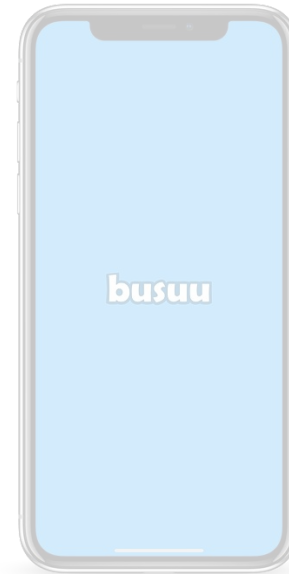
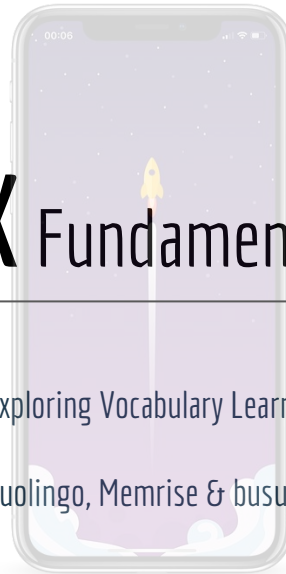




UX Fundamentals

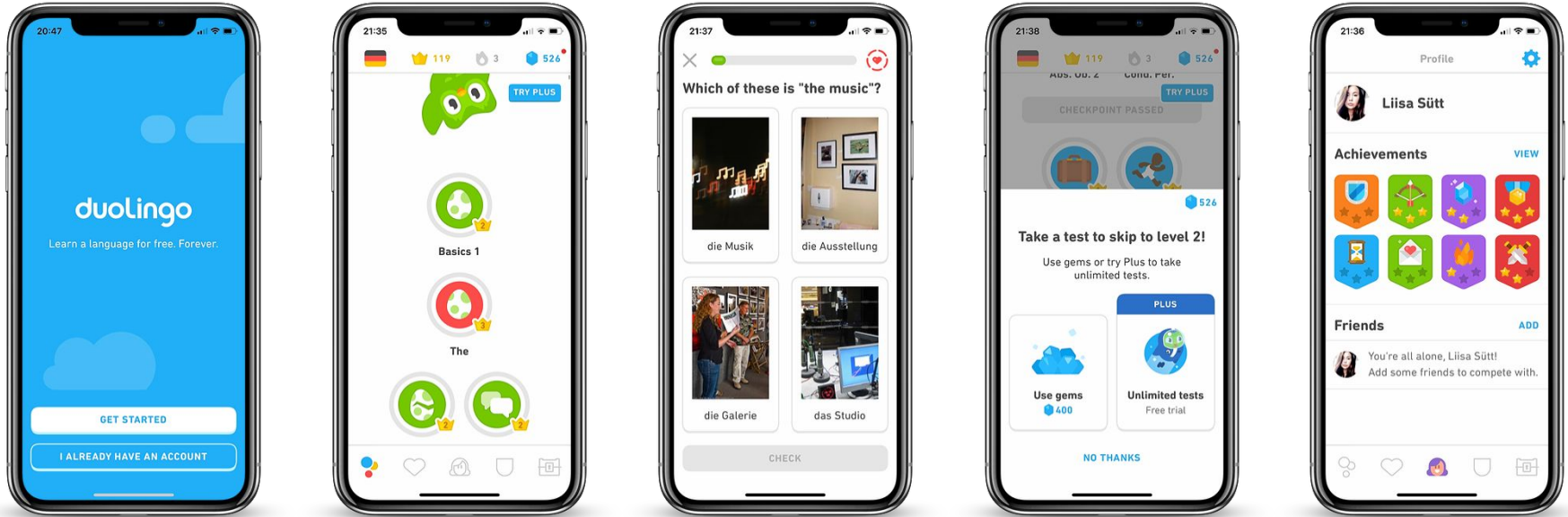
Task 1.1 Exploring Vocabulary Learning Apps:

Duolingo, Memrise & busuu



Liisa Sütt

Duolingo



Language learning platform (app and website) with more than 300 million users which offers courses in 24 different languages. Ad free Plus version \$9.99 per month is also available offline, but the courses are also accessible with the Free version. 7 day free trial for Plus.



Pros

Smooth onboarding: the registration is made every easy, you can start from zero or test your level beforehand. The account settings including sound effects are easily findable under settings tab.

Variety of learning methods: the lessons offer a variety of learning options such as picking the right word, matching pairs, pronouncing the word etc.

Segregated themes: the main course page consists of different topics, which refer to the lesson contents. The build of the course is very logical.

Motivational elements: the user can achieve higher level crowns, power-ups, earn lingots – this should definitely keep the user engaged.

User-friendly design: the mobile app is very with neutral design and without extra fuzz, simplicity is the key.

Duolingo

Cons

Plus version benefits: not fully understandable, if the paid version is just ad-free, or there is more advantages unlocked and additional learning materials available

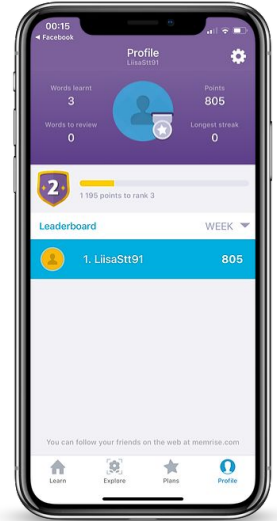
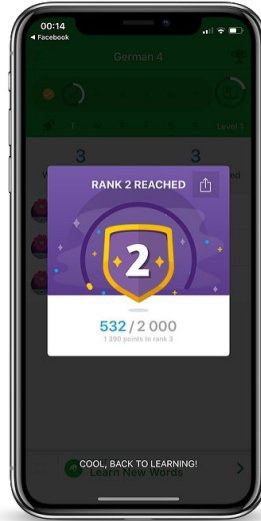
Navigation bar: Shops and Clubs thumbnail logos on the navigation bar are not clear at a glance. There is a lot of different functions, but they lack of explanation.

Level up is revision: level up does not open new content and learning material, but will just give access to the same lesson in different order and format.

Blue versus green: the launch page is green, the sign up registration has a blue background. The overall theme colour could be one throughout the app, to build more brand awareness.



Memrise



Language learning platform which uses flashcards as memory aids. Gives an opportunity for the users to generate their own content and save the memory cards by taking photos of items. Memrise has 16 different language courses and has more than 35 million users. Monthly language learning plan costs \$8.99.



Pros

Easy to navigate: as the navigation bar has thumbnails with written text, then it is easy to make your way through the app and find what you need.

The Explore button: this is definitely the most interesting feature about this app. Scan an item with your phone camera and the app tells you the word (you can also hear the correct pronunciation). The feature works smoothly and you can save all the flashcard in your library.

Clear profile overview: you can see the count of words learnt and points collected. The performance overview is a great tool to keep the user motivated.

Pronunciation videos: new words in lessons come with a video where a native speaker is saying the word, which gives a human touch to the learning process.

Memrise



Cons

Design is not recognisable: throughout the app, the colour themes change, so there is no overlining theme which makes you feel familiar to the app easily. Whilst the Explore function has a lot of potential, I believe a better app design would make users more engaged.

Automatically generated random username: after sign up with Facebook I see that I have a username which includes random numbers. Preferable to have a step where user can choose their name, not to generate one automatically based on availability.

Leaderboard: under account setting you can find a leaderboard, but as I have not seen an opportunity to add friends it is not understandable what this is based on.



busuu



A language learning platform which offers 12 different languages and has more than 90 million users. Choose your own pace and practice vocabulary, listening, speaking, grammar and more. The monthly subscription fee costs \$9.99 and open access to more functions, but you can also access lessons without it.



Pros

Test your level: a very good way to start your learning journey, as the app gives you a possibility to start from scratch or test yourself. The test is accurate and complete, consists of different skills tests.

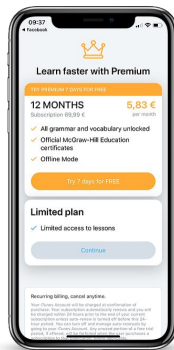
Fluency % wheel: a great indicator to see where you are with your learning process, which also helps to set goals.

Review all the learned phrases: easy to get a direct access to the things you have already completed to strengthen your skills.

Variety of practice areas in a lesson: quiz, read and revise your new words in simple steps.

Lessons about real life situations: lessons are grouped in a useful way, which comes handy in everyday life, such as “My train is delayed”, “I am looking for a job”.

busuu



Cons

You have to get used to the navigation: it takes time to fully grasp all the features of the app and how to get around and make use of all possibilities

Who can send me notifications: random users can send you requests, which at times can be overwhelming.

Design is not bad, but not great: The design is blue based and you can recognize the app theme, nevertheless it lacks of a wow factor.

The free version is limited: to enjoy the real deal, then the Premium version makes a difference. It is not possible to try the 7-day free trial without already making a full subscription.

Summary

Essential for all: apps allow to either sign up or to gain access via Facebook or Google account. This is a must have for an app these days, as the users will not want to create endless numbers of account, because it is easy to forget to login credentials.

Free versus purchase: every company wants to earn money with their app, so they have an upgraded version available. Comparing those three apps Duolingo gives most access without spending extra.

Best for learning: if I personally wanted to learn a language, I would go for busuu. It seems to be the most comprehensive learning approach.

Best design: Duolingo has the strongest design, which makes the process of learning via app enjoyable.

Best feature: To make learning fun again, the Explore feature in Memrise is great (and useful)!