

Assignment 4

1. Review interface design references from the mood board. If you need to, add more after story map creation.

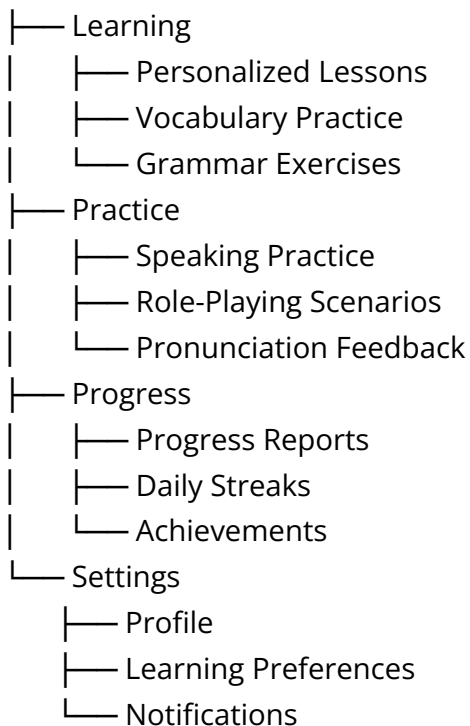
<https://miro.com/app/board/uXjVLFvRHvdQ=?share link id=103320548877>

Here is the 1st mood board with a revised and better clear understanding of the app with the link above for a clear picture of the mood board and how it is going to look.

2. Conduct team workshop to create information architecture, customer journey map, and user flow for the main user scenario to cover MVP scope.

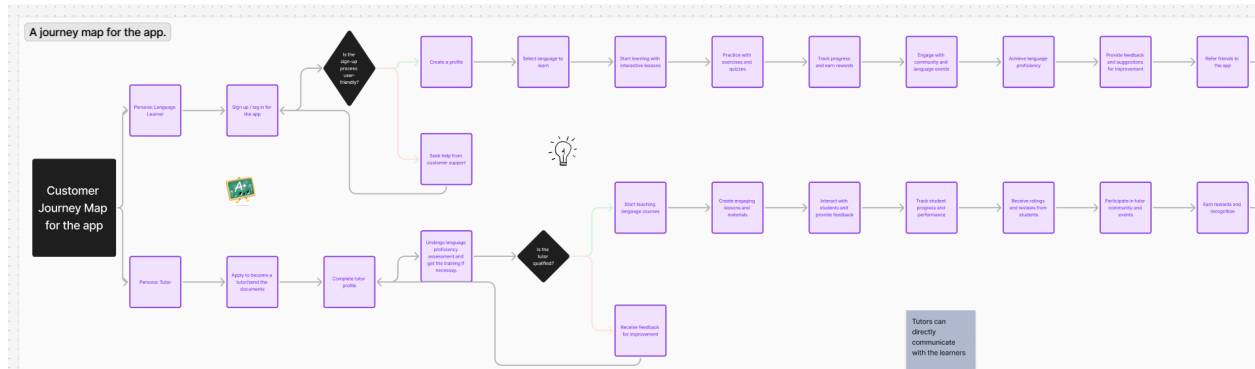
Information Architecture

Home



Customer Journey Map

<https://www.figma.com/board/YCKOTi3DB7Oh0f82N8IM4L/customer-journey?t=i7Yu5a13NV7R6AXH-1>



Stage	Action	Emotion	Pain point	Opportunity
Awareness	Opens the app	Neutral	Takes too long to load	Quick loading time
Onboarding	Selects a quick lesson	Excited	Difficulty choosing a lesson	Add "Quick lesson" option
Action	Completes the lesson	Focused	May get stuck on a question	Offer hints or explanations
Reflection	Review progress feedback	Motivated	The feedback feels generic.	Personalize feedback.

User Flow

[Open App]



[Home Screen]



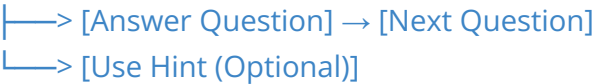
[Tap on "Learning"]



[Select a Lesson]



[Lesson Interface]



[Lesson Completed]

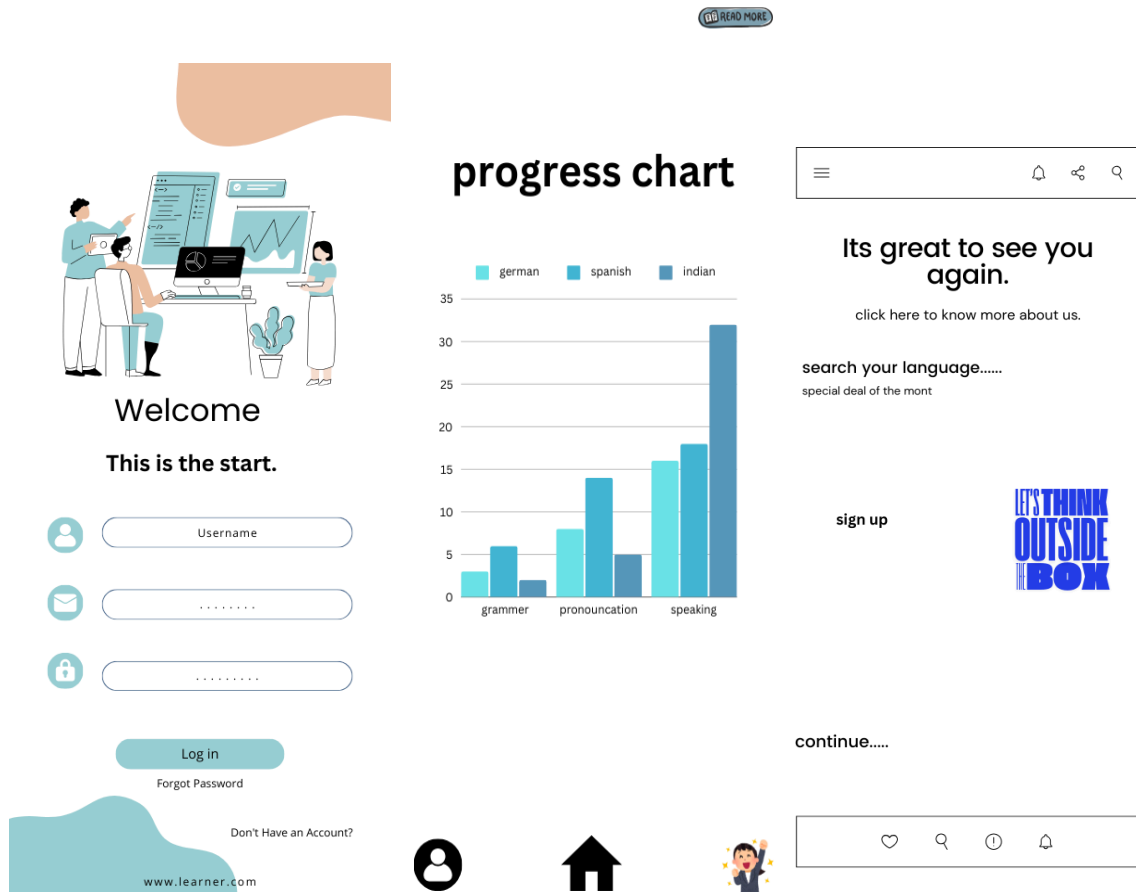


[View Feedback & Progress]



[Return to Home]

3. Create at least 3 sketches for the interaction design concept individually. Validate them internally. Pick the best ideas from each other. Create the merged sketch version.



profile

your points

2767

Short by

Last 24h

level 1

completed.

level 2

in progress

level 3

start

videos

notes

Group

Communication

Courses

stories

Welcome

sign up

sign uop with google

sign up with email

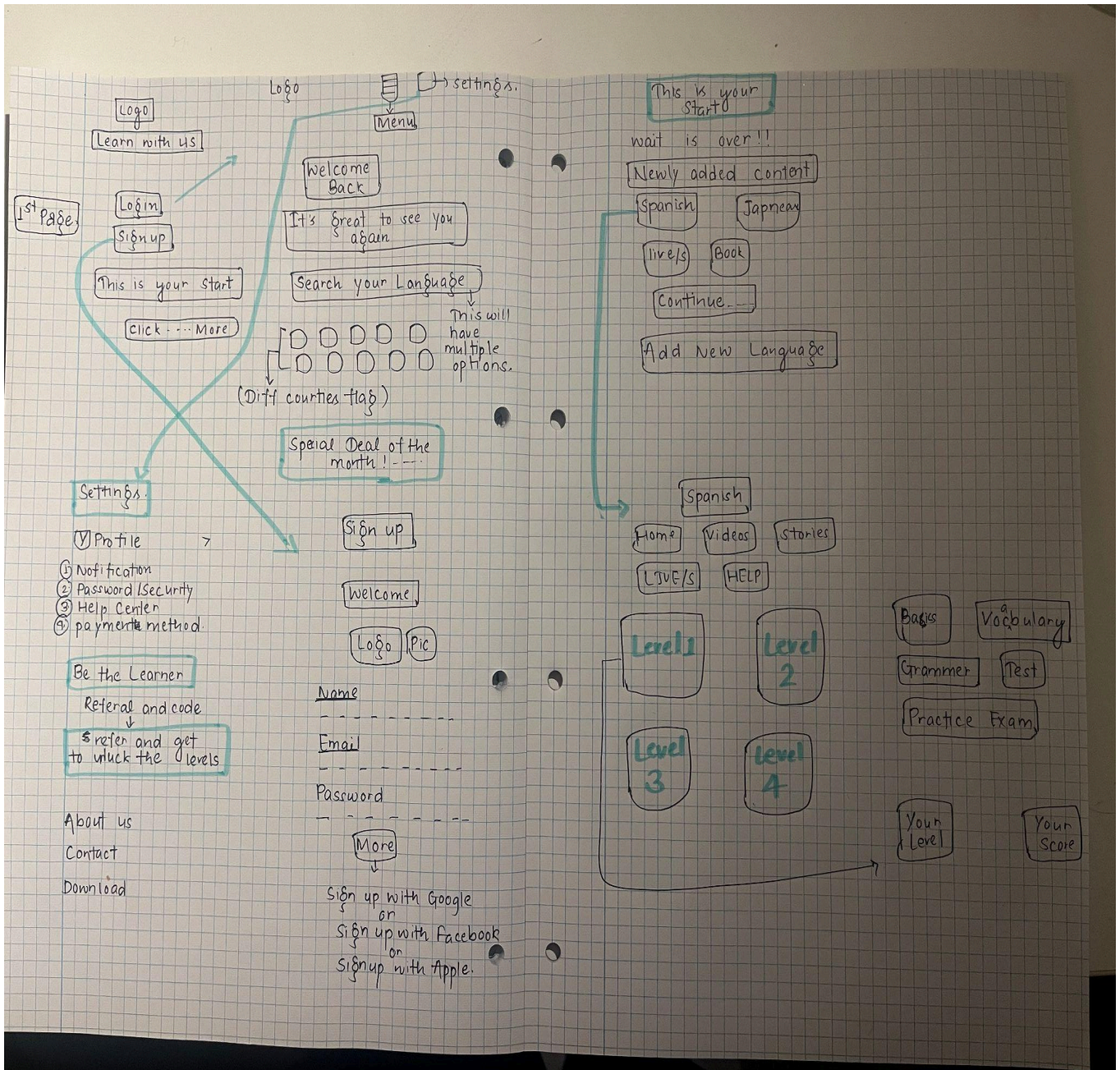
sign up with apple

Forgot Password

Don't Have an Account?

www.reallygreatsite.com

4. Make photos and add transitions in Marvel according to the main scenario. Share the link to the interactive prototype



5. Create a document with the concept overview.

Highlight parts of the mood board with inspiration, links to draft sketches,

lessons learned from them and ideas under the final version

Concept Overview

Language-Learning App

Introduction

Objective: This document outlines the conceptual development of our language-learning app, highlighting inspirations, draft sketches, lessons learned, and ideas incorporated into the final design.

Target Audience: Our target users are busy professionals, avid travelers, and students seeking engaging, efficient, and personalized language learning solutions.

Mood Board Highlights

Overview

The mood board draws from modern design principles, playful interfaces, and minimalist aesthetics to create a user-friendly, engaging app.

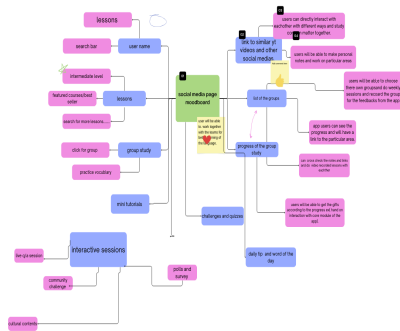
Highlights

Color palette: Soft blues and greens evoke calm and trust, while vibrant accents add energy.

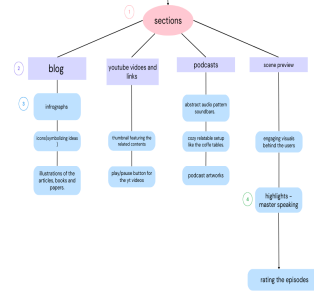
Typography: Rounded, sans-serif fonts emphasize approachability and clarity

Visual Styles: A mix of playful illustrations and clean UI elements reflects an educational yet fun approach

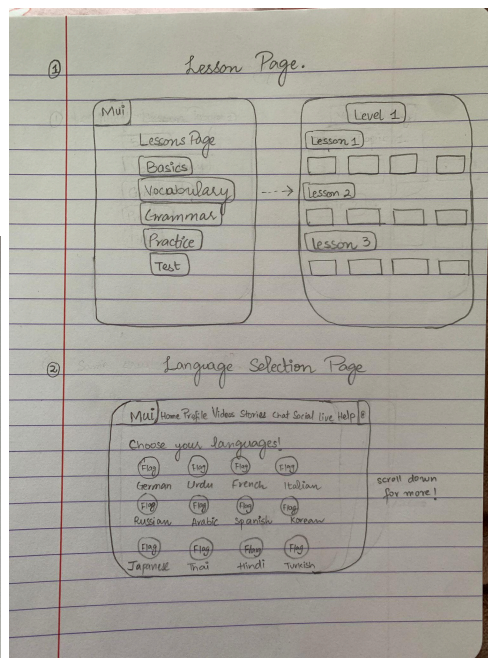
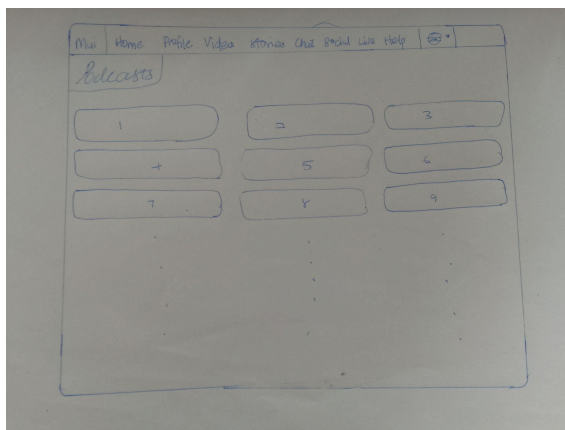
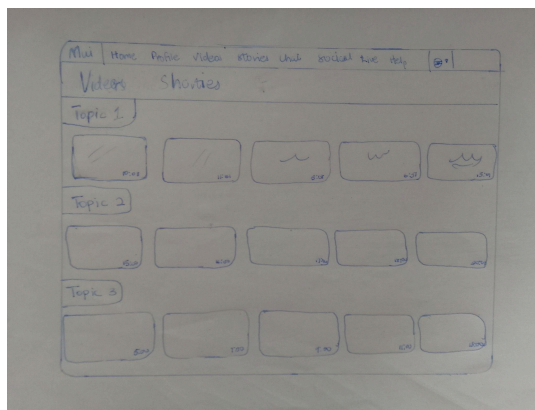
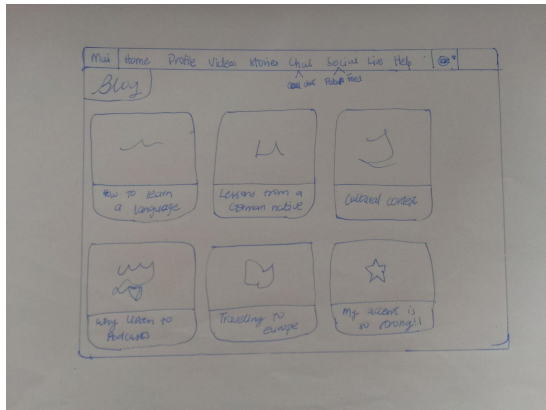
Mood board



professional, playful
and global interaction



Draft Sketches



Lessons Learned

From the mood board

- Incorporating too many vibrant colors distracted from usability
- Simple, clean layouts worked better for engagement and clarity

From draft sketches

- Screens were a bit too simple and needed a bit more layouts.

Final Version Ideas

Core Features

- **Personalized Learning:** Tailored lesson recommendations based on user goals
- **Interactive Practice:** Role-playing and conversation exercises.
- **Progress Tracking:** Visual achievements, streaks, and detailed analytics

Visual and Functional Improvements.

- **Home Screen:** Simplified design with large, tappable buttons for quick access.
- **Lesson Interface:** Enhanced interactivity with playful animations and instant feedback.