# Feature Exploration(Lingo Panda App)
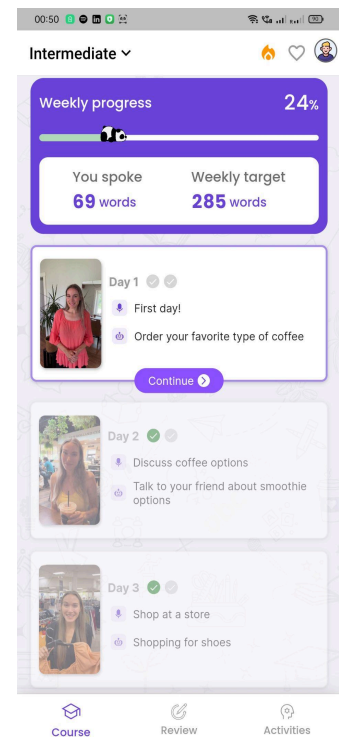
## 1. Feature: Home page

### Observation:

- The weekly progress column covers upto 20% of the screen but is not interactive.
- Day to Day activities are random which is fine, but the user can directly start class of any day which neglects the purpose of daily tasks which might not motivate the user to start the free-trial.
- The homepage has a difficulty change option but has no premium navigating option.

### Proposed Change

- Users should be able to get a deep analysis of their progress by simply tapping on the weekly progress column which would make things easy.
- There should be a proper option in the header or footer for users who are willing to navigate or buy the premium.
- Daily tasks could be more systematic like a road map without skipping.
- Better and unique bonus tasks after a certain interval or to make things simple and appropriate it will be better if activities can be added to course or regular intervals..
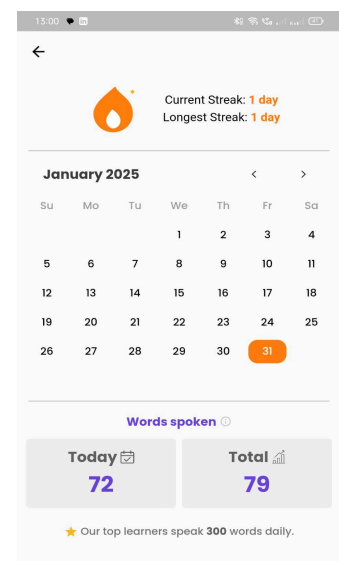
## 2. Feature:  User Report

### Observation:

- The report is very simple and doesn't provide any motivation for the user for a long term.
- There are no points, scores, badges or additional rewards for users to be excited along the progress.
- No data to compare scores with other average users.
- The learning curve wont be better if there are no competitions or levels among users
- No streak and the data of older days is not accessible

### Proposed Change:

- Introduction of graphs and additional parameters like scores in the report.
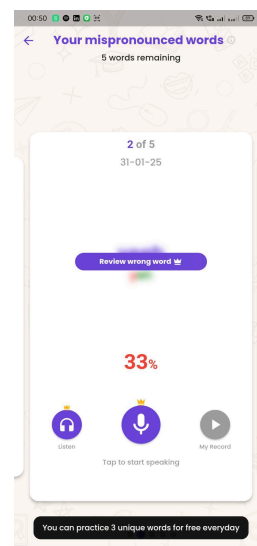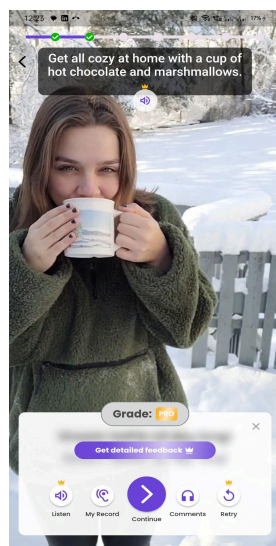
- Introduction of leagues or levels for users to be competitive along with milestone badges
- Options to interact with other users as friends and also global average daily scores in between levels for users to stay with the product for longer time.

## 3. Feature: premium exclusive features and promotions

### Observation:

- The app is being unfriendly with the users by forcibly restricting access to feedback.
- No good flow for users to voluntarily navigate for premium options and free trials from the home page.
- Restricting reviewing of wrong words which automatically forces users to try free trials or instead makes them completely quit the app for alternatives.



### Proposed Change

- Instead of completely shutting down feedback, give users some rechargeable lives to continue to further steps so if they make many mistakes it would be better for them to try a free trial or premium for unlimited lives.
- Since the app is focused on speaking and pronunciation it would be better for the user to lose life if 50% or higher percent of the sentence is pronounced wrong.
- Allow users to gain lives or coins to buy lives by correcting certain amounts of words which were mispronounced(Having users to completely engage with app for longer times can motivate them to buy premium than forcefully restricting access to premium from the beginning).
- There should be a proper option in the header or footer for users who are willing to navigate or buy the premium.
- Adding purchasable coins to make users buy lost steak, or to buy lives would be a good move for users who have already bought and used the free trial and are not interested in purchasing premium.