

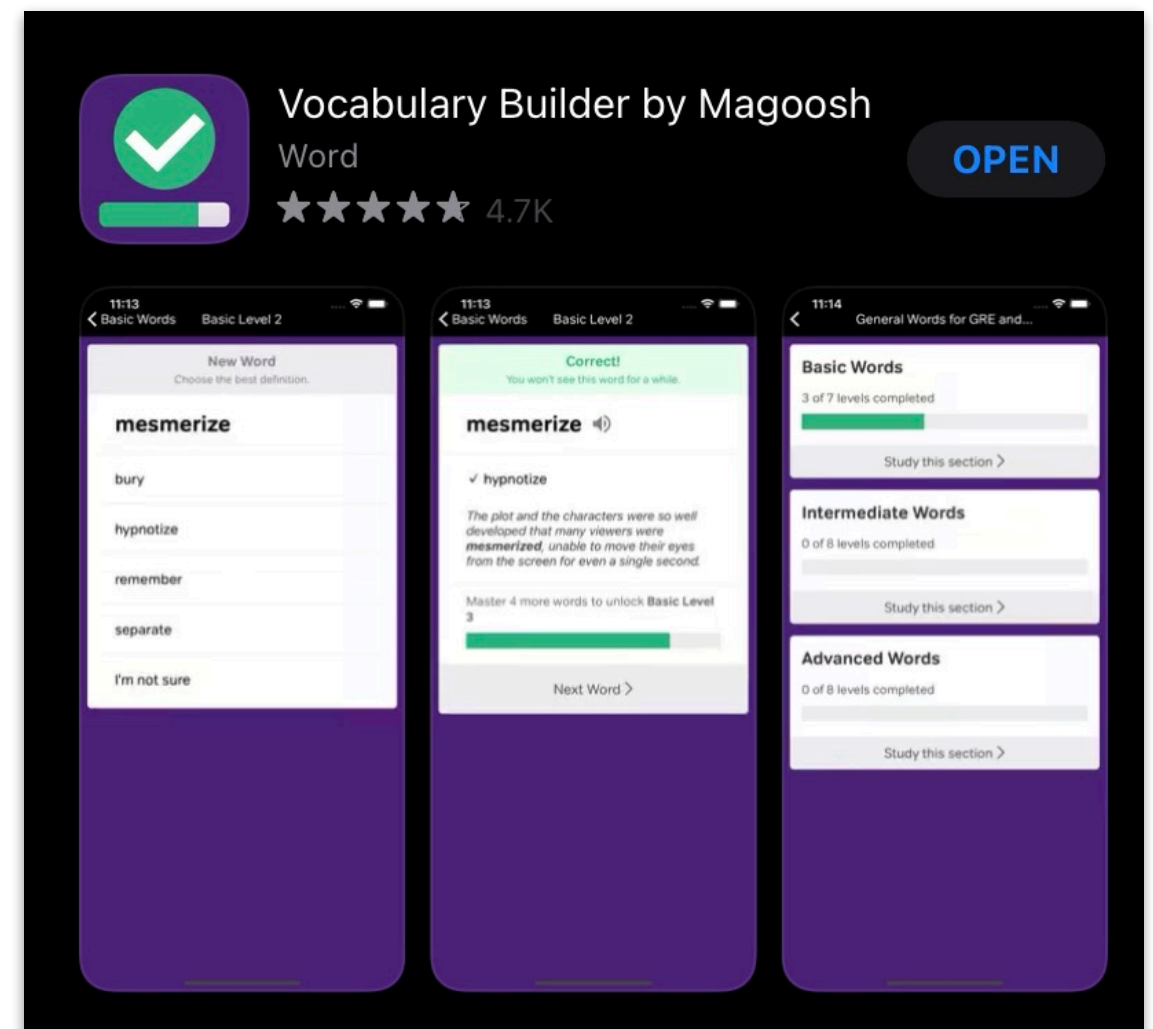
Vocabulary Builder

by Magoosh



Background

- Magoosh is a test prep education company
- Vocabulary Builder is one of their many “study on-the-go” apps available
- Currently has a 4.7 star rating out of 5 from 4.7K reviewers on Apple
- Cost: Free



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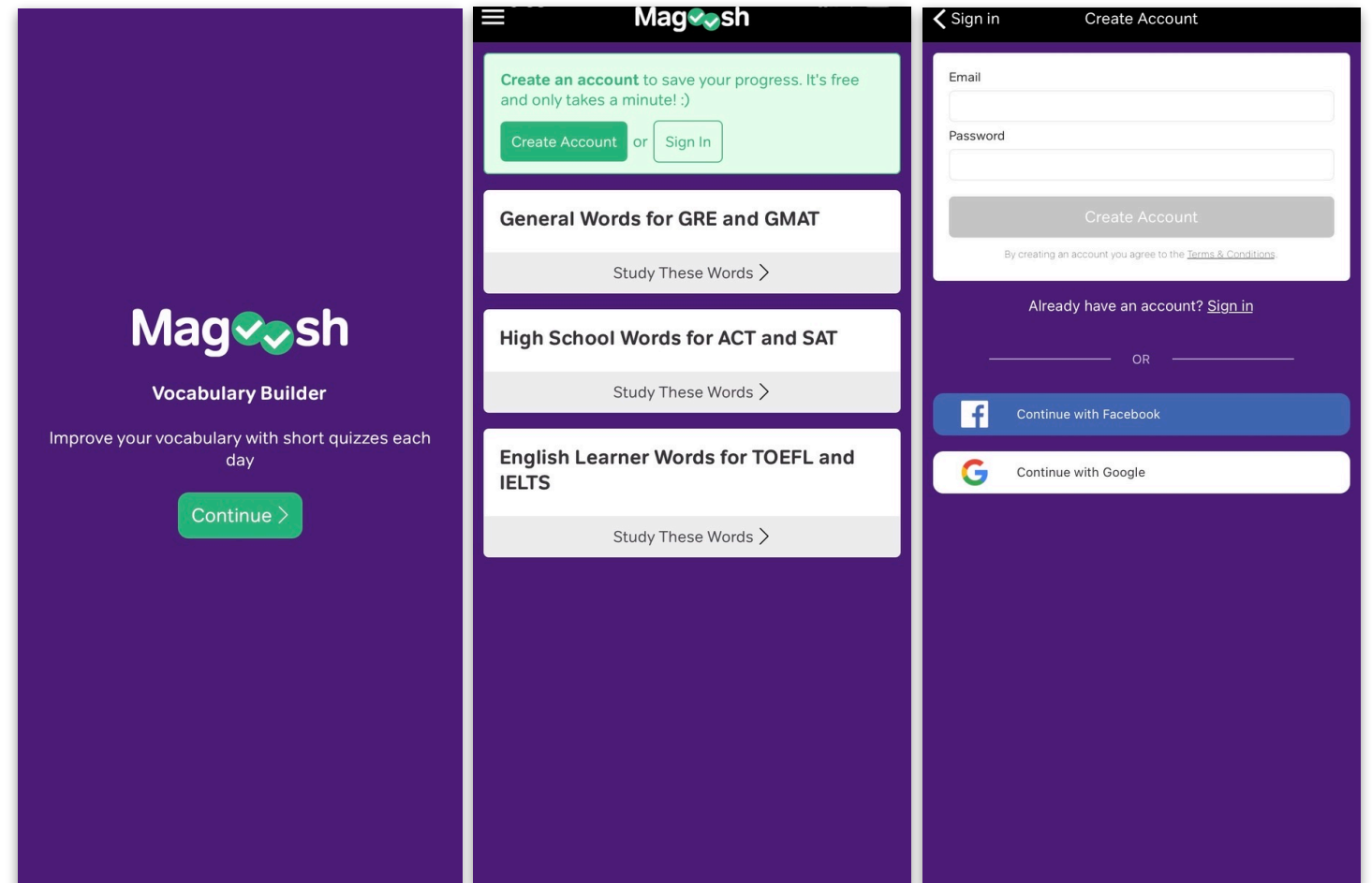
Onboarding

Pros:

- Quick and simple onboarding
- Option to create an account or continue without signing in
- Option to create an account later

Cons:

- No explanation of how to use



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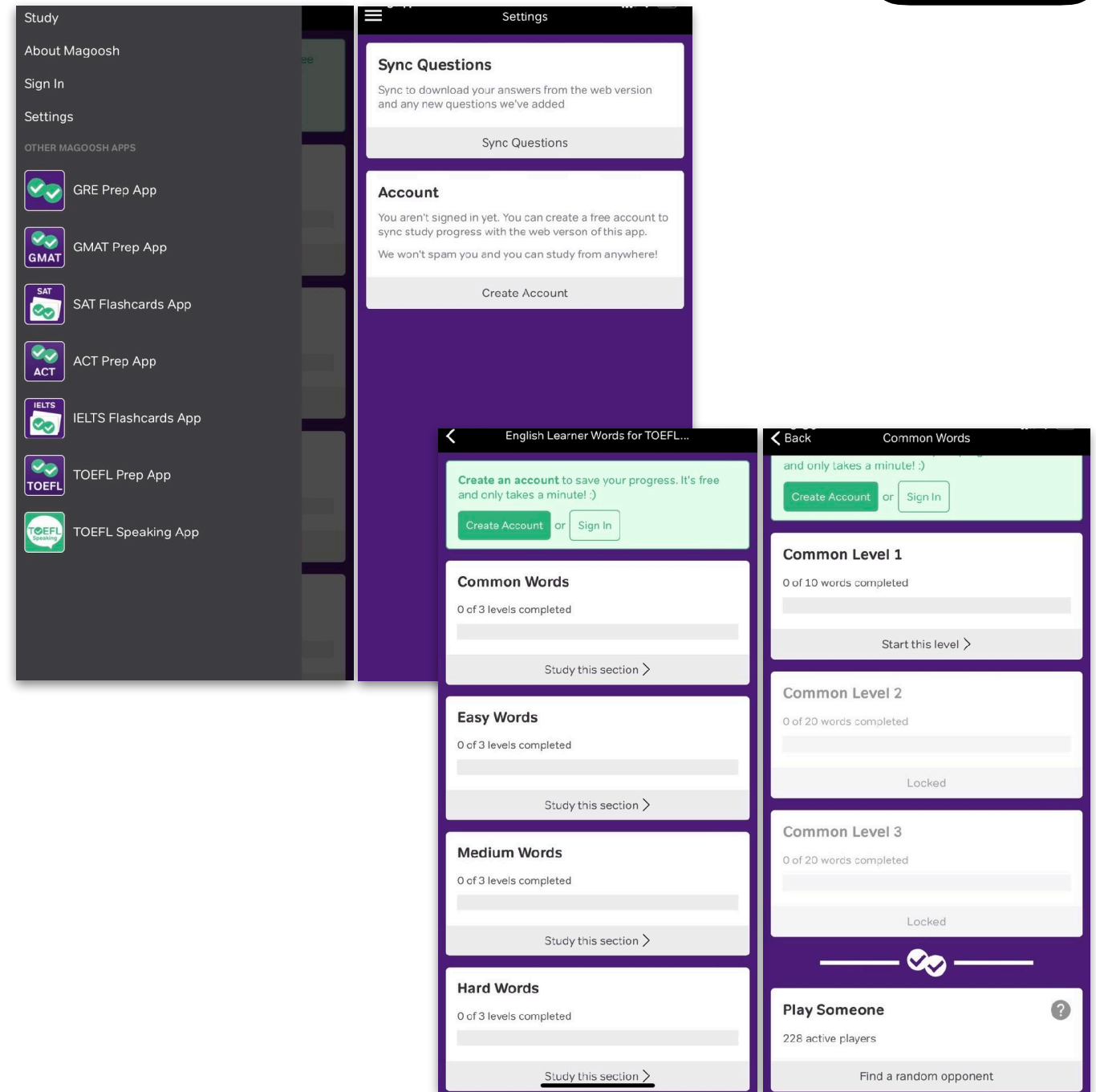
Menu Bar & Main Section

Pros:

- Menu Bar simple
- Easy to navigate
- Option to “Play Someone”

Cons:

- Limited words
- “Sync Questions” - needs a better explanation. Can not find additional information on their main website.



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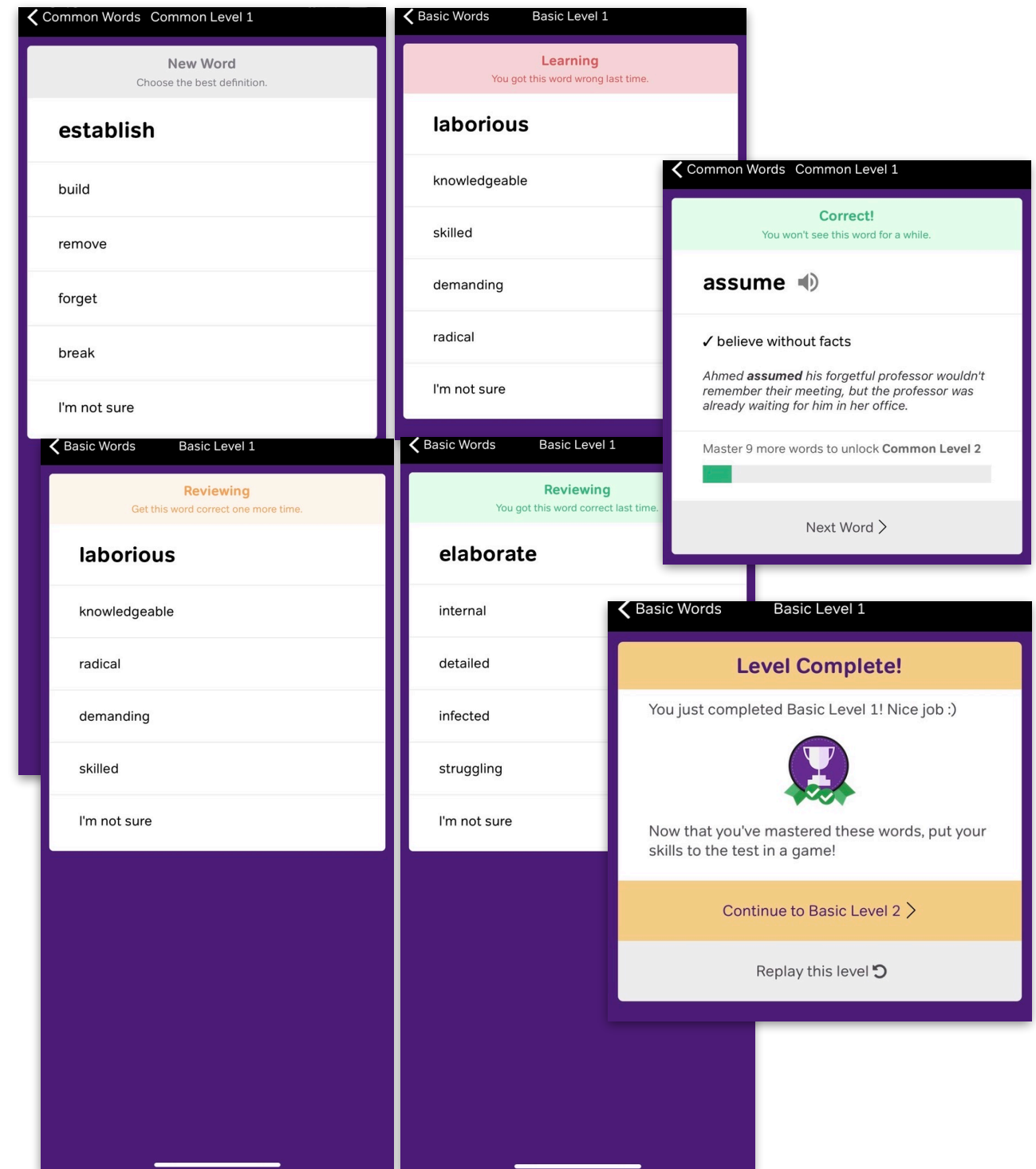
Quiz

Pros:

- Color coded banners above words clearly defines the direction the user is going.
 - Grey: “New Word”
 - Red: “Learning- got this wrong the last time”
 - Yellow: “Reviewing- get this word correct one more time”
 - Green: “Reviewing- got this word correct last time”
- End of Level screen gives encouragement and option to proceed to the next level or replay again.

Cons:

- No audio option on initial word question. Audio option is only available after the user has selected the answer.
- Cannot proceed to the next level unless the user has completed the current level
- Cannot go back to previous word



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Summary

Vocabulary Builder is a helpful app for a student and/or someone that is looking to learn more vocabulary. This app is very practical to use during a user's commute or downtime. However, the amount of words are limited and it would be useful if there was an option to tag some words and save them for later for review. Overall, the designers made a successful product gearing to their "on-the-go" user.