

Cats With Braces



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Presentation overview

1. About
2. Tasks
3. Revised interface design
4. Prototype overview

Value proposition Bespoke language learning that focuses on your personal language needs, interests and convenience (location)

Problem Existing language learning apps don't offer the necessary conditions for successful language learning to occur, such as real-life practice, learning through topics we really care about and interacting with others in a “similar boat”

Solution Identify and address these conditions through app features: introduce opportunity for real-life practice with individuals with similar interests and language learning needs for a unique user-tailored experience

Task 1 (simple) Have a real-time voice conversation with someone in a foreign language

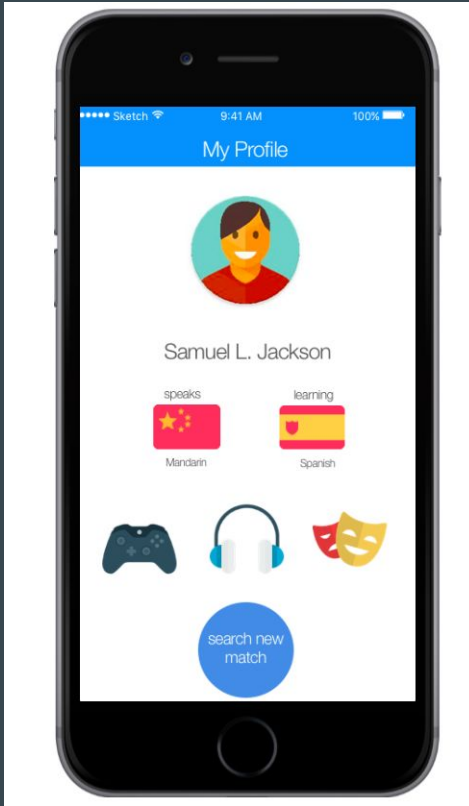
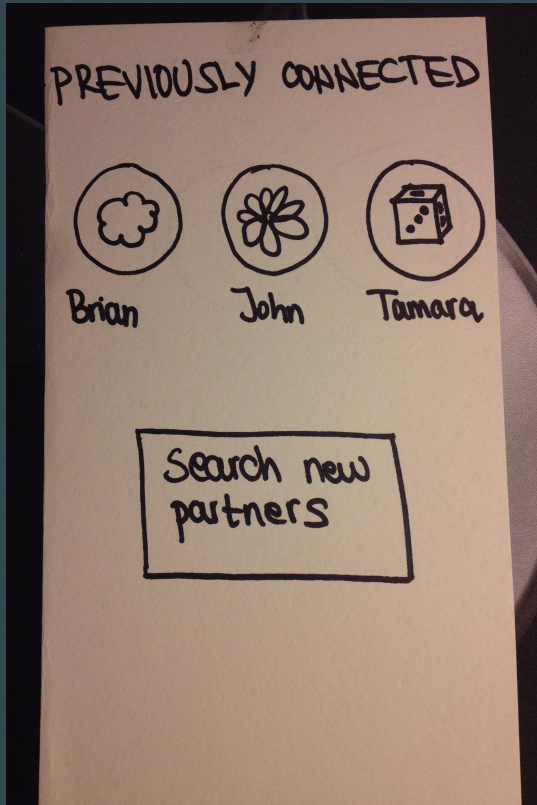
Task 2 (moderate) Meet people nearby with similar interests and complementary language needs

-slightly tweaked: less specific - no more ranking of language expertise

Task 3 (complex) Allow users to learn context-specific and interest-related vocabulary in real time

-slightly tweaked: now just interest-related, but high fidelity version might suggest vocabulary specific to context/previous interactions (privacy issue?)

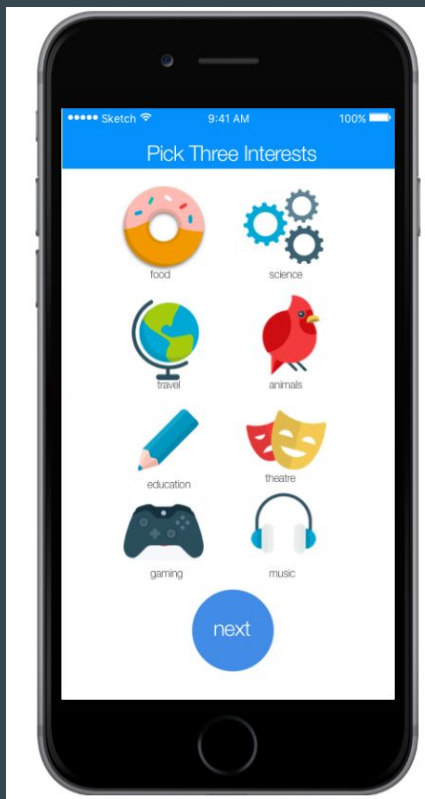
Major Change 1: Home Screen



- human avatar to match social app standards and seem more friendly
- more clear (shapes of icons not confused with buttons)
- information is equally distributed (no huge avatar), no emphasis on previous connections
- match, not partner

Major Change 2: Onboarding

X

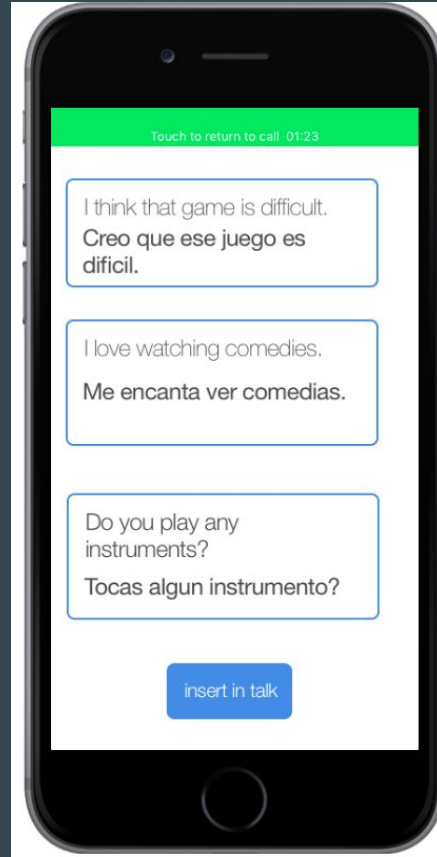
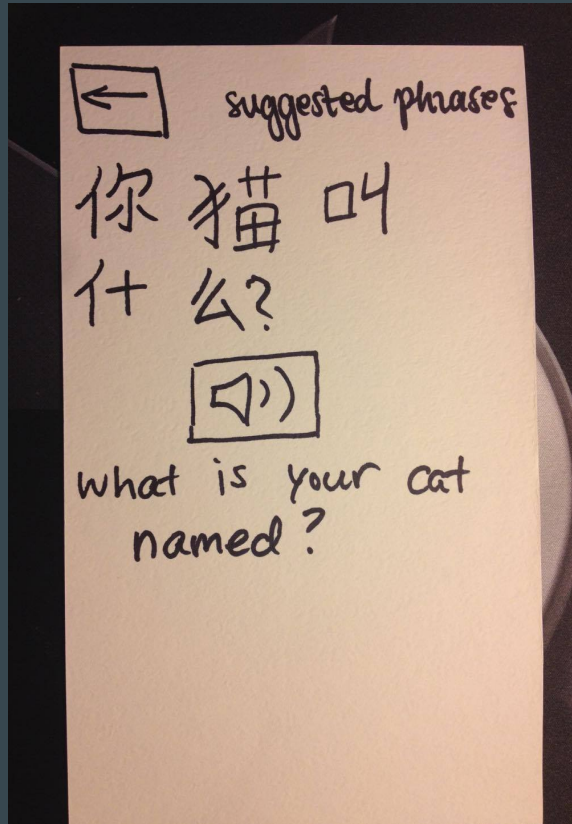


→ important: reduces confusion about interests

→ people now get the point that icons are criteria for matching

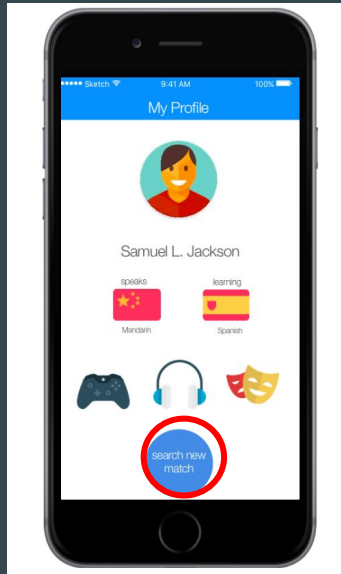
→ improves ease of use

Major Change 3: Suggested Phrases/Translate Interface

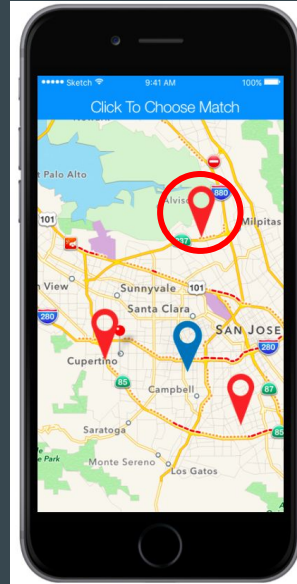


- more phrases, and more specific
- now phrases can easily be embedded directly in convo
- more convenient - just a click away
- eliminates need to look back and copy from memory
- advanced opportunities(changes based on previously used)

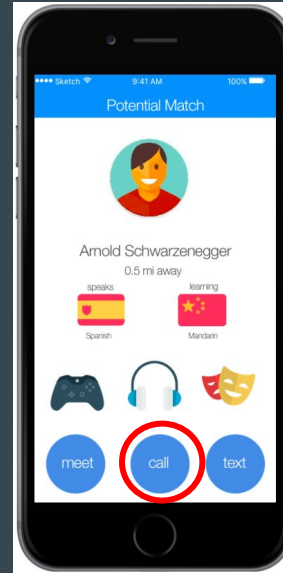
Task Flow 1: Real-time voice conversation in foreign language



Home
search match



Click on partner

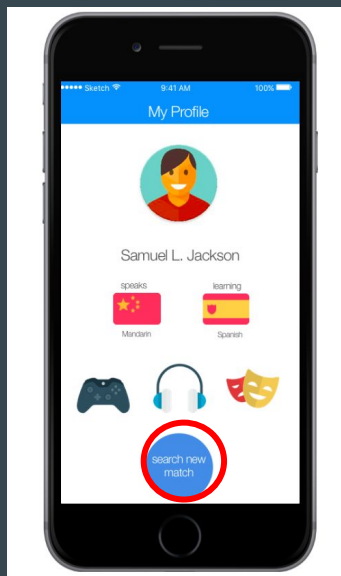


Select Call

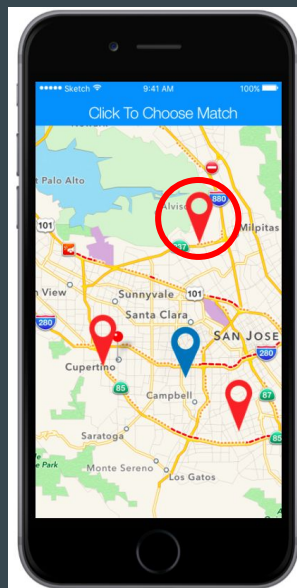


Task done!

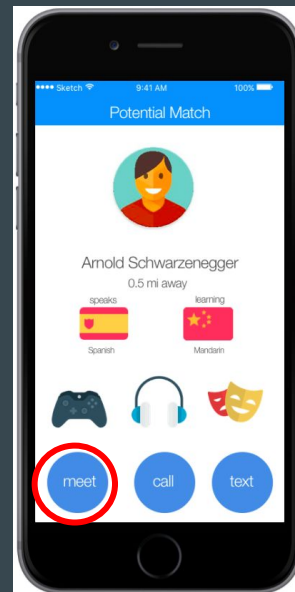
Task Flow 2: Meet people with similar interests & needs



Home
search match

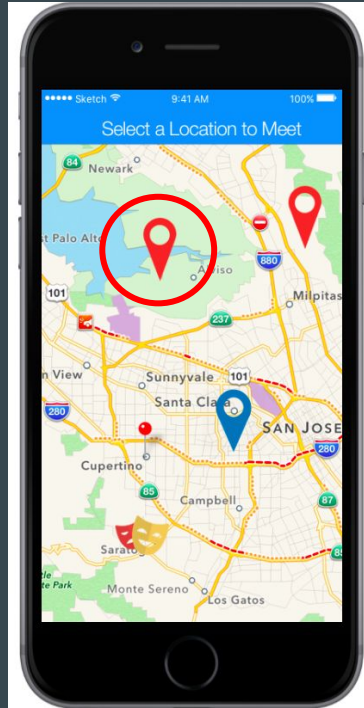


Click on partner

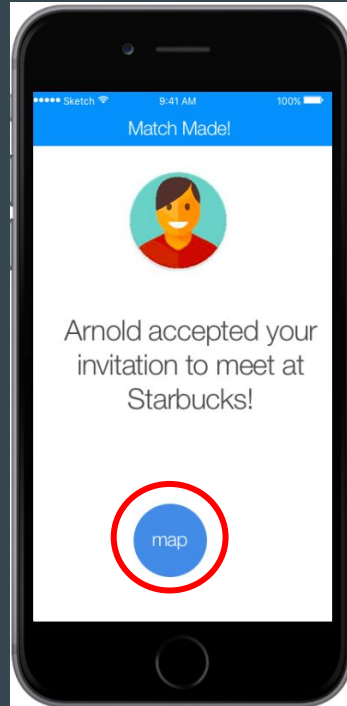


Select Meet

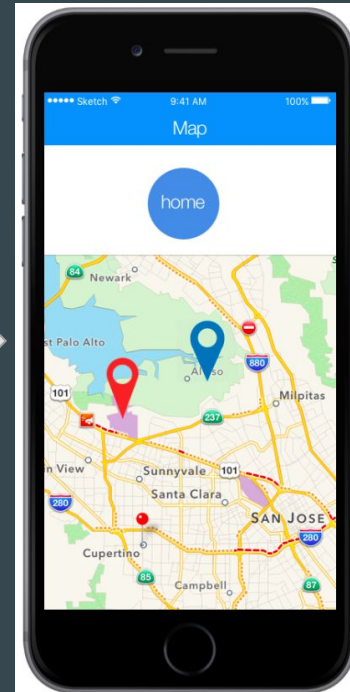
Task Flow 2: Meet people with similar interests & needs



Select location to
request meetup

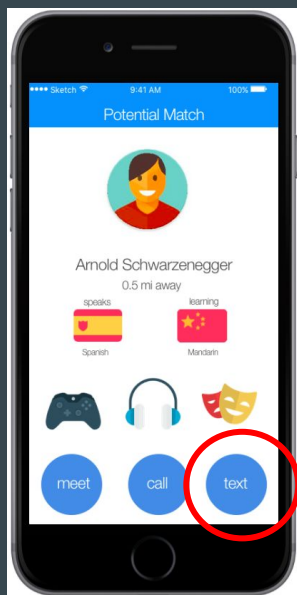


Get notified of
acceptance

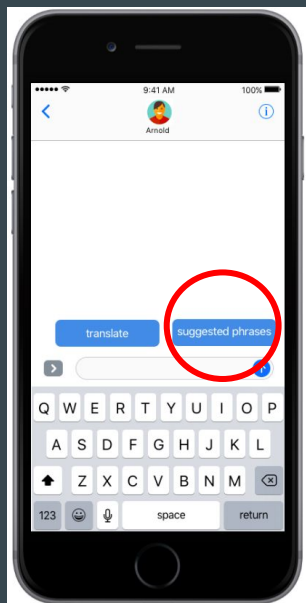


Find partner
on map

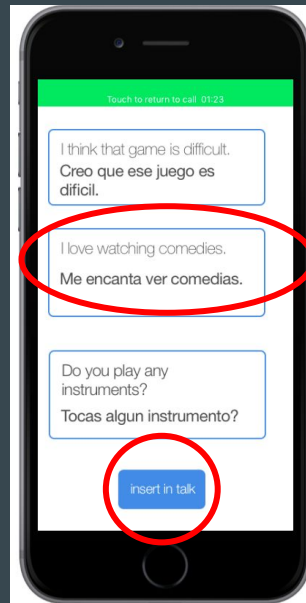
Task Flow 3: Learn interest-related phrases and new words as you need them



Home
Select Text



Go to
Suggested
Phrases



Select a phrase
Insert in talk



Good job!

Prototyping Tools: Sketch & Marvel

HELPFUL

Easy and quick to learn, clean interface

Gives fast and realistic results

Useful iOS UI templates and plugins for different designs

Ability to design directly on a screen of choice

Made us aware of the need for being specific and clear when coming up with user flow



UNHELPFUL

No interactivity – could only make screens but not entire flow

Some plug-ins were difficult to insert

Didn't support ai files so had to convert to .jpg



HELPFUL: animation/transitions

UNHELPFUL: design itself

Limitations & Tradeoffs

- no more avatars until we find more gender/racially neutral or appropriate ones
- still no definitive icons (e.g. location)
- left out some languages/interests for the purpose of simplicity
- content is static (no scroll)
- shows only one user's version (what if someone requests you?)
- no online/offline switch

Limitations & Tradeoffs

- didn't perfect the flow of all screens (e.g. what happens when we want to end call but keep messaging with someone)
- no Wizard of Oz techniques
- a lot of hard coding (user interests, conversations, languages) - needed because we wanted to show user interactions but didn't have any actual information so we "customized" by hard coding ourselves

Thank you!