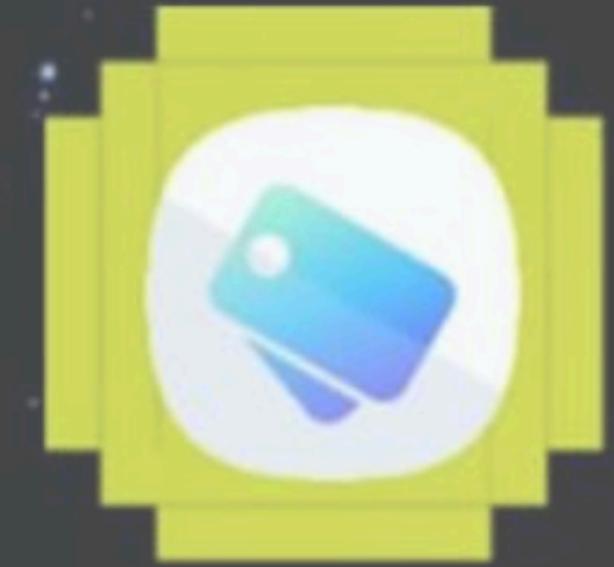


Competitor Analysis

Task 1.1: Intro to UX & Design Thinking



WordHolic



Flashcards



Quizlet

By Ashlie Pounds

Quizlet

The Quizlet mobile application provides a comprehensive learning experience through its intuitive interface and various features:

- Sign-up and Login:** The app allows users to sign up for free or log in directly.
- Study Methods:** It highlights the "faster way to study flashcards" by encouraging users to swipe through cards.
- Set Creation:** The "Create set" screen shows how users can input terms and definitions for their study material.
- Review Statistics:** A prominent callout box on the right displays a 4.7-star rating, over 10 million users, and 340k reviews.
- Home Screen:** Shows a list of sets, such as "Animals" by "apounds329", along with study tools like LEARN, FLASHCARDS, WRITE, MATCH, and TEST.
- Flashcard View:** A detailed view of a single flashcard for the term "lamb".
- Set Options:** A context menu for a set titled "lamb" offers options like Download for access offline, Add to folder, Add to class, Copy, Share, Edit, and Delete set.
- User Profile:** The profile of "apounds329" includes account type (Free), email (apounds329@gmail.com), username (apounds329), and settings for notifications, night theme, and offline use.

Learn Languages & Vocab with Flashcards



SETS **CLASSES** **USERS**

Find various users' decks they have created to study and follow them in future studies.

Class search option allows you to find exactly the class you are taking amongst various institutions.

monkey

Swipe if you learned it

The undo arrow allows for simple fixes when cards are mis swiped.

Swipe option allows for quick and easy sorting while studying.

green

TERM

verde

DEFINITION

blue

TERM

azul

DEFINITION

PORTEGUESE

azul, celeste azul color de azul, gastar dinheiro ...

azuis

azul/azuis

Definitions, vocabulary, and verb form options are automatically generated for choosing in the language of your choice.

Welcome to Quizlet Live

Quizlet Live is a fast-paced classroom game where you work in teams to win.

Ask your teacher to start a game, then join it here!

Join a game

Share with your teacher

Interact! Play live games and connect with fellow students and teachers!

Quizlet Plus

Create the best sets and get more focused studying.

\$1.99 / month

Billed at \$23.88/year after free trial.

Upload your own images

Scan to create sets

Offline studying

Study without ads

Create an unlimited number of classes

Try it free for 7 days

Membership renews automatically. Cancel anytime.

2:05

Got a test coming up?

Enter the date below and we'll adapt your sessions to get you prepared in time.

April 21, 2020

Continue

Not now

Time tracking and encouragement with various emojis and option to enable study notifications to prepare for tests in time.

lamb

Score keeping is visible.

Filter options for each method of learning to tailor to various learning styles (auditory/language variation, grading options, card style, number studied, etc).

5:28

Animals

LEARN

FLASHCARDS

WRITE

HATCH

TEST

Study all

Study 1

Sponsored

Eureka Services Lawn, Orlando

Cards

Original

frog

amphibian

Ads are present on deck study deck page and become distracting.

WordHolic

The collage illustrates various features of the WordHolic app:

- App Store Preview:** Shows the app icon, a 4.6-star rating, 50k+ reviews, and a 'DIY Flashcards!' badge.
- Onboarding Screens:** Two initial screens introduce the app's DIY style flash cards and useful functions like folders, backup, and import.
- Card View:** A card for 'dog' with audio, a checkmark, and a 'See Photo' button. It includes a Slideshow Menu with options like Play, repeat, Voice, and Speed.
- Create New Card:** A screen for creating new cards, showing fields for 'Front' and 'Back' text, 'Add Photo' buttons, and language selection.
- Folder View:** Shows a list of folders: 'animals' (0 words, 0 definitions, 0 photos, 0% progress, created 2020/04/17), 'math' (0 words, 0 definitions, 0 photos, 0% progress, created 2020/04/17), and a 'Hidden Object Game' section.
- Menu:** A comprehensive menu with options like Move to Folder, Search Folders & Cards, Preferences, Export Backup, Import Card Data, Create Card Data on PC, Upgrades, Share with Friends, Feedback & Requests, and Rate & Cheer us up:).

Annotations:

- A yellow arrow points from the 'DIY Flashcards!' badge to the 'Create' button in the folder view.
- A yellow arrow points from the 'Create' button in the folder view to the 'Create' button in the card creation screen.

No sign in required

Sort Filter allows you to customize and manage your card display settings.

Folding feature and full screen mode

Bookmark flag

Memorized flag

Slideshow menu to play, repeat, listen, and control the speed of learning automatically.

Subfolder feature allows you to create subtopic folders within folders for better organization and classification.

Progress % stats for each folder

Constant pop-up ads. You must pay subscription fees for either a \$4.49 semianual or \$0.99 monthly ad free plan.

Create New Card

Add photo option is free and can be added on the front and back of the flashcards.

Step-by-step tutorial at on boarding.

Option to import edited files from your computer and shared files from friends.

Time consuming and confusing for users.

Changing the language option requires voice data to be installed separately.

Flashcards

The screenshots illustrate the features of a mobile flashcard application:

- Welcome Screen (6:01):** Shows a welcome message, sign-in options, and a "CREATE SET" button.
- Theme Settings (6:02):** A modal dialog suggests using a dark theme, with "DISMISS" and "ENABLE" buttons.
- Create Set (6:03):** A form for creating a new set named "animals" with a description "kinds of animals". It includes fields for Category (None), Term language (English), Definition language (German), and an "ADD CARDS" button.
- Single Card View (7:36):** Displays a card with the term "TERM" and definition "DEFINITION". It has "ADD NEXT CARD" and "ADD CARDS" buttons.
- Review Summary (7:36):** A light blue box on the right shows a 4.6 star rating, over 100k reviews, and a downward arrow icon.
- Main Menu (7:27):** Shows the "All Sets" list with sections for "REVIEW ALL" and "PRACTICE ALL". It also displays a "Try using dark theme." dialog.
- Word List (7:35):** Lists words like "fox", "clever", "lamb", "baby sheep", and "mary had a little lamb" with audio and heart icons.
- Practice Modes (7:40):** A list of practice modes: Basic Review, Select Definition, Match Cards, Writing Review, Audio Review, Drawing review PRO, and Memory Game PRO.
- User Profile (6:16):** Shows a profile picture of "Ashlie Pounds" and her email "apounds329@gmail.com". It includes links for Progress, All Cards, Settings, Help, Create cards on a PC, Needing Review, Toggle Night Theme, Upgrade to PRO, Import Cards, and Share App.

Study, Memorize & Prepare for exams

Top Row:

- Screenshot 1:** Shows a card creation screen for a 'moose' card. Annotations include:
 - A green checkmark next to a 'Tag' field with a color swatch, with a note: "Change tag colour of each specific card within a set."
 - A red crossed-out icon next to a note: "One time upgrade payment of \$5.99 required to add images and other features."
- Screenshot 2:** Shows a list of card sets ('animals', 'math'). Annotations include:
 - A green checkmark next to a 'Tag' field with a color swatch, with a note: "Change tag colour on card set."
 - A green checkmark next to a 'Night mode for travel' button.
- Screenshot 3:** Shows a 'Begin Review' screen. Annotations include:
 - A red crossed-out icon next to a note: "Minimum card requirement for study."

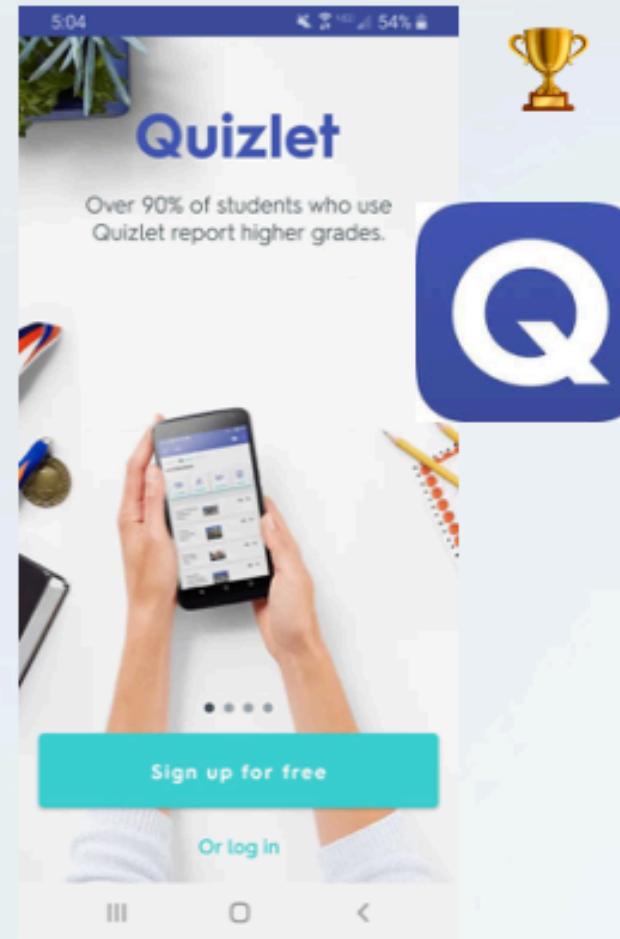
Bottom Row:

- Screenshot 4:** Shows a card view for a 'fox' card. Annotations include:
 - A green checkmark next to a heart icon, with a note: "Favourite cards while practicing."
 - A green checkmark next to a 'Hard' rating button, with a note: "Edit the card while practicing."
- Screenshot 5:** Shows a card list with filtering options. Annotations include:
 - A green checkmark next to a 'Memorization tracking' button.
 - A green checkmark next to a 'Filter how cards are sorted' button.
 - A green checkmark next to a 'Track learning progress of each card' button.
- Screenshot 6:** Shows an 'Exported data' screen. Annotations include:
 - A red crossed-out icon next to a note: "Exporting data option is confusing."

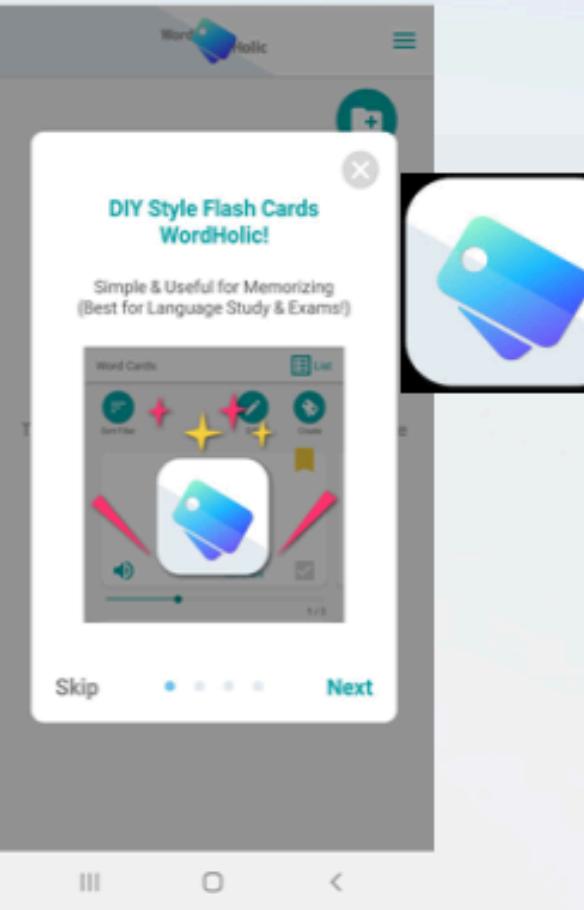
Central Labels:

- T1: Double click to edit** is positioned between the bottom-left and bottom-middle screenshots.

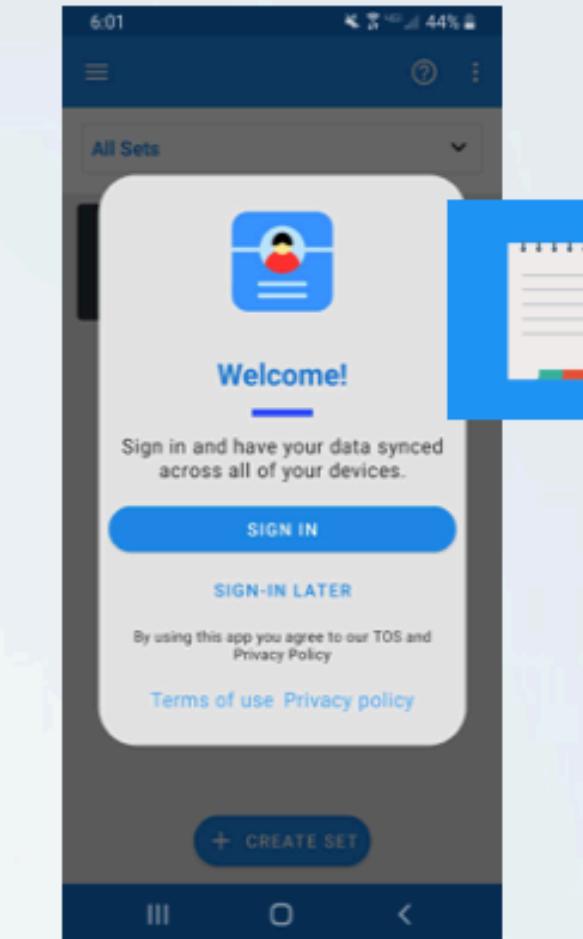
Summaries



This app is my definite favourite of the three. The ability to connect with other students (via class or university) or freelance learners (as users) immediately enhances the study experience. Also, the fact that teachers can bring students together to study live is enriching. I really enjoy the predictive definition options provided while setting up the cards. The subscription fee for upgrade is reasonable for features provided with upgrade. Enabling notifications to keep you on track is very helpful. I did not like the constant ad flow. The design is very simple to use. I appreciated the simplicity of the home screen. The only thing I could think to incorporate would be ASL learning since the platform is so far-reaching and dynamic. I would use and do use this to study long term course work and languages.



This app functions well as a basic flashcard app for people who need a fast, simple study method on the go. The mini walk through tutorial for first time use saves time having to figure out how to use it. Not having to sign in allows for immediate set up. I would not use this app to learn another language due to the voice data download requirement. There are not as many interactive features like connecting with others to study, just the option to import edited/shared files which is confusing. If you uninstall the app you will lose your work. The free photo adding is a definite bonus and my personal favourite feature. The ability to create subfolders was also a nice addition for further topic organization. The pesky ads on this feature are constant and get in the way of using some features. However, there is an option to pay to have them removed for an allotted amount of time. I would recommend this app for the specific need of a short term vocabulary study option, but more than likely delete it when I am through.



This app is great for learning both vocabulary and languages on the go and long term. The design is simple, clean, and easy to use. Ads were barely noticed and made interaction pleasurable and conducive to a study environment. Detail oriented features, like the tab colour coding system, adds an extra organizational touch. The only shortcoming is there is not an option to connect with other users. I feel like the platform could use expansion. A one time upgrade fee is not terrible for the additional study options provided. I appreciate the notification option to keep on track. Overall, I would use this app to study a foreign language or classwork in short or long term.