

BILLY VEGA
WORKS AND WORKS IN PROGRESS

RE-DEFINE APP

Billy Vega

PROBLEM: People who are on the go don't have a clean easy to use vocabulary app with many Features. They also aren't able to really learn since many apps just teach a word but Are not very interactive.

GOAL: Design and build a intuitive app that helps all learning types to learn quickly and in a Interactive way.

COMPETITIVE ANALYSIS

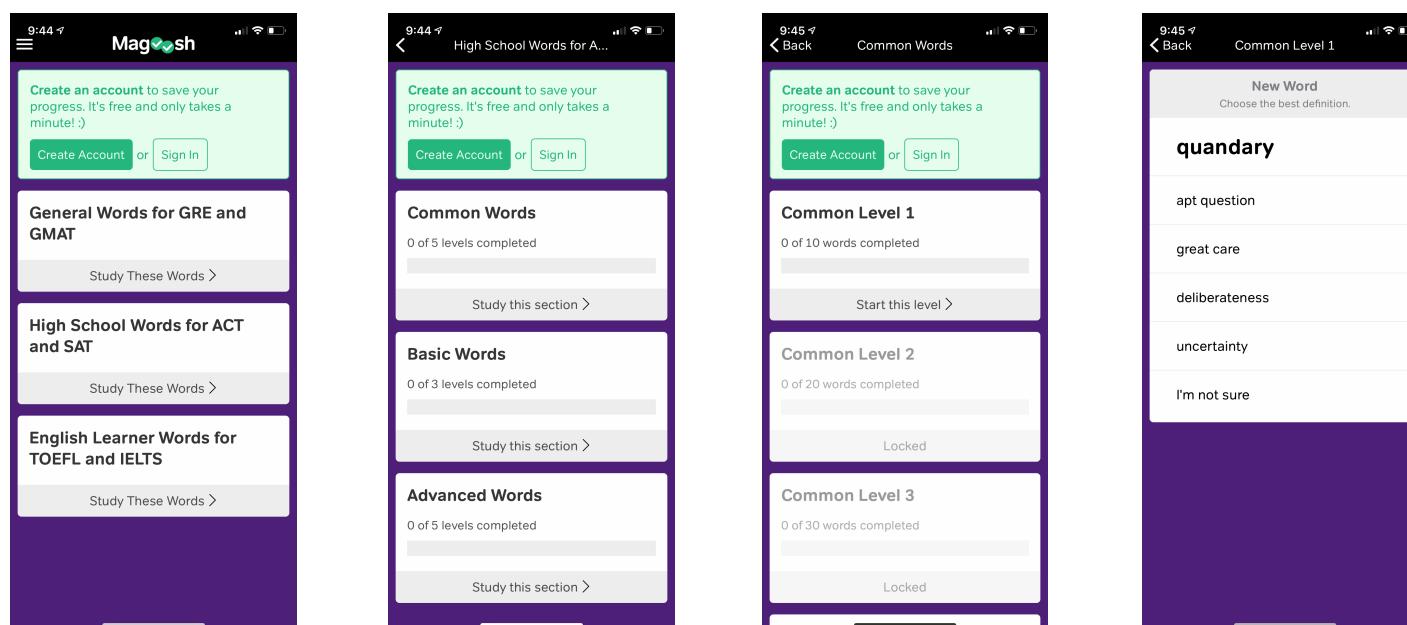
COMPETITIVE ANALYSIS



The goal for this app is to help you build your vocabulary. You can take quizzes and learn the 1200 most important words. Each level you beat unlocks a harder one with more words and more advanced vocabulary.

VOCABULARY BUILDER

Developed By: MAGOOSH



POSITIVES: On boarding loads quickly. Not many touches to get to next screen. Font is readable. Easy to use. App will teach you vocabulary as intended.

NEGATIVES: Need to open an account to save progress. Can't look up words. Play someone isn't in the navigation. Back button needs to be lower.

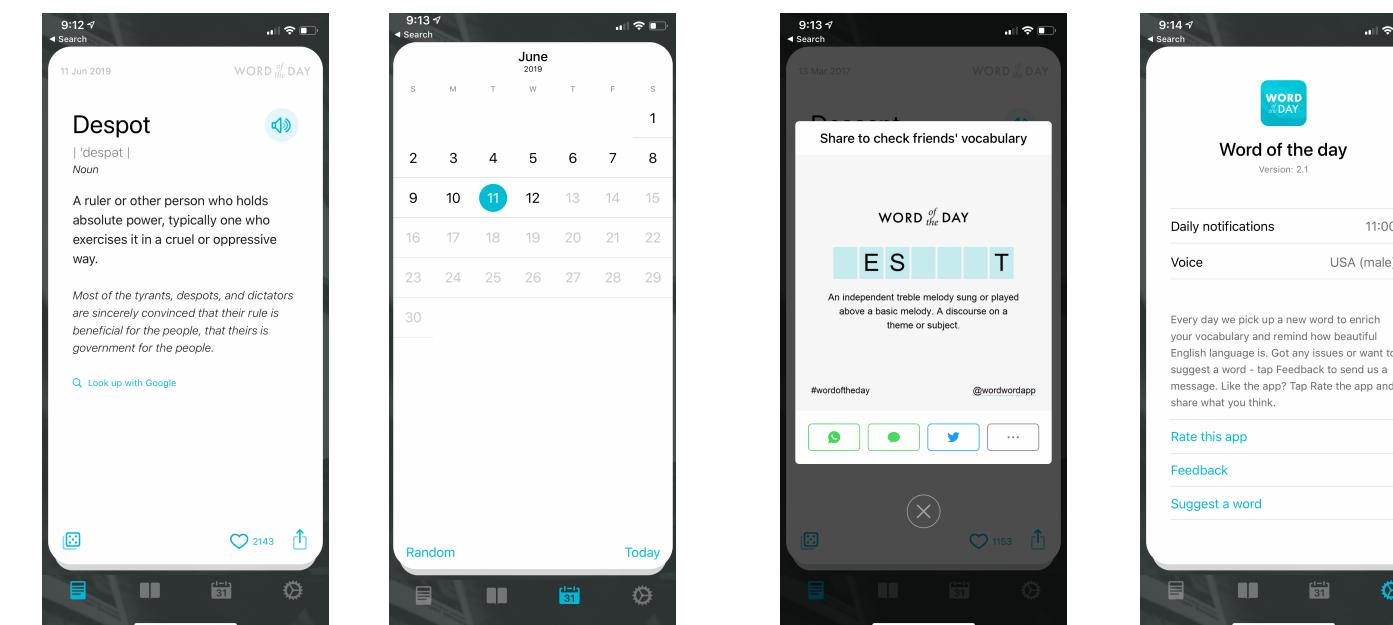
COMPETITIVE ANALYSIS



The goal for this app is to help you become smarter by learning more words and the meaning behind them. It is meant to help you remember words everyday, let you know what words other people like, browse your past words and share words with your friends.

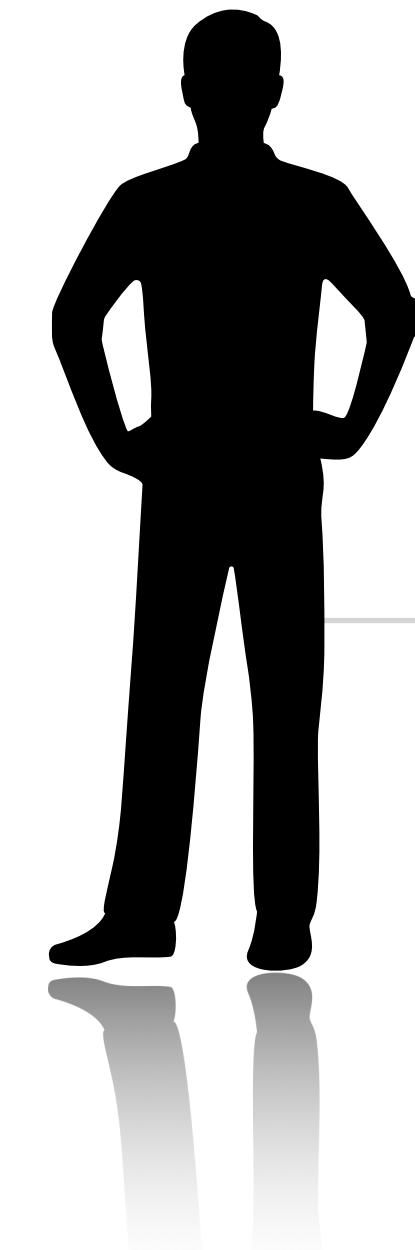
WORD OF THE DAY APP

Developed By: BIGGIKO OOO



POSITIVES: The app goes straight to a word for the day. You can listen to how this word is to be pronounced by touching the little speaker. Clean and simple UI on main page with definition of the word as well as how to use the word in a sentence. Can check past words. You have the ability to favorite a word. Can customize voice for definitions.

NEGATIVES: Google search option, this take you away from the app. Calendar feels pointless. Unclear sharing feature and what it does. No launch experience. Buttons not big enough.



USER RESEARCH

BILLY VEGA

ADAM ARIAS

AGE 24
STUDENT



DOING

"I'm getting sidetracked trying to find other ways to do this" - "I keep procrastinating" - "time to share this on instagram"

THINKING

"I don't want to sound uneducated"

FEELING

"Feeling overwhelmed I am trying to hard" - "I don't feel confident"

Q1. When was the last time you needed to learn new vocabulary? "I was required to identify a new term when the guest speaker at a meeting I was attending used an unfamiliar term"

Q2. What are your biggest challenges when starting a new project or learning something new and why? "I get sidetracked with spontaneous things that I think will make my project better so I don't get up getting things done on time"

Q3. Would you say learning new vocabulary is something you enjoy? Explain.
"I enjoy learning new vocabulary because it enhances my speech, knowledge and Builds confidence when I communicate with others and in large groups"

Q4. Who was your favorite teacher growing up and why? "my 6th grade teacher. She was genuine and truly cared for each student. Showing us as many methods as possible to try and solve any A problem. She also was into basketball, which I enjoy"

Q5. If you could use an app to learn a new vocabulary what features would you want included?
"it would be great if a vocabulary app had tips and tricks and I would recommend that it includes teaching slang. Younger people speak heavily in slang but not everyone is familiar with these terms causing a gap"

**NORMA
VILLATORO**

AGE 64
BIBLE TEACHER



DOING

"In 2006 I decided to learn ASL and I am so glad I did" - "I will continue studying the bible with the deaf so they can learn it"

THINKING

"I like seeing things from more than one angle" - "I think I have a super power when I learn new things!"

FEELING

"I feel grateful I get to help people who can't hear"

Q1. When was the last time you needed to learn new vocabulary?

"last time I needed to learn was when I had to learn sign language"

Q2. What are your biggest challenges when starting a new project or learning something new and why? "my biggest challenge was getting a full understanding of the new language to learn so I can make it my own"

Q3. Would you say learning new vocabulary is something you enjoy? Explain.

"learning ASL is enjoyable to me because I have learned a new skill. With that ability to communicate with deaf people in their language makes me feel good"

Q4. Who was your favorite teacher growing up and, why? "My favorite teacher

Was in my freshman and senior years in high school. They taught me not to view matters at face value but with perspective. Most things have more than one side to a story and I still use that teaching in my life today"

Q5. If you could use an app to learn a new vocabulary what features would you want included? "I want the app

To use easy to understand language with clear pictures showing each step needed. Alert the user if there is an error And the app will direct the user in the right direction"

BOB GRAHAM

AGE 63

SOFTWARE
DEVELOPER



DOING

"I moved from Florida recently to be in a better environment" - "I will be brushing up on Python code"

THINKING

"I am not sure I want to spend so much time learning anymore" - "I hope I can still retain new things"

FEELING

"I feel rewarded when I build new web apps for a company its nice to be appreciated"

Q1. When was the last time you needed to learn new vocabulary?

"Each time I learn a new programming language, so I can make a living!"

Q2. What are your biggest challenges when starting a new project or learning something new and why? "Finding motivation is hard due to having learned so many in the past. It gets wearisome!"

Q3. Would you say learning new vocabulary is something you enjoy? Explain.

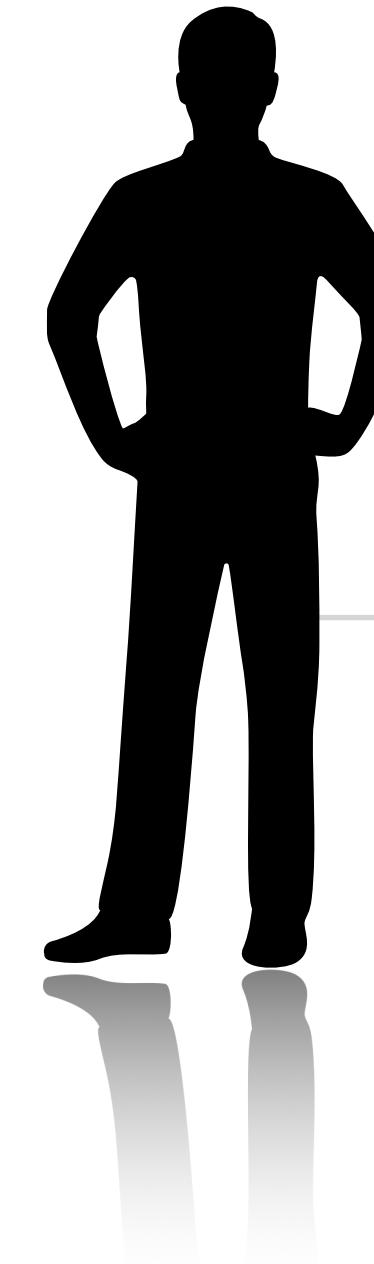
"Not anymore, but... when I see the new "vocabulary" start to produce results I get excited, and then I'm glad I spent the effort."

Q4. Who was your favorite teacher growing up and why? "One teacher by name.

Mrs. Oria. I already spoke fluent Spanish, only took the class to get easy grades. She and I would start a long conversation while the rest of the class just began chatting with each other because they couldn't understand anything we were talking about. So I guess the "Why?" is because I got to enjoy goofing off? Her doctorate was in English, which she spoke with a very heavy Cuban accent. And, in all fairness, conversing with her did expand my Spanish vocabulary.

Q5. If you could use an app to learn a new vocabulary what features would you want included?

"Memorization techniques. Examples in a sentence (or code snippet). Clickable button to hear audio of the word pronounced properly."



Conclusions

BILLY VEGA

DOERS

There is procrastination and hesitancy if there doest seem to be a real reward or pay off.

THINKERS

People learn to sound more educated and gain new perspectives
but once someone is learning the same thing after awhile it gets old.

FEELERS

It can feel overwhelming to learn something new but when hard work is rewarded
It can make all the effort feel worth it.

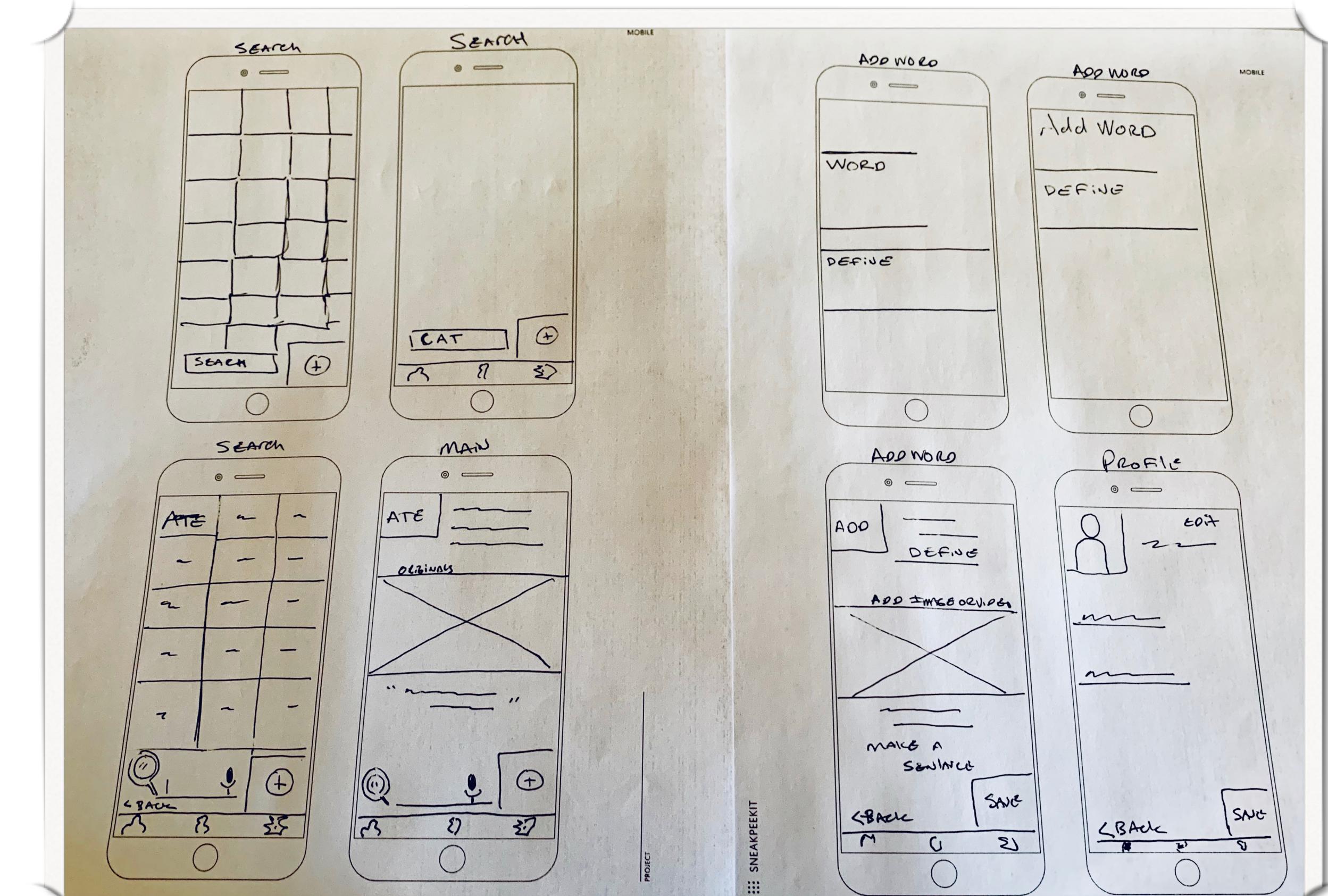
Usability Test Plan

WHAT WAS TESTED

It was important to see if the app get right to the point
If you're searching for a word Can it be done easily?
Can a person learn quickly and in a unique way
that stirs memorization. There are 3 different type of learners so
the goal was to appeal to all 3 types and hopefully embed the word
You are learning deeper in your mind. For those reasons we tested

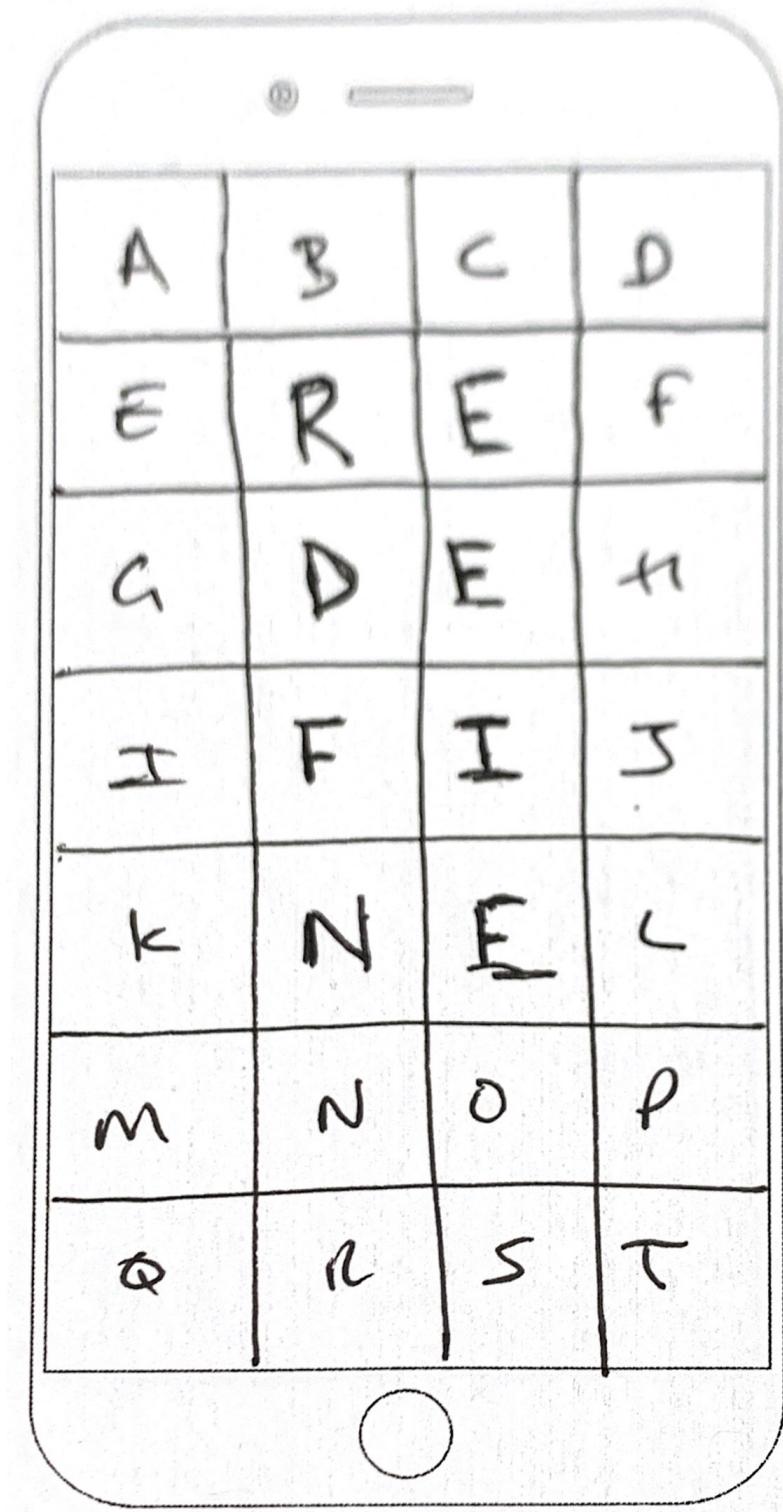
1. The ability to be interactive with the app by adding a word or a picture
That you feel defines it best. Also, the visual aspect to see an example of
What you learn.
2. Conduct a quiz to make sure it is easy to do and be interactive.
3. Instantly, search for a word.

Image(s)

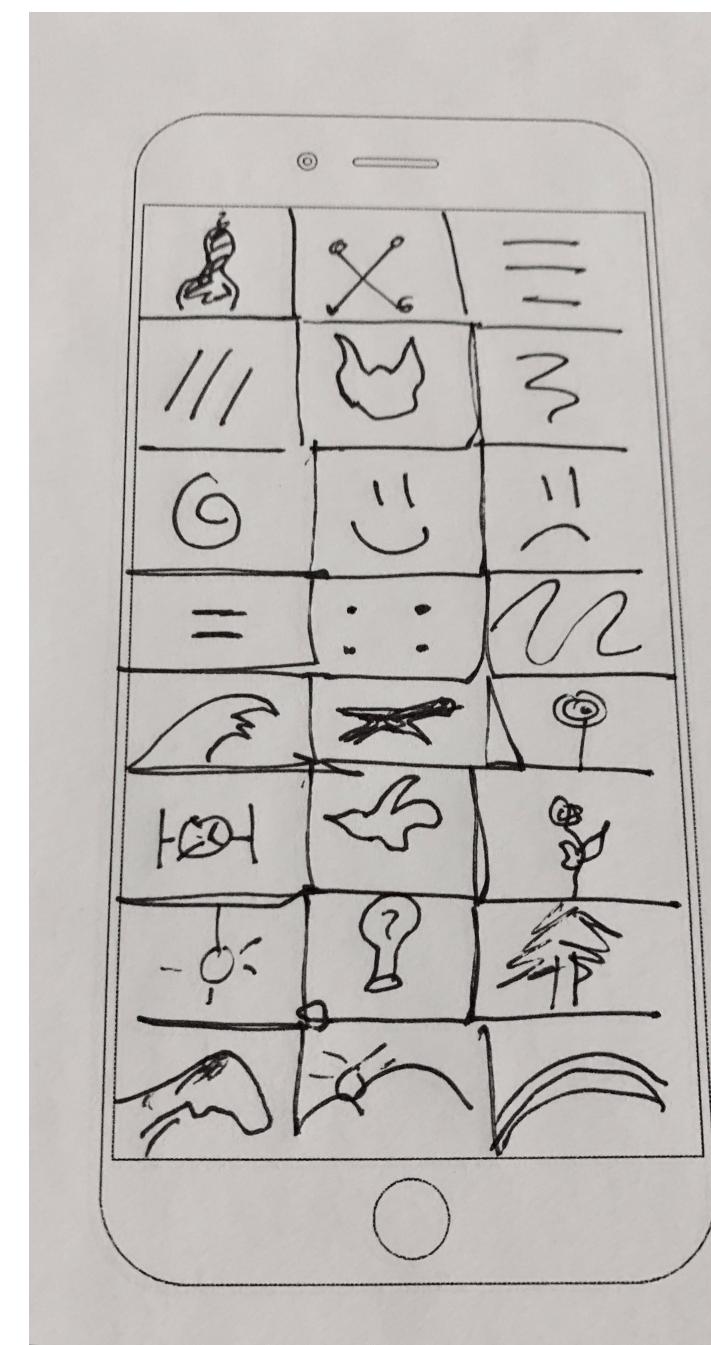


Early Prototypes

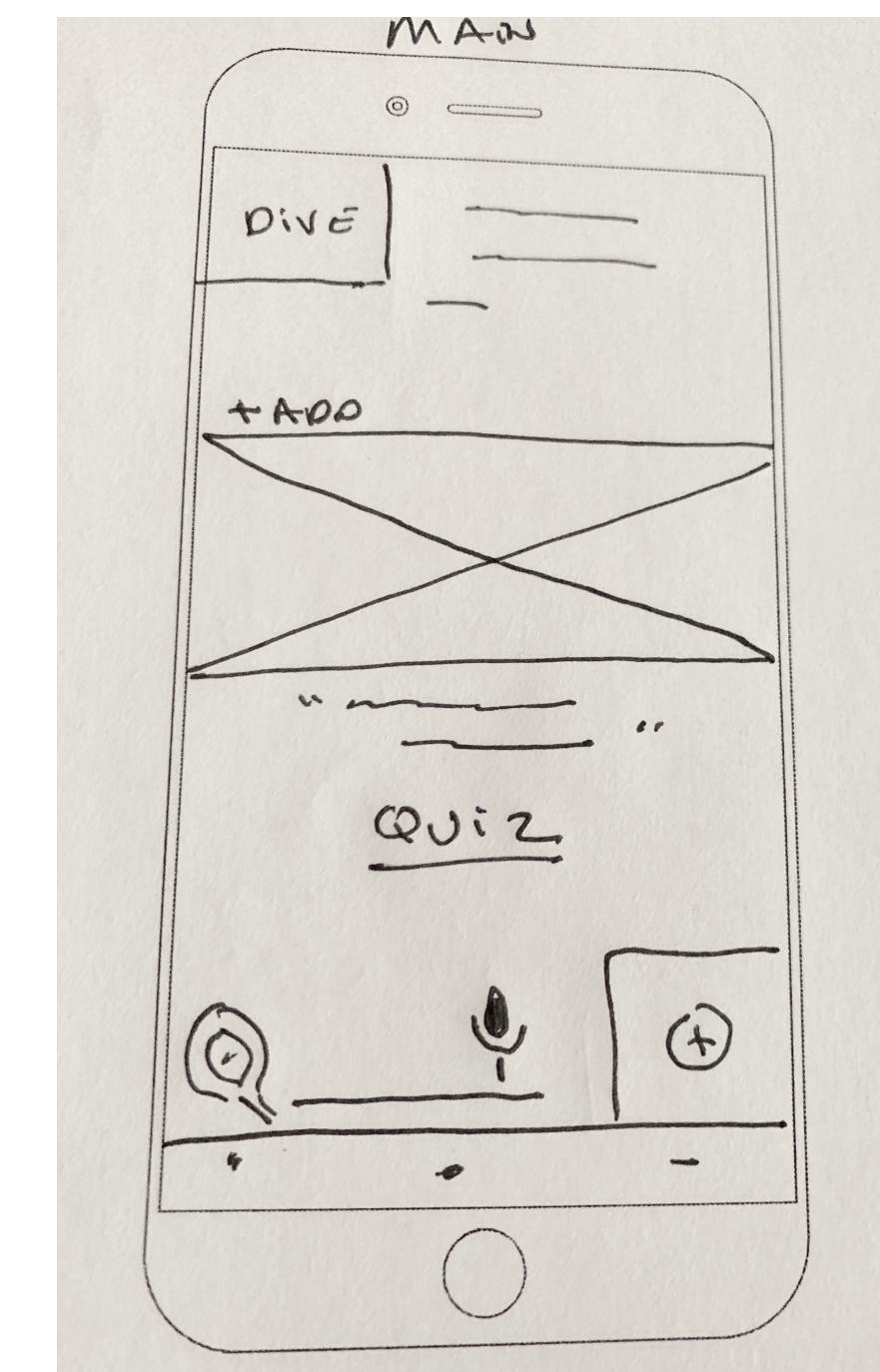
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2



3



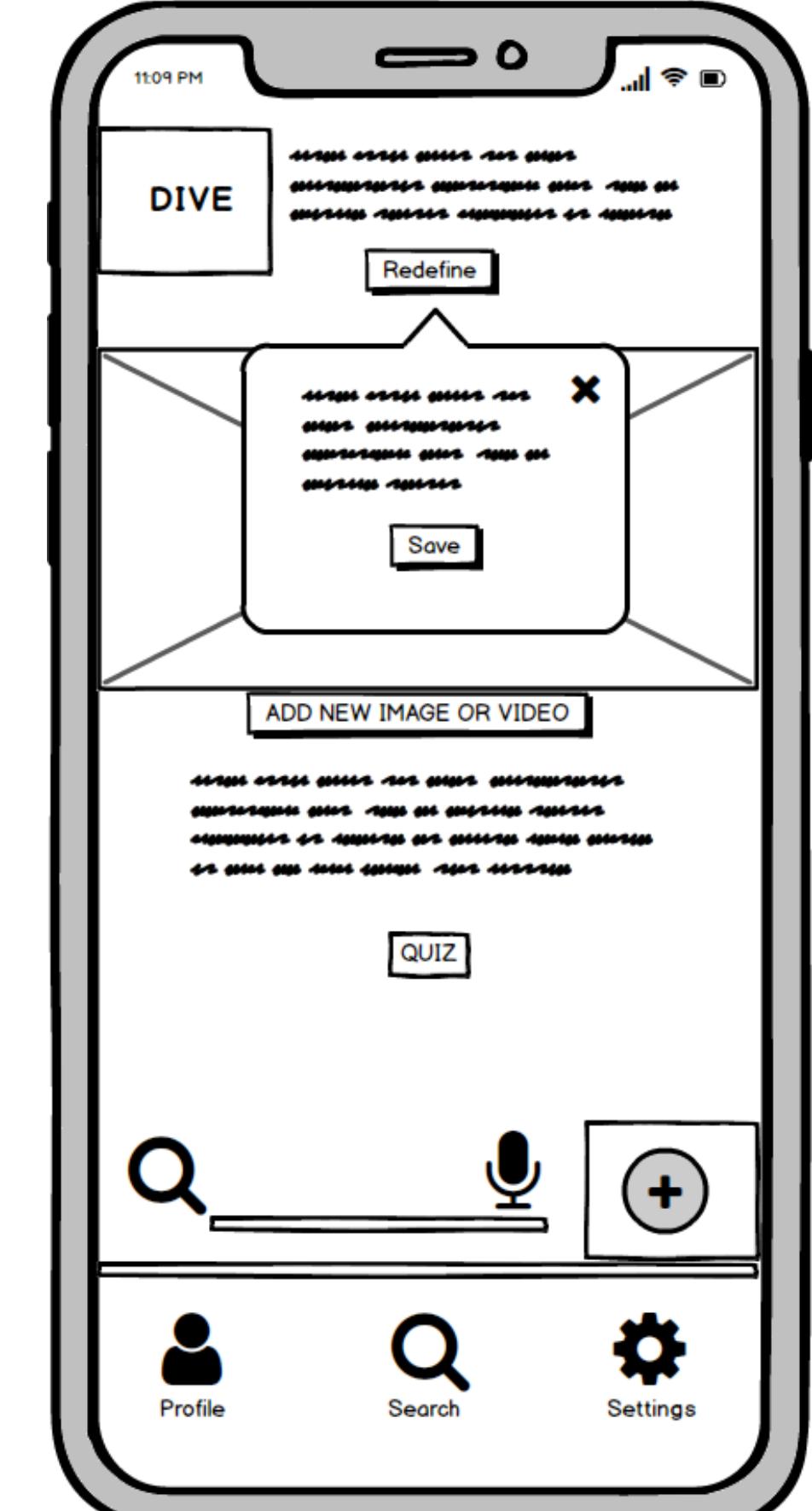
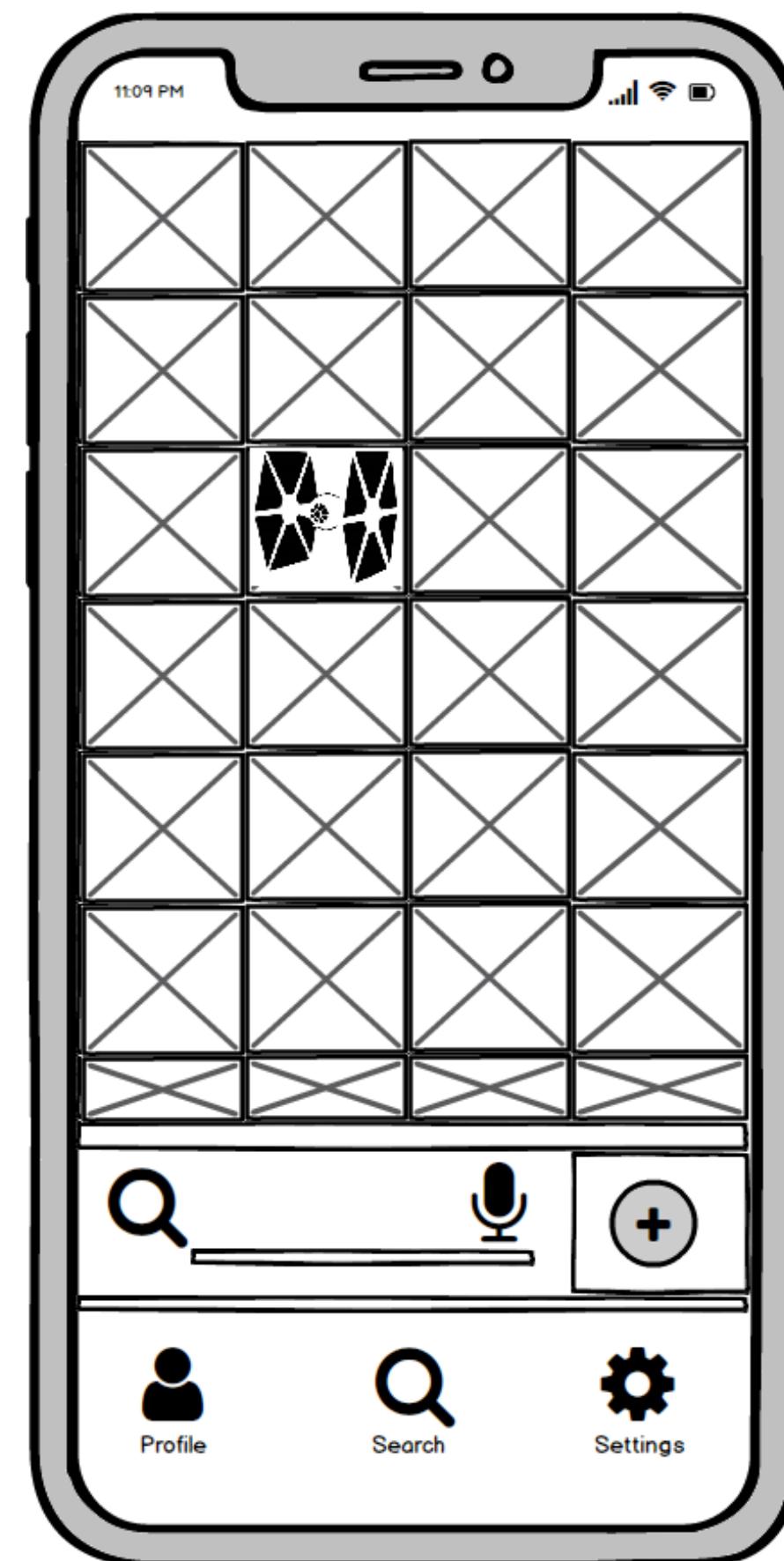
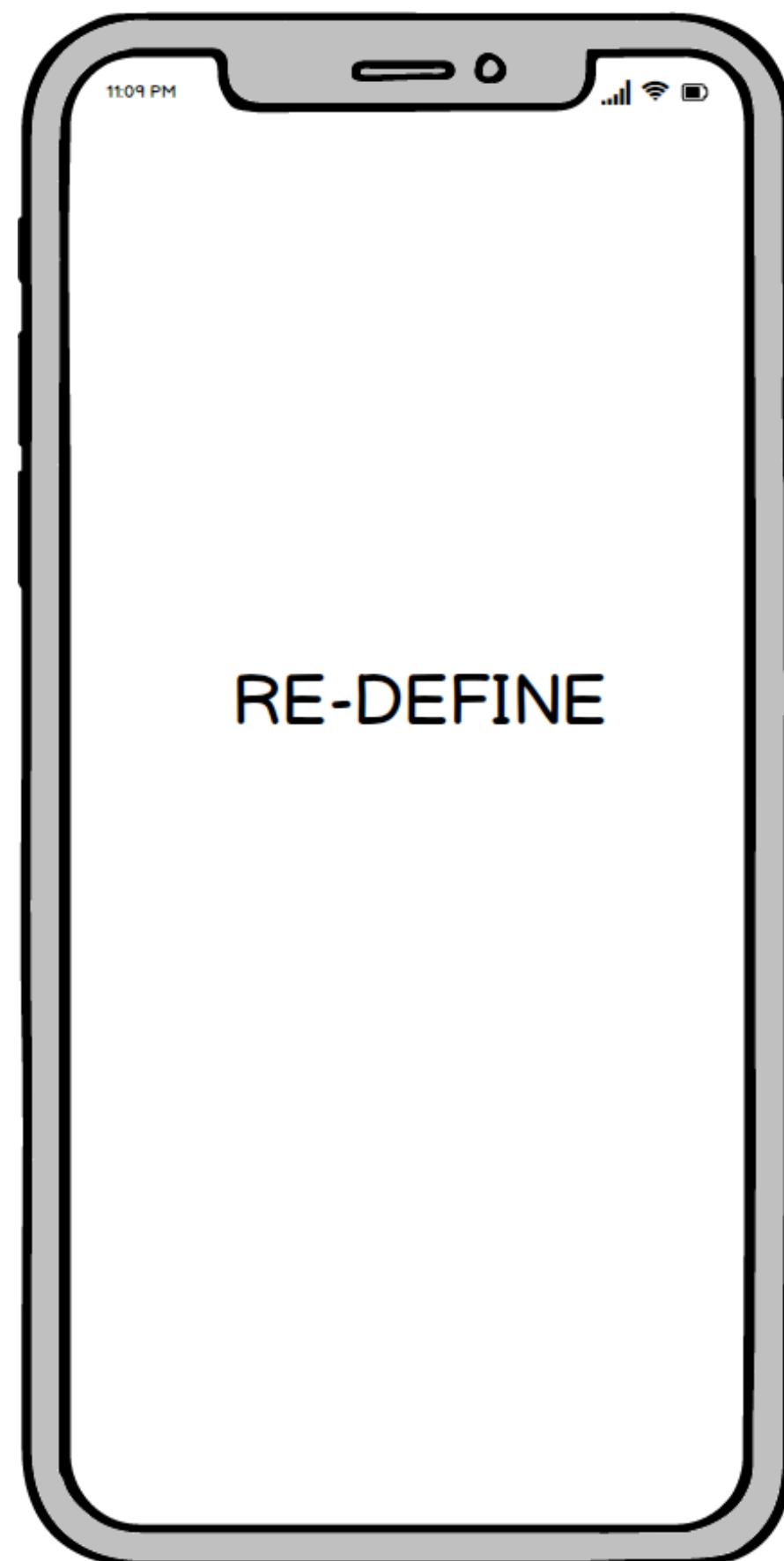
A few things that did not work as well

- 1 The splash page felt like too much going on
- 2 Navigation wasn't smooth such as on the page to add an image
- 3 Placement of things seemed confusing such as the "add" button on top of the image.

*NOTE THE IMPROVEMENTS
ON THE NEXT SLIDE

Improvements

Splash screen improvement , Search function and the UI to make everything easy to navigate.



High Fidelity

DISTRUST
DISTURB
DIVE
DIVERSITY
DIVIDE
DIVISION
DIVORCE
DIZZY
DO
DOCTOR
DOCUMENT
DOLLAR
DOM
DOOR

DIVE

SEARCH PAGE

DIVE
1. Plunge head first into the water
2. Plunge steeply downward through the air



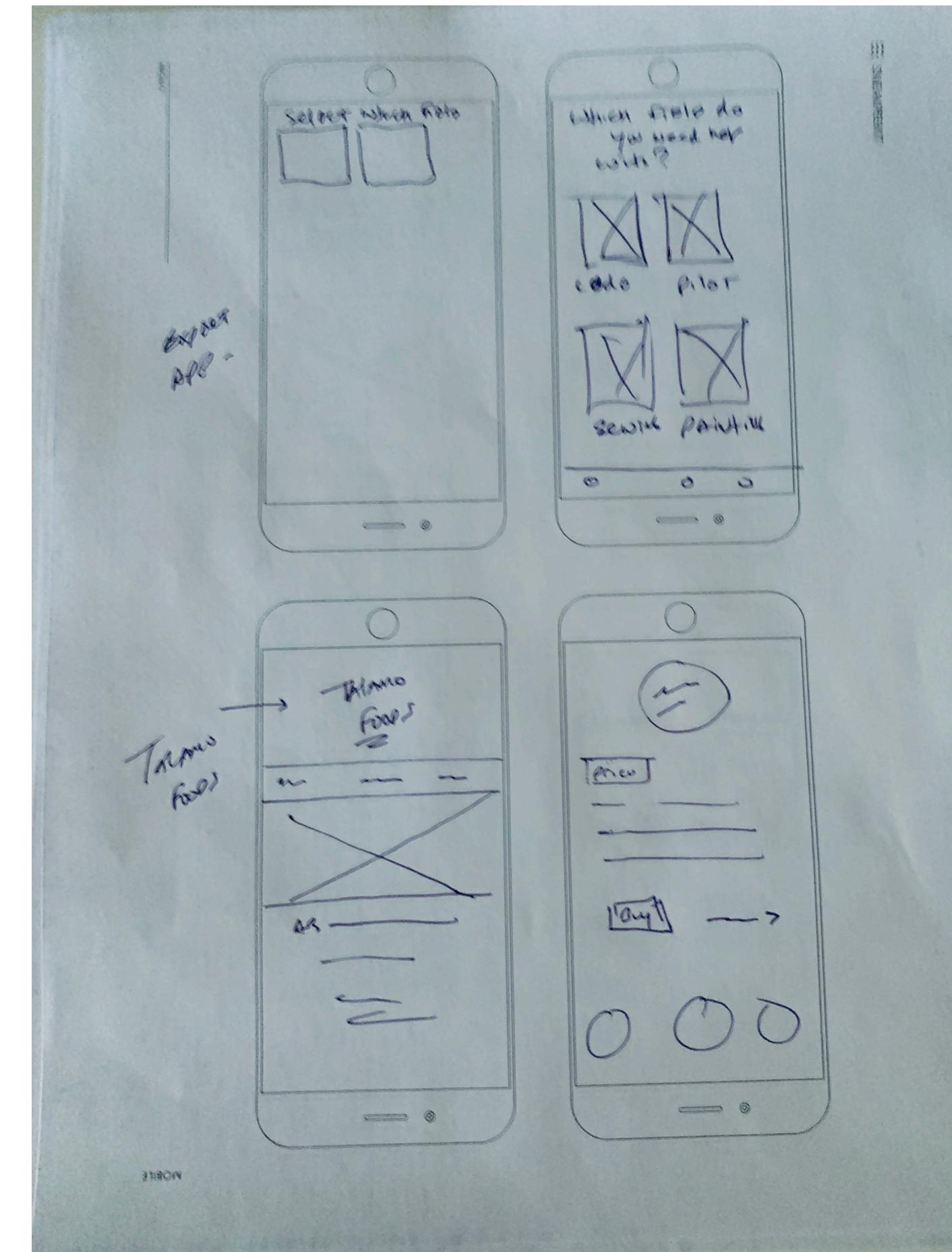
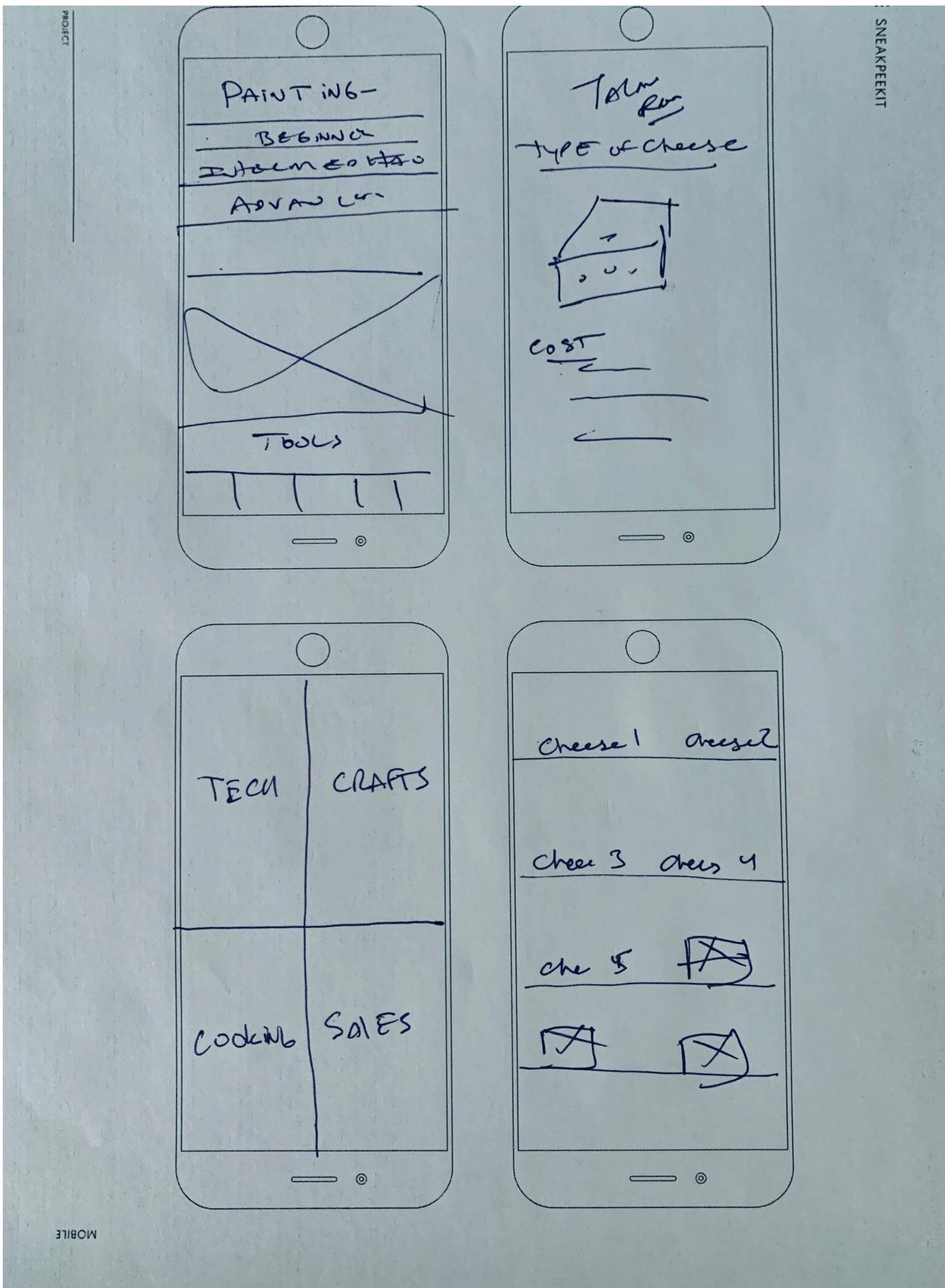
"Today I would like to take a **dive** in my pool"

MAIN PAGE

WORKS IN PROGRESS

Billy Vega

Early wireframes for an expert app and talamofoods.net website



Label Graphic and Website I helped design and build for TalamoFoods.net



HOME ABOUT MARKETING OUR PRODUCTS ORGANIC CONTACT

California's Premium Quality Natural and Organic Cheeses

Prepare your dishes with our selection of mouthwatering cheeses.
Perfect for recipes.

OUR PRODUCTS

*Delicious Cheeses to
add flavor to any Dish.*

Talamo Foods, based in Morgan Hill California, offers a variety of savory and fresh cheeses. We have been meeting and exceeding the expectations of pizzerias, restaurants and retail establishments for over 25 years. Talamo Foods prides itself on delivering only the best quality, freshest and most cost effective cheese.



THANK YOU