

TASK 1.1 | Competitor Research

The apps I will be looking at are:



Memrise



Babbel



Drops



Memrise

Ratings & Reviews

[See All](#)

4.7

out of 5



16,629 Ratings

Positives

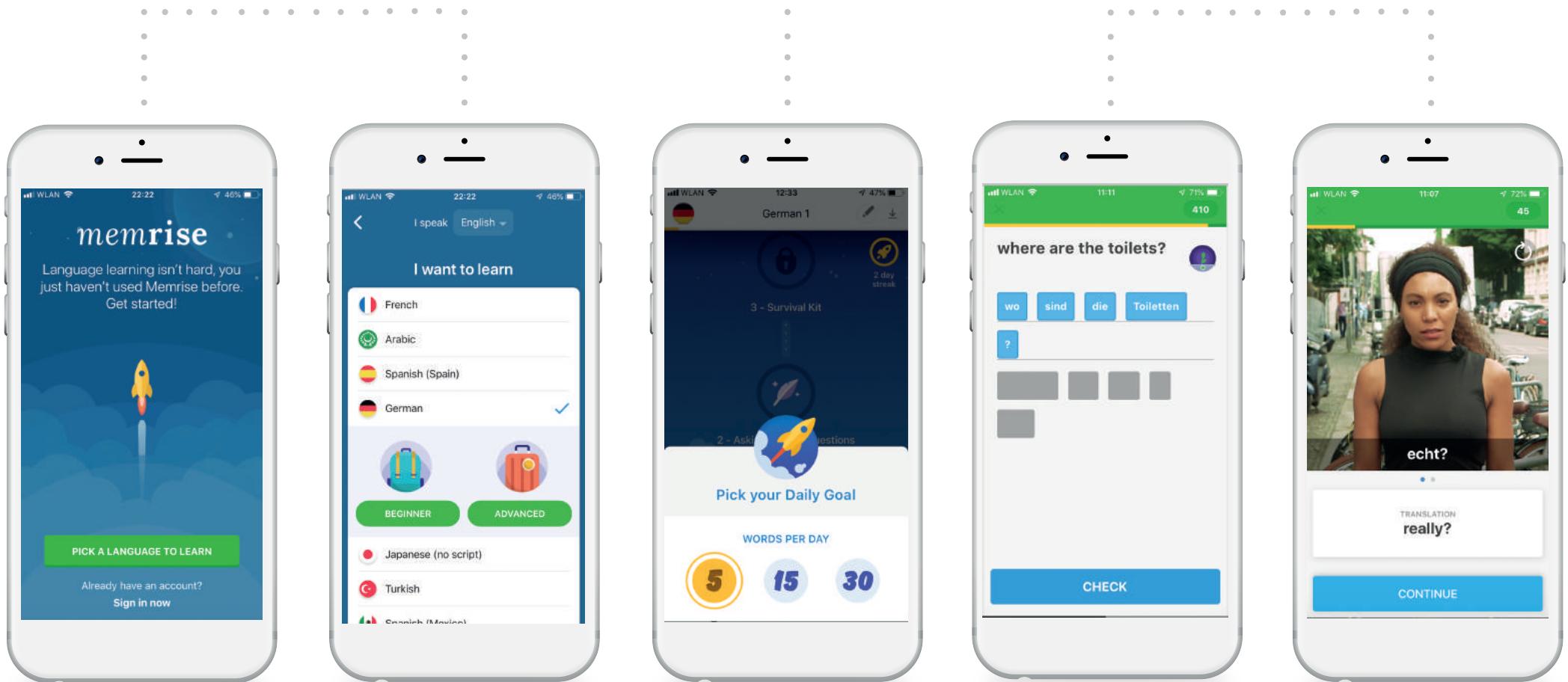
On boarding is easy, quick and no log-in required!

Options are straight to the point and easy to follow with great navigation.

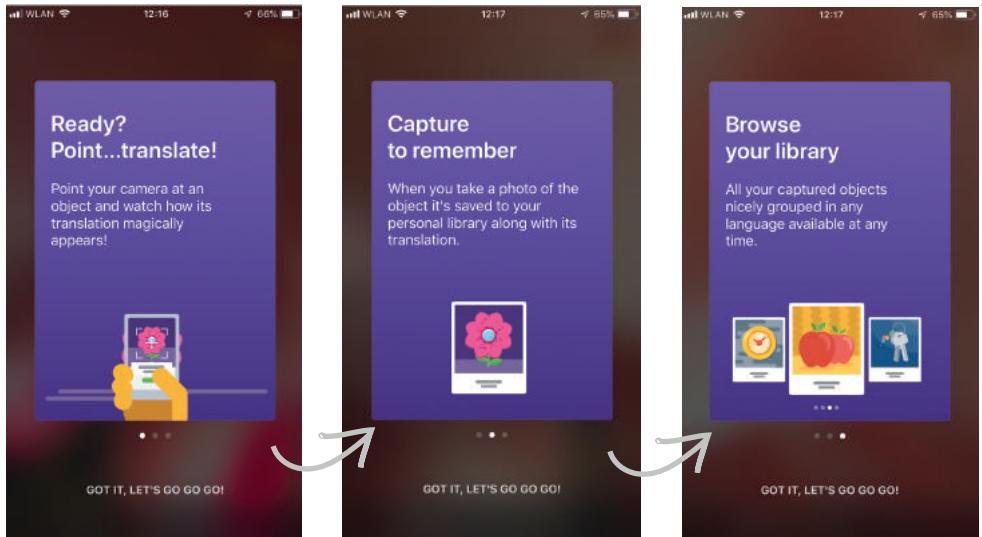
Can choose simply from two levels.

Flexible learning allowing the user to challenge themselves at their own level of pressure and capability.

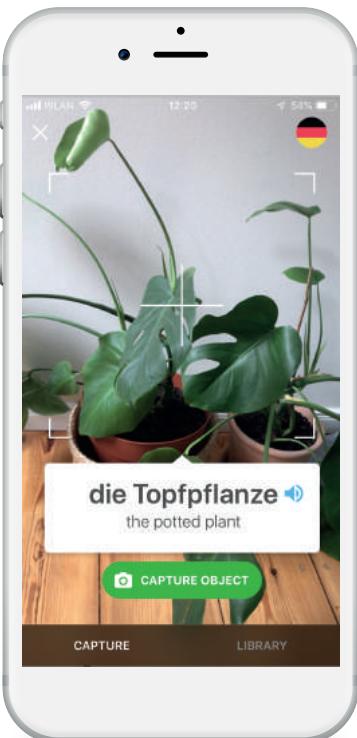
"Interactive" variety of slides in a repetitive fashion that is easy to digest and memorise as well as being fun to interact with, maintaining the users attention.



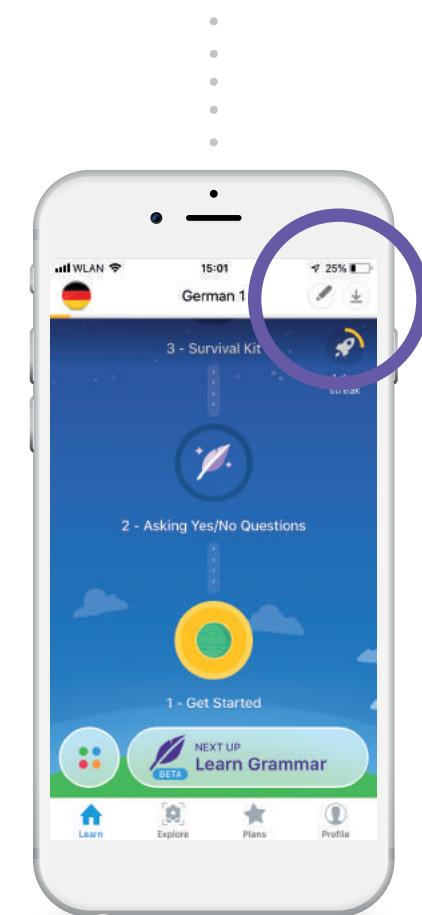
Positives



"Learn offline" option.
Perfect for on-the-go users where wifi may not be possible / user does not have to use up data.
Can download courses for offline use.



"Capture" allows user to access their camera to point at objects for direct translation. A really satisfying feature where you can save your captures in a library - therefore allowing the user to tailor their content and focus on subjects of interest.
Also has a quick and easy to understand on-boarding flow..

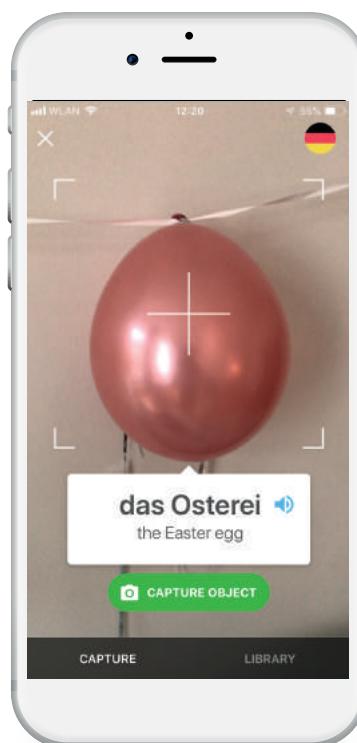


Negatives

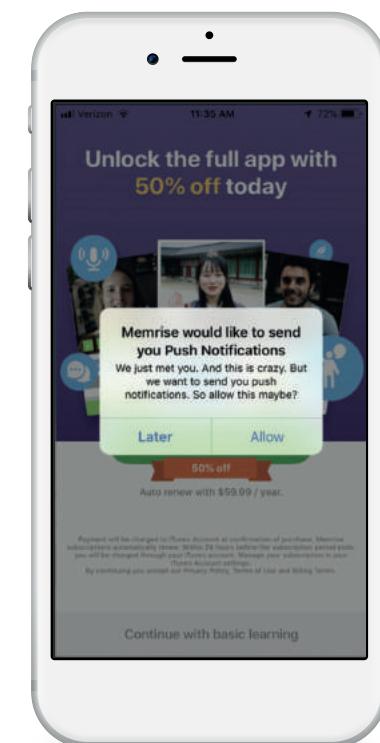
"Capture" feature is quite often not correct. This is an area that needs definite improvement.
(However it does provide some entertainment with its content!)

Once you enter the "Library" you cannot go back or exit. The only way is to close the app and re-open.

Options for Push Notifications when entering app for the first time may put users off.



Also, the speaker was not working during my time of using this feature.
(speaker icon is for the app to speak the object so you can hear how it sounds as well as spelled.)



Summary

- General premise of the app is maintained. The goal and method of learning through repetition is reached successfully and efficiently. Repetitive and consistent patterns of slides helps the user remember the words and phrases more easily as the "method" of the lesson plan is simple.
- Task completion is easy, quick and efficient, leaving the user feeling satisfied and wanting to learn more.
- Usability, graphics and whole experience of the app is suitable for all ages and not targeted at a specific age group. It is universally minded.
- Account focussed - you can track other fellow competitors/learners, track your own progress easily and you can share your progress with friends.
- The star feature is certainly the "capture" feature. Allowing the user to point at an object with the camera and immediately getting the word is satisfying and fun. However, despite that it is the "star feature" of the app, there are some downfalls. Firstly, it will get quite a few objects wrong. Although this can be fun in itself as it provides entertainment with its humorous guesses; it is often frustrating and the sign of an app not recognising an object as well as teaching you the wrong word is not entirely helpful and the user will lose trust in this app. Secondly, it uses up a lot of power on your phone, within five minutes of using the "capture" feature, my iPhone 7 was getting extremely hot and I had to close it.
- Whilst the interactive content is a fun learning tool, the constant use of videos in each lesson is not data-friendly. More tech-savvy or informed app users will understand that this takes up a lot of their data and this will have a negative impact on returning users.
- This "problem" however could be addressed by the option of "offline learning". The app allows you to download your lessons to learn on the go without needing WiFi or using data.
- The price options are quite high but comparable to other language apps.



Babbel

Ratings & Reviews

[See All](#)

4.4

out of 5



19,114 Ratings

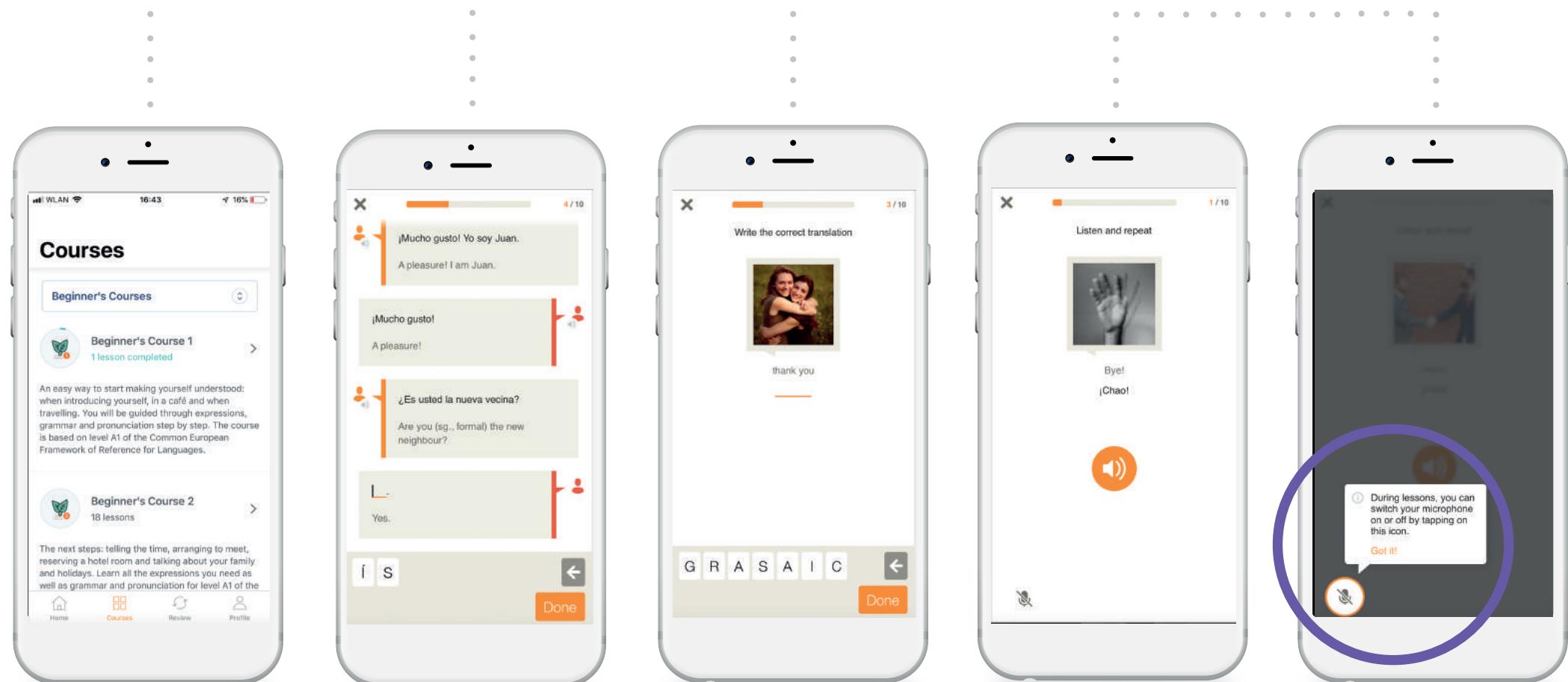
Positives

Good outline of courses clearly informing what you will learn in every section.

Repetitive use of words that you have just learned being used in various formats - so that they stick in the user's mind.

Spelling words is beginner friendly (a simpler and easier step compared to other apps where you have to build sentences)

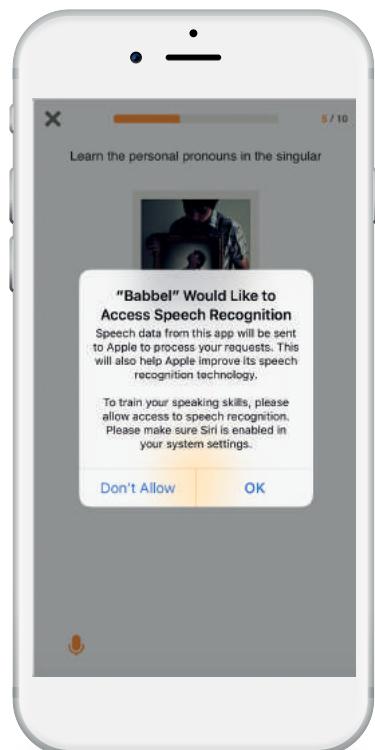
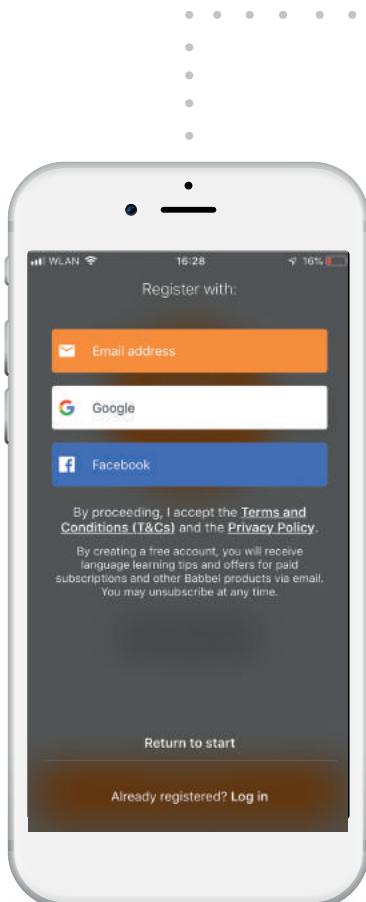
Option to speak with microphone setting and practise saying the words. The app will correct you if you pronounce it wrong.



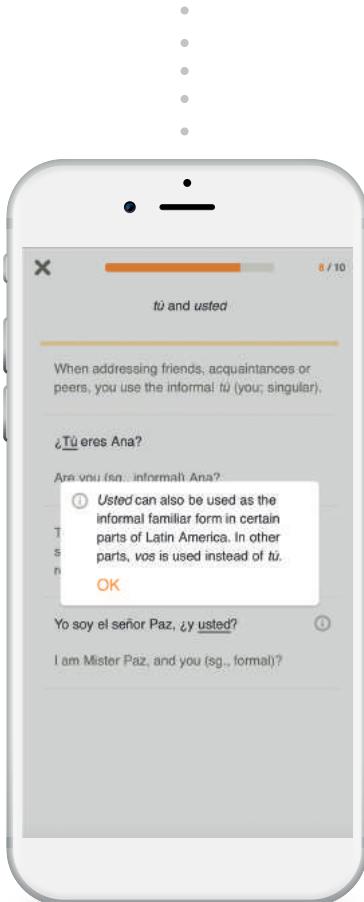
Negatives

Lots of screens asking for information before you can even start learning, including asking for Push Notifications.

Too many steps and being bombarded with notifications can put off the user.

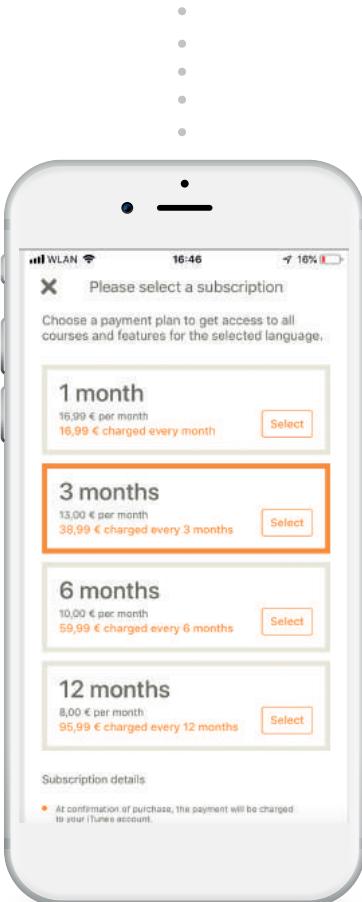


Info tabs offer tips along the way, but sometimes appear random and there is no way of saving them.

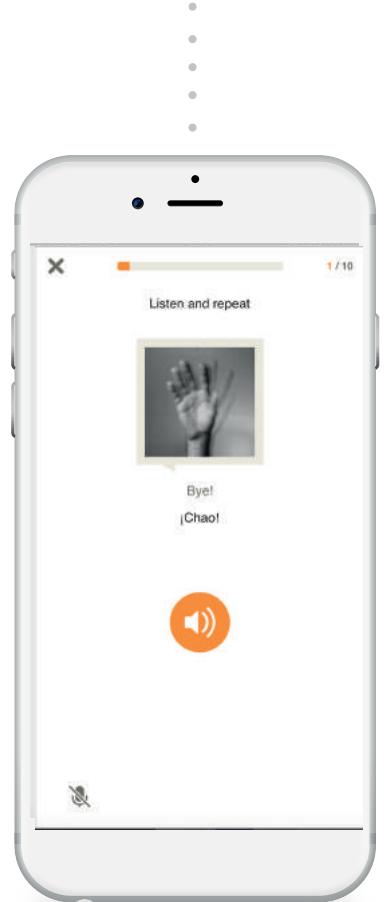


Quite expensive pricing options.

There are cheaper options available.



Basic and dull images and screens with barely any interaction that would excite the user.



Summary

- Firstly there is a 3-stage questionnaire before you can even enter the app. This could put users off before even beginning to see the benefits.
- On the very first course, you have to “guess” the correct solutions. This is before you have even learned any vocabulary - learning is **not** based on guessing!
- The best feature of this app would be the ability to speak the words into the microphone, where you can be corrected if pronounced incorrectly. However I feel that this would be a basic feature for a language learning app and Babbel severely lacks any “star” or standout features.
- Having the small info/tips along the way, is a nice idea but is not executed well. They appear quite randomly and if you are a complete beginner without any prior knowledge of the language it is quite hard to remember the facts. There is no way to save these tips, therefore creating a “notes” section would be beneficial.
- The overall experience is frustrating, the app is very slow, the UI is uninteresting, pictures aren’t exciting and too basic and the interaction is minimal, making it a dull app to operate. This app could benefit from adding more exciting graphics for the modern and more informed app user like Drops and it should also include some “star features” similar to that of the “capture feature” of Memrise to engage their users more. In comparison to other apps, Babbel makes learning quite tedious and boring.
- The price options are quite high and similar to other language apps, however the bad performance of the app does not justify this price whereas other apps might.



Drops

Ratings & Reviews [See All](#)

4.7 out of 5 2,643 Ratings

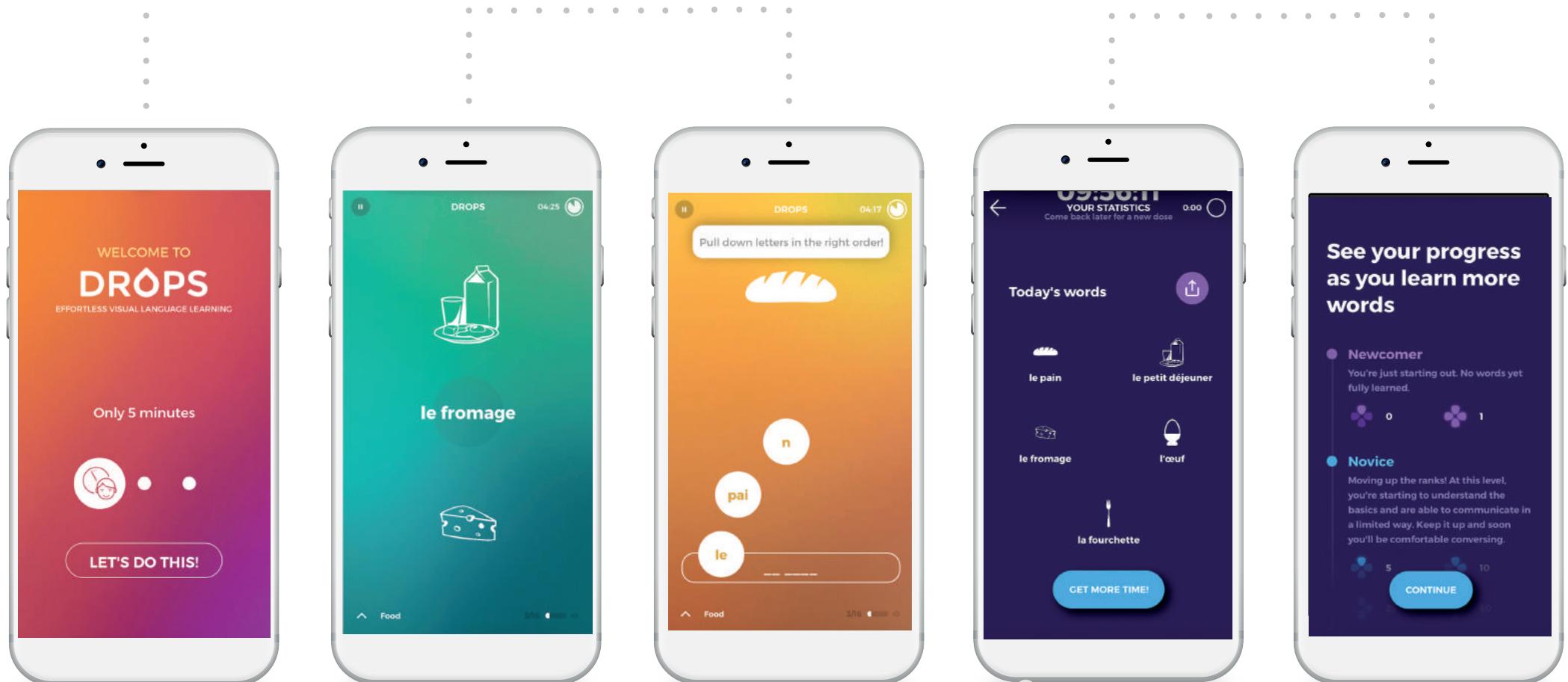
A screenshot of the 'Ratings & Reviews' section of the app store. It shows a large '4.7' rating, a five-star icon with four stars filled, the text 'out of 5', and '2,643 Ratings'. There is also a link to 'See All' reviews.

Positives

Immediate tutorial, no registering required
- great onboarding!

"Drag and drop" action feature makes learning fun and easy
- users will be familiar with this way of navigating efficiently.

Many simple ways to track your progress and vocab content offering great visuals and easy to understand infographics.



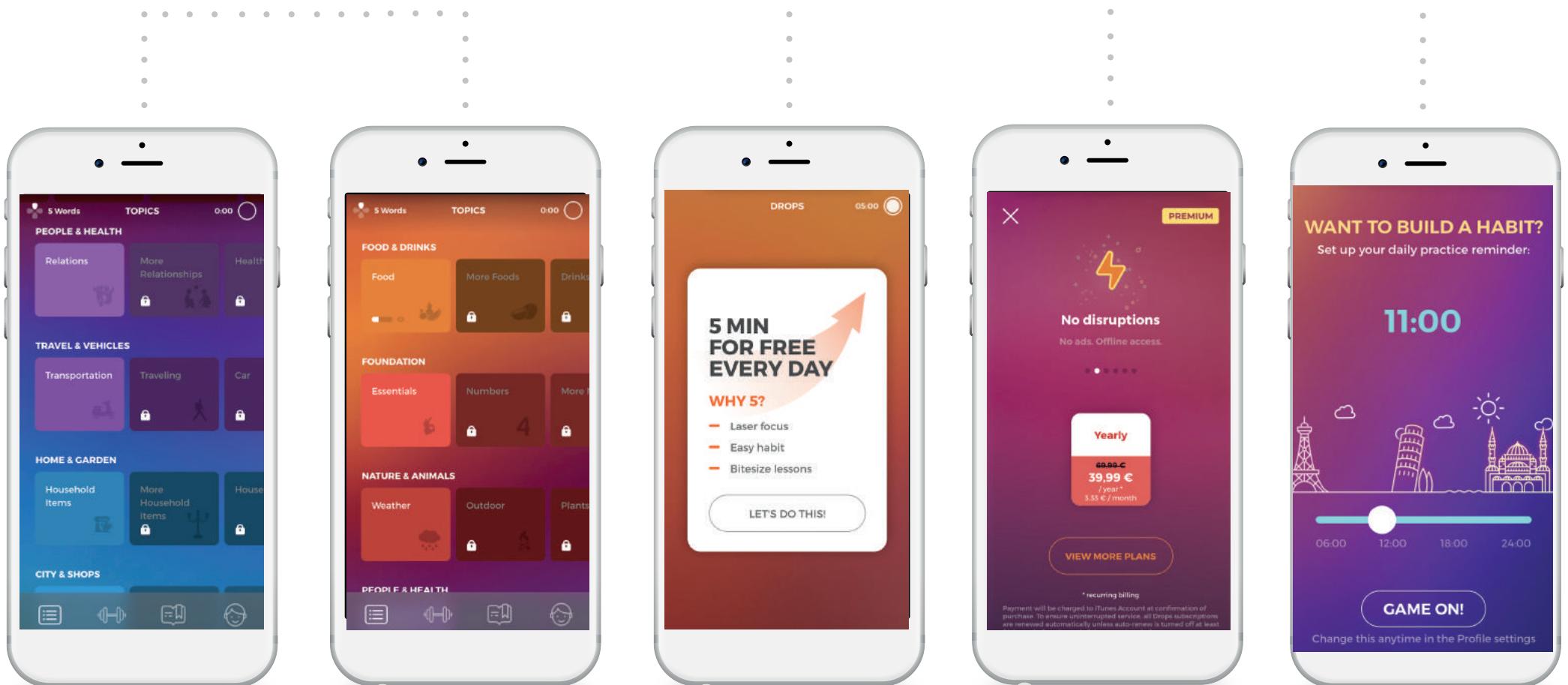
Positives

Huge range of 98 topics categorised and sub-categorised neatly in boxes. This is extremely informative without being overwhelming.

A “Free 5 min lesson” every day is perfect for users that do not want to commit first of all to the app due to lack of time or insecurities. This will please the user and they are more likely to purchase a plan.

Very cheap yearly plan

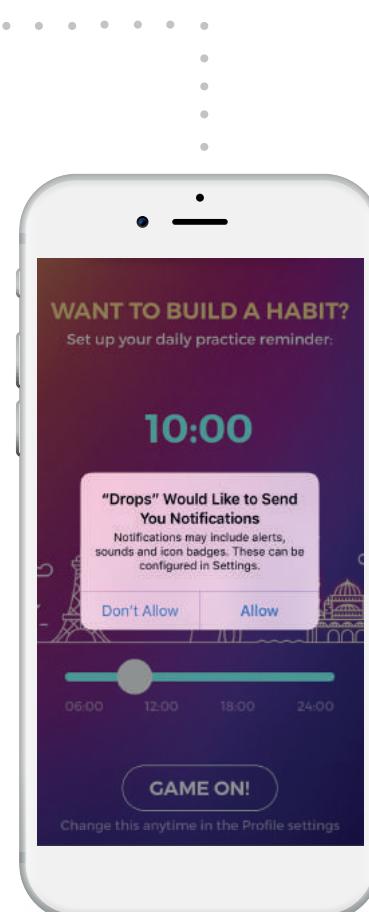
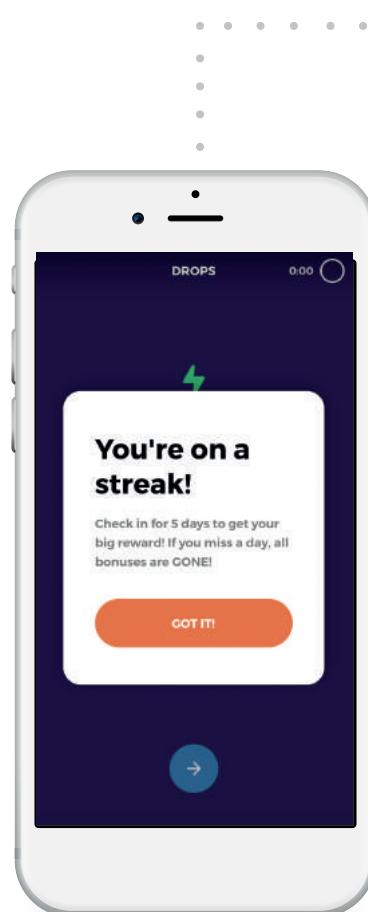
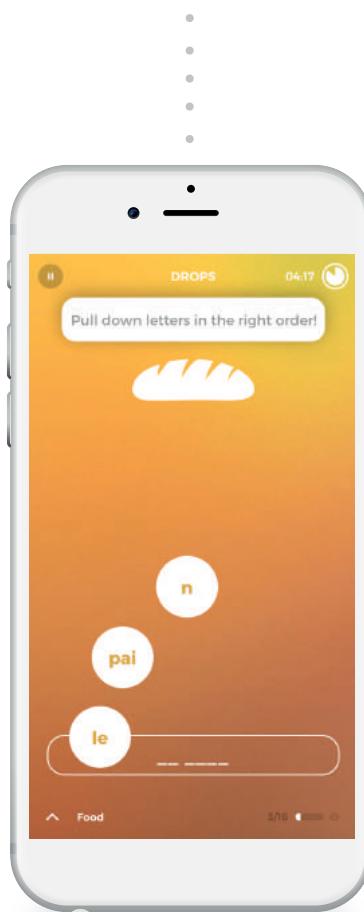
Option to keep you on track with a routine. Reminding you every day at the same time to take your lesson.



Negatives

Spelling words with “grouped letters” may appear to be a “lazy” way of learning. Actually spelling out the word letter by letter would be a more effective way to learn.

Anxiety creating push notifications and notices to push you into working every day may put some users off, however some users may benefit from this “extra push” of a daily routine.



Summary

- Overall this app is exciting and effective. It clearly achieves its goals of encouraging users to learn new and varied vocabulary on a daily basis.
- The stunning graphics meet the needs of a modern and informed app user, whilst the “drag and drop” and “swiping” features add an element of fun and ease to the navigation. Users would feel very comfortable using this app, therefore identifying loyalty and engagement.
- The changing colours indicate a different stage and keeps the users mind occupied and wanting to go further.
- There are no ads, there is an immediate quick tutorial with no log in or register barriers make it easy and compelling to enter.
- Special features include being able to “hide words” that you already know, so that the app only collects words that you do not know, so you do not waste any time practising words that already exist in the user’s vocabulary. This is vital as in other langauge apps, you tend to spend a lot of time going over basic words that you have already learnt perhaps at school or travel. This feature allows the user immediately to get right to the point and really learning “new” words.
- There is offline access also, which is hugely beneficial for users wanting to learn on the move or simply do not want to use their data or have access to wifi at all times.
- The word collection is perfect for wanting to go over your notes at the end of each session, or as a quick refresher at the start of another session an another day.
- The yearly cost is very cheap compared to other langauge apps that offer much less quality, which makes this app great value.

