

Assignment 4

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

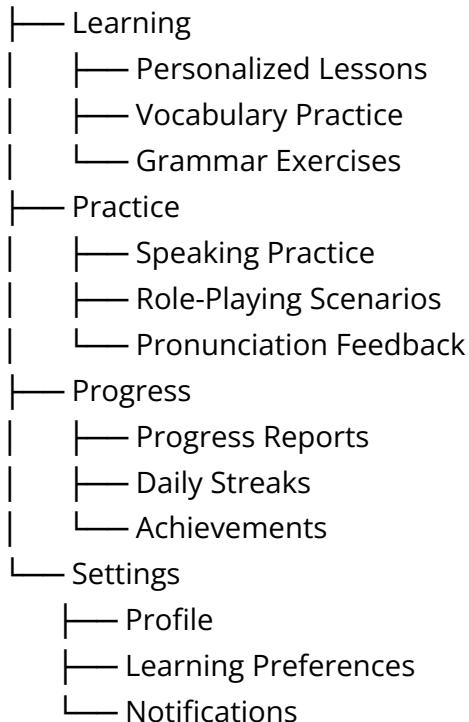
https://miro.com/app/board/uXjVLFRHvdQ=/?share_link_id=103320548877

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.**

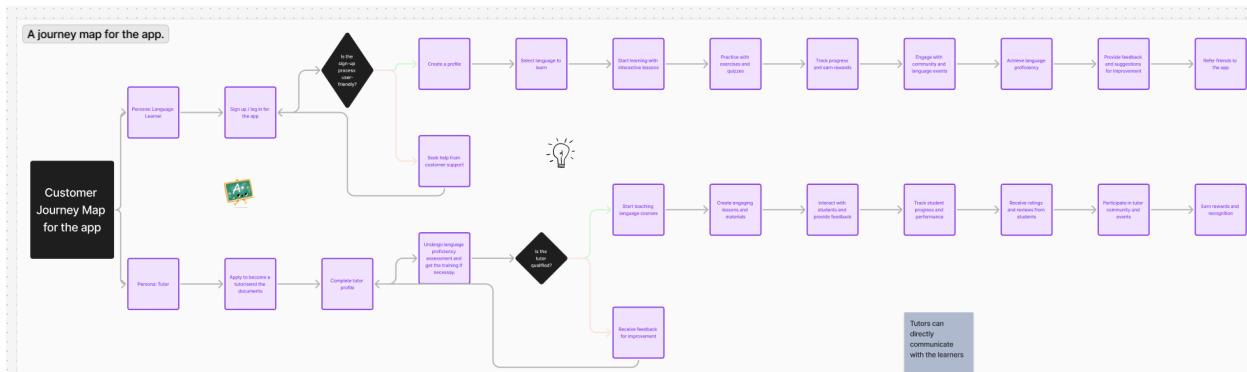
Information Architecture

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]



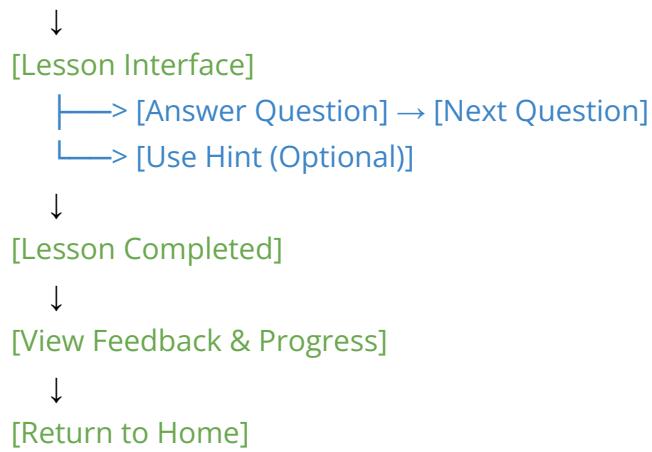
[Home Screen]



[Tap on "Learning"]



[Select a Lesson]



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.

The image shows a composite sketch of a user interface. On the left, a 'Welcome' screen features three stylized figures (two men and one woman) around a large monitor displaying a dashboard with graphs and data. Below this is a 'This is the start.' section with input fields for 'Username' (with a person icon), '.....' (with an envelope icon), and '.....' (with a lock icon). A 'Log in' button is positioned above a 'Forgot Password?' link. At the bottom, there's a teal footer bar with the text 'Don't Have an Account?' and the website 'www.learner.com'. On the right, a 'progress chart' section includes a bar chart comparing 'german', 'spanish', and 'indian' performance across 'grammar', 'pronunciation', and 'speaking' categories. The chart shows 'indian' has the highest score in speaking. Above the chart is a header with a 'READ MORE' button and a search bar with icons. Below the chart, a message says 'Its great to see you again.' with a 'click here to know more about us.' link. There's also a 'search your language.....' section with a 'special deal of the mont' link. At the bottom right is a 'sign up' button and a logo for 'LET'S THINK OUTSIDE THE BOX'.

READ MORE

progress chart

german spanish indian

Category	german	spanish	indian
grammar	3	6	2
pronunciation	8	14	5
speaking	16	18	32

Welcome

This is the start.

Username

.....

.....

Log in

Forgot Password?

Don't Have an Account?

www.learner.com

progress chart

german spanish indian

grammar pronunciation speaking

Its great to see you again.

click here to know more about us.

search your language.....

special deal of the mont

sign up

LET'S THINK
OUTSIDE
THE BOX

continue.....

Welcome

profile

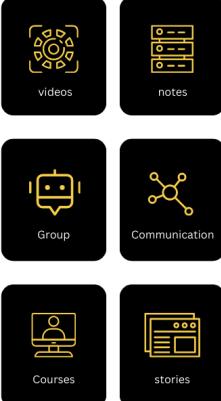
your points
2767

▲ Short by Last 24h ▼

level 1 completed.

level 2 in progress

level 3 start



videos notes

Group Communication

Courses stories

<



sign up

sign up with google

sign up with email

sign up with apple

Forgot Password

Don't Have an Account?

www.reallygreatsite.com

Profile icon

Dashboard icon

Search icon

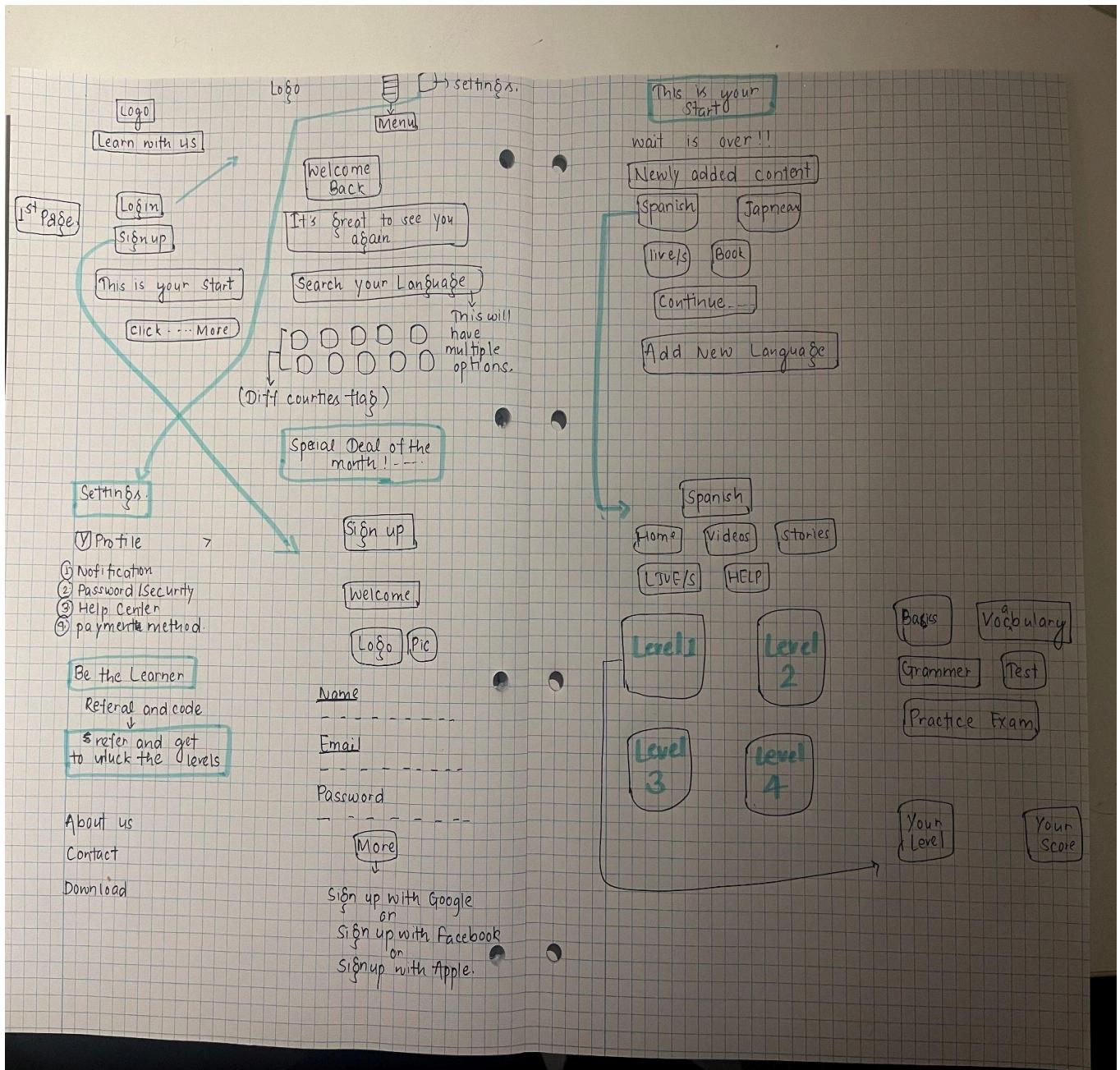
Notifications icon

Settings icon

Home icon

More icon

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

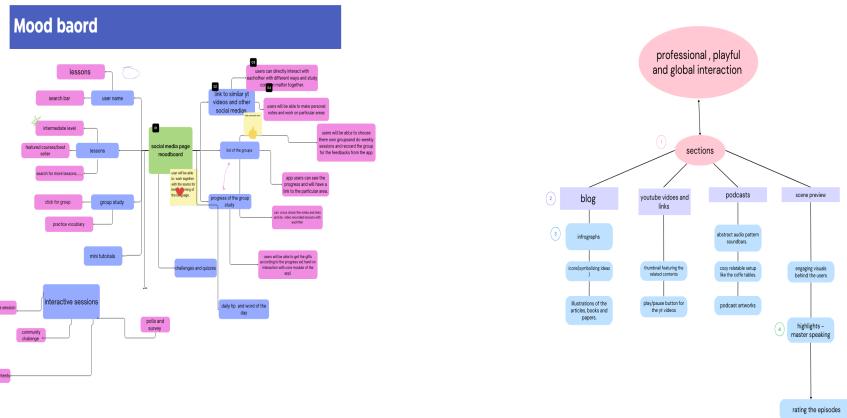
The mood board draws from modern design principles, playful interfaces, and minimalist aesthetics to create a user-friendly, engaging app.

Highlights

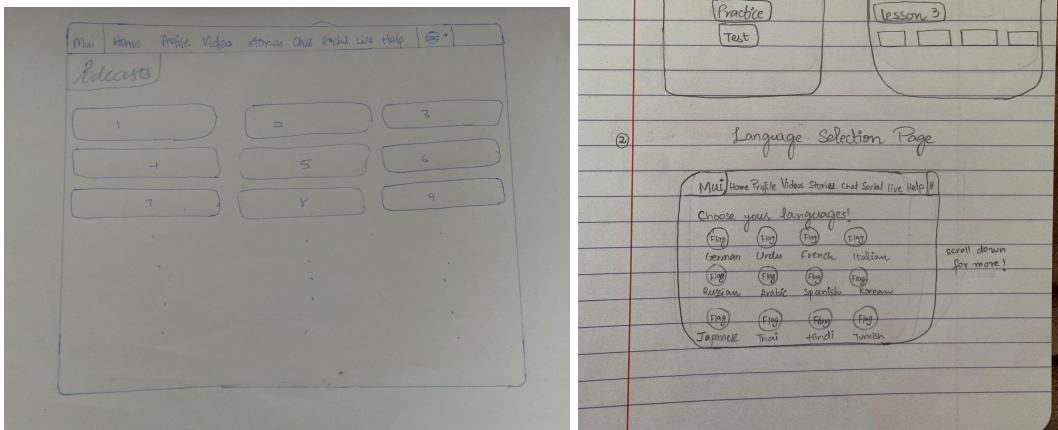
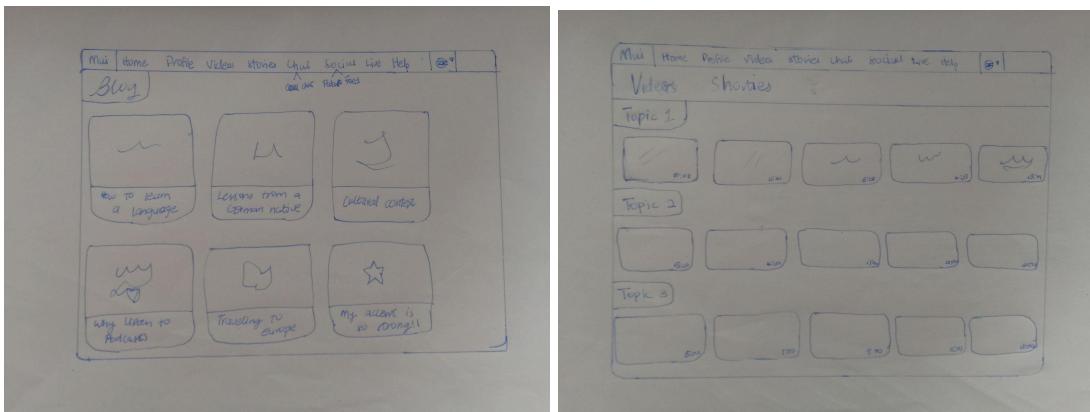
Color palette: Soft blues and greens evoke calm and trust, while vibrant accents add energy.

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



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.