

Toquo English



Video selection



Example video:

youtube.com/watch?v=4EYdVkzoiRM

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

PRODUCT VISION

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.

A fully immersive fun online learning experience; a mix of learning and entertainment using electronic background music, videos, quality images and graphics. It would be for users on the move to consume on a mobile, during a commute on public transport or having a meal. Fully suited to a city lifestyle.

APPROACH

The procedure below is an overview of the methods we used to develop the product incorporating Lean Startup concepts, User Centred Design and SCRUM to achieve quickest Time to Market. This case study will go through each phase in some detail.

Research (Opportunity/Problem/Need) – Ideation – Spec – Persona – Requirements – User Story Map – User Stories – Wireframes – Hi-Fidelity Mock up – Clickable Prototype – Backlog creation – Developer hand-off – Coding – User Testing – Feedback – Review – Iteration.

RESEARCH (OPPORTUNITY/PROBLEM/NEED)

Research found many students going to private language schools find they regularly can't attend for reasons like overtime, personal reasons, etc. The persona is a big city dwelling student or office type, who needs to learn English for their career though finds they are too tired in the evening to travel to and spend 90 mins in a language school

Although EFL online learning could be found (in 2011/2) on Youtube, they were mostly unstructured and only standalone tutorials rather than a full course. As well as being low quality in teaching or production terms, eLearning then rarely used many multimedia or UI features.

Customer / User Research

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%

IDEATION

I set out to create a fully immersive type of online learning experience; a mix of learning and entertainment using electronic background music, videos, quality images and graphics. It would be for users on the move to consume on a mobile, during a commute on public transport or having a meal. Fully suited to a city lifestyle.

USER PERSONA

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



Name:

Location:

Job:

Segment:

Marital Status:

Elena Alvarez

Large town or city in Spain

Secretary

Young 27 years old

Recently Married / Single

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

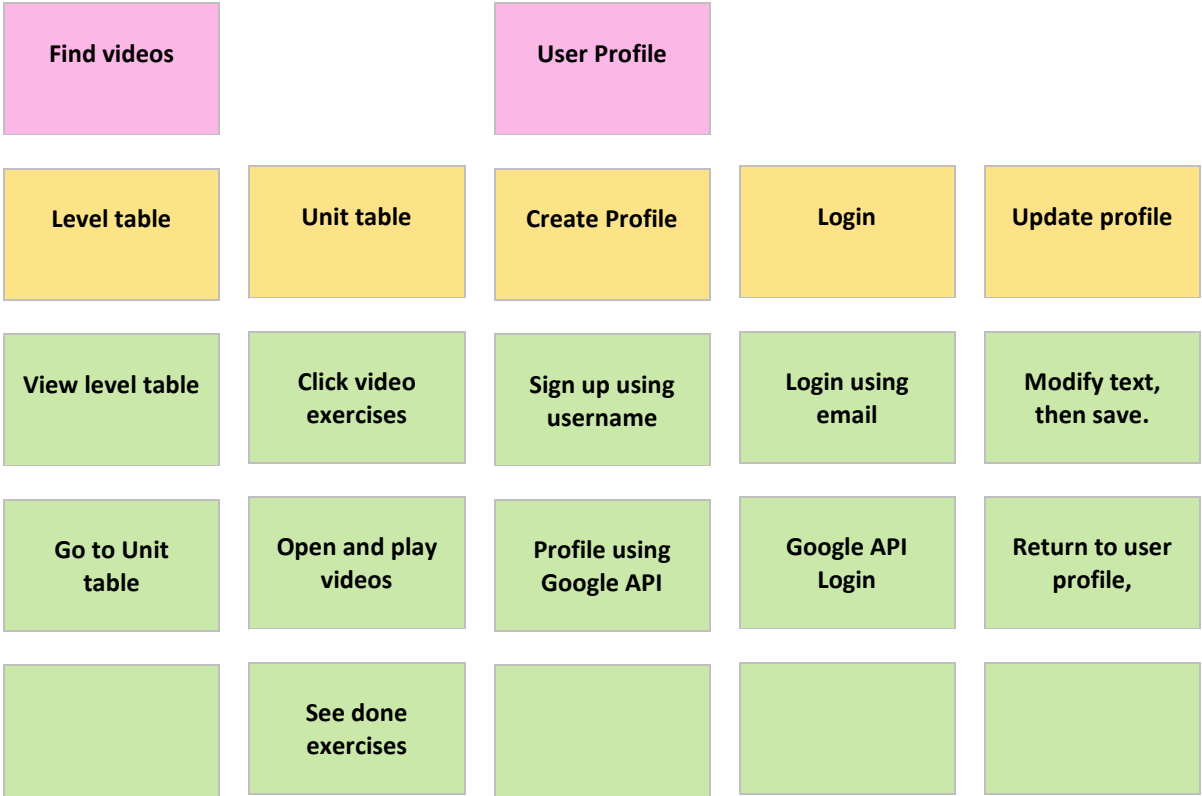
FUNCTIONAL REQUIREMENTS

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

Main Features <i>(Defined in this case as being the minimum functionality required to find then contact a tutor & introduce the site/product)</i>	
Learning Videos:	The central feature of the product.
User sign up	Input fields, A verification email Page to confirm "Verified user email"
Login	Either login page or overlay.
Student Create Profile	Input fields for (Picture, Name, Location, text). Store profile in database (relational fields or XML) Retrieve profiles (through PHP request) based on searched "location".
Profile pages.	Show user's (Picture, Name, Location, text).
Top menu (same all pages).	Insert internal URLs in top menu
Pitch intro text and images	Top of homepage
Unit layout structure	Table of links

Optional Features <i>Those for later release</i>	
Chat box	Widget
Level test	Multi-choice 25 questions.
Test results	From Level test sent to user
Completed units/levels	On user profile page
Unit Tests	Multi-choice done all exercises in each unit.

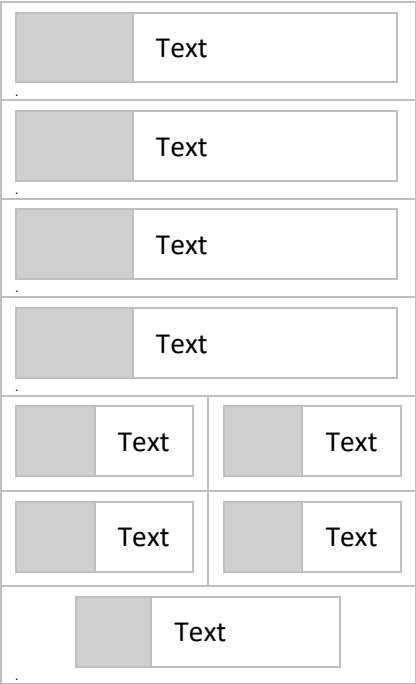
USER STORY MAP



MOCK UPS

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

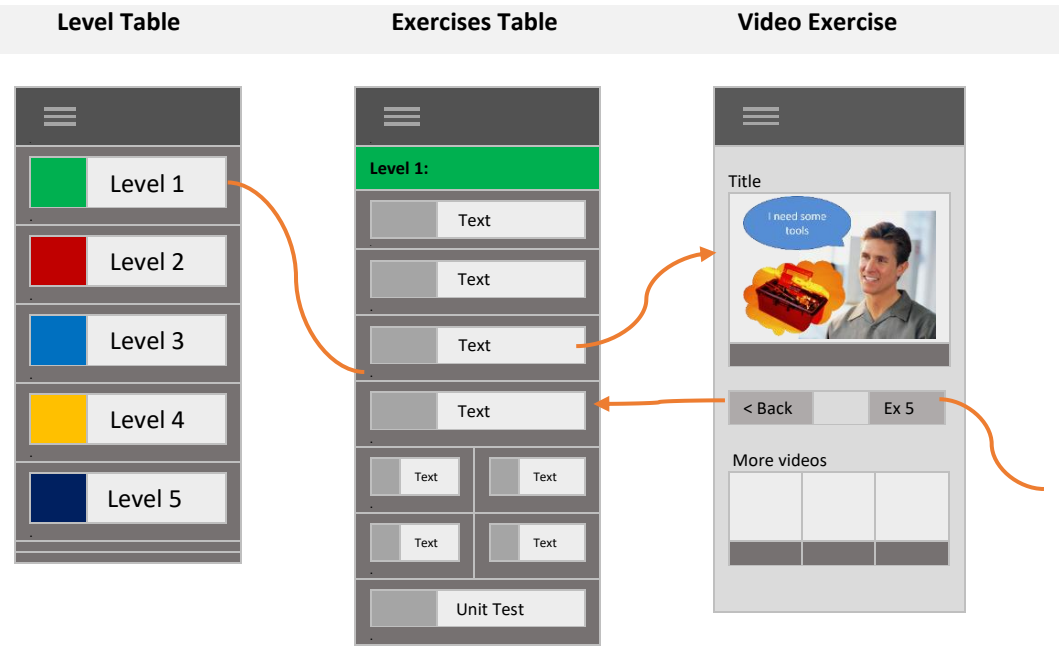
Wireframe

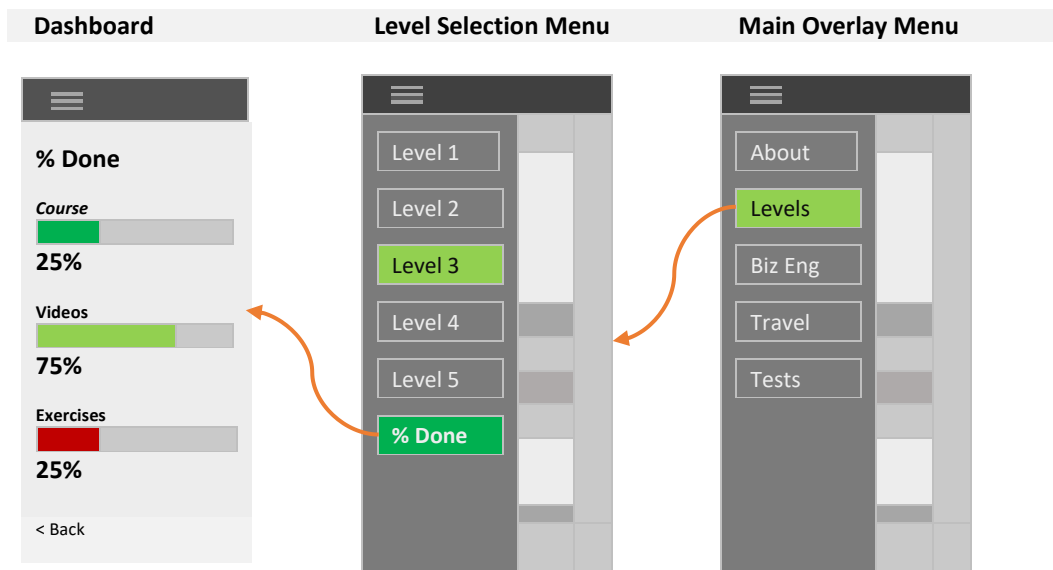


Hi-fidelity Prototype

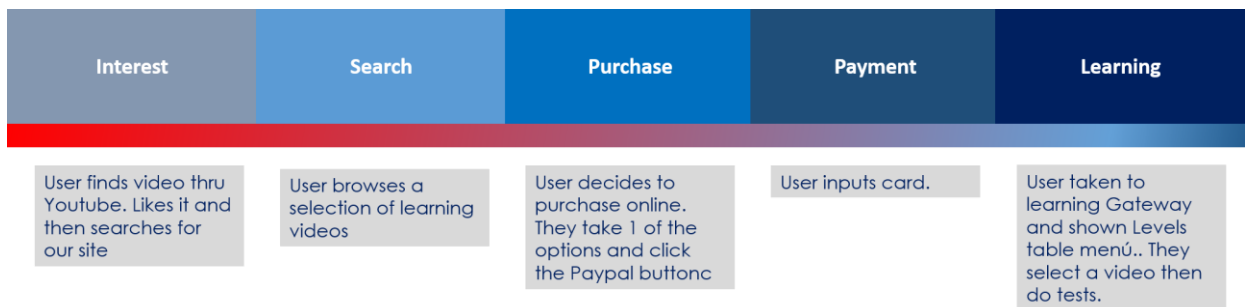


USER FLOW





OPTIMAL USER FLOW



PRODUCT BACKLOG

	Feature/PBIs	User stories	Est. Size	Priority
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.	M	
	Main exercise menu	Users need to be given a selection of exercises for their chosen level via a main exercise nav menu	M	
	Links to exercises	Users would like to navigate from the exercise menu to the video or exercise page.	M	
	Video functionality	Users need to be able to watch a video and pause or replay it.	S	
	Links to exercise menu	Users must be given a link from video or exercise pages to return to the exercise menu.	M	
User Profile	User profile email sign up	Users would like to create profiles, to allow them to use full functionality	M	
	User profile Google sign up	Users could be given the option to login via their Google profile.	M	
	Login via email	Users would like to be given the option to login via their email or username.	M	
	API Login:	Users need to be given the option to login using Google.	M	
	User profile "About":	Users would like to create profiles about (name, text, & avatar photo).	L	
	Update profile:	Users need to be given the option to update profiles (name, text, & avatar photo).	L	
	Exercises taken:	Users need to be given the option to monitor learning.	LL	
Front page	Menus & URLs,	About, Levels, Pricing	M	
	Pitch intro text and images,	a piece of text about our service	M	
	Demo video,	a max 3 min intro + instructional demo	L	
	Pricing table,	a layout of prices (1 video, 5 days, 1 month, 6 months)	L	

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

USABILITY TESTING

Method: Comments on our YouTube videos, talking to users through asking friends learning English in Spain if they could try it.

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"