Toquo English

Toquo English					
	About	Levels	Biz English	Travel English	Tests

Levels - Pre-Int – All videos

Select a video exercise from these options below

Video selection

Example video:
 youtube.com/watch?v=4EYdVkzoiRM

Goal:

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

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.

The Problem

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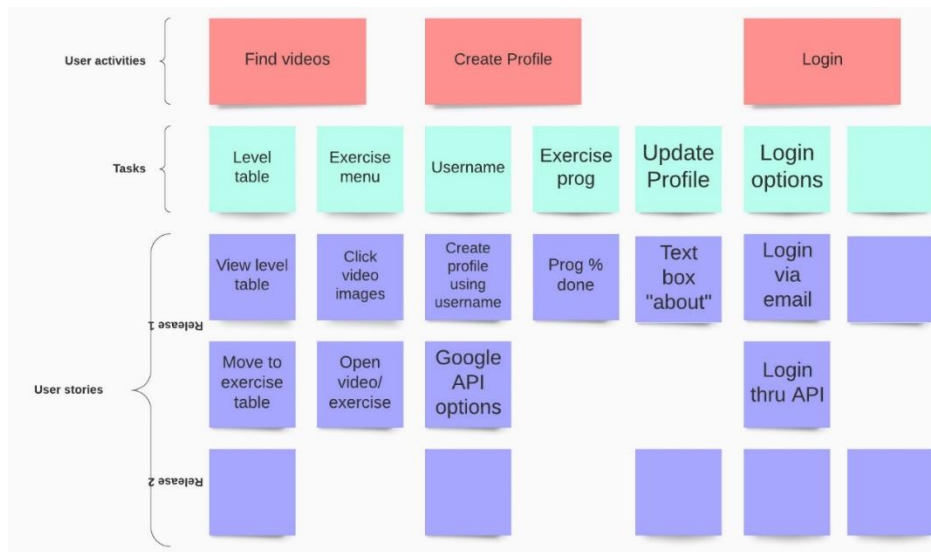
I set out to create a fully immersive type of online learning experience; a mix of learning and entertainment using electronic background music, videos, quality images and graphics. It would be for users on the move to consume on a mobile, during a commute on public transport or having a meal. Fully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

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 activities	Find videos		Create Profile			Login	
Tasks	Level table	Exercise menu	Username	Exercise prog	Update Profile	Login options	
User stories — Release 1	View level table	Click video images	Create profile using username	Prog % done	Text box "about"	Login via email	
	Move to exercise table	Open video/ exercise	Google API options			Login thru API	
Release 2							

Product Backlog

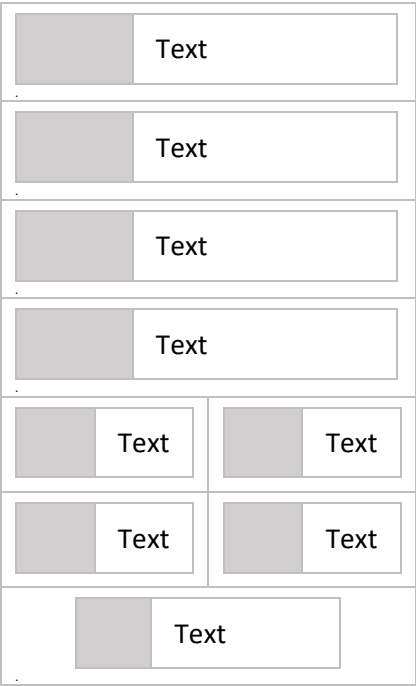|	Feature/PBIs	User stories
Search/Find exercises	**Level table menu**	Users would like to find specific level exercises through using a level table menu, to allow them to learn from the appropriate level.
	Main exercise menu	Users need to be given a selection of exercises for their chosen level via 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
Front page	**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)

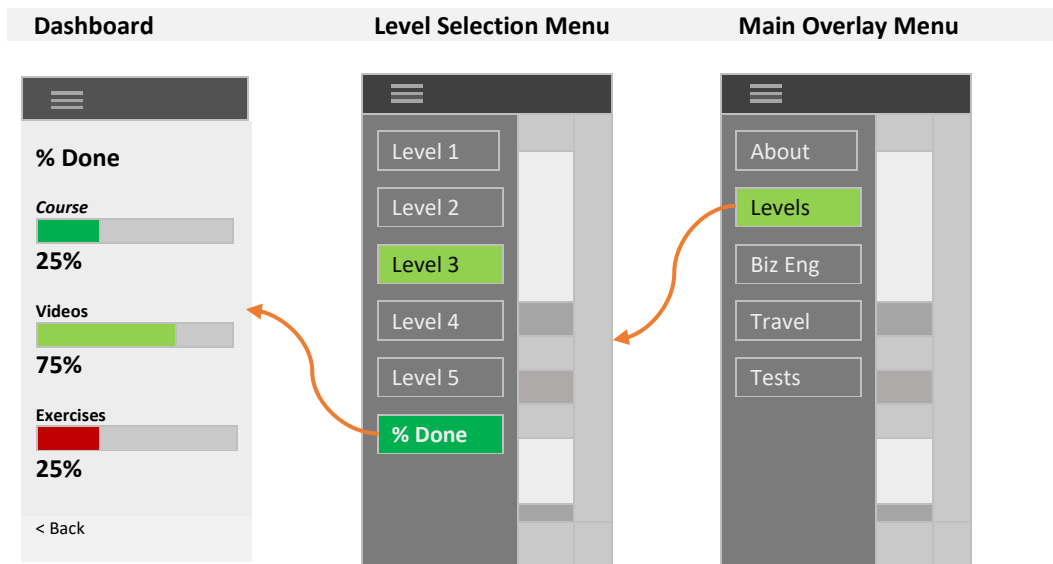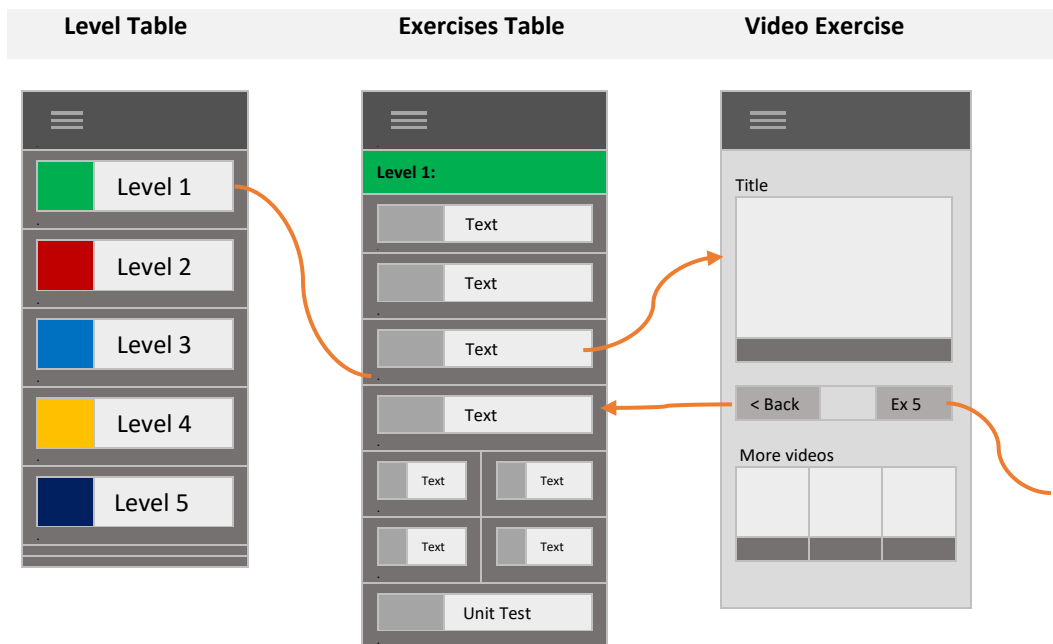After 15 months all of the features were developed on the site

Mock ups

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

Wireframe   **Hi-fidelity Prototype**

Text
Text
Text
Text

Text	Text
Text	Text

Text

Grammar Video
Grammar Video
Vocabulary Video
Vocabulary Video

Reading	Writing
Speaking	Activity

Test

Level Table

🟩	Level 1
🟥	Level 2
🟦	Level 3
🟨	Level 4
🟦	Level 5

Exercises Table

Level 1:

- Text
- Text
- Text
- Text

Text	Text
Text	Text

Unit Test

Video Exercise

Title

< Back		Ex 5

More videos

Dashboard

% Done

Course

25%

Videos

75%

Exercises

25%

< Back

Level Selection Menu

- Level 1
- Level 2
- **Level 3**
- Level 4
- Level 5
- **% Done**

Main Overlay Menu

- About
- **Levels**
- Biz Eng
- Travel
- Tests

Optimal User Flow

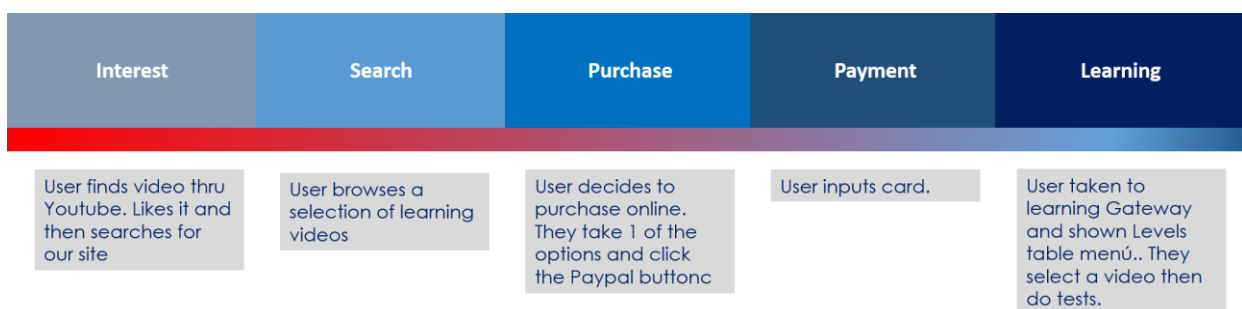| Interest	Search	Purchase	Payment	Learning
User finds video thru Youtube. Likes it and then searches for our site	User browses a selection of learning videos	User decides to purchase online. They take 1 of the options and click the Paypal buttonc	User inputs card.	User taken to learning Gateway and shown Levels table menú.. They select a video then do tests.

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%

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"

User Persona

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

	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	
Devices:	Desktop **60%** Smart phone **25%** Tablet **15%**	
Internet experience level:	(1 to 5)	**3/5**
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)	Cheap Useful Quick	
User Needs	Intuitive UI Entertaining Quality training	