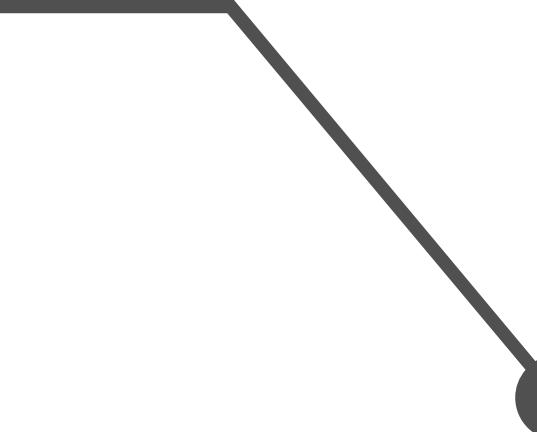


Link to interview files:

<https://drive.google.com/file/d/1okGgpTXXz6hcJ3LMdIYMMKZvpq8c2Ec0/view>
https://drive.google.com/drive/folders/1Ndjly50qb-KIS4X-ZNSanrt5e_bexhOa
[https://drive.google.com/file/d/1O8FHis-71G3qRcOvg82j0PvKIBYf7p3C/view?
usp=sharing](https://drive.google.com/file/d/1O8FHis-71G3qRcOvg82j0PvKIBYf7p3C/view?usp=sharing)



ASSIGNMENT 6

MVP & USER TESTING

AIS THE BLOOM DIGITAL TALENT



AGENDA

- 1 COMPETITOR ANALYSIS
- 2 MVP: MINIMUM VIABLE PRODUCT
- 3 IMPORTANT FEATURES
- 4 PROTOTYPE TESTING PROCESS
- 5 USER TESTING & IMPROVEMENT

COMPETITOR ANALYSIS



Must Have

- Online Learning Course
- Quiz and Mock Exam
- Study anywhere at anytime



Performance

- Easy to use
- Fast processing
- Engagement
- Motivation
- Specific Course



Delighter

- Gamified Features
- Subscription
- Community
- Co-Learning Space
- Certification Badge
- Free-Trial

FinLearn

Duolingo

StartDee

✓

✓

✓

✓

✓

✓

✓

✓

✓

High

High

High

Medium

Medium

Medium

High

Low

Low

High

High

Low

Low

High

High

✓

✓

✗

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**COMPETITOR
ANALYSIS**



Supreme Importance				Time in the Future			
Benefits	Sub-Feature			Benefits	V1	V1.1	V1.2
Online Learning Course	High-School Course	University Course	Exam Training	Online Learning Course	High-School Course	Exam Training	University Course
Quiz and Mock Exam	Entrance Exam	Additional Exam		Quiz and Mock Exam	Entrance Exam		
Study anywhere at anytime	Website	Mobile/Tablet		Study anywhere at anytime	Website		Mobile/Tablet
Easy to use	Good Design			Easy to use	Good Design		
Fast processing	Low Runtime Coding			Fast processing	Low Runtime Coding		
Engagement	Co-Learning Space	Community		Engagement	Co-Learning Space	Community	
Motivation	Gamification			Motivation	Gamification		
Specific Course	Major Subject Course	University Course		Specific Course	Major Subject Course	University Course	
Gamified Features	Quiz Game	Redeem Point		Gamified Features	Quiz Game	Redeem Point	
Subscription	Monthly	Yearly	Daily	Subscription	Monthly		
Community	Live Video	Post	Activity	Community	Post	Live Video	Activity
Co-Learning Space	Live Talking	Instructor Consult		Co-Learning Space	Live Talking	Instructor Consult	
Certification Badge	University Course Badge			Certification Badge			University Course Badge

IMPORTANT FEATURES

Gamification

Co-Learning Space

Community

Course, Quiz, Mock Exam

1 **GAMIFICATION**

*GAMIFIED FEATURES, MAKING USERS NOT
BORED AND FUN ALONG US*



QUIZ GAME



Where does it come from ?



Time enabled

Continue

Quiz game as a mission; User could earn an EXP or point to receive a special offer from us. Besides, a quiz from the course also will use this feature for reduce customers' bored.

REDEEM POINT

The screenshot shows the FinLearn app interface. At the top right, there is a blue button with a star icon containing the number '1,245' and a magnifying glass icon. Below it is a yellow circular profile picture of a user named 'Jennifer Kim'. On the left side, there is a vertical sidebar with icons for home, book, globe, chart, and settings.

Mission

- Cell Biology** (+ 180 ★) - Status: Easy, 7 Days, 3/4 COMPLETED. Progress bar is mostly filled. A rounded orange square highlights the '+ 180 ★' text.
- Polymer** (+ 250 ★) - Status: Medium, 7 Days, 2/7 COMPLETED. Progress bar is partially filled. A rounded orange square highlights the '+ 250 ★' text.

Activity

- Find update
- Victor Kicho** English, Topic 4 - July 23, 12:30. Added new assignment.
- Robert Golden** Mathematic, Topic 2 - July 21, 12:17. Deadline approaching.
- Cindy Hurt** Biology, Topic 5 - July 16, 11:42. New date of exam.
- Anny Driss** History, Topic 1 - July 12, 09:59. Added new assignment.

My Courses

- Intro to Momentum** by Liam Weston. Section 9A + 9B. +17 friends.
- Oral Communication I** by Megan Thompson. Section 7A. +17 friends.
- Acid-Base Theory** by Sara Conner. Section 10A + 10B. +17 friends.

Weekly Activity

Track your study time and share with friends.

M T W T F S S

Skill Graph

Mathematics, English, History

Our gamified support an EXP or points for users. In the rounded orange square, you would see the collected points users are received that allow users to exchange for an offer.

2 **CO-LEARNING SPACE**

LEARN ONLINE WITH YOUR FRIENDS AND
CONSULT WITH INSTRUCTORS AT THE TIME



LIVE DISCUSSION

The screenshot shows a mobile application interface for a language learning course. At the top right, there is a blue circular badge with a white star icon and the number '1,245'. To its right are a magnifying glass icon for search and a bell icon for notifications.

The main content area has a dark blue header bar with a back arrow and the text 'Basic Grammar'.

Lesson 1 - Introduction

This course aims to strengthen basic knowledge of English and to build positive attitudes towards language learning. Covering all four skills integrated through topics related to everyday English.

In the center, there is a large video camera icon, indicating a live discussion or video call feature.

Below the video camera icon, there are two sections:

- Resources**: Includes a document icon and a brief description: "Browse our collection of learning materials for additional support. These include user interviews, external references and audio files." A blue "Download" button is located below this section.
- Quiz**: Includes a pencil icon and a brief description: "Put your study skills to the test. Take our quiz and see how much you remember from the first class. Don't worry, it's multiple choice!" A blue "Take Quiz" button is located below this section.

To the right, there is a sidebar titled "Channels 01" which lists five users with their profile pictures and names: Jennifer Kim, Angelo McDougall, Emilia Keith, Janet Gutierrez, and Trent Howard. Each user entry includes a small green checkmark icon.

At the bottom right of the sidebar, there are two small circular icons: one with a microphone and one with a bell.

Users are allowed to learn with others, and friends, as well as consult with an instructor in real-time. This could be helpful for increasing engagement also several connections.

3 **COMMUNITY**

TALKING TO OTHERS AFTER STRESSING TO
MAKE A CONNECTION AND AN ENGAGEMENT



LIVE VIDEO POST ACTIVITY

The screenshot shows a mobile application interface for a community platform. At the top, there's a navigation bar with a logo, a search icon, and a notification bell icon with the number '1,245'. Below the navigation is a header 'Community' with the tagline 'Every moment counts' and a globe icon.

The main area has two sections: 'Channels' on the left and '#Homework' on the right. The 'Channels' section contains a search bar 'Find channels' and a list of categories: #General, #Homework, #Exam, #Thai Language, #English, #Mathematics, #Chemistry, #Physics, #Biology, #History, #Art, #Health & Hygiene, #Physical Education, #Computer Science, and #Music. The '#Homework' section shows a post from 'Jennifer Kim' (@jenniferkim) with the message 'What are you thinking Jennifer' and four interaction buttons: 'Live Video', 'Voice Chat', 'Photo/Video', and 'Activity'. A red circle highlights the 'Activity' button. Below this is another post from 'Nancy Kington' (@nancykington) with the message 'Hi, Who doesn't have a math 1 homework group yet ?' with 'Like' and 'Comments' buttons. At the bottom, there's a footer with three dots and a '...' button.

The community can create all of these things including live video/voice chat, posts, and activities that make an engagement for users as well as a connection for let users knowing about community

4

COURSE AND QUIZ

ONLINE COURSE, QUIZ, AND MOCK
EXAMINATION FOR PRACTICING USERS



COURSE QUIZ MOCK EXAM

Course

It's time to study 📚

Continue Learning

View all

Basic Grammar by Oscar Mar
1/4 COMPLETED

Thai History 2 by Yasmine Witt
2/6 COMPLETED

Basic Thai by Desree Kenny
2/3 COMPLETED

Mathematic 1 by Robert Golden
5/6 COMPLETED

My Courses

View all

Intro to Momentum by Liam Weston
8 Lesson
+ 34 Friends To join this courses!

Oral Communication by Magan Thompson
3 Lesson
+ 17 Friends To join this courses!

Acid-Base Theory by Oscar Mar
6 Lesson

General English 1 by Oscar Mar
12 Lesson

July, 2022

Mo	Tu	We	Th	Fr	Sa	Su
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

• Homework
• Activity
• Examination

Our content provides significant content including courses, quiz, and mock exams that are related to the high-school content because we focus on students who will test for entrancing an university.



PROTOTYPE TESTING PROCESS





Hello,

Welcome to FinLearn 😊



Home Page

Mission

Course Page



Cell Biology

+ 180 ★

Easy

7 Days

3/4 COMPLETED

Quiz Mission



Community Page



+ 23 Friends

Completed this mission



Activity

Find update



Victor Kicho

English, Topic 4

Jul 23, 12:30

Added new assignment



Robert Golden

Mathematic, Topic 2

Jul 21, 12:17

Deadline approaching



Cindy Hurt

Biology, Topic 5

Jul 16, 11:42

New date of exam



Anny Driss

History, Topic 1

Jul 12, 09:59

Added new assignment



Homepage

★ 1,245



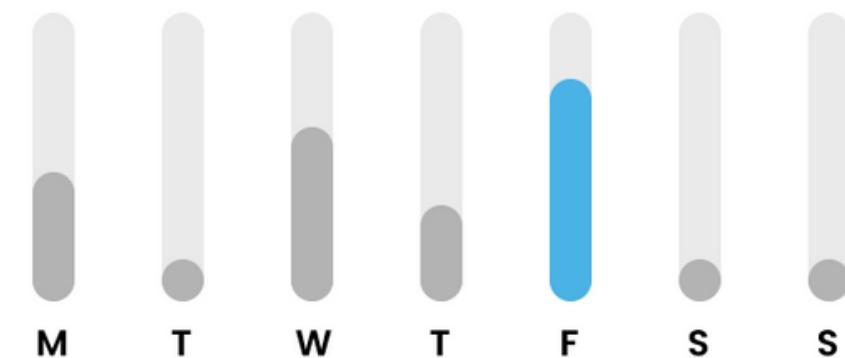
User's points

Jennifer Kim

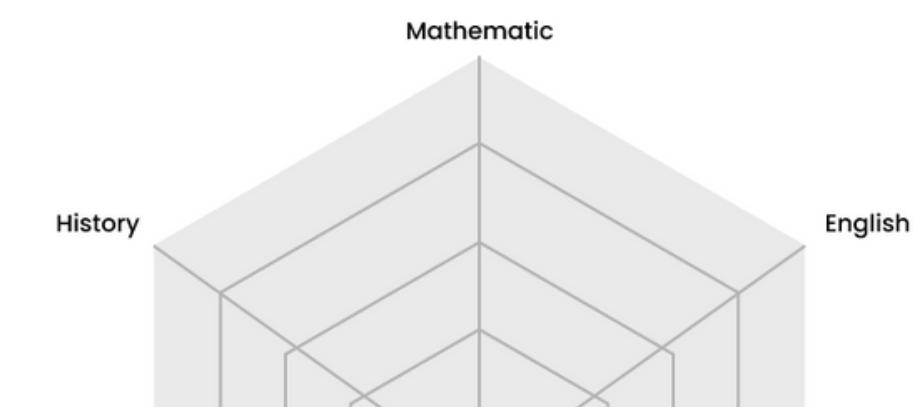
A yellow circular profile picture with a blue crown icon. Below it is a pink background with floating red apple icons.

Weekly Activity

Track your study time and share with friends



Skill Graph





Back

Back to previous page

QUIZ PAGE

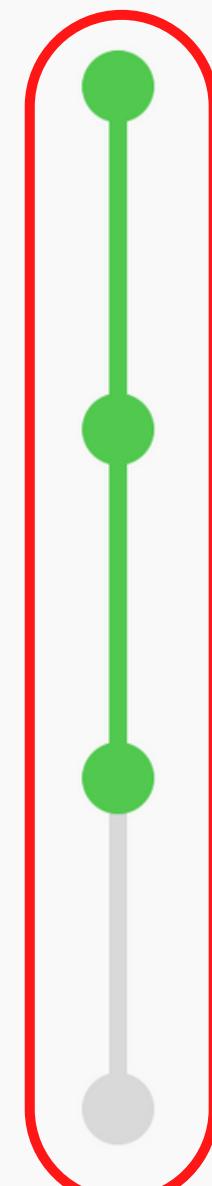
1,245



Quiz



Getting Started with Cell Biology



Quiz Progress

Introduction

4 min 6 exercises



Cell Biology 1

5 min 5 exercises



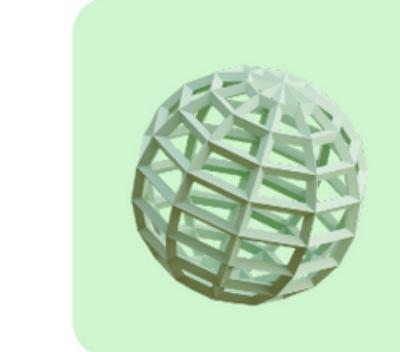
Cell Biology 2

5 min 5 exercises



Summary

2 min 2 exercises



Cell Biology

Easy 7 Days

4/5 COMPLETED

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.



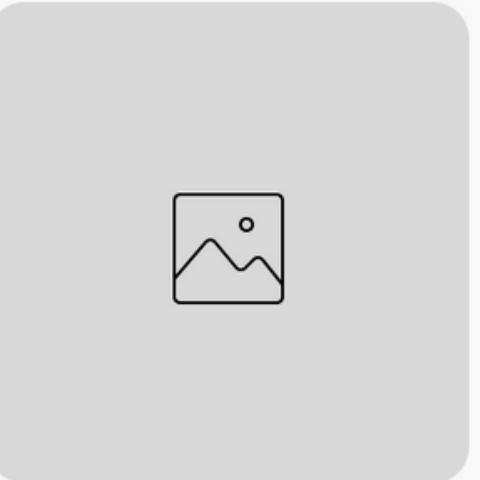
+ 23 Friends
Completed this mission

Quiz Content

QUIZ PAGE CONTINUE



Cancel doing quiz



Cell Biology

Summary

⌚ 2 min

📝 2 exercises

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.

Quiz Content

Start Quiz

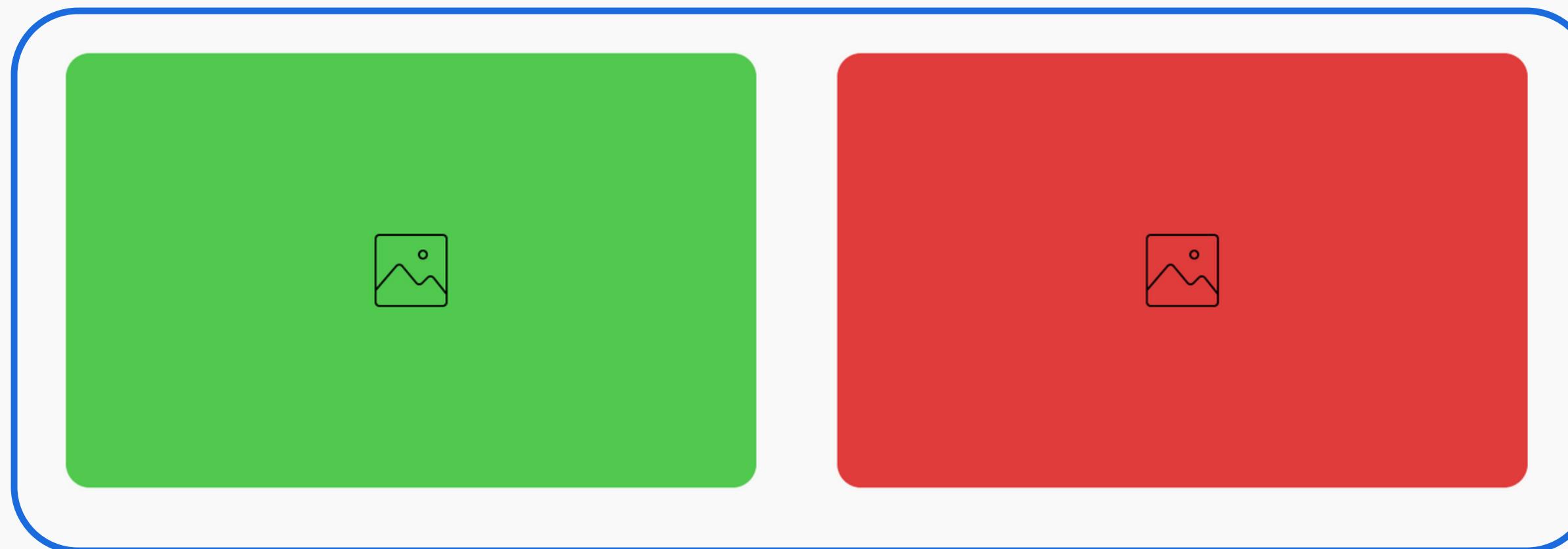
Start now →

QUIZ PAGE CONTINUE

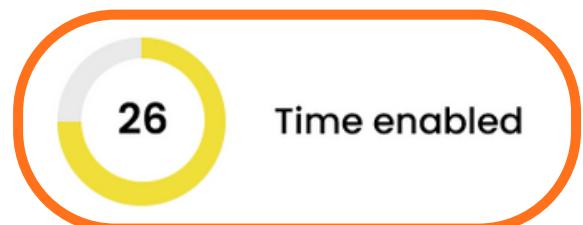


Number of Question

Where does it come from ? → Question



Time Remaining



Continue

QUIZ PAGE WRONG ANSWER



Explanation



Where does it come from ?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary.

Next question



Incorrect!

24% of users answer this question incorrectly

Continue

QUIZ PAGE CORRECT ANSWER



Explanation



Where does it come from ?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary.

Next question



Good job !

79% of users answer this question correctly

Continue

[Back](#)

QUIZ PAGE FINISH ALL CONTENTS

★ 1,245



Quiz



Getting Started with Cell Biology

Introduction
🕒 4 min 📄 6 exercises

Cell Biology 1
🕒 5 min 📄 5 exercises

Cell Biology 2
🕒 5 min 📄 5 exercises

Summary
🕒 2 min 📄 2 exercises

+ 180 ★

Cell Biology
Easy 7 Days

4/5 COMPLETED

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text.

+ 23 Friends
Completed this mission

Represent finish all courses



Course

It's time to study



COURSE PAGE

★ 1,245



Continue Learning

Basic Grammar

by Oscar Mar

1/4 COMPLETED

Thai History 2

by Yasmine Witt

2/6 COMPLETED

Basic Thai

by Desiree Kenny

2/3 COMPLETED

Mathematic 1

by Robert Golden

5/6 COMPLETED

[View all](#)

Continue learn the course

◀ July, 2022 ▶

Mo Tu We Th Fr Sa Su

01 02 03 04 05

06 07 08 09 10 11 12

13 14 15 16 17 18 19

20 21 22 23 24 25 26

27 28 29 30 31

- Homework
- Activity
- Examination

My Courses

Intro to Momentum

by Liam Weston

8 Lesson

+ 34 Friends
To join this courses !

Oral Communication

by Magan Thompson

3 Lesson

+ 17 Friends
To join this courses !

[View all](#)

Acid–Base Theory

by Oscar Mar

6 Lesson

General English 1

by Oscar Mar

12 Lesson

All courses users have

[Back](#)

COURSE CONTENT

★ 1,245



Basic Grammar

Lesson 2 – Basic Grammar 1

This course aims to strengthen basic knowledge of English and to build positive attitudes towards language learning.
Covering all four skills integrated through topics related to everyday English.



Resources

Browse our collection of learning materials for additional support. These include user interviews, external references and audio files.

[Download](#)

Quiz

Put your study skills to the test. Take our quiz and see how much you remember from the first class. Don't worry, it's multiple choice !

[Take Quiz](#)

Numer of lesson and name

Join Co-Learning Space

[Quick Join](#)[Invite Friend](#)

Co-Learning Space Session

Numer of lesson and name

Lessons

[1 – Introduction](#) [2 – Basic Grammar 1 >](#)[3 – Basic Grammar 2 >](#)[4 – Summary >](#)

Activity

[Homework 1](#) [Homework 2 >](#)

Course video, resources, and quiz

[Back](#)

COURSE CONTENT WITH CLS

1,245

[Basic Grammar](#)

Lesson 1 – Introduction

This course aims to strengthen basic knowledge of English and to build positive attitudes towards language learning.
Covering all four skills integrated through topics related to everyday English.



Watch video content here.



Resources

Browse our collection of learning materials for additional support. These include user interviews, external references and audio files.

[Download](#)

Quiz

Put your study skills to the test. Take our quiz and see how much you remember from the first class. Don't worry, it's multiple choice !

[Take Quiz](#)

Channels 01

Jennifer Kim Exit Room

Angelo Mcdougall

Emilis Keith

Janet Gutierrez

Trent Howard



Lessons

1 – Introduction ✓

2 – Basic Grammar 1 >

3 – Basic Grammar 2 >

4 – Summary >

Activity

Homework 1 ✓

Homework 2 >

Co-Learning Space Room



Community

Every moment counts 🌎



Channels

Find channels

#General

#Homework

#Exam

#Thai Language

#English

#Mathematics

#Chemistry

#Physics

#Biology

#History

#Art

#Health & Hygiene

#Physical Education

#Computer Science

#Music

COMMUNITY PAGE

★ 1,245



#Homework



What are you thinking Jennifer



Live Video

Voice Chat

Photo/Video

Activity

Type of post

Feed Page

Channel for specific room



Nancy Kington

1hour.

...

Hey guys! I want your help. I can't do homework math, so please help me ;-;



Like

Comments



Community

Every moment counts



Channels

Find channels

#General

#Homework

#Exam

#Thai Language

#English

#Mathematics

#Chemistry

#Physics

#Biology

#History

#Art

#Health & Hygiene

#Physical Education

#Computer Science

#Music

COMMUNITY PAGE FINISH POST

★ 1,245



#Homework



What are you thinking Jennifer



Live Video

Voice Chat

Photo/Video

Activity

User's posted



Jennifer Kim

Now

Hi, Who doesn't have a math 1 homework group yet ?

Like

Comments

...



Nancy Kington

1hour.

...

Hey guys! I want your help. I can't do homework math, so please help me ;-;



USER TESTING

PHISUTH SANTIPAISARN

A HIGH SCHOOL STUDENT AT BANGKOK CHRISTIAN COLLEGE, CURRENTLY STUDYING IN SOPHOMORE YEAR IN ENGLISH-MATH PROGRAM(BUSINESS TRACK)

LIKED

- The design is clean and easy to see the text

STRUGGLE

- The prototype test can't use every feature, so it may still not see clearly in full usage.
- Navigation is confusing

SUGGESTIONS

- Tutorial system for a new users.
- A planned study program for student to enroll so that they can study subject that are required for the faculty they want to get in.



REFLEX FEEDBACK-1 MVP

	Supreme Importance			Time in the Future			
Benefits	Sub-Feature			Benefits	V1	V1.1	V1.2
Online Learning Course	High-School Course	University Course	Exam Training	Online Learning Course	High-School Course	Exam Training	University Course
Quiz and Mock Exam	Entrance Exam	Additional Exam		Quiz and Mock Exam	Entrance Exam		
Study anywhere at anytime	Website	Mobile/Tablet		Study anywhere at anytime	Website		Mobile/Tablet
Easy to use	Good Design	Tutorial		Easy to use	Good Design		
Fast processing	Low Runtime Coding			Fast processing	Low Runtime Coding		
Engagement	Co-Learning Space	Community		Engagement	Co-Learning Space		Community
Motivation	Gamification			Motivation	Gamification		
Specific Course	Major Subject Course	University Course		Specific Course	Major Subject Course		University Course
Gamified Features	Quiz Game	Redeem Point		Gamified Features	Quiz Game		
Subscription	Monthly	Yearly	Daily	Subscription	Monthly		
Community	Live Video	Post	Activity	Community	Post	Live Video	Activity
Co-Learning Space	Live Talking	Instructor Consult		Co-Learning Space	Live Talking		
Certification Badge	University Course Badge			Certification Badge			University Course Badge

IMPROVEMENTS AFTER USERS TESTING

- Add a Tutorial for first-time users, because Finlearn is designed in a Gamified form, which makes it different from the general online learning platform. So that for first-time users, it may be confusing to use as well as the icon and a new feature. Therefore, it should have added a tutorial so that users can understand the system faster.



USER TESTING

KAWINTHRIP LOHAWIBOONKIJ
A HIGH SCHOOL STUDENT AT SAINT FRANCIS XAVIER,
CURRENTLY STUDYING IN MATH-SCIENCE PROGRAM

LIKED

- The Gamified system is more interesting to learn.
- Platform style, beautiful and modern, different from general learning platforms
- Co-learning with others in the co-learning space makes it easy to make new friends.
- Like the community where you can ask questions.

STRUGGLE

- For first-time users, it is difficult to use at first. Not familiar with various icons because the system is designed not like a platform for general learning. It takes time to adjust for the first use.

SUGGESTIONS

- A tutorial is recommended for first-time users. to understand the features more quickly
- want to have a system Recommendation for the users that in case there is a requirement to attend the faculty should be enrolled in a course in order to increase efficiency in allocating study time.



REFLEX FEEDBACK - 2 MVP

Supreme Importance ←				Time in the Future →			
Benefits	Sub-Feature			Benefits	V1	V1.1	V1.2
Online Learning Course	High-School Course	University Course	Exam Training	Online Learning Course	High-School Course	Exam Training	University Course
Quiz and Mock Exam	Entrance Exam	Additional Exam		Quiz and Mock Exam	Entrance Exam		
Study anywhere at anytime	Website	Mobile/Tablet		Study anywhere at anytime	Website		Mobile/Tablet
Easy to use	Good Design	Tutorial	Recommendation	Easy to use	Good Design	Tutorial	Recommendation
Fast processing	Low Runtime Coding			Fast processing	Low Runtime Coding		
Engagement	Co-Learning Space	Community		Engagement	Co-Learning Space	Community	
Motivation	Gamification			Motivation	Gamification		
Specific Course	Major Subject Course	University Course		Specific Course	Major Subject Course	University Course	
Gamified Features	Quiz Game	Redeem Point		Gamified Features	Quiz Game	Redeem Point	
Subscription	Monthly	Yearly	Daily	Subscription	Monthly		
Community	Live Video	Post	Activity	Community	Post	Live Video	Activity
Co-Learning Space	Live Talking	Instructor Consult		Co-Learning Space	Live Talking	Instructor Consult	
Certification Badge	University Course Badge			Certification Badge			University Course Badge

IMPROVEMENTS AFTER USERS TESTING

- Add a Recommendation System for users because user testing can give feedback about how to recommend the course to users by allowing students to choose which faculty they want to join. Then the system will suggest courses that are suitable for use in the entrance examinations for that faculty. This will make the users more efficient in planning their studies better.



USER TESTING

PASSAKORN TATIYACHITAWEESEK

SENIOR HIGH SCHOOL STUDENT WHO STUDY IN SCIENCE-MATH PROGRAM SPECIALIZED IN ROBOTICS AND ENGINEERING. HIS CURRENT GOAL IS TO TUTOR TO GET IN TO HIS DREAM UNIVERSITY AND IS TUTORING ON "MYTCAS.COM"

LIKED

- The design is better than other platforms he has used and looks very fun to use
- The description is provided after answering the quiz
- Being able to collect points to trade courses or privileges
- Interaction; learning with friends even in the online environment
- Community forum is a good way to learn new ways of thinking from others

STRUGGLE

- Concern with the issue of the authority and ability to control the study channel that student have created by themself.
- Icon group #list at the Community channel is too many.

SUGGESTIONS

- Ability to see what friends is currently learning so that he can learn together



REFLEX FEEDBACK - 3 MVP

Supreme Importance ←				Time in the Future →			
Benefits	Sub-Feature			Benefits	V1	V1.1	V1.2
Online Learning Course	High-School Course	University Course	Exam Training	Online Learning Course	High-School Course	Exam Training	University Course
Quiz and Mock Exam	Entrance Exam	Additional Exam		Quiz and Mock Exam	Entrance Exam		
Study anywhere at anytime	Website	Mobile/Tablet		Study anywhere at anytime	Website		Mobile/Tablet
Easy to use	Good Design	Tutorial	Recommendation	Easy to use	Good Design	Tutorial	Recommendation
Fast processing	Low Runtime Coding			Fast processing	Low Runtime Coding		
Engagement	Co-Learning Space	Community		Engagement	Co-Learning Space	Community	
Motivation	Gamification			Motivation	Gamification		
Specific Course	Major Subject Course	University Course		Specific Course	Major Subject Course	University Course	
Gamified Features	Quiz Game	Redeem Point		Gamified Features	Quiz Game	Redeem Point	
Subscription	Monthly	Yearly	Daily	Subscription	Monthly		
Community	Live Video	Post	Activity	Community	Post	Live Video	Activity
Co-Learning Space	Live Talking	Instructor Consult		Co-Learning Space	Live Talking	Instructor Consult	
Certification Badge	University Course Badge			Certification Badge			University Course Badge

IMPROVEMENTS AFTER USERS TESTING

- Develop the Platform to be more simple in the community page at the hashtag list group, which allows Users to access according to their own interests, such as #Homework , #Exam , #Arts , etc. so that it is much easier on the eyes.
- You can see which courses your friends have completed or which courses are currently taking. This creates motivation to study the same course with friends. or study together with friends