver

##### a) Style Guide

To conclude my design elements, I created the style guide . The document lists all the styles and designs being used for this app, including typography, colour palette, UI elements and icons.

[View Colour palette here](#)

<<https://nyaorobenjamin776778591.files.wordpress.com/2021/05/wg4.pdf>>

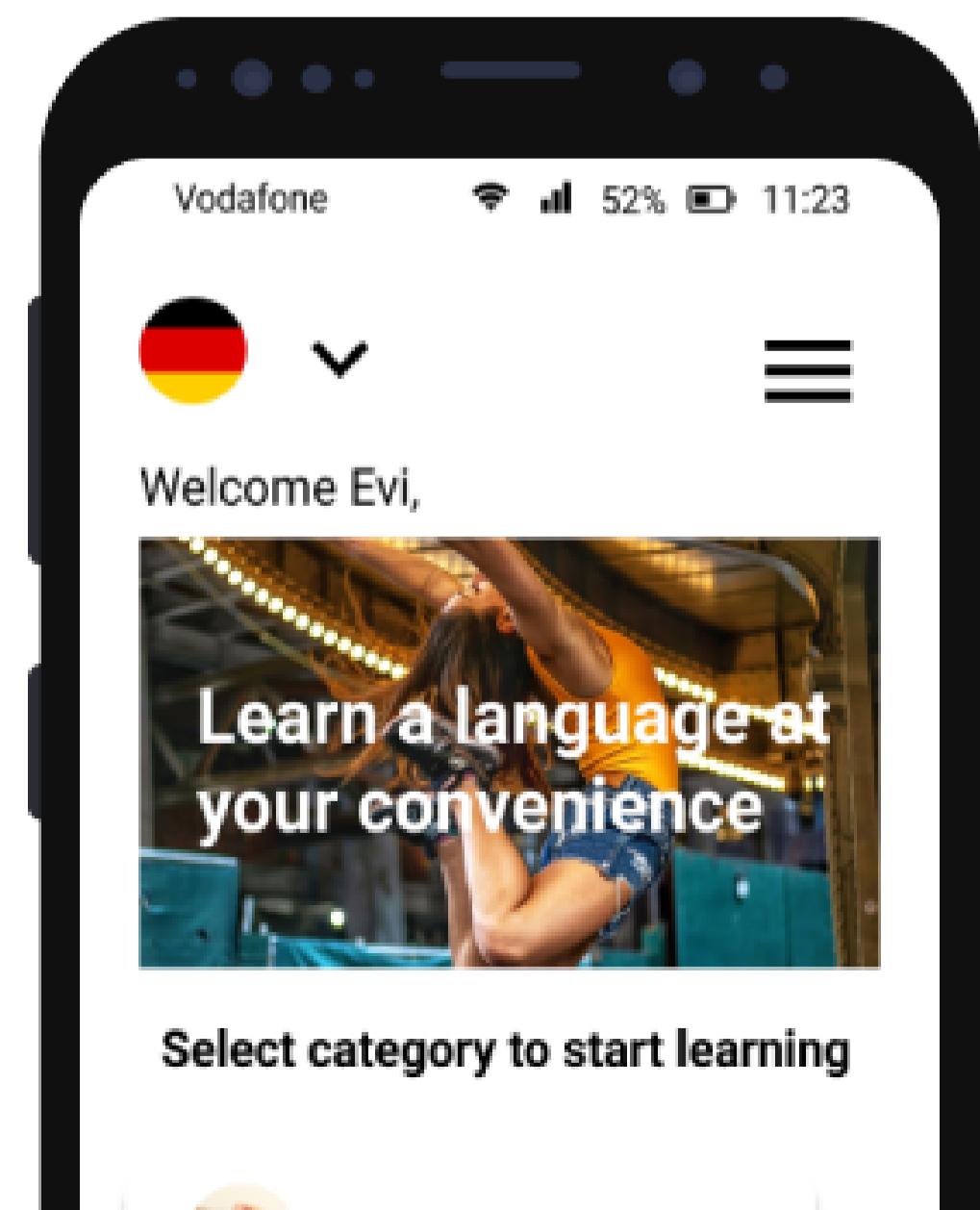
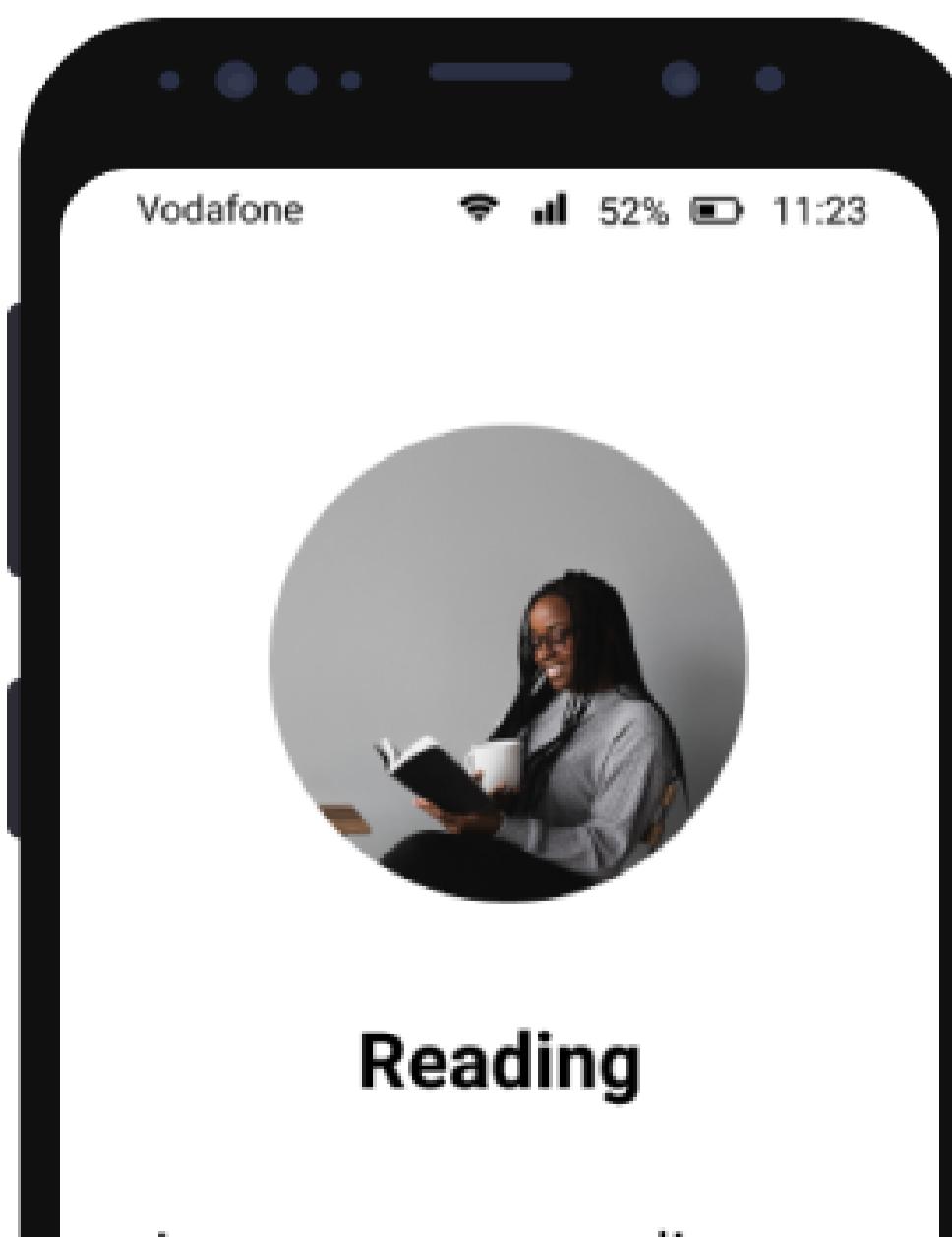
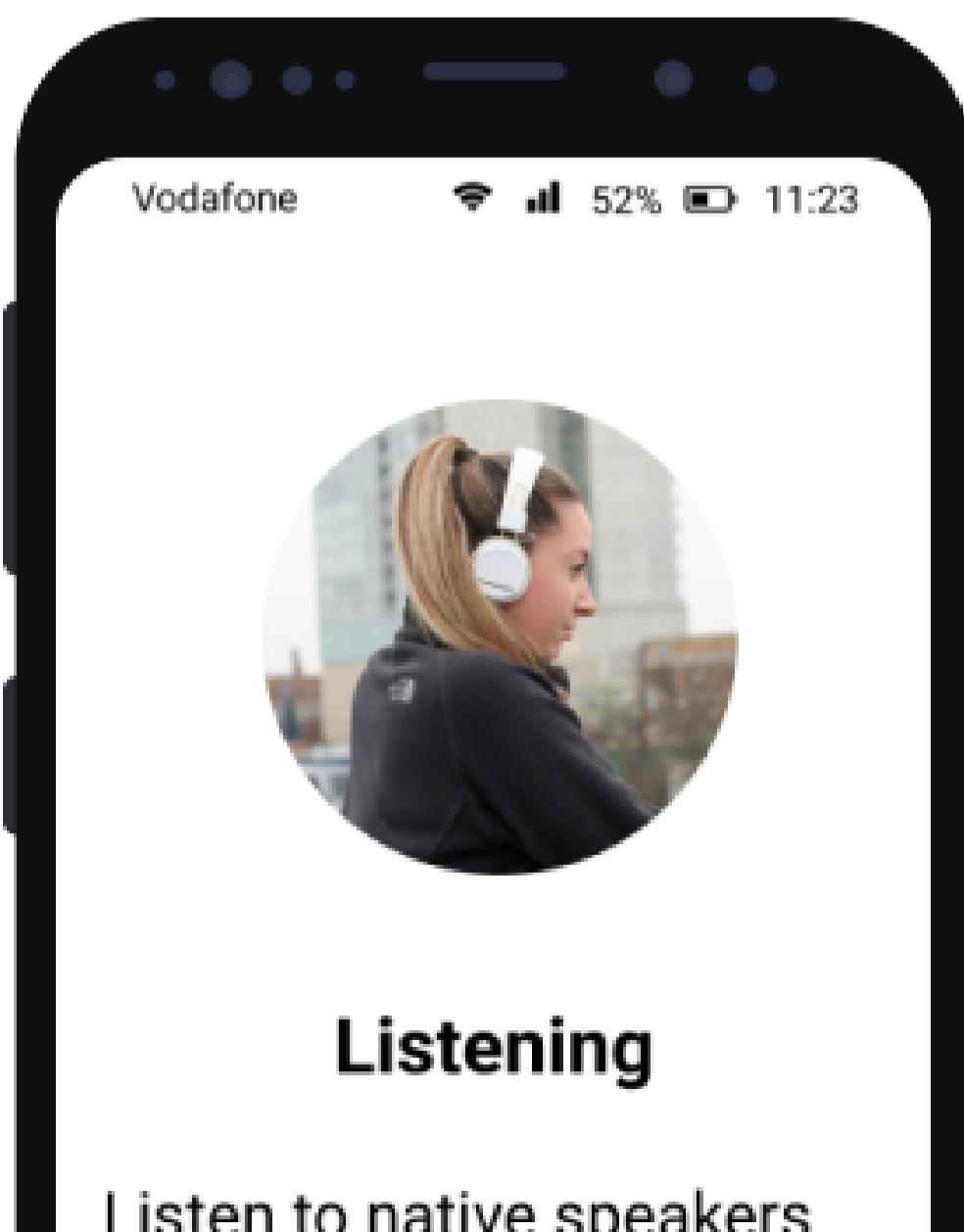
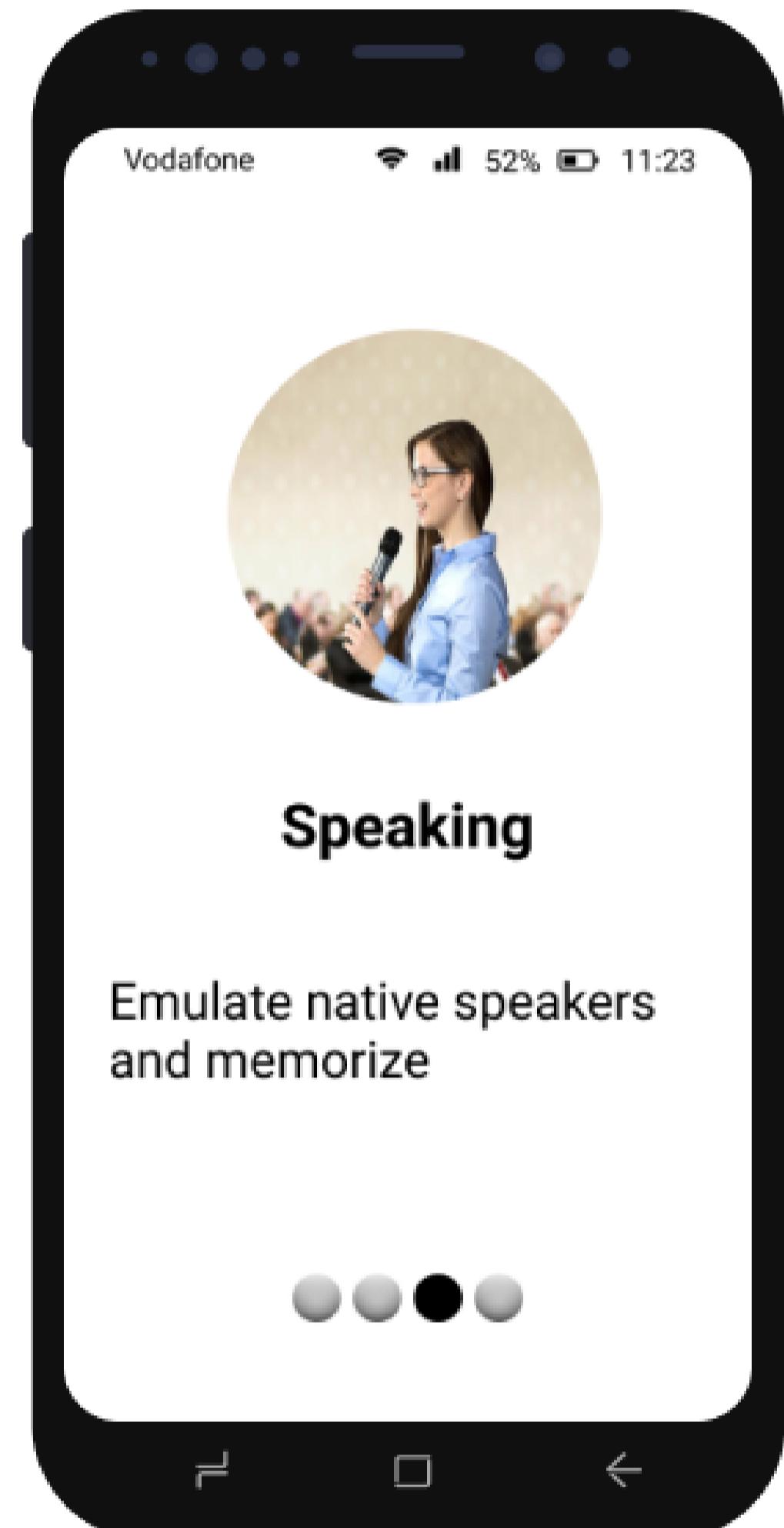
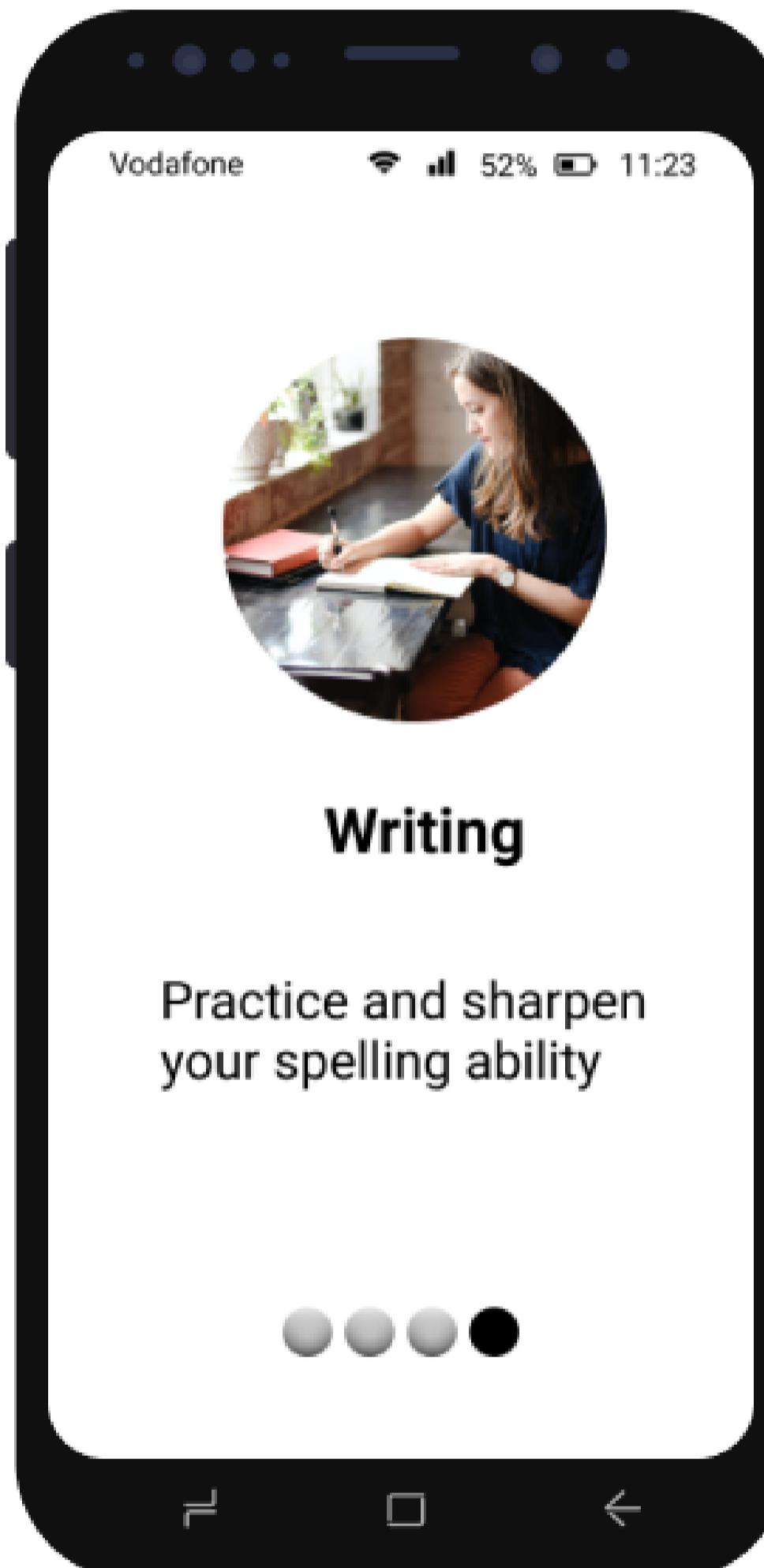
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[View full Design Language Systems here](#)

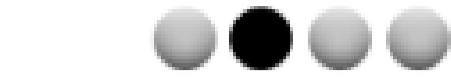
<[https://nyaorobenjamin776778591.files.wordpress.com/2021/05/design-language-systems\\_word-guru.pdf](https://nyaorobenjamin776778591.files.wordpress.com/2021/05/design-language-systems_word-guru.pdf)>

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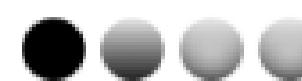
##### b) Final Mockups



Listen to native speakers on how certain words are pronounced



Improve your reading ability for your language goal



Greetings



Electronic Gadgets



Learn



Review



Stories



Notifications

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## Your Weak words

Vocabulary      Grammar



Fernseher

Television



Taschenrechner

Television



Mikrowelle

Microwave

Review Now



Vodafone 52% 11:23

What is your learning goal?



Professional



My Education



Socializing



Travelling & Tourism



Fun and Culture



Other



Vodafone 52% 11:23

## Review

Vocabulary      Grammar

**3 Weak Words**

**2 Medium Words**

**1 Strong Words**

Saved words

Your learnt words



Learn



Review



Stories



Notifications



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## My Profile



Evi Mariana

I am Learning: German

Current Level: Beginner

I speak: English

Email: emariana@gmail.com

Date Joined 24.01.2021

Edit Profile



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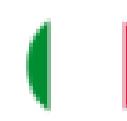
Which language would you like to learn?



German



French



Italian



Spanish



English



Russian



Vodafone 52% 11:23

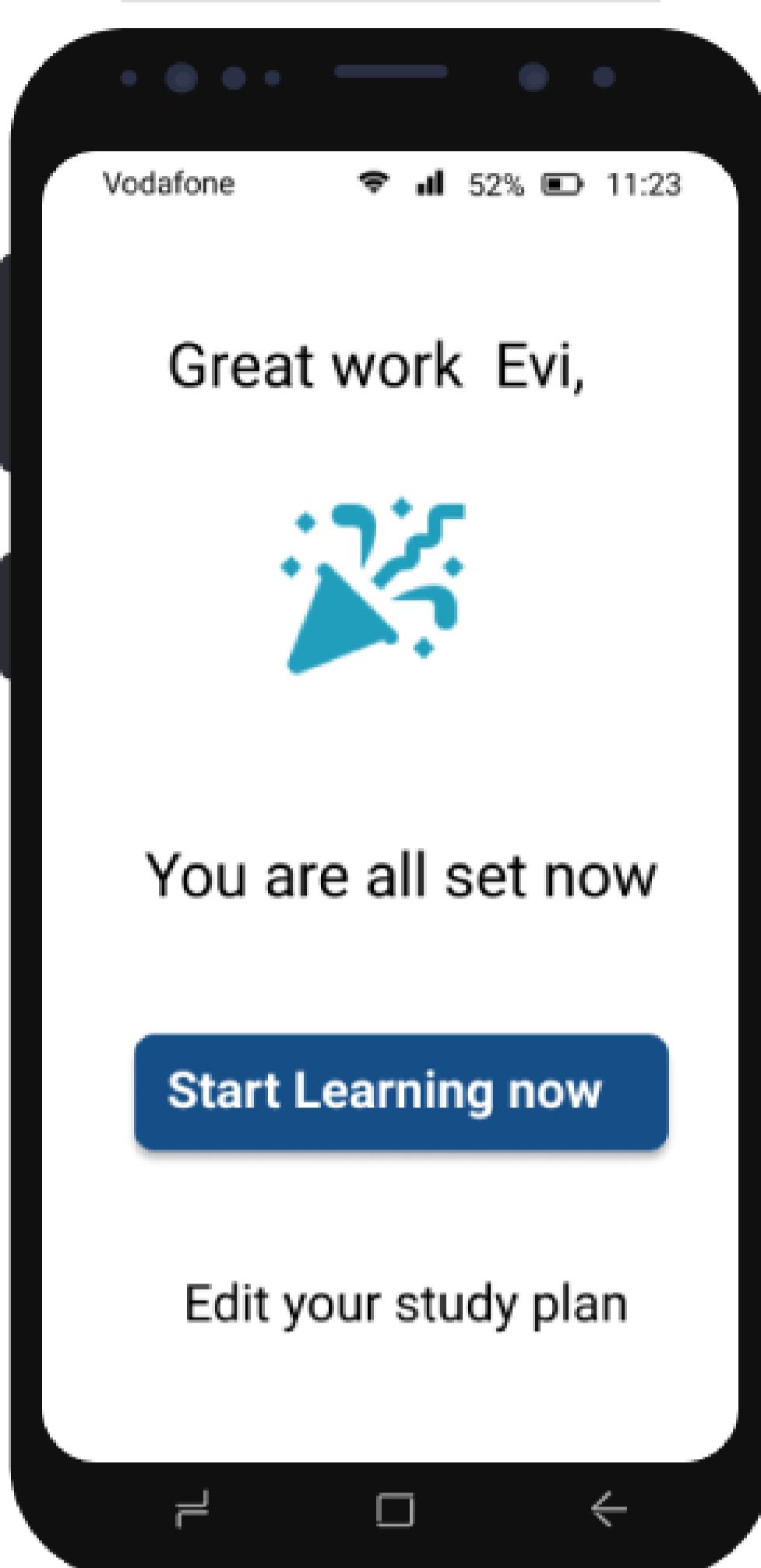
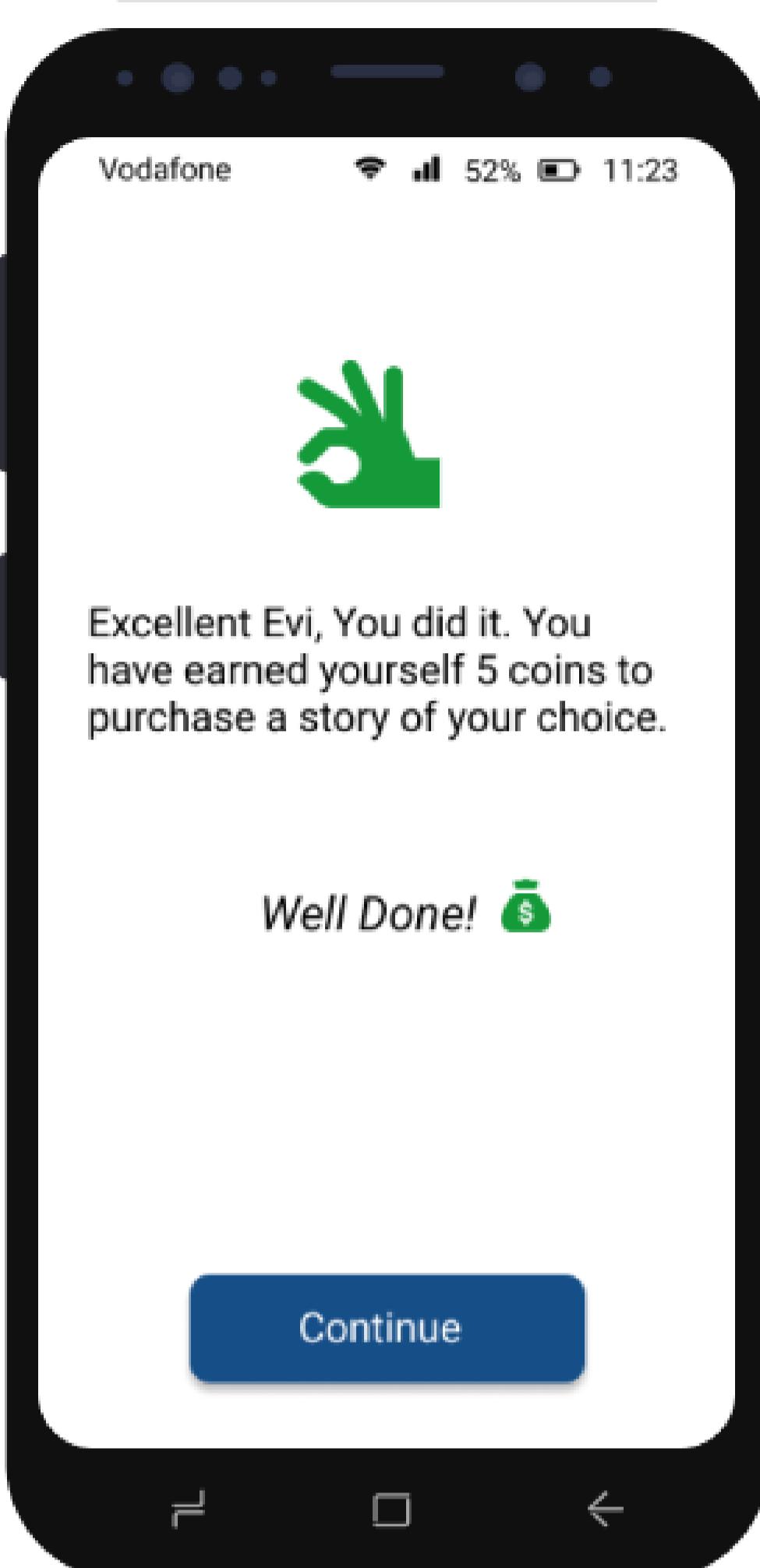
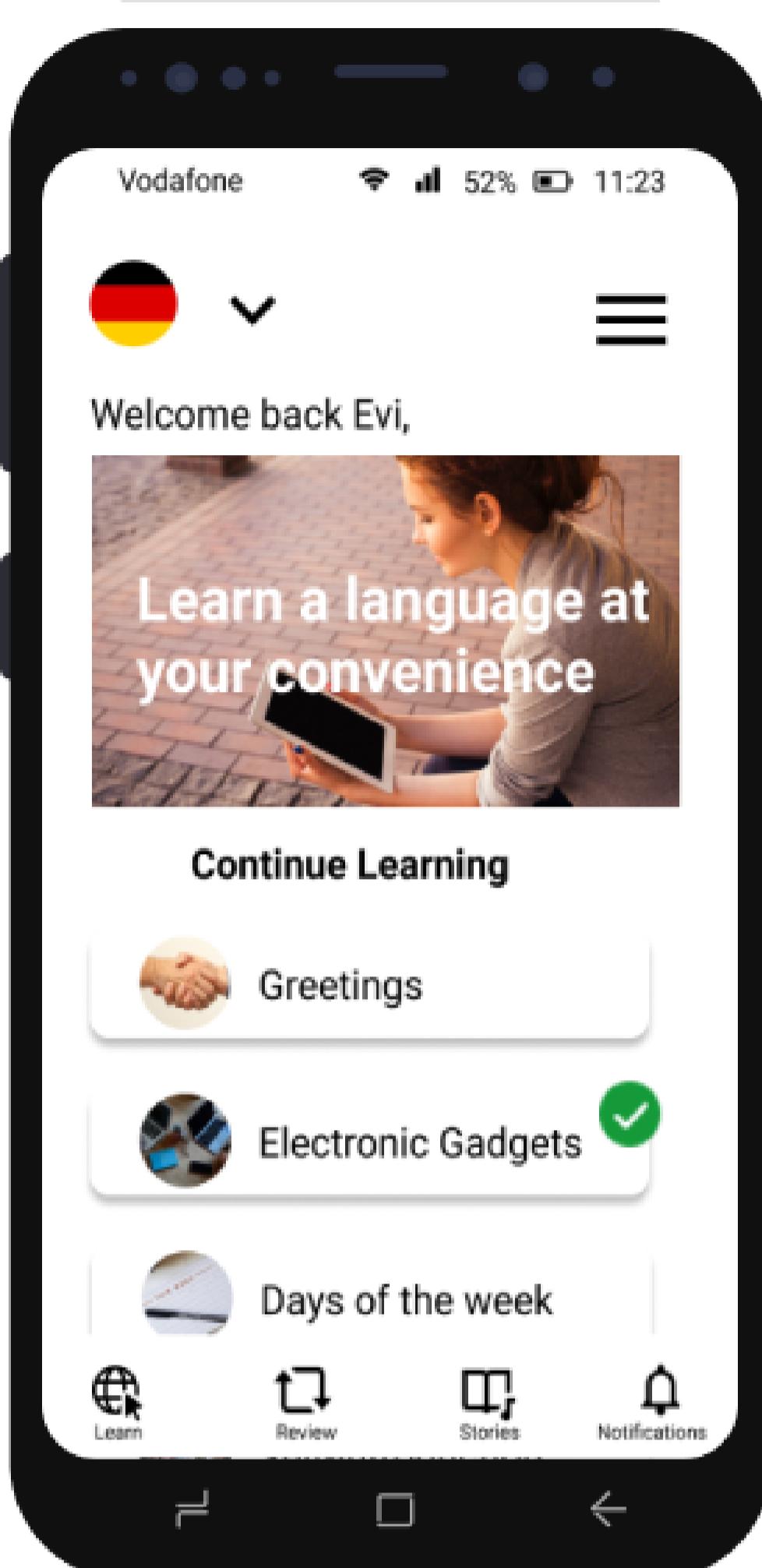
## My Courses



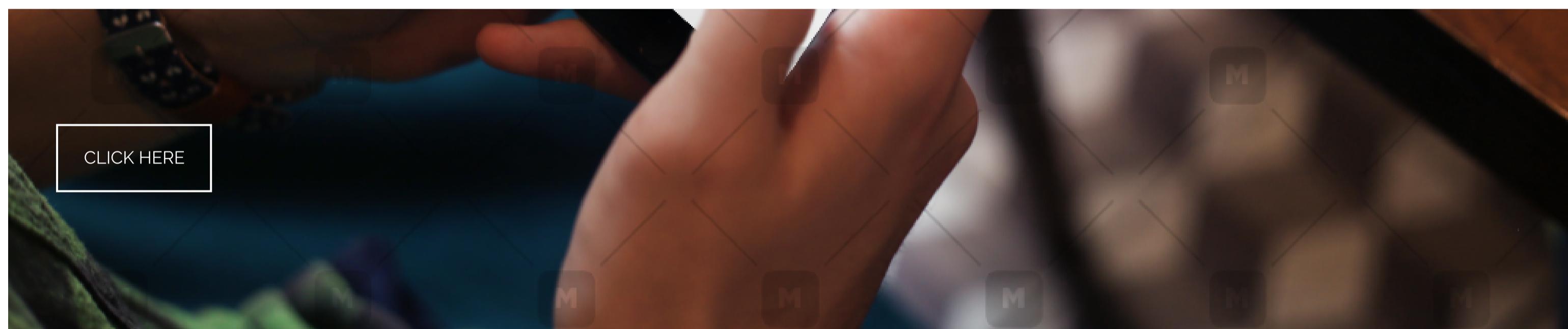
German



Add Course



#### The Results – Clickable Prototype



#### Process Reflection

##### What went well

Competitive research and user interviews went smoothly since I took a good amount of time preparing and understanding user goals and setting a clear research goal. As a result, User Personas, User Journey Mapping, Task Analyses, User Flows, and Site mapping went very well.

##### What to improve

Some participants had problems with recording their conversation and activities and as a result I had to scribble notes on my notepad to save myself some time.

While most of my peers mentioned that my app looked very professional, I still believe that the font pairing and some UI elements have a room for improvement. Had I more time I would have conducted preference testing on more screens to improve the app.

##### Lessons Learnt

For this project, not only did the participants find the idea of rewarding users with a story for completing several words correctly in a row, they also appreciated the idea of grouping words in context so that it is easier for them to remember and memorise.

##### What to do next

The project is now ready to be sent for development team as other features are being worked on. Next depending on resource availability, I will develop the stories, reward system, search and filter functions.

Most importantly, I will keep testing the product with several other participants to make it more and more user friendly and intuitive.

Thank you for reading. I hope you enjoyed as I enjoyed working on it.

See my other projects

SkillMaster

Wave Accounting

[Benjamin Nyaoro <https://nyaorobenjamin.com/>](https://nyaorobenjamin.com/), [W <https://wordpress.com/?ref=footer\\_custom\\_svg>](https://wordpress.com/?ref=footer_custom_svg)