

Toquo English

Goal: To create a website & app for learners of English to consume fun eLearning videos.



Video selection

Specification

An app for learners of English to consume eLearning instructional videos, and do various learning exercises, do tests and to keep the experience continuously engaging, they should be given the option to chat to other learners to practise their English.

Functional Requirements

So that development is given the correct prioritisation I have defined the core functionality separately and optional functionality to be developed later.

Core features

(Defined in this case as being the minimum functionality required to consume video elearning & introduce the site/product)

Learning Videos

Registration

Login

Demo video

Pitch intro text and images

Pricing table

Optional Functionality

Chat box

Level test

Test results

Unit layout structure

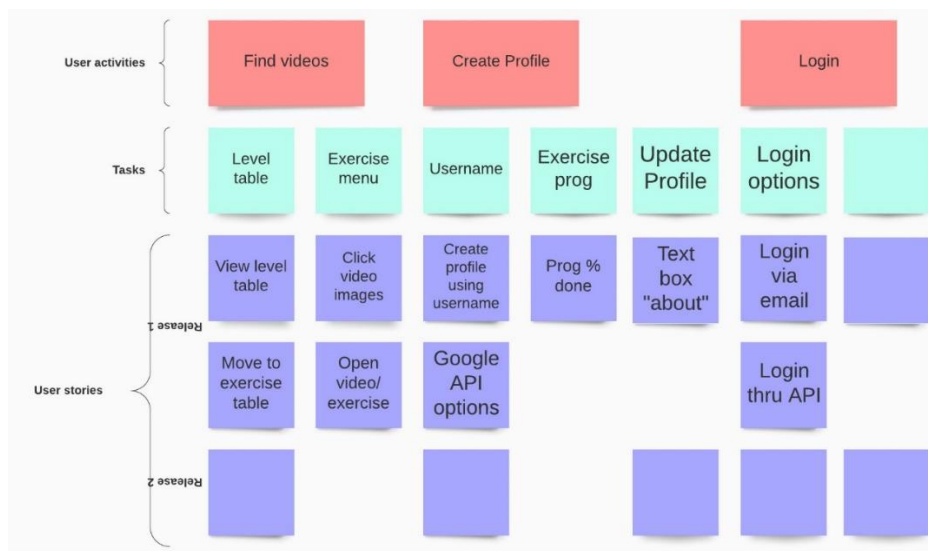
Completed units/levels (profile) ,

Unit Tests

Like and share buttons after exercises.

Comments

User story map



User stories/PBIs

Search/Find exercises

Level table menu: Users would like to find specific level exercises through using a level table menu, to allow them to learn from the appropriate level.

Main exercise nav menu: Users need to be given a selection of exercises for their chosen level via a main exercise nav menu.

Links to exercises: Users would like to navigate from the exercise menu to the video or exercise page.

Video functionality: Users need to be able to watch a video and pause or replay it.

Links to exercise menu: Users must be given a link from video or exercise pages to return to the exercise menu.

User Profile

User profile email sign up: Users would like to create profiles, to allow them to use full functionality

User profile Google sign up: Users could be given the option to login via their Google profile.

Login via email: Users would like to be given the option to login via their email or username.

API Login: Users need to be given the option to login using Google.

User profile "About": Users would like to create profiles about (name, text, & avatar photo).

Update profile: Users need to be given the option to update profiles (name, text, & avatar photo).

Exercises taken: Users need to be given the option to

Homepage

Menus & URLs: About, Levels, Pricing

Pitch intro text and images: a piece of text about our service

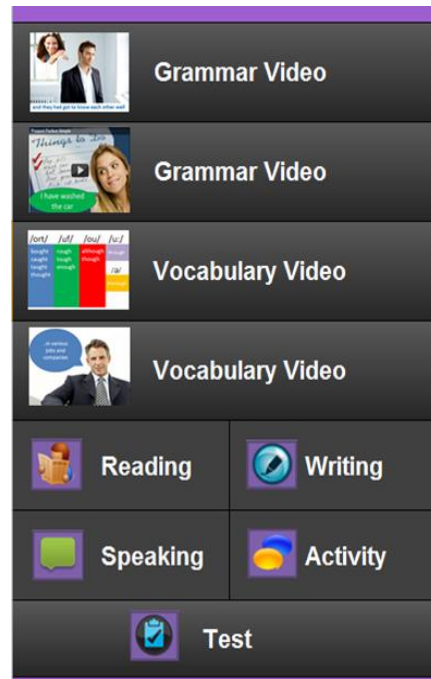
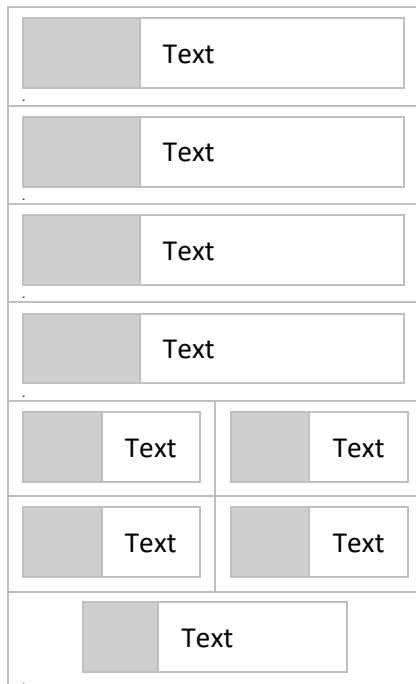
Demo video: a max 3 min intro + instructional demo

Pricing table: a layout of prices (1 video, 5 days, 1 month, 6 months)

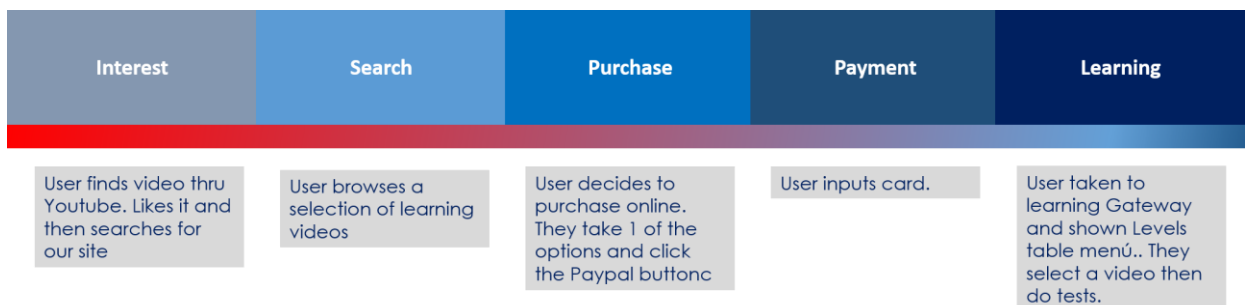
After 15 months all of the features were developed on the site.

Main exercise menu. Mobile version. Large rectangular areas for tapping.

Hi fidelity prototype



Optimal User Flow



Customer / User Research

I created persona profiles based on a typical EFL language centre student customer profile.

Method: From 1 to 1 qualitative user research talking to students of English, I gathered enough data to understand customer needs. I found that many of those learning English needed it for their office jobs in larger companies in big cities. Most were going to private language schools in groups and found they regularly could not attend.

Users interested in learning English	95	
Those reporting minimal time to go to an English academy.	57%	
% of students enrolled attendance under 75%	27.2%	

Usability Testing

Questions	User Responses
Device type	Mobile: 49% Tablet: 23.5% Desktop: 27.5%
Easy to sign up?	Yes 76%
User Goals: What are you trying to achieve on the site/app?	"To learn English" "Find friends to talk to in English"
Blockers: Did anything stop you achieving your goal?	"I don't know level I need"
Time taken: How many minutes did it take to complete?	15 min / exercise 1 min to login
Difficulty: Anything slow/ unobvious/ unintuitive?	"Trying to search for specific videos"
Frequency of use: Would you use this again and often?	"Yes, I like it" "I might use it tomorrow/again"
Improvements: Can anything be done better? Any other features you might want?	"The sound quality on e-learning videos could better" "Music on videos" "Translation to Spanish"

User Persona



Name: Elena Alvarez
Location: Large town or city in Spain
Job: Secretary
Segment: Young 27 years old
Marital Status: Recently Married / Single

Qualities /Personality	Ambitious Fun-loving Risk taker	<div><div></div></div> <div><div></div></div> <div><div></div></div>
Devices:	Desktop Smart phone Tablet	<div><div>60%</div></div> <div><div>25%</div></div> <div><div>15%</div></div>
Internet experience level:	(1 to 5)	<div><div></div></div> <div>3/5</div>
Goals	To improve level of English To improve career. Many jobs require proficient English.	
Frustrations	Short of time to go to English academias Lack of timely revision = forgetting learnt words	
Motivations (to use eLearning)	Cheap Useful Quick	<div><div></div></div> <div><div></div></div> <div><div></div></div>
User Needs	Intuitive UI Entertaining Quality training	<div><div></div></div> <div><div></div></div> <div><div></div></div>

