mora

more amusement. more acquisition. mora.

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Meet the Team!

The Problem & Our Solution

The value proposition of Mora is to save the **language learner of all levels who loves watching TV and movies** from the **tedious, decontextualized language learning techniques** of old.

Mora is a companion for streaming which **interrupts** your watching with **live language lessons** and links to an app which summarizes your stats, **curates review material** for your favorite shows, and **connects you to interest-based communities** of language learners to bond and/or **compete live with.**

Values in Design

Educational

Users are able to learn relevant and useful language skills from Mora.

Fun

Users think Mora is fun and want to use it in their free time.

Inclusive

Users of all levels and backgrounds feel the Mora experience meets their needs.

Tensions

- “Fun” for one person may be uncomfortable for others (ex. competition)
- Balancing fun of watching TV with real learning experience

Values in Design

Value:	Design Features:
Educational	- Contextual **lessons** based on user's TV/movie interests and related quizzes - **Chat** for conversational learning with other users - **Settings** page to adjust complexity/difficulty to personal level of learning
Fun	- **Games** and **competition** - **TV** – your *own* show of choice allows users to define own fun - **Chat** with other users to engage in your interests
Inclusive	- Language lessons **tailored to users**' ability, interests, needs - All competition, conversation = **opt-in** - **Multimodal** (audio, visual, haptic) interface for lesson notification - Media-based study sets available to those **without streaming access** - **Redundancy** of meaning of red/green features

TASKS

* no changes from Low-Fi.

Simple Task

Engage with entertainment of choice and learn from the interactive lesson.

Moderate Task

Review previously seen material through in-app practice.

Complex Task

Organize a synchronous, optionally competitive watch party for your media-language community.

USABILITY

Goals & Measurements

1: FUN

vs
the average language learning experience
(measured 1-5)

2: EAGERNESS

to use the app
(measured 1-5)

3: INTUITIVE

to navigate the app
(measured by # misclicks)

Progress towards... FUN

- All channels are **opt in** (fun for some is other people, and for some it is not)
- Mora **recommends users shows** they may be interested in (encourages TV watching, not just learning)
- **Progress bars** add to gamification of learning experience

Progress towards... EAGERNESS

- **Customizable** language learning experience (a common complaint from low-fi)
  - Difficulty levels
  - Frequency of lessons
  - Interruptions vs Suggestions (more user agency)
- **Word of the day** brings users a daily feature

Progress towards... INTUITIVE

- New **pair to screen button**
- **Tab navigation** system (options accessible throughout app)
- Arrow buttons **more descriptive**

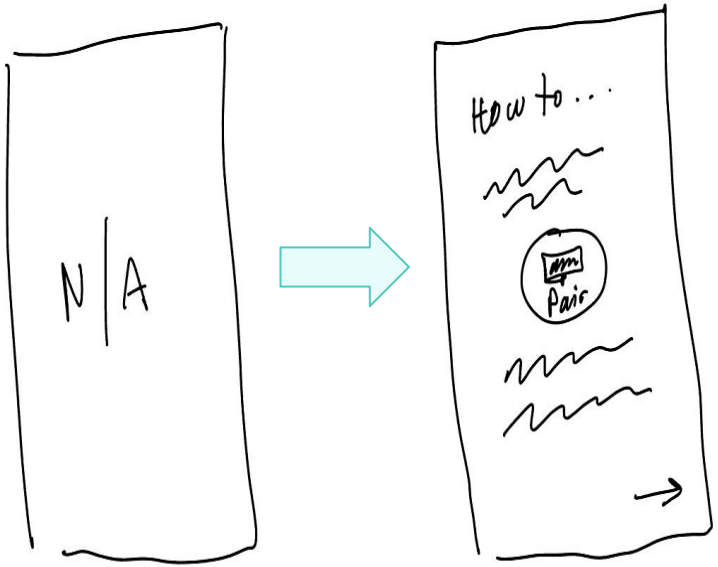
MAJOR CHANGES

1. Onboarding

- Make user aware of how Mora works: we will be interrupting your streaming with lessons
- Give initial explanation of setup and customization

Goal progress:

- Intuitive: users know initial premise of app
- Eagerness: users are immediately aware that they can customize language learning settings

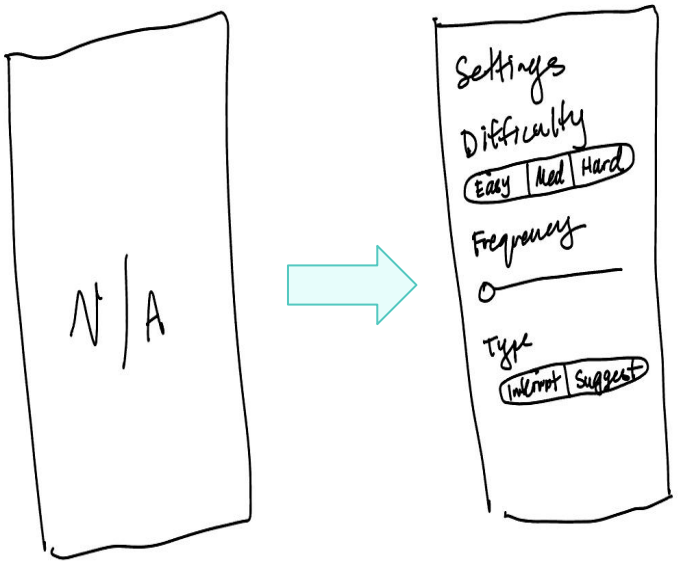


2. Customization

- Customization settings for every time you use Mora while watching
- Difficulty: how hard is your vocab?
- Frequency: how often are lessons?
- New feature: suggestions instead of interruptions allow user to reject lessons if they want to keep watching

Goal progress:

- Eagerness: users can customize language learning settings
- Fun: users have agency in how much learning they do, mitigating potential annoyances at unavoidable lessons

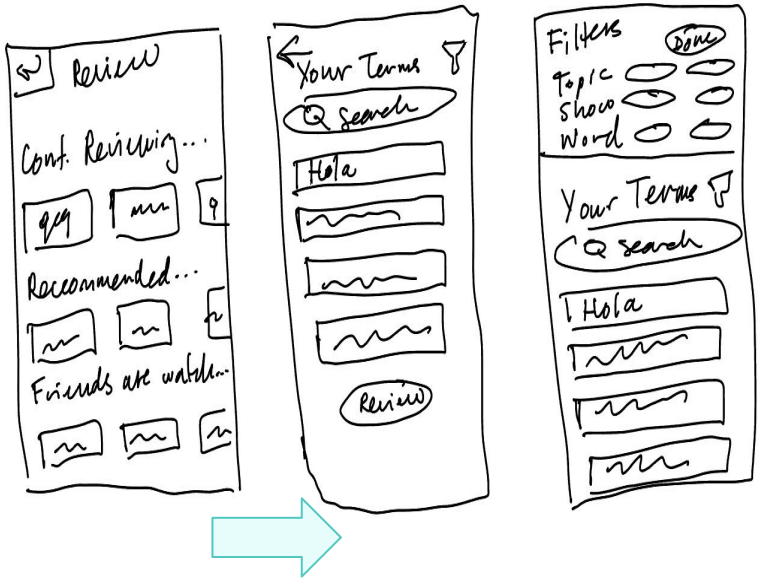


3. Review by Term

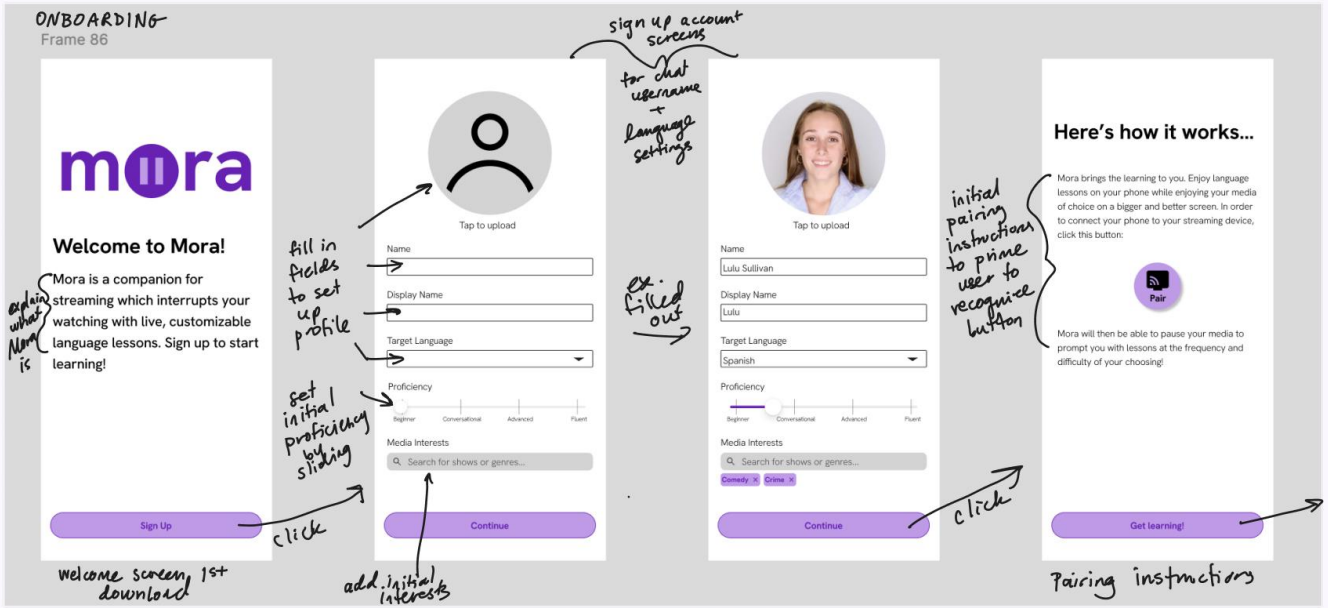
- Allow users to review vocab by term, theme, or show (instead of only show)
- Vocab still connected to shows it came from to contextualize it

Goal progress:

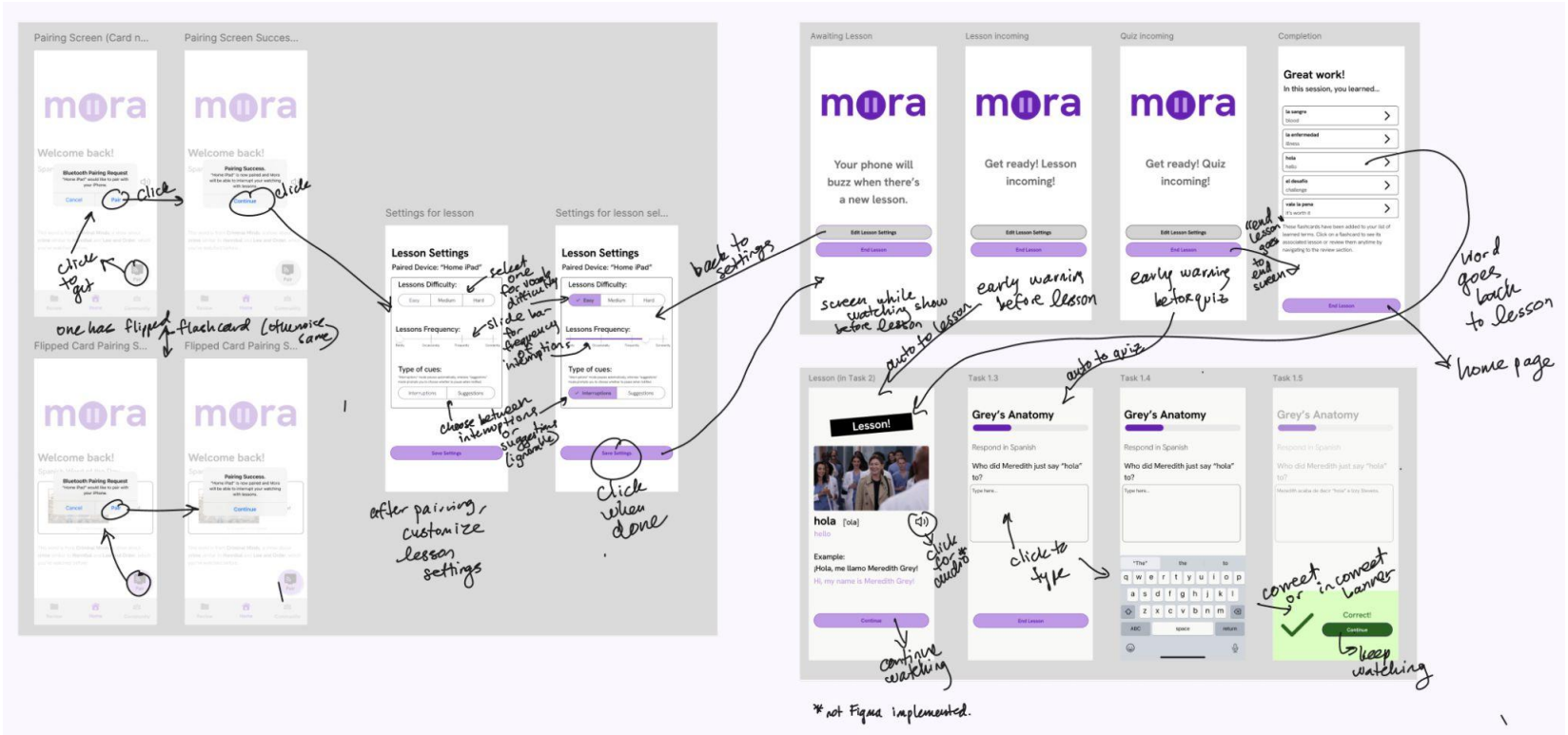
- Intuitive: users can study vocab based on how difficult it is for them, a general theme, or the context of the show
- Intuitive: users have more agency in filters, making the user experience more natural



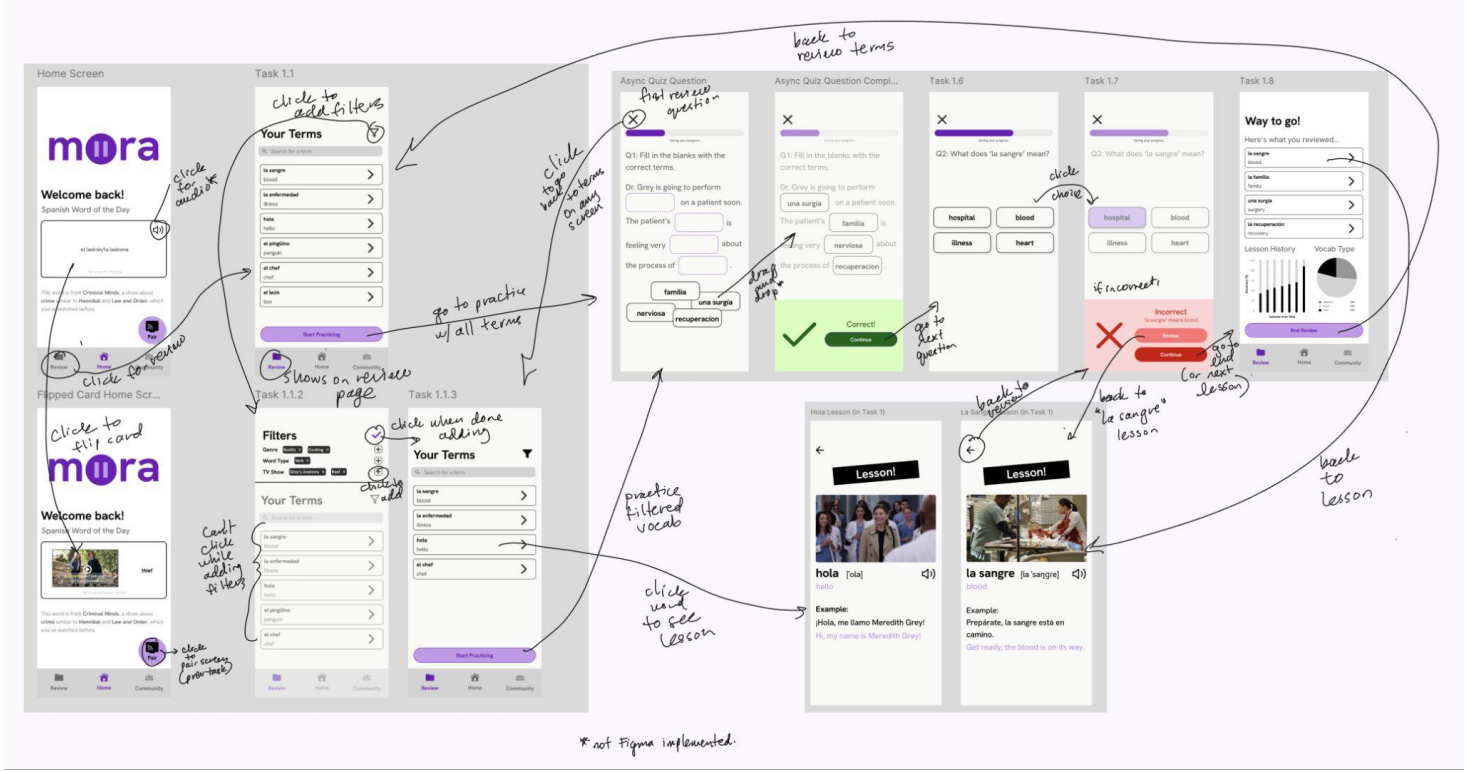
MED-FI TASK FLOWS


ONBOARDING
Frame 86
sign up account screens
for chat username + language settings
mora
Welcome to Mora!
Mora is a companion for streaming which interrupts your watching with live, customizable language lessons. Sign up to start learning!
explain what Mora is
Sign Up
click
Welcome screen 1st download
fill in fields to set up profile
Tap to upload
Name
Display Name
Target Language
Proficiency
Beginner
Conversational
Advanced
Fluent
set initial proficiency by sliding
Media Interests
Search for shows or genres...
Continue
add initial interests
ex. filled out
Tap to upload
Name
Lulu Sullivan
Display Name
Lulu
Target Language
Spanish
Proficiency
Media Interests
Search for shows or genres...
Comedy
Crime
Continue
click
initial pairing instructions to prime user to recognize button
Here's how it works...
Mora brings the learning to you. Enjoy language lessons on your phone while enjoying your media of choice on a bigger and better screen. In order to connect your phone to your streaming device, click this button:
Pair
Mora will then be able to pause your media to prompt you with lessons at the frequency and difficulty of your choosing!
Get learning!
home page!
Pairing instructions

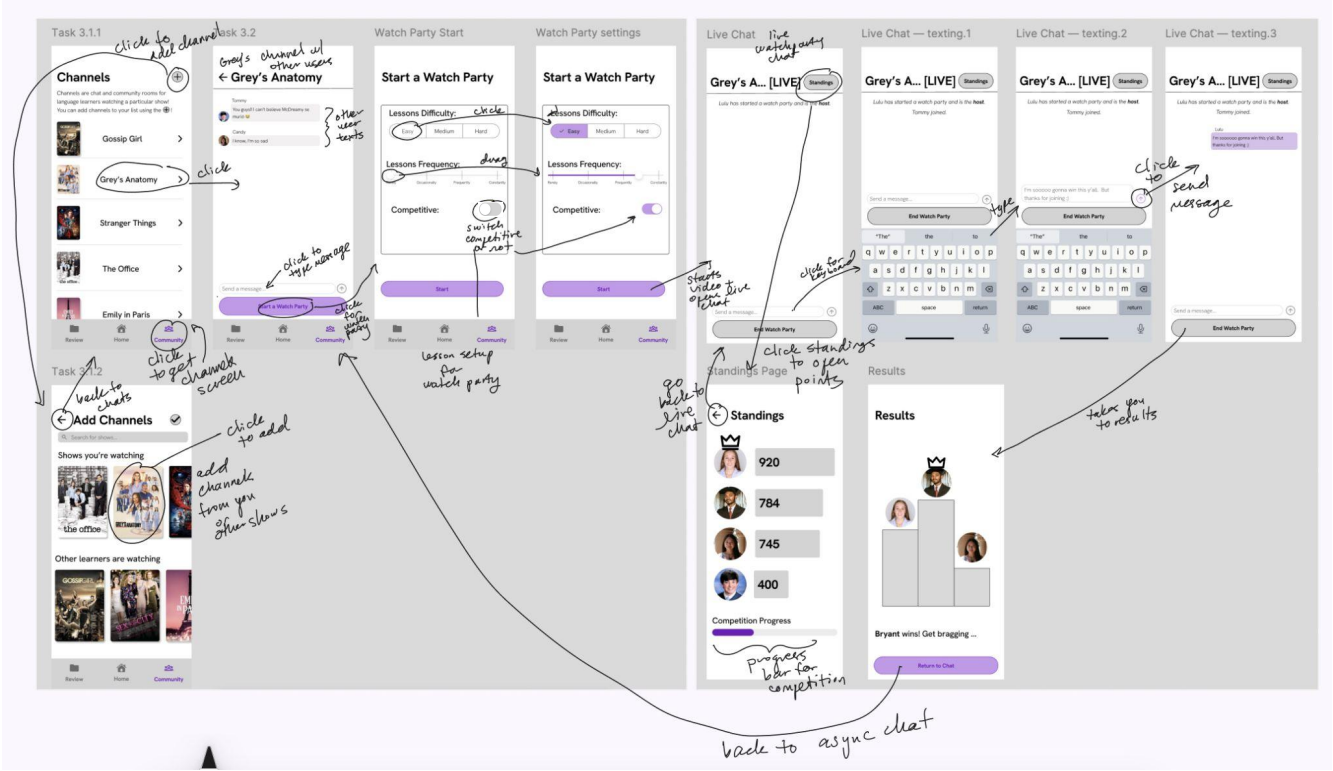
Onboarding



Engage and Learn with Entertainment



Review Vocab



Start Watchparty

PROTOTYPE

Tools

Figma: We chose to use Figma for our Med-Fi Prototype because it is an industry standard for designing phone app screens in relatively high fidelity without implementing any backend.

Pros:

- Lots of capabilities including transitions, phone frames etc that replicate real phone app
- Tools like components and grids make design easier

Cons:

- Steep learning curve to effectively use
- Using built-in assets may curb creativity

Limitations

- **No real conversational element:** we couldn't create an interface where users could interact with other users

- **No live TV component**: unlike the low-fi prototype, we couldn't implement a real live TV component without a "Computer" pressing play/pause or creating a bluetooth backend

- **No real customization**: while there is now a screen for customization, we could not implement personalized language learning levels (or even real choice in TV show) without an AI lesson creator

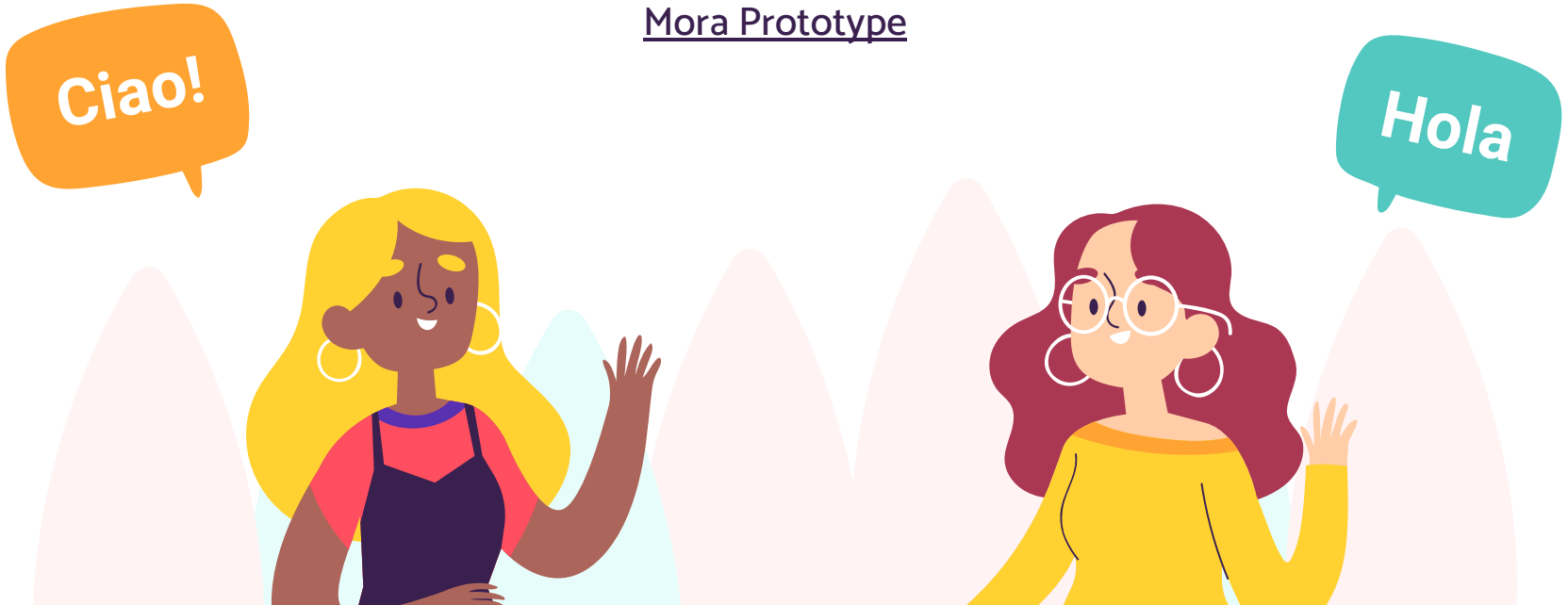
- **No audio/haptic feedback:** multimodal quiz notifications don't have audio or buzzing features.

Hard-coded/Wizard of Oz

- Only one option for language you learn, difficulty, frequency of lessons, etc hard-coded in
- All profile information is hard-coded
- Pairing of devices is not real
- All chosen pause moments and words are hard-coded
- Typing answers/drag and drop answers are hard-coded
- Typing chats is hard-coded
- Choosing show is hard-coded
- Standings and stats are not real and are hard-coded
- Must interrupt instead of suggest because screen is not actually paired to phone

LINK TO MED-FI:

Mora Prototype

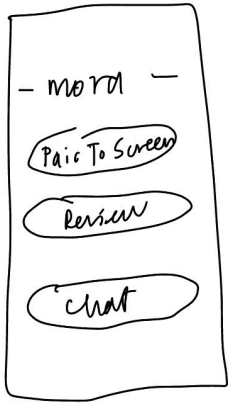


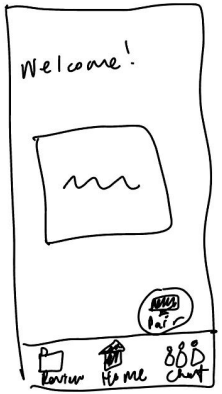
Appendix

Major changes (cont.)

4. Pair to Screen

- Floating pair to screen icon always accessible to start watching whenever
- “Pair” and computer image to double add recognition
- Onboarding screen for initial explanation





Goal progress:

- Intuitive: two forms of recognition in design
- Intuitive: initially defining in onboarding to make recall easier when looking at two forms of recognition