

# CAREER**FOUNDRY**

## UX FUNDAMENTALS: PROJECT BRIEF

### Objective

Empower people to learn new vocabulary.

### Context

The UX Fundamentals course introduces some of most important terms, tools, and techniques in the field of user experience design. With so many new concepts and terms to learn and internalize, it can feel a bit overwhelming, but this is normal for anyone tackling a new course or project in their life. You're taking a big step!

In this project, we'll be picking apart the experience of memorizing and understanding new concepts, techniques, and terms by researching and designing an app to learn new vocabulary. The goal of this course project is to practice using the design process and learn important vocabulary along the way.

### The Problem Statement

How might we design a mobile app that empowers people to learn new vocabulary?

### The 5 Ws of the Vocabulary App

People of all ages and backgrounds take courses. At CareerFoundry, we believe that learning something new, (and learning how to learn!), is a critical life skill no matter your age, location, or circumstances.

With that said, it can be incredibly difficult to design a product or service that meets everyone's needs at the same time—the world is full of all types, after all. Every good project brief should define the specific circumstances and specifications of the problem the project is solving. Iconic designer Charles Eames sums it up nicely:

*"Here is one of the few effective keys to the design problem—the ability of the designer to recognize as many of the constraints as possible—his willingness and enthusiasm for working within these constraints. Constraints of price, of size, of strength, of balance, of surface, of time, and so forth."*

# CAREERFOUNDRY

With that in mind, let's define the 5 W's of your project brief.

**Who:** It's up to you to define your target audience (whether that's 25–35-year-olds enrolled in online courses, 35–45-year-olds taking online courses, people in their 40's taking an onground course, language learners, etc.). You will need to **have access to them** (for interview, tests, etc.), and they must have recently engaged in some sort of educational activity that involves vocabulary learning. Your audience should also be **comfortable with using mobile applications**.

**What:** A mobile application focused on learning new vocabulary.

**When:** This application is meant to be used on-the-go for **quick 5–10 minute study sessions**. That could be on a bus or train, waiting between classes, on a lunch break, etc. You'll define this more once you've talked to your users.

**Where:** Location and context will ultimately depend on your target users. Once you've determined the "who," try to imagine them using your app for 5–10 minute intervals, perhaps at a cafe, in bed, or on a bus.

**Why:** It can be difficult to keep track of all the jargon when studying a new discipline. Students need a way to methodically **categorize, reference, and study** new vocabulary and concepts so they can move forward confidently in their field.

## Design Criteria

Everybody wants an application to be "fast, simple, and intuitive." You'll need to be more specific than that when outlining design criteria! Here are a few things to consider when designing your app:

- **Design for a specific circumstance:** Imagine someone studying on an airplane or cramming for a job interview. Think about every detail of their interaction with your product or service, especially in relation to the 5 W's above.
- **Make personalized definitions:** Redefining vocabulary in your own words is a powerful way to quickly learn new concepts. There are already countless formal definitions out there for words and terms—try helping your users define vocabulary in a new way.
- **Make it visual:** Whenever possible, think about how to bring concepts and vocabulary to life using visuals. This can help those more visually inclined access the vocabulary in an alternative way.

## App Feature Requirements

Below you'll find the basic requirements for the project. These requirements are meant to give you a starting point, but note that you have considerable flexibility when it comes to meeting them, so feel free to exercise a little creativity. For example, there is more than one type of

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menu out there and plenty of fun login screens to use for inspiration. For an additional challenge, feel free to add features that aren't mentioned here.

By the time you are finished, your application will have the following:

- A **splash screen**, including a logo, tagline and any current information about the software version or browser requirements. A splash screen usually appears while a game or program is launching, and shows the user the very basics of how to get started. Some of your favorite mobile applications probably have splash screens—[check out some of these splash screens to get a better idea](#).
- An **onboarding process** or experience (a screen or screens that show the user the benefits of using your application and/or the very basics of how to get started). Click through a few [famous onboarding processes](#) to get some inspiration.
- A way to **sign-up and log in** that allows users to input and save their personal information
- An **admin area** where users can access their information
- A **menu** that allows users to navigate the application
- A way to **upload** new vocabulary words and definitions that allows users to input their own definitions, written or otherwise
- A means of **reviewing** vocabulary that allows users to study efficiently and effectively

You'll be working on your project as you read through each Exercises in the course. Don't forget to keep these basic requirements in mind as you work through each part of your project. Here's a preview of what we'll be covering in each Exercise:

## Exercise 1: Competitor Research

Evaluate a few existing mobile applications for learning vocabulary. This will give us a better idea of the field and what's already out there (our competitors). Identify 3 mobile applications that focus on vocabulary learning. Download the applications to your phone and outline the positives and negatives of each.

## Exercise 2: User Research

Finish your interview script, find 3 to 5 people, and conduct concise interviews. Download the results from your interviews in the worksheet provided. Be resourceful and draw on your own network to find 3–5 people to ask questions about vocabulary learning. Keep your script simple and your interviews under 20 minutes.

## Exercise 3: User Needs and Personas

Create a primary persona and restate your project brief utilizing user stories, job stories, and a problem/hypothesis statement.

## Exercise 4: User Flows and Task Analyses

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It's time to identify the main tasks your persona will need to accomplish their goals. Let's visualize how we expect our personas to move through the "information space" of our application utilizing user flows and task analyses.

## Exercise 5: Wireframing and Prototyping

Now that we've identified a persona, problem, and the primary tasks necessary to reach a potential solution, let's try building wireframes and a low-fidelity prototype for our vocabulary app.

## Exercise 6: Usability Testing

Using the templates provided, create a usability test plan and script. Conduct 4–6 usability tests with 3–5 participants, taking detailed notes on any issues they had completing the tasks provided. Your usability tests should take about 10 minutes each. Synthesize your notes in the form of a usability test report. After you've turned in your report, go back and make revisions to your prototype based on what you learned.

## Exercise 7: Storytelling

Create a presentation to showcase the work you've done throughout the course. Assume you are giving this presentation to an audience of your colleagues at work or another professional setting (and feel free to gather a few of them, if you'd like!).

## Exercise 8: Your Design Profile

Let's talk about you! In this Exercise, we'll look through your current design profile and formulate plans for continuing your design education.