

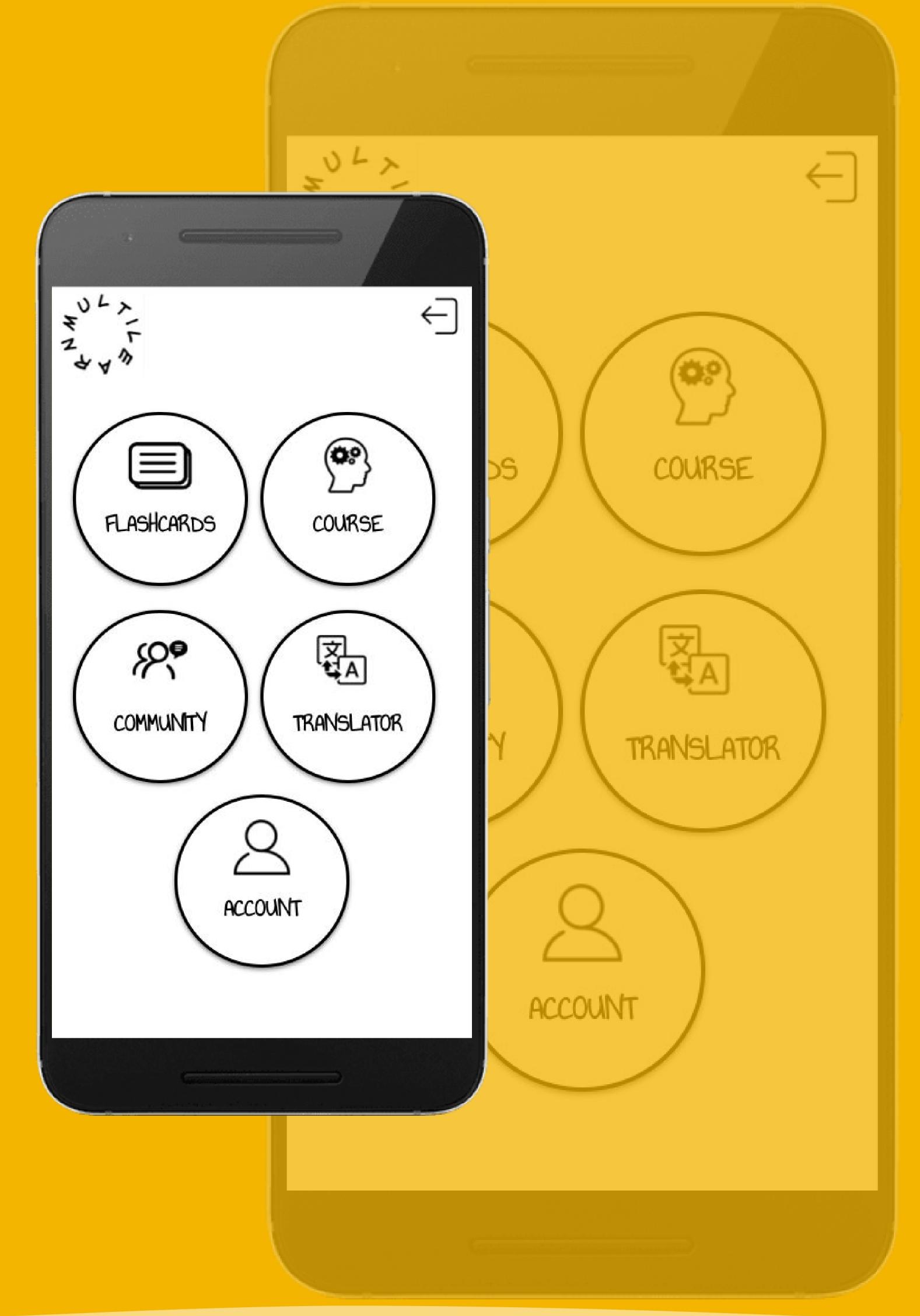


A vocabulary-learning app

UX Case Study

MultiLearn is a vocabulary learning application which aims to empower people to learn.

It is a 4-in-1 app with which users can create their own flashcards, learn a new language, discuss with other users and even translate.



CONTEXT

This fictitious project came to me during my online UX Design training with CareerFoundry.

MY ROLE

Sole UX Designer

TIMELINE

2 months

TOOLS



Google Draw



Marvel



Google Meet

What was my Design Process?



Discover

What are the other vocabulary learning apps already available on the market?

Who are the potential users? What are their current habits? What are their expectations?

Define

1 type of users
How would they be navigating through the app?

Develop

What is the design of the different screens?

Deliver

Usability test &
Implemented feedback

Design Process

1. Discover
2. Define
3. Develop
4. Deliver

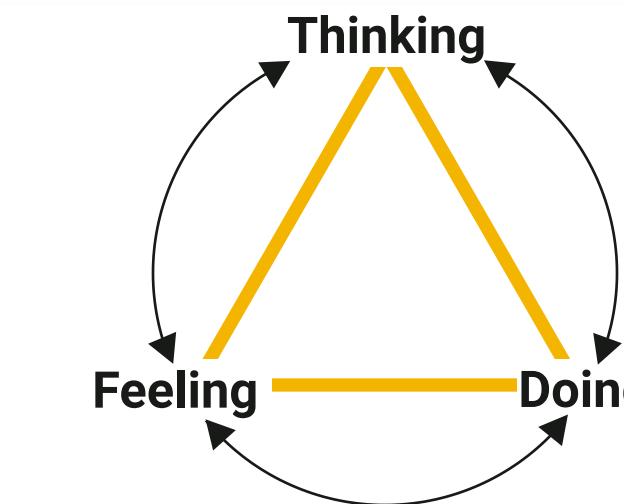
In order to better understand the users and their expectations, I **analyzed and compared 3 vocabulary learning apps**. I also **carried out 5 interviews** with potential users.

COMPETITIVE ANALYSIS



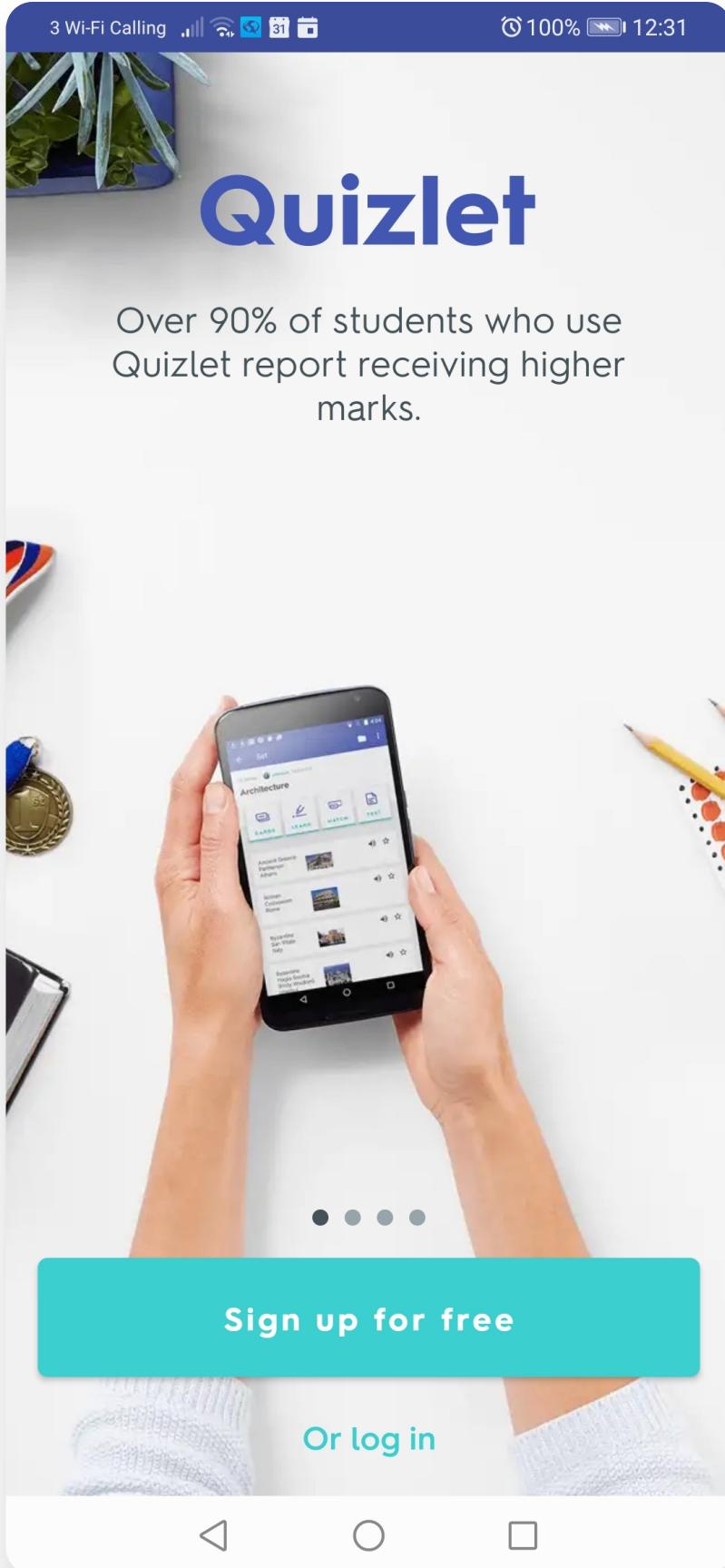
I analyzed 3 competitors to check what they were already doing and what MultiLearn could do better.

USERS' INTERVIEWS

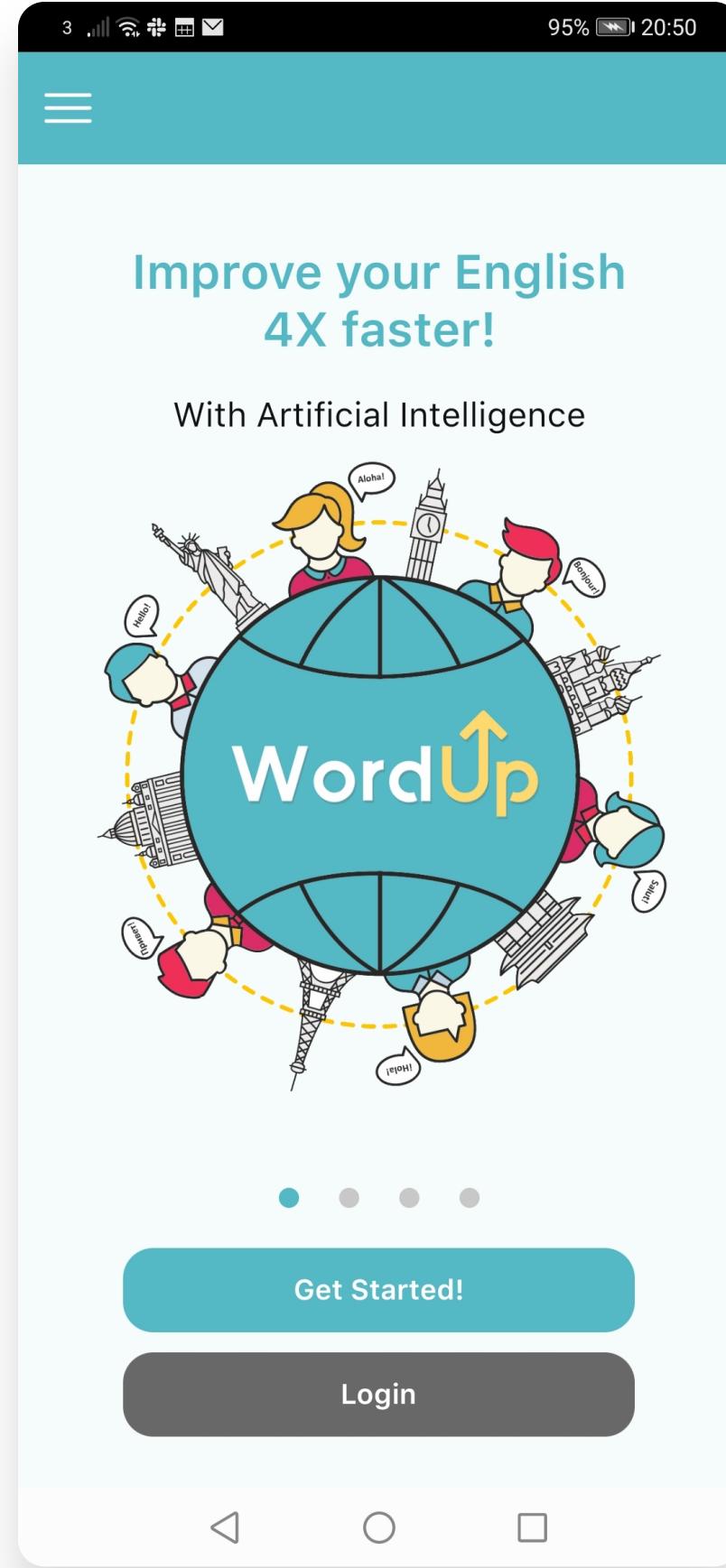


I interviewed 5 users to determine their current habits & behaviors as well as their needs & wants.

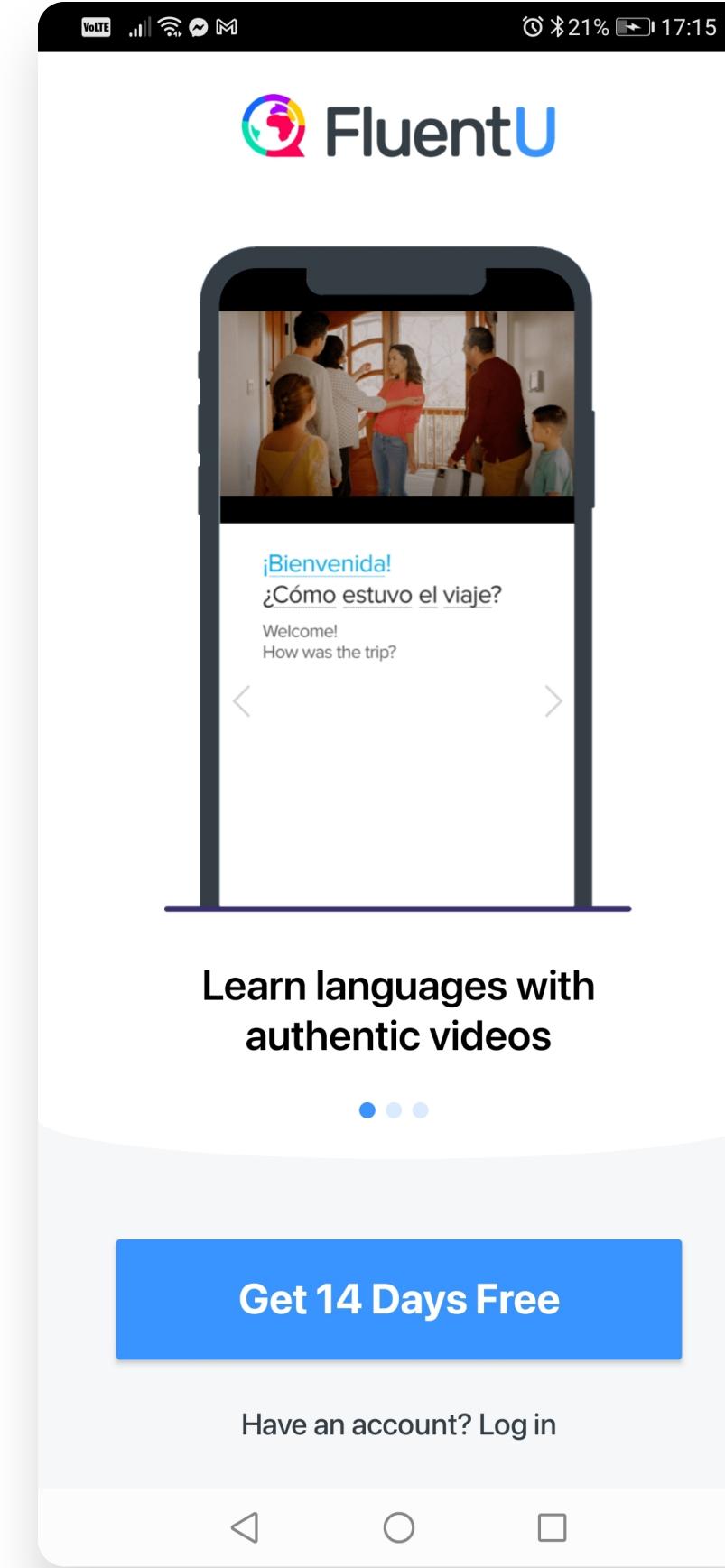
To better understand the users expectations, I started by analyzing 3 similar apps to MultiLearn.



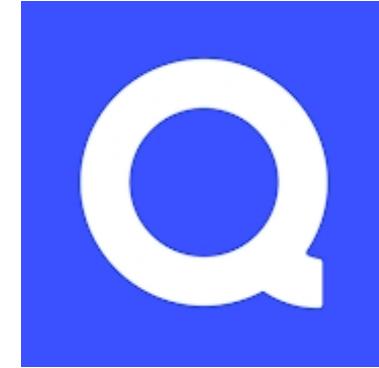
Quizlet is a learning app via the creation of flashcards or browsing already existing flashcard decks.



WordUp is a vocabulary learning app via already existing flashcard decks.



FluentU is a language learning app via music videos, movie trailers, news, and inspiring talks. The user is also able to create his/her own flashcards with already existing vocabulary from the app.



Quizlet



Users can create and categorize its own flashcards.

There are different learning and testing methods.

Users can study and compete with other users.

If in need of help, no web chat available.

Need to go on the website to be able to delete account.



Word Up

Users can track its progress.

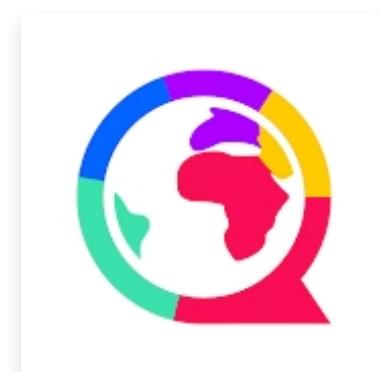
Users can personalize learning goals.

Users can hear words' pronunciation.

Users cannot create its own flashcards.

Users can only learn English vocabulary.

Users cannot categorize vocabulary into themes.



FluentU

Users can choose their level: beginner, intermediate, advanced.

Users can learn through different medias.

No learning system to write special characters (Japanese, mandarin...)

Does not show the pronunciation in latin alphabet when learning languages such as Japanese.

WHAT MULTI LEARN COULD DO DIFFERENTLY

Enable more personalization (example:
text size)

Provide different learning medias.

Include a written pronunciation in latin when needed.

With the results from the Competitive Analysis in mind, I conducted interviews with 5 potential users in order to empathize with them and better understand their needs and expectations.



PARTICIPANTS

5



GOALS

1. How do the interviewees learn new vocabulary?
2. What do the interviewees think of vocabulary learning apps?
3. Are interviewees currently using an app/apps to learn new vocabulary? Which one(s)?
4. What are the needs and wants of the interviewees regarding a vocabulary learning app features?

I analyzed the results from the previous interviews through what the participants were « Doing », « Feeling » and « Thinking ».



DOING

I learn through a lot of repetition.

I use my current vocabulary learning app everywhere, whenever I have some free time.

I use color-coding because I am a visual learner and it helps me learning faster.

I try to favor social interactions.

I write keywords on the flashcard and the meaning on the back.

I tried multiple learning vocabulary apps.

I struggle learning vocabulary by myself but when I hear it from a native, I memorize it better.



FEELING

I like learning through repetition and games.

I expect to create my own flashcards and be able to personalize them.

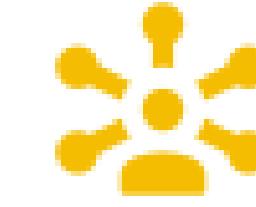
What I don't enjoy when I can only learn vocabulary and not grammar.

I like learning through different medias: listening, reading, pronouncing and translating.

I prefer learning via talking with people.

I would like to have a feature monitoring my progress.

I don't enjoy seeing words without context.



THINKING

I think colors help to learn and to remember better because it makes it more visual.

I think what works well when learning a new language is having a mix of stimuli.

I think I would use a vocabulary learning app if it enabled social interactions.

I think it is better to have all your studying files in one place: easier to find and store.

I think what could motive me is to put things into context and actually learn from sentences.

Design Process

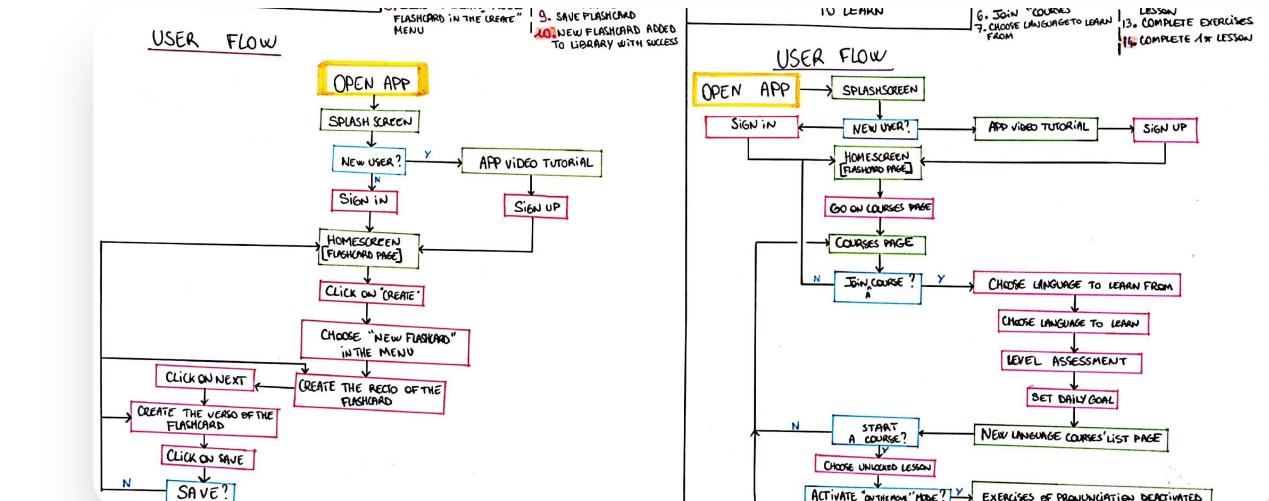
1. Discover
2. Define
3. Develop
4. Deliver

Thanks to the interview results from the Discover Phase, I was able to **define a type of users** that MultiLearn would be directed to. Then, I **worked on the Information Architecture through user flows**.

PERSONA



USERS FLOWS



The interview results analysis enabled me to define the main characteristic of MultiLearn potential users.

To help bring those solutions to life in MultiLearn, I worked on 2 user flows.

Thanks to the analysis of the interviews results, I was able to **define a type of users** that would potentially use MultiLearn under the proto-persona of Ellis.

Ailin

« Learning a new language is hard... I know I memorise better when I am having fun, but I also want to track my progress somehow! »



18-35 years old

#REPETITION #GAMES #VARIETY

NEEDS & GOALS

Learning through repetition and games.

Learning grammar.

Tracking her progress.

Having different stimuli triggered.

BEHAVIORS

Uses colors to help learning.

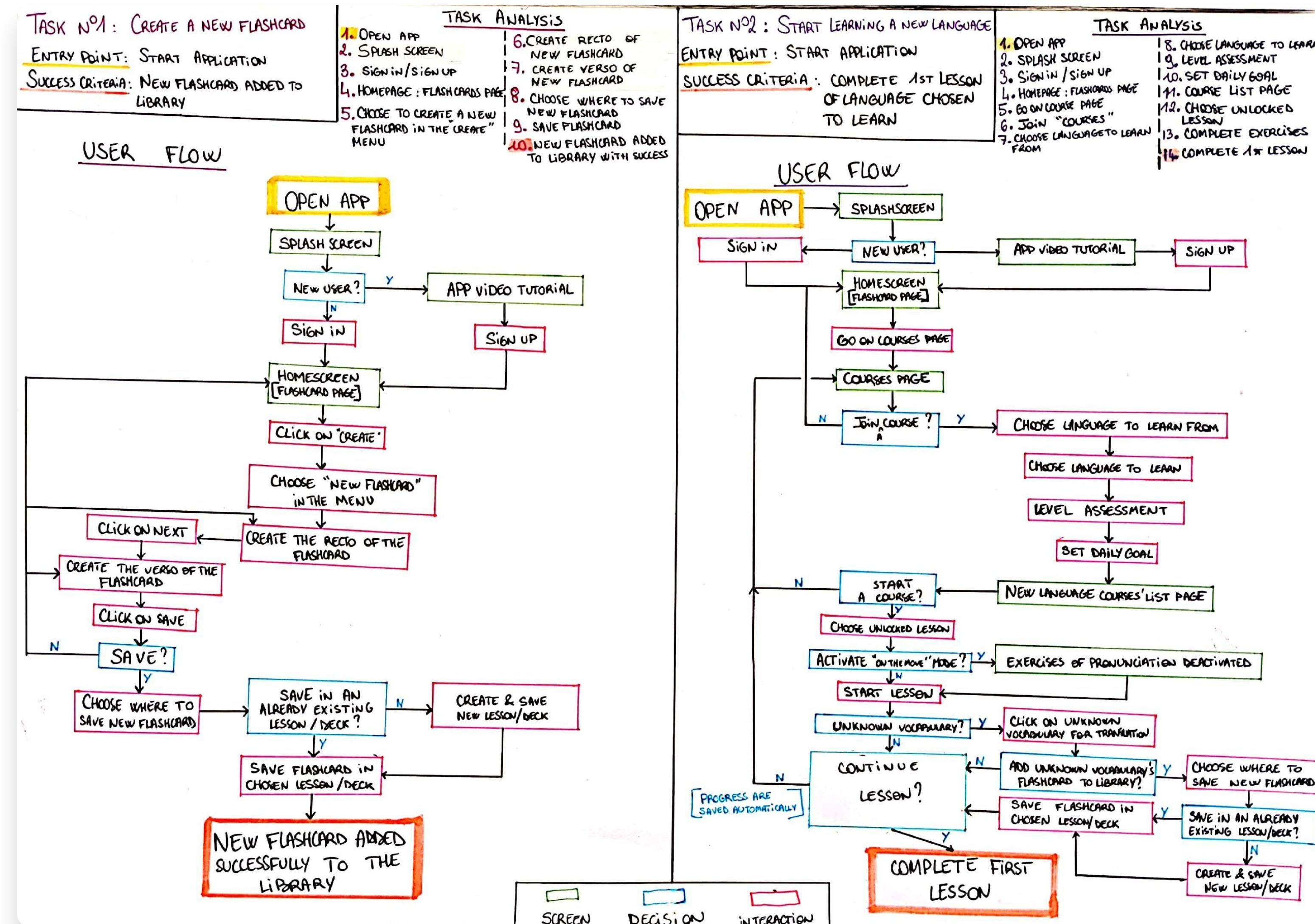
Likes learning through different medias.

Wants to personalize her learning experience.

Enjoys discussing with natives.

Expects a tutorial before using an app.

Having defined the general needs & goals as well as behaviors from potential users through the persona of Ailin, I was able to work on how to organize Multilearn by creating user flows.

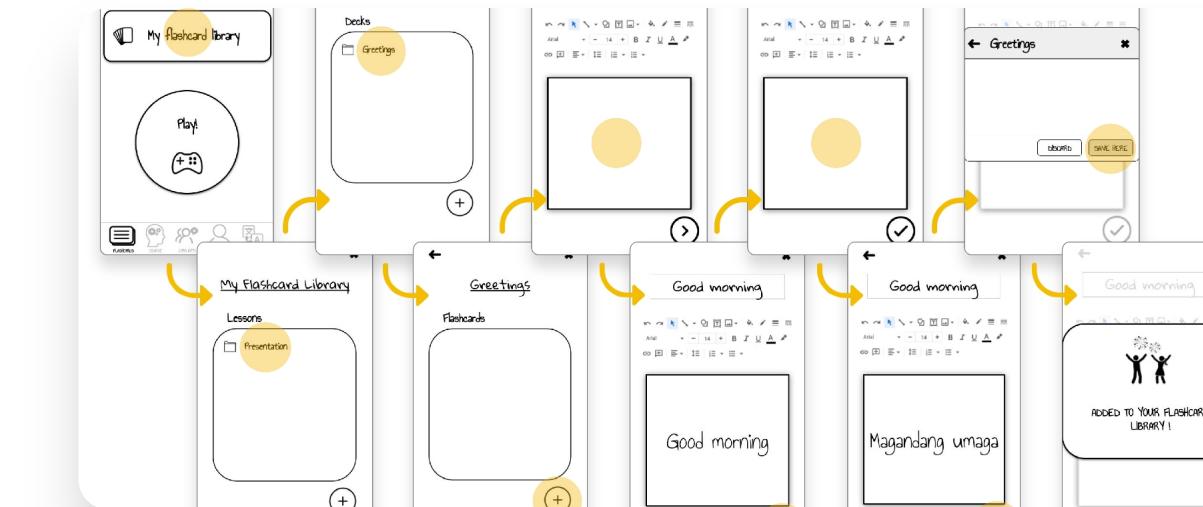


Design Process

1. Discover
2. Define
3. Develop
4. Deliver

With the previous user flows in mind, I **started creating the different screens of MultiLearn.**

WIREFRAMING & PROTOTYPING

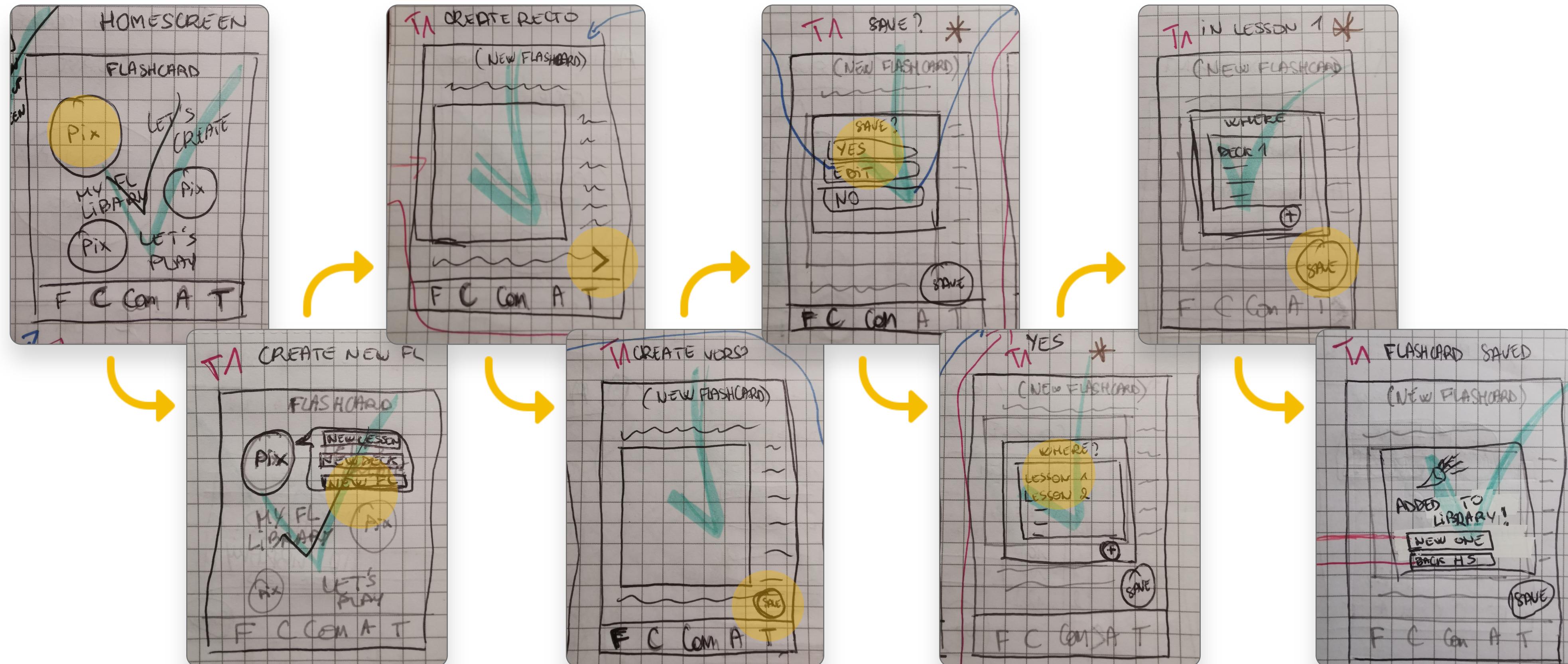


Thanks to the 2 user flows I created, I was able to design the screens of 3 key features of MultiLearn which I then combined in an interactive prototype.

Thanks to the user flows, I designed the different screens of 3 key features of MultiLearn: Sign up / Log in - Flashcards - Courses. Then, I linked the screens into an interactive prototype.

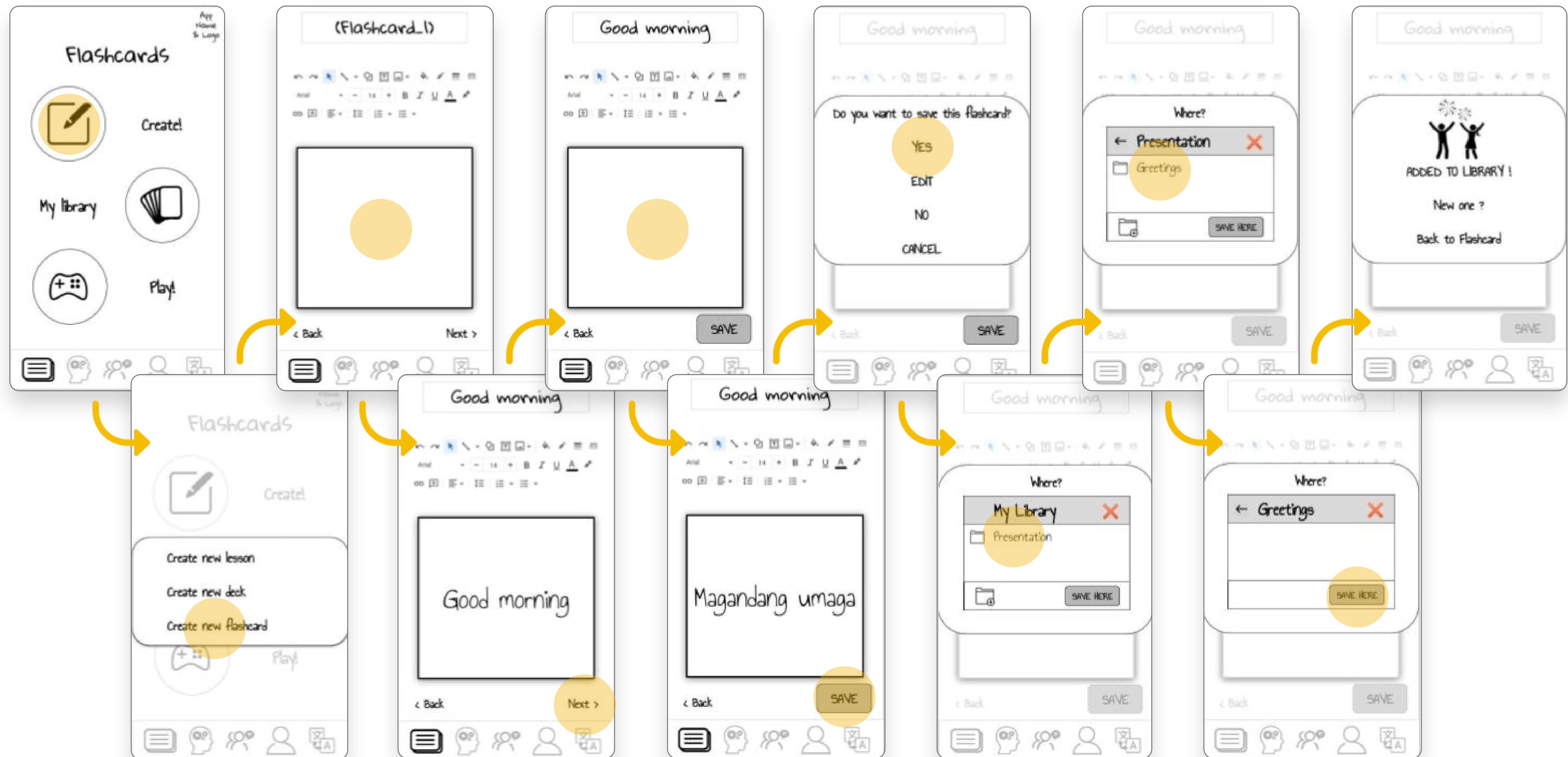
WIREFRAMING & PROTOTYPING

I started by designing the screens in low-fi wireframes with pen and paper as to quickly get an idea of MultiLearn organization and navigation flow.



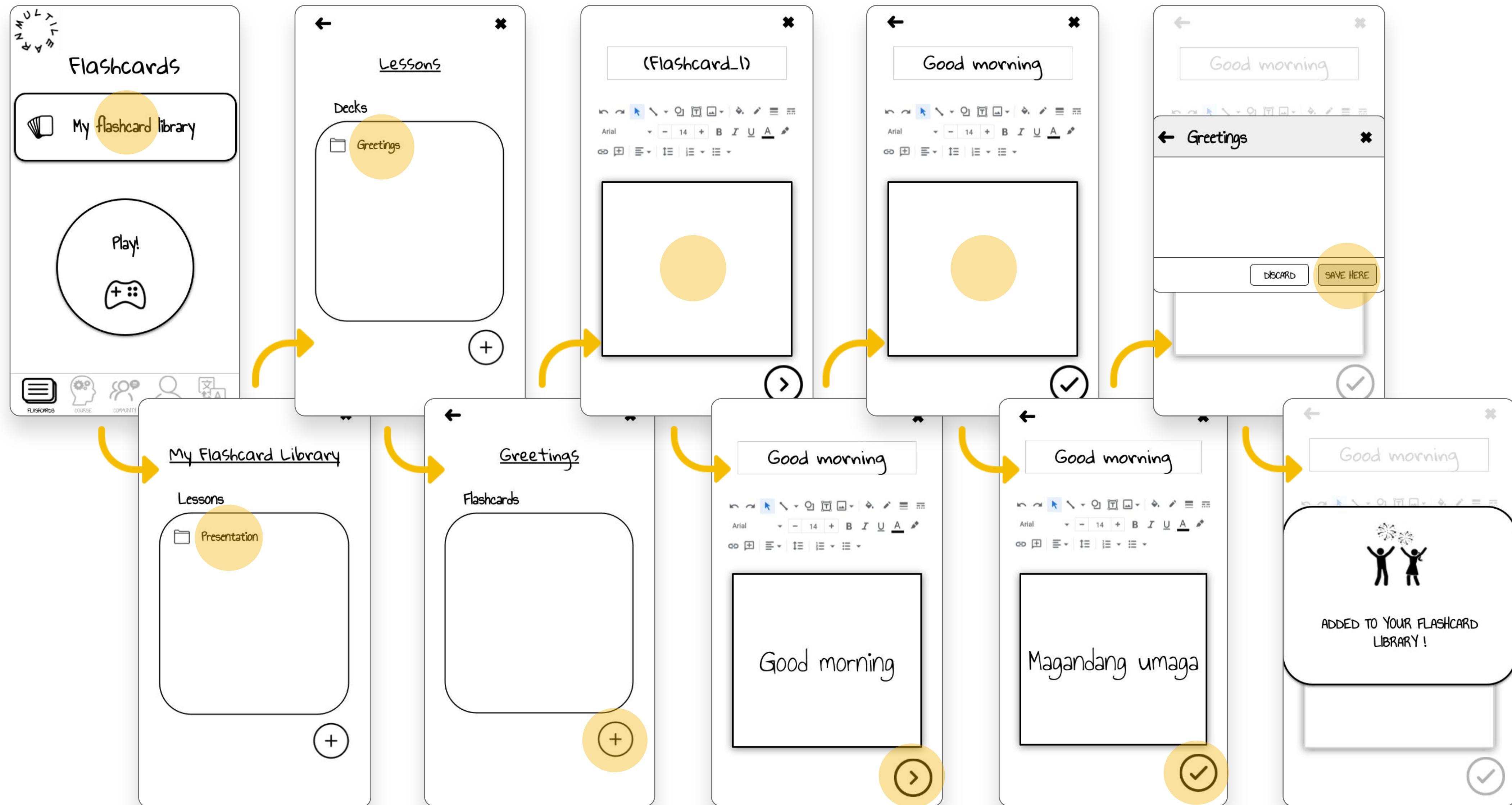
Example of « Create New Flashcard » flow in Low-Fidelity

I continued with designing mid-fi wireframes on Google Draw to determine all the needed elements on each screen.



Example of « Create New Flashcard » flow in Mid-Fidelity

I finished the first designing phase with high-fi wireframes (still on Google Draw) to go into more details and to be able to create an interactive prototype.



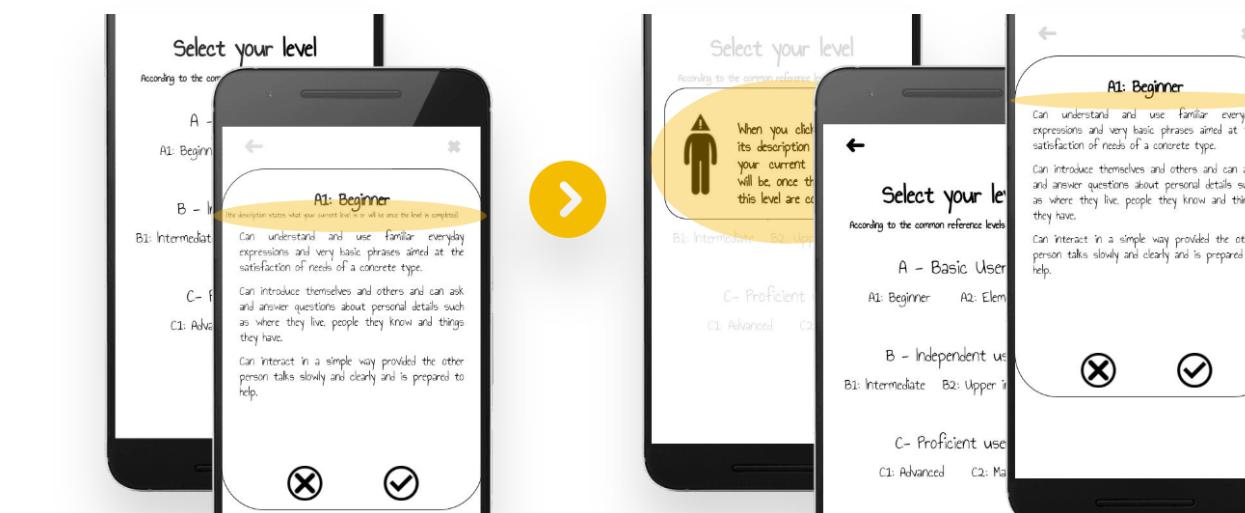
Example of « Create New Flashcard » flow in Hi-Fidelity

Design Process

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I put my **interactive prototype** to the test in order to check if there was **any usability issues**. I then **implemented the feedback received**.

USABILITY TEST & IMPLEMENTING FEEDBACK



I analyzed 3 competitors to check what they were already doing and what MultiLearn could do better.

I carried out 3 moderated-remote **usability tests** to assess the intuitiveness of MultiLearn. I then analyzed its results by rating my observations according to Jacob Nielsen's severity ratings.



PARTICIPANTS

3



TOOLS



Marvel



Google Meet



TASKS

1. Sign up into MultiLearn
2. In the Flashcard Library, navigate until a « deck » folder is reached.
3. Create a flashcard.
4. Join a course.
5. Complete the first lesson.

3 MOST SEVERE USABILITY ISSUES

4

Task 4 : **Choosing the level is confusing** as the explanation is written too small.

Task 4 : The app **lacks a feature** to be able **to change** the **chosen Course**.

Task 5 : The **pop up message “On the move?” question is unclear** about what it involves. The icon is adding confusion.

Example of feedback implementation on the « level choice » page

ERROR

Choosing the level is confusing as the explanation is written too small.

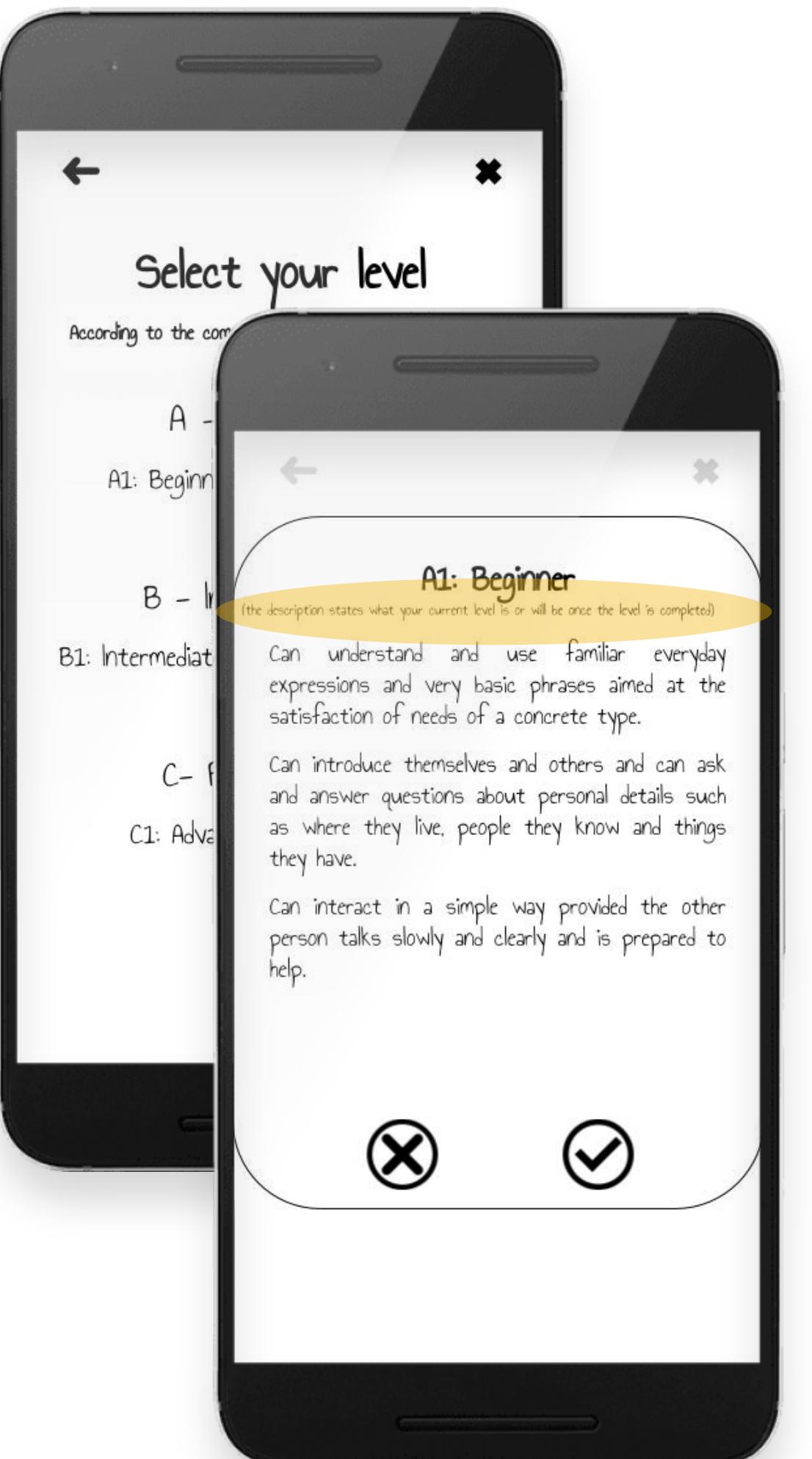
EVIDENCE

2 out of the 3 participants encountered difficulties to understand what the level explanation where about: current or future?

ITERATION

I displayed the information in a clearer way in the form of a pop-up message.

BEFORE



AFTER



After implementing the feedback from the Usability Test, I **updated my prototype**. I then **reflected on the possible next steps** to further improve MultiLearn. Finally, I **assessed my learnings** during this project and on what I should **improve** as a designer.



NEXT STEPS

Test participants showed interest in the « Community » feature which would enable them to communicate with other users and natives of the language they chose to learn. So, **to further improve MultiLearn, I need to add more wireframes to its other features.**

After working on completing the other key features, a **second round of Usability Test** would be needed to check again the good intuitiveness of MultiLearn.

After a second Usability Test, I would **work on implementing its feedback before adding some UI design.**



WHAT WENT WELL AND WHAT COULD BE BETTER

During this project **I was satisfied with the focus I put on each step**, because I was able to be well-prepared for the next one. **Gathering potential users' feedback** through interviews and usability tests **was very interesting and really gave sense and purpose to this project**. **I enjoyed working** both **on the Information Architecture and Wireframing/Prototyping** steps as **it was fun and fulfilling** to see my ideas and concepts becoming tangible.

For my next projects, I do know now that I will **need to improve on my « paper-wireframing skills » as to make them cleaner**. That it is **better to take notes during interviews/usability tests** since transcribing is really time-consuming. And I will also **have to improve on better wording usability test tasks to avoid any confusion**.

Thank you !

Credits

PICTURES

Unsplash - TopPNG

ICONS

Pichon (Material rounded/outlined)