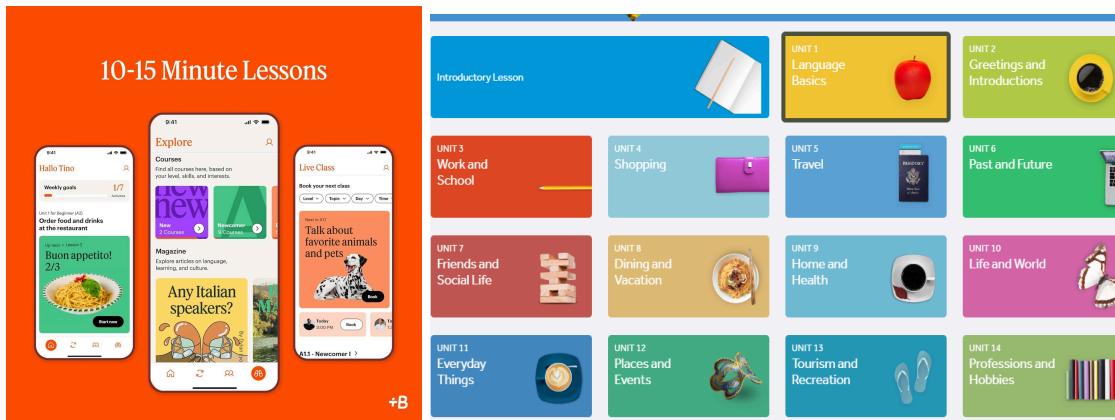


Assignment 3

1. Put screenshots of the best competitors and analogs. Collect all your ideas(mind maps, brainstorms) about the product. Functionality/Problems/Design concepts and cases.

Here are different competitors and the analogs for our refined app for learning a new language. The goal here is to provide a deeper analysis of both the advantages and disadvantages that these existing apps present for users learning different languages, which will help refine our product's design, functionality, and features as we move forward with the project.

Most of our competitors have good user interfaces. The main problems are the cost and the structure and quality of the lessons.



The image shows the Duolingo mobile application. On the left is a smartphone screen displaying the "Complete Spanish" interface. It shows a list of beginner lessons: "Lesson 1: ¡Hola!", "Lesson 2: I'm Paula", "Lesson 3: How are you?", "Lesson 4: Grammar: The verb 'estar'", and "Lesson 5: 'Tú' or 'usted'". Below this is a "Quiz" section with the text "Test what you have learned with fun quizzes". To the right of the phone is the desktop version of the Duolingo website. At the top, it shows "duolingo" and a user profile with a green owl icon. Below the header are sections for "ОБУЧЕНИЕ" (Learning), "РЕЙТИНГИ" (Ratings), "МАГАЗИН" (Shop), and "SCHOOLS". A central feature is a vertical stack of yellow coins with checkmarks, leading to a button labeled "ПРОКАПАТЬ НАВЫК" (Level up skill). To the right of this are sections for "Мои задания" (My tasks), "Алмазная лига" (Diamond League), and "Ваш прогресс" (Your progress). The progress section includes a graph showing daily performance over time.

Top Left: Duolingo Game Screenshot

Top Right: Hindi Study Plan Screenshot

Middle Left: Rosetta Stone Profile Screenshot

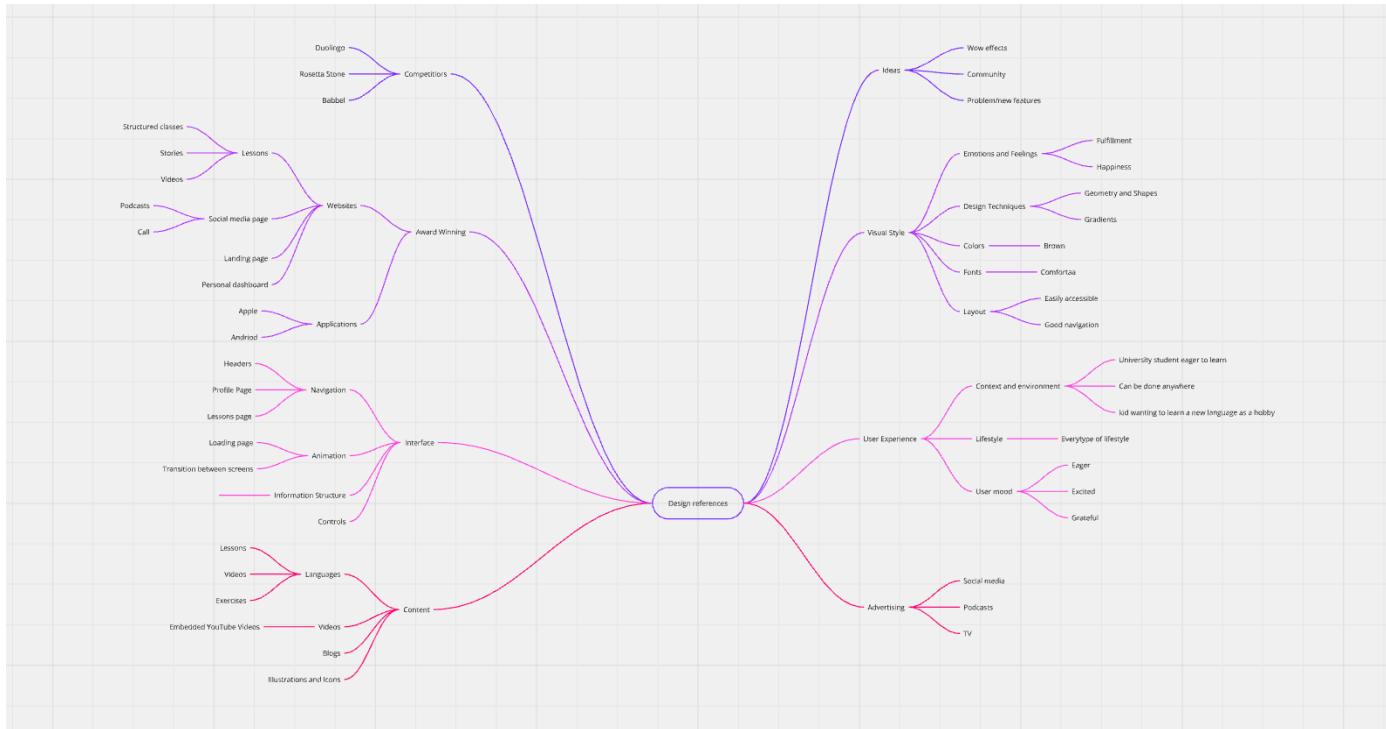
Middle Right: Memrise Mobile App Screenshots

The screenshot shows the Skillshare website. At the top, there's a navigation bar with 'Browse', 'Learning Paths', a search bar, 'Sessions' (Beta), 'My Classes', a notification bell, and a 'Start Now' button. Below the navigation, there are several categories: 'Marketing & Business', 'Development', 'Crafts & DIY', 'Home & Lifestyle', 'Personal Development' (which is highlighted in a dark box), 'Vision & Goals', 'Mindset', 'Wellness & Self-Care', 'Languages', and 'More Personal Development'. The main content area displays a grid of course thumbnails. One course from the 'Personal Development' category is titled 'Personal Productivity: Five Exercises to Make Your Big Goal a Reality' by Kate Arends, with 19,683 students and a 47m duration. Another course in the same category is 'Productivity Simplified: Achieve Your Goals With Minimal Effort' by Simon From Better Creating, with 631 students and a 30m duration. A third course is 'Start Your Side Hustle: Discover & Plan Your Next Creative Side Project' by Gabi Lee, with 358 students and a 18m duration.

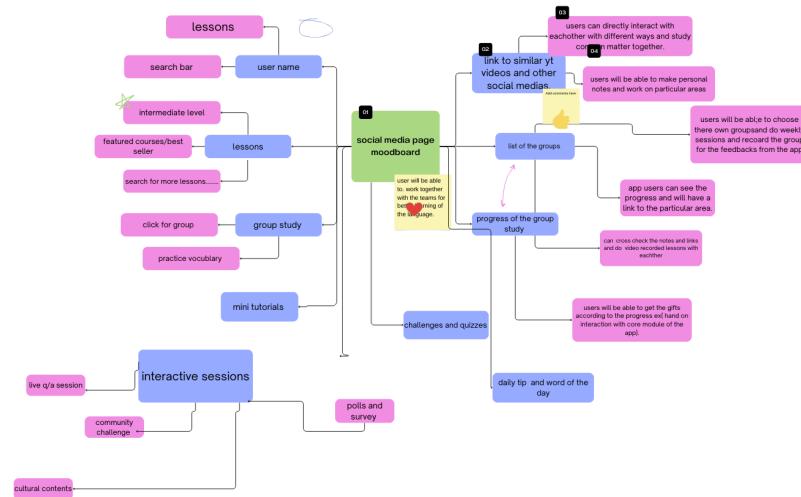
The screenshot shows the Codecademy website. On the left, there's a sidebar with 'Dashboard', 'My learning' (which is highlighted in a dark box), 'Events', 'Projects', and 'Workspaces'. A 'Try Plus or Pro with a 7-day free trial' section offers a 'Try for free' button. The main content area shows a 'Course' titled 'Getting Started with Python for Data Science' with a progress bar at 0%. To the right, there's a detailed view of the course 'Exploring Data with Python'. It includes a 'Lesson' section with a 'Lesson' icon, a 'Project' section with a 'Project' icon, and a 'Quiz' section with a 'Quiz' icon. Each section has a title and a 'Start module practice' button. The 'Exploring Data with Python' lesson has a 'View syllabus' button and a 'Resume learning' button. The 'Project' section has a 'View syllabus' button and a 'Start' button. The 'Quiz' section has a 'View syllabus' button and a 'Start' button.

2. Create frames for visual design references. You should have a lot of them. Use brainstorming techniques to collect them individually and review them with the group. Organize references by categories from the workshop.

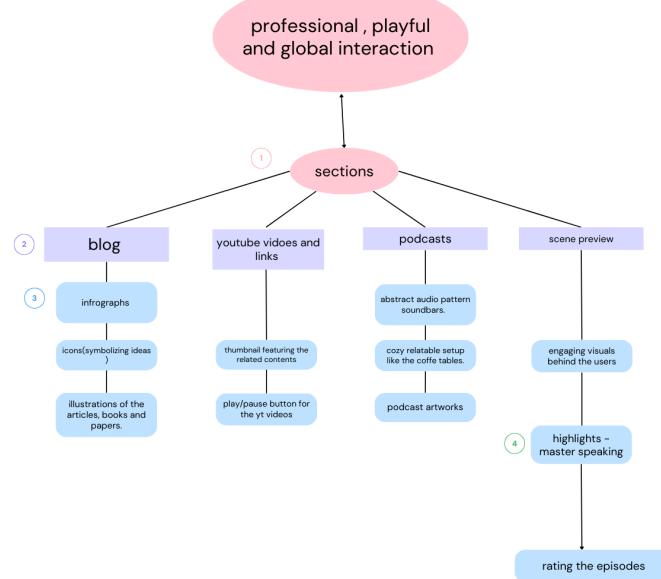
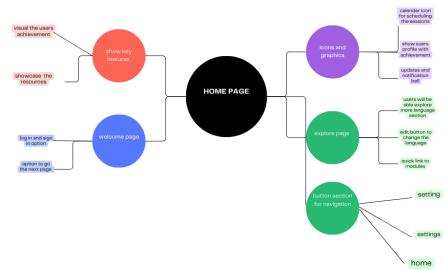
https://miro.com/app/board/uXjVLFRHvdQ=/?share_link_id=141408791169

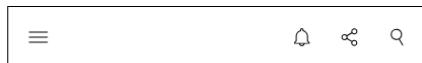
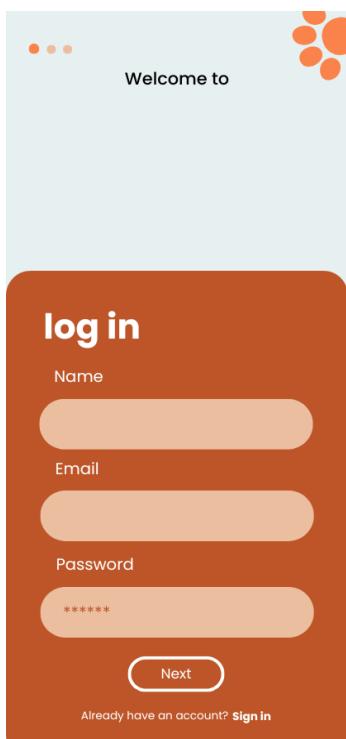


Mood board



Home page Moodboard





Language section page PROFILE

lesson page

here the user will find different lessons and other practice options.

Basics
vocabulary
practice
Test
Grammar

[click here for notes](#)

you will be able to find the notes and edit according to your choice.

3 days ago | 5 min. read

[HOME](#)

[VIDEOS](#)

[STORIES](#)

[HELP](#)

[LIVE](#)



language levels



level 1



level 2



level 3

[choose your language](#)



3. Define 2-3 options for visual style and aesthetics. Name them using adjectives. Ideas about user experience and feelings: environment/lifestyle/context etc.

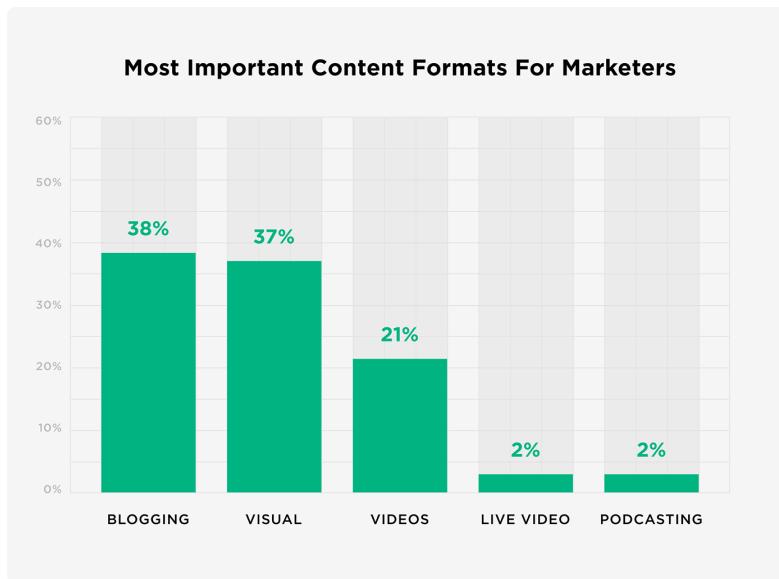
As we know it is essential to have an appealing and interesting screen frame to encourage the app users to interact with the app more often. For the developers, aligning the design with the overall user experience is important in crafting an interface that is not only visually appealing but also functional, intuitive, and motivating to both the user and the tutors. A thoughtfully designed visual experience can significantly enhance user engagement and ensure the app becomes valuable and stands out in the marketplace in the user's language learning building process which benefits both the developers and the app users in the market.

- Minimal and clean outlet for working:**

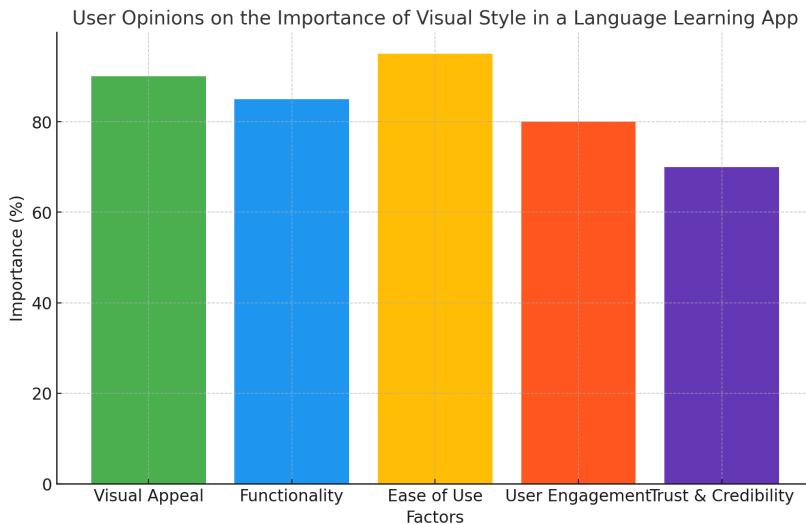
Using the simple, uncluttered, and modern design will not only focus on the outer layer but also focusing on the functionality of the app.

- Vibrant :**

This style features vibrant gradients, fun animations, and dynamic elements that make the learning experience feel engaging and playful.



This shows how the visuals and videos in the app make a difference in the marketing of the app and the betterment of user engagement in the app.



It shows that the **visual appeal** of the app is 90% the app, 85% for **functionality** which helps highlight that users expect both visual design and efficient functionality in the app, and 95% **ease of use factors** in the app showing that the app's design should be intuitive and easy to navigate with which makes easier for the users, which is crucial for user satisfaction, **user engagement** 80% importance, emphasizing that a well-designed app can keep users motivated on keep going with the app, **trust, and credibility**, 70% importance, illustrating that a professional and polished design contributes to the perceived trustworthiness of the app.

4. Refine draft product strategy(why and what?) Describe your solution using AWB and write down the updated value proposition.

Why?

Our original strategy lacked focus on the lack of variety in lesson structure.

Market research revealed unmet needs in personalization.

What Refined Strategy?

Shift focus to more personalized lessons based on user goals.

Reallocate resources to prioritize personalization.

Solution Using AWB:

Advantages: We would have improved customer alignment, better use of our resources

Weaknesses: Increase in our initial investments, and there could be a delay in the delivery of our services due to the complexity of the demand.

Benefits: Stronger customer satisfaction, and long-term revenue growth.

Updated Value Proposition:

"Master languages at your pace with our comprehensive and immersive learning experience! Our app combines teacher-led and AI-based lessons, on-the-go podcasts, engaging stories, and interactive games to make language learning fun and accessible for everyone. Tailored to all ages with built-in safety features, we personalize lessons based on your unique learning style, preferences, and personal goals—whether for travel, work, or personal growth. With structured classes across all operating systems, cultural insights, personalized achievements, and official exams to track your progress, you'll stay motivated every step of the way. Take notes directly within the app, access visual aids and vocabulary variety, and benefit from live interaction and pronunciation feedback. Connect, learn, and grow with a diverse global community—every tool for success is at your fingertips."

- 5. We pack all ideas as the functionality for the project described in the job stories format. Describe the high-level jobs and split them into smaller jobs. Create a tree of job stories (big, little, and micro).**

Job stories:

Personalized lessons:

- When I am preparing for a trip abroad,
- I want to focus on travel-related phrases and cultural-specific etiquette,
- so I can confidently communicate and avoid misunderstandings.

- When I am preparing to meet investors,
- I want to focus on work-related conversations
- So I can speak confidently with my investors

- When I am going to study in another country
- I want to focus on more casual conversation practice
- So I can interact with my peers

Learning Style Customization:

- When I am struggling to understand grammar rules,
- I want lessons presented visually or interactively,
- so I can grasp concepts in a way that suits my learning style

- When I am struggling to understand a concept,
- I want to be presented with content to read
- so I can grasp the concepts in a way that suits my learning style

Notetaking:

- When I am struggling to understand what I am studying,
- I want to jot down what I am learning quickly,
- so I can better understand.

- When I come across a new word or concept,
- I want to take notes within the app,
- so I can review and add it to my practice more easily.

Tracking Progress:

- When I am more or less halfway through a course,
- I want to see how much I've improved through quizzes, exams, and badges,

- so can feel motivated to continue learning

Entertainment:

- When I am on the go,
- I want to be entertained by a podcast in the language I am learning,
- so I can be immersed in the culture.

Motivation:

- When I am unmotivated to practice
- I want a fun game
- so can be motivated to get back into studying

Connecting with native speakers or language learners:

- As a language learner
- I want to connect with other native speakers or language learners with similar interests
- So that I can practice my language learning skills in a comfortable environment

High-level jobs breakdown:

https://miro.com/app/board/uXjVL_HE7XM=/?share_link_id=80853566288

6. Group your job stories by personas and high-level activities into the story map. Rank them by priority and highlight the MVP solution and future iteration. Assemble the story map from them(FigJam).

Personas

1. Student

Goal: Learn a language for academic purposes

Characteristics: Dedicated, values structured lessons and good progress tracking.

2. Work Professional

Goal: Learn a language for work and business interactions

Characteristics: limited learning time, values personalized content as well as efficiency.

3. Traveler

Goal: Learn a language for travel, mainly focusing on easy conversation and cultural insights.

Characteristics: Quick functional language skills lesson and progress tracking

High-Level Activities

Activity 1: Learn a new language effectively

→ Personal lessons, building vocabulary and grammar

Activity 2: Stay motivated and track progress

→ Earning rewards and tracking progress

Activity 3: Use the language confidently in real-world scenarios

→ Speaking practice and cultural insights

Persona	Learn a new language effectively	Stay motivated and track progress	Use the language confidently in real-world scenarios
Student	Job story(MVP):	Job Story:	Job Story(MVP):

	<ul style="list-style-type: none"> • When I am going to study in another country • I want to focus on more casual conversation practice • So I can interact with my peers <p>Job Story(MVP):</p> <ul style="list-style-type: none"> • When I am struggling to understand grammar rules, • I want lessons presented visually or interactively, • so I can grasp concepts in a way that suits my learning style <p>Job Story:</p> <ul style="list-style-type: none"> • When I am struggling to understand a concept, • I want to be presented with content to read • so I can grasp the concepts in a way that suits my learning style 	<ul style="list-style-type: none"> • When I am on the go, • I want to be entertained by a podcast in the language I am learning, • so I can be immersed in the culture. <p>Job Story(MVP):</p> <ul style="list-style-type: none"> • When I am more or less halfway through a course, • I want to see how much I've improved through quizzes, exams, and badges, • so can feel motivated to continue learning <p>Job Story:</p> <ul style="list-style-type: none"> • When I am unmotivated to practice • I want a fun game • so can be motivated to get back into studying 	<ul style="list-style-type: none"> • As a language learner • I want to connect with other native speakers or language learners with similar interests • So that I can practice my language learning skills in a comfortable environment
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	<p>Job Story:</p> <ul style="list-style-type: none"> • When I come across a new word or concept, • I want to take notes within the app, • so I can review and add it to my practice more easily. 		
Work professional	<p>Job Story(MVP):</p> <ul style="list-style-type: none"> • When I am on a work break, • I want to practice with a short lesson • So I can practice. 	<p>Job Story:</p> <ul style="list-style-type: none"> • When I am on the go, • I want to be entertained by a podcast in the language I am learning, • so I can be immersed in the culture. 	<p>Job Story:</p> <ul style="list-style-type: none"> • When I am preparing to meet investors, • I want to focus on work-related conversations • So I can speak confidently with my investors
Traveler	<p>Job Story(MVP):</p> <ul style="list-style-type: none"> • When I am preparing for a trip abroad, • I want to focus on travel-related phrases and cultural-specific etiquette, • so I can confidently communicate 	<p>Job Story(MVP):</p> <ul style="list-style-type: none"> • When I am on the go, • I want to be entertained by a podcast in the language I am learning, • so I can be immersed in the culture. 	<p>Job Story(MVP):</p> <ul style="list-style-type: none"> • As a language learner • I want to connect with other native speakers or language learners with similar interests • So that I can practice my

	<p>and avoid misunderstandings.</p> <p>Job Story:</p> <ul style="list-style-type: none">• When I am struggling to understand grammar rules,• I want lessons presented visually or interactively,• so I can grasp concepts in a way that suits my learning style		<p>language learning skills in a comfortable environment</p>
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User Story Map with user personas