

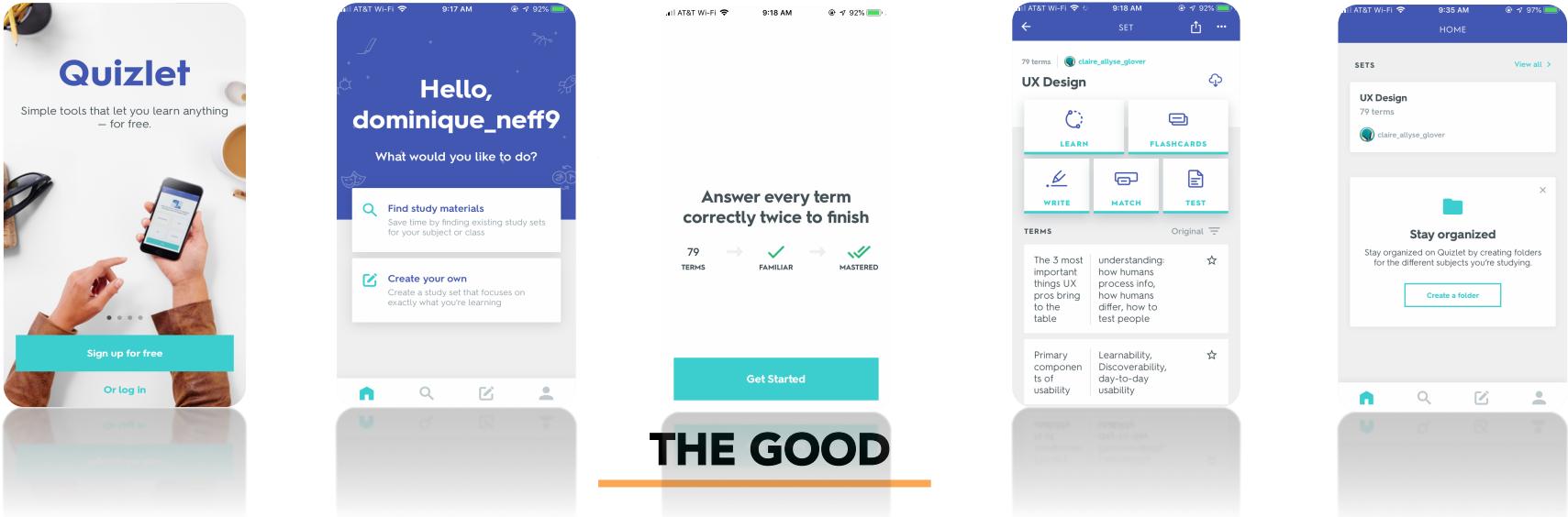


UX FUNDAMENTALS

TASK 1.1 intro to ux & design thinking

Quizlet

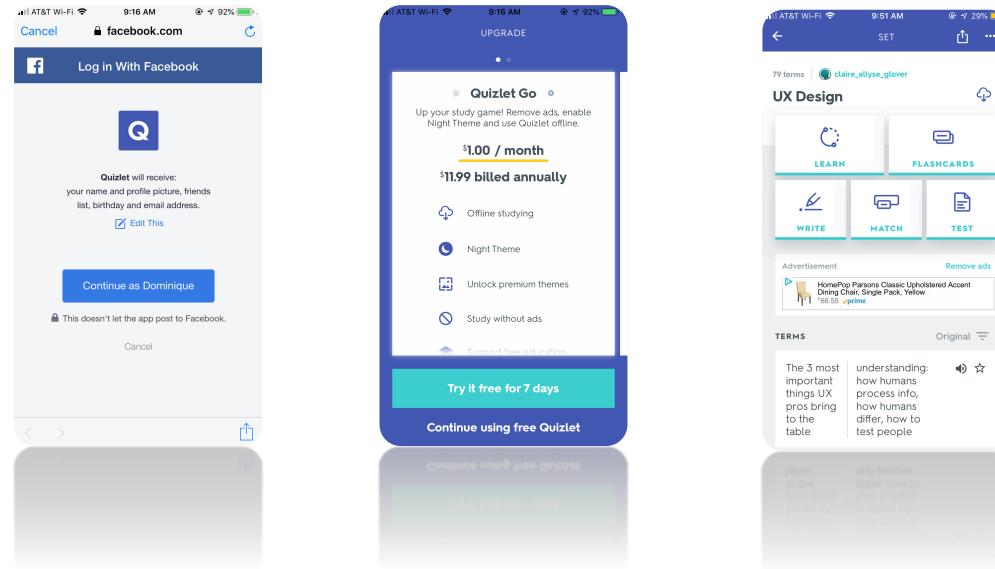
flashcards & study tools



- Launch screen makes it easy to set up account and get started.
- Simple, concise home screen makes navigation easy.
- Option to access database of existing flash cards or create your own deck.
- Multiple study tools (flash cards, matching, quizzes, tests, etc.) to keep learning fresh.
- Gives reasoning behind learning methods and sets goals to achieve.
- Displays correct answers so user can learn from mistakes.
- Option for traditional hierarchical organization—user already familiar with use of folders.
- Clear positive and negative feedback with answers selected (Red/frown for incorrect, green/smile for correct).
- Social aspect with gaming, sharing, and communal learning options.

Quizlet

flashcards & study tools



THE BAD&UGLY

- Requires access to personal information that user might not feel the need to share to have access to flash cards.
- Not all features are available to free users.
- Ads appear on screen while studying, can be distracting to user.

Quizlet

flashcards & study tools

checks all the boxes

SUMMARY

Overall Quizlet feels both modern and thorough. Aesthetically, the interface is uniform and organized, leaving less room for distracted users. The interface is simple enough to accomplish everything one would expect from a study tool without too many unnecessary bells and whistles that could lead to distraction.

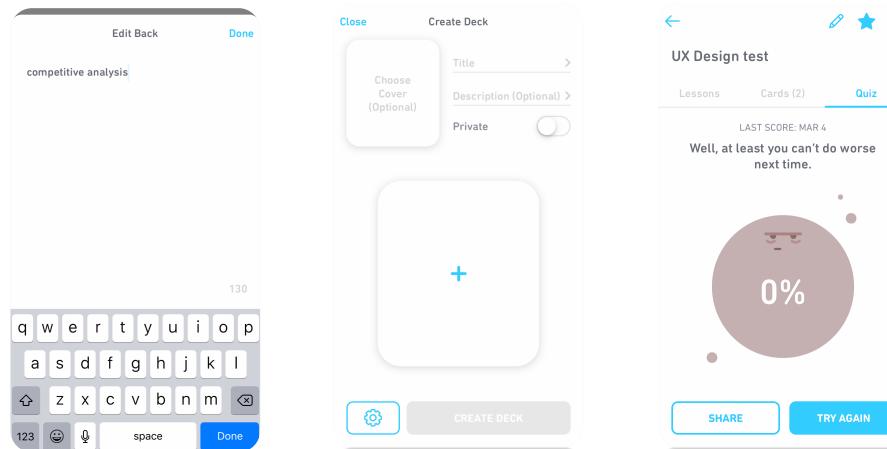
Arguably, one of the best features is the database of previously created note cards. This allows users to save time creating flash cards and to use, share, and study information communally.

It is unfortunate that to study without ads requires the purchase of a pro version, but the yearly cost is rather inexpensive at roughly \$1 a month. Also, the ads with the free version aren't so prolific that the app is dysfunctional.

Finally, the app disseminates information with more than just flash cards—with games, quizzes, tests, study mode, and so on students are able to utilize the same inputted information in multiple ways for optimal use of the application (think Instagram adding photo messaging and stories so that users are able to post, direct message, or temporarily share images all from the same platform).

TINYCARDS

learn anything with fun flashcards...

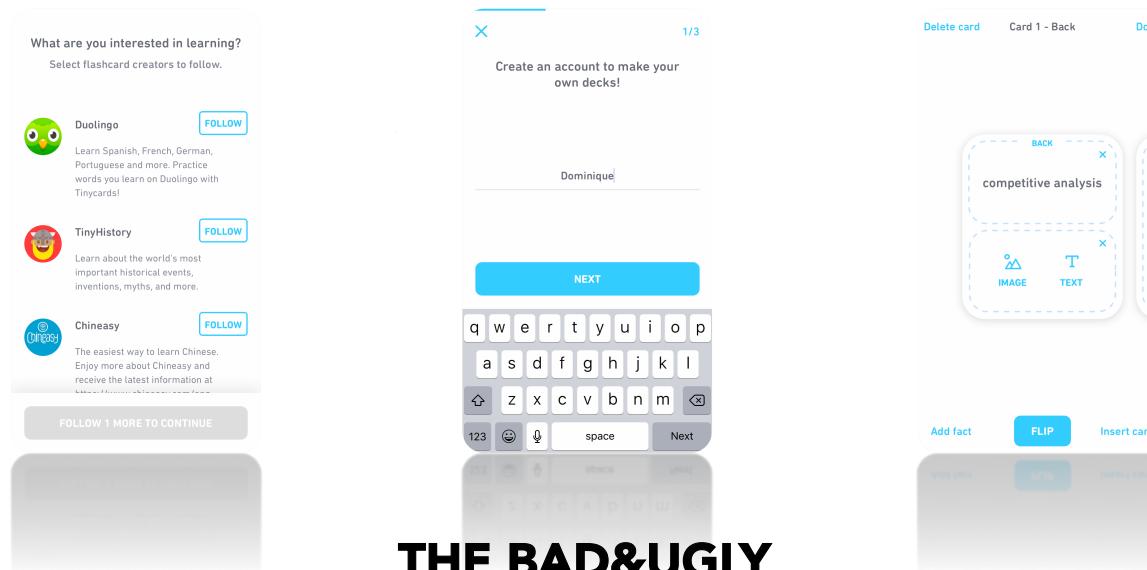


THE GOOD

- Onboarding is straight forward. Can use Facebook account to log in.
- Character limit to 130 forces concise information.
- Option to include pictures is nice for visual learners.
- Visual and verbal feedback (frown or smile with catchy motivational phrases).
- Can add more than one fact to a card with bullet points.
- Images are eye-catching and give home screen an app store feel.

TINYCARDS

learn anything with fun flashcards...



THE BAD&UGLY

- Must select one of the pre-set categories which might be limiting by putting up unnecessary constraints.
- Secondary onboarding before you can create a deck creates mistrust in users: "haven't I already given this information?"
- Buttons aren't intuitive in building cards...

- naturally users expect to tap the card to flip it over but there is a separate "flip" button to complete this function.
- Home screen feels cluttered—nothing really pops out so the flow of the app doesn't feel natural.

TINYCARDS

learn anything with fun flashcards...

not good, not bad, not ugly

SUMMARY

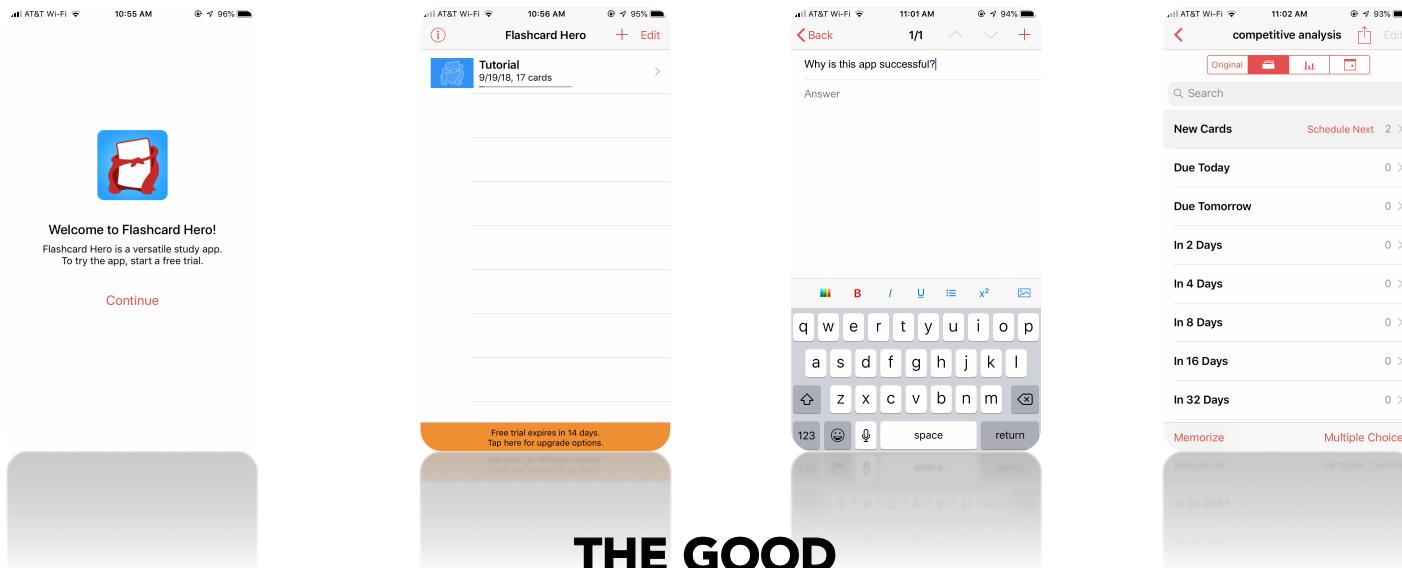
*General consensus? Not the worst, but definitely not the best either. Coming from the makers of Duolingo, I definitely expected more. TinyCards just doesn't flow incredibly well. The home screen takes some shopping around to get to the deck you want to study. Or, if you want to create your own, the buttons and touch navigation are not initially intuitive. Too many options on the home screen can feel **limiting** and **overwhelming**.*

Because users are forced to choose a category during the onboarding process, it isn't clear that you are able to study just anything (even though users can create their own decks once they're through to the home screen). Even with the ability to create your own decks, it can feel inflexible and primarily geared to Duolingo users or people specifically trying to learn a language.

With that being said, the option to add images to flash cards is great for visual learners and helps add variety to decks. Additionally, I appreciate the character limit on cards so that definitions don't become too rote or plagiarized. The progression of the deck, with a two-steps-forward-one-step-back approach helps concrete the information for users. Overall, a useful app but not special or necessary enough that I would keep it for very long.

FLASHCARD HERO

take the pressure out of test prep

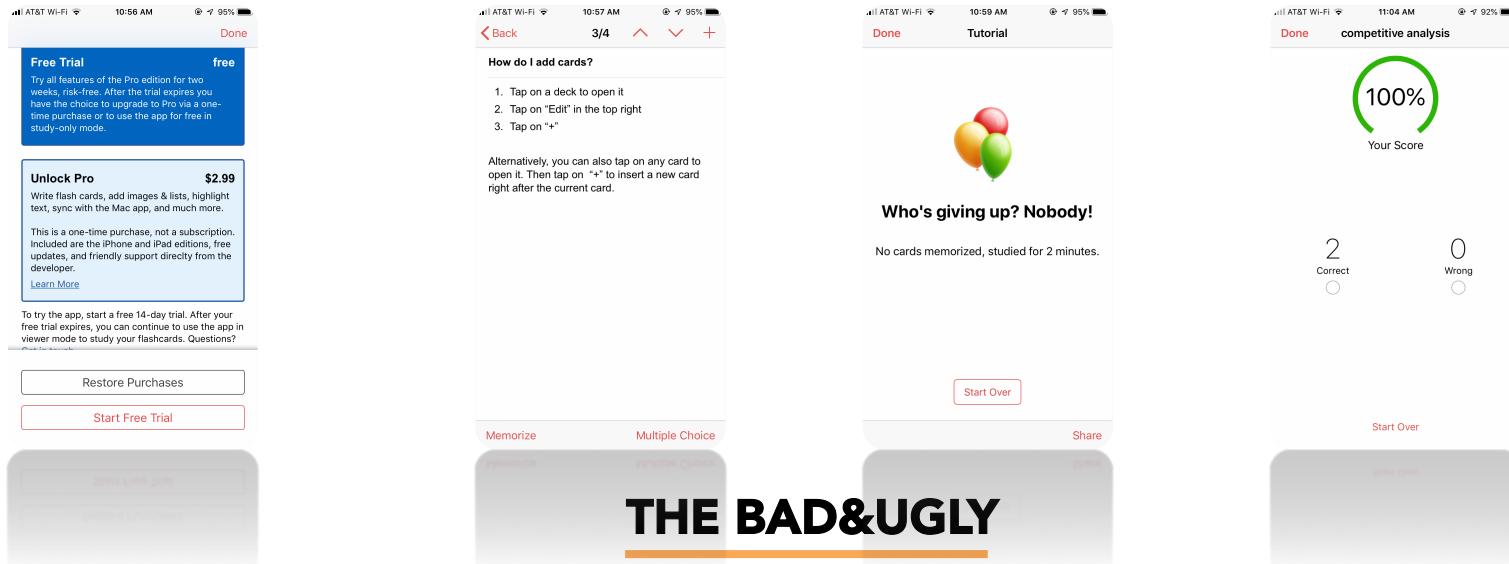


THE GOOD

- Only required Apple ID to onboard—no separate account.
- Tutorial pops up right away to help users through the functions of the app.
- Editing features such as bold, colors, underline, and images help users get information to stand out.
- Schedule feature can help user stay on track with their study schedule.
- Uber functional—this app has the ability to create and organize decks of flash cards with precision, timeliness, and clarity (exactly what it claims to do).
- Can be used completely offline for studying without wifi access.

FLASHCARD HERO

take the pressure out of test prep



- Onboarding involves signing up for a free trial. The pro version is a one time purchase of \$2.99.
- The tutorial is extremely dry—no interactive features means it reads like a user manual which seem inappropriate for such a basic

application. It's extremely functional, but doesn't have great or fun rewards. The best you can get is a couple of clip art balloons which isn't the most inspiring positive reinforcement.

FLASHCARD HERO

take the pressure out of test prep

Take the fun out of functional

SUMMARY

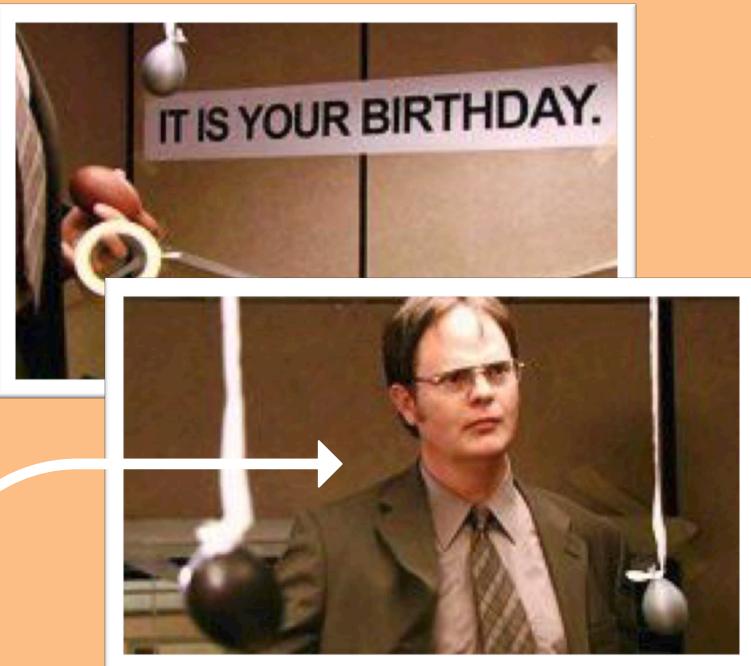
Flashcard Hero has a lot of positive aspects...masked by an über uninspiring interface.

Through and through, this app is everything it claims to be. Users can make great study tools using thorough editing options to make information stand out. The scheduling feature encourages users to stick to study goals. Flashcard Hero is also designed to be used completely offline making it a great option for students studying sans wifi.

All the same, this app is lacking in one big area key to learning success: inspiration. The dull interface, lackluster “good jobs,” and missing community features make it hard to want to return to the app.

Additionally, the one time charge of \$2.99, although low, would be enough to deter most users, as the app doesn’t seem to offer any features special enough for this price tag. Final say? It might be helpful, but it’s no one’s hero.

If these apps were in The Office...



"It's a statement of fact."



"You, not enough for me?!" You cover all my bases.



She may be bubbly but this one-woman department isn't always easy to manage.