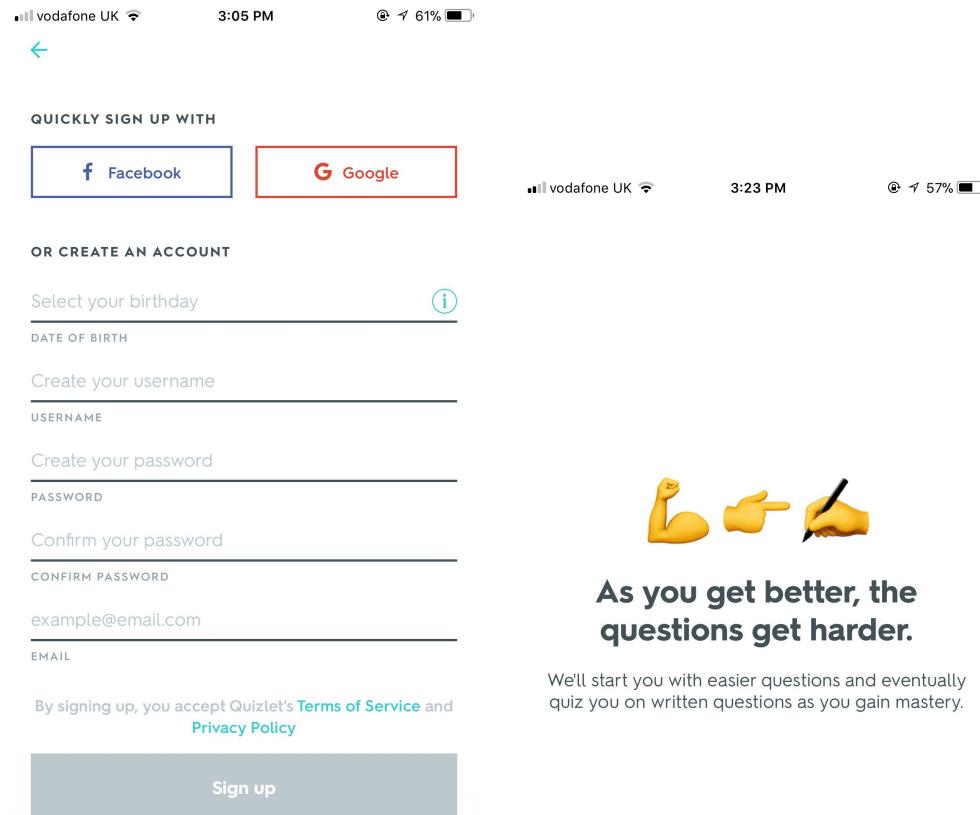
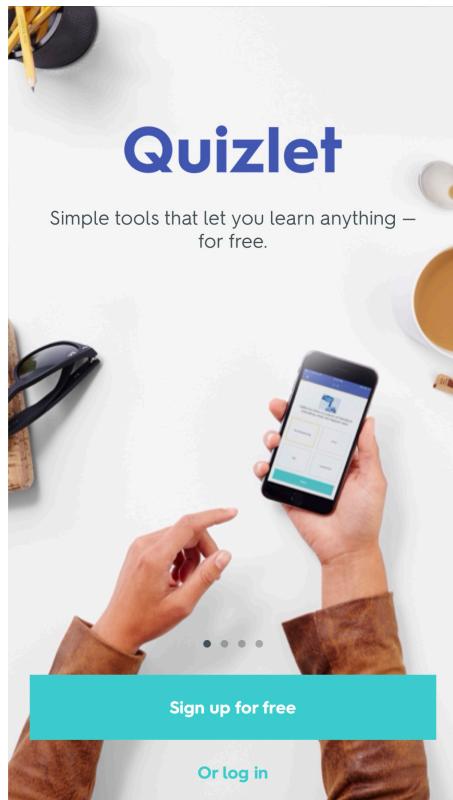


Competitive Analysis | App Review



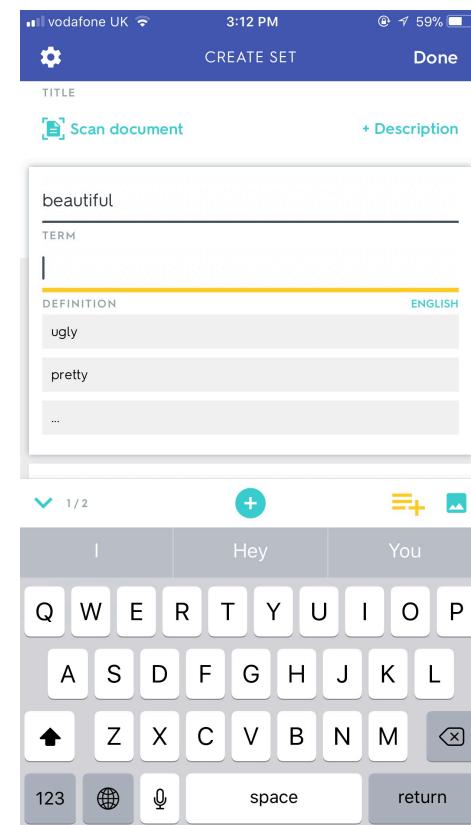
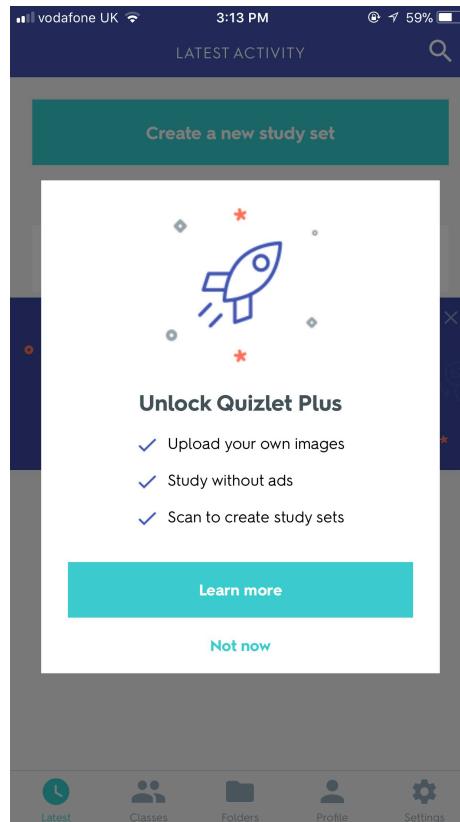
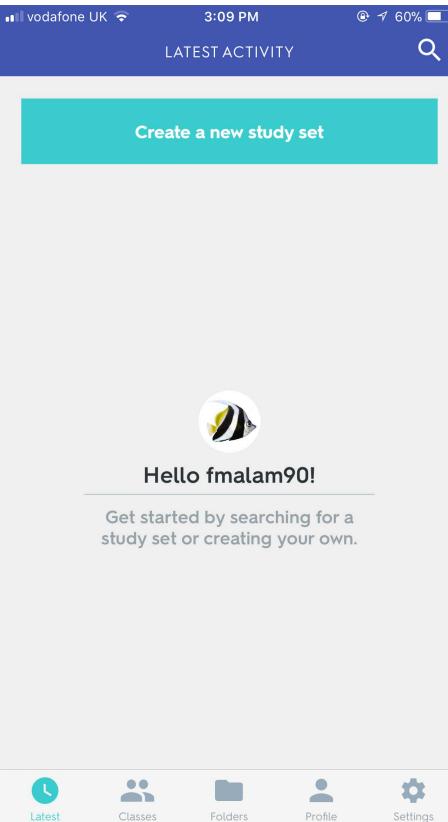
Quizlet





PROS:

- Creating a new account is easy and quick, allowing users to have option to use their Facebook or google account if they wish.
- Existing users can switch anytime.
- Users can create their own sets of flashcards and quiz. They can alter the meaning of the words. In addition, Users can find words and their meanings in different languages.
- There are four different ways of learning: quiz, flashcard, writing or playing a matching game. Great way to memorize words through a short period of time.



CONS:

- The app welcomes users, however there is no mandatory guide that helps users walk through the product to get started step by step. With lack of instructions on what to do next, users can get put off. You can't expect a new user to understand a new interface without any sort of direction.
- Ads on the app are quite distracting, interrupting user flow. Especially for students who are trying to study. Users would have to pay \$1.99 a year for ad-free app.
- I found few errors in the vocabulary definition. For the word 'beautiful' I was given the definition of 'ugly'. This is incorrect and therefore can question the accuracy of the product.
- Users have to make their own sets, which can become frustrating and can take up time.

Evaluation

Quizlet flashcard app is quite successful to an extent. The app does meet its primary goal to learn words and its definition. Having said that, many users are happy with the end product, giving a 4 star review on Apple. However, I do believe the app itself lacks efficiency and reliability. The most important goal is for users to learn definitions, but some definitions from the app are found to have errors. These errors require an update and improvement in the quality of their content.

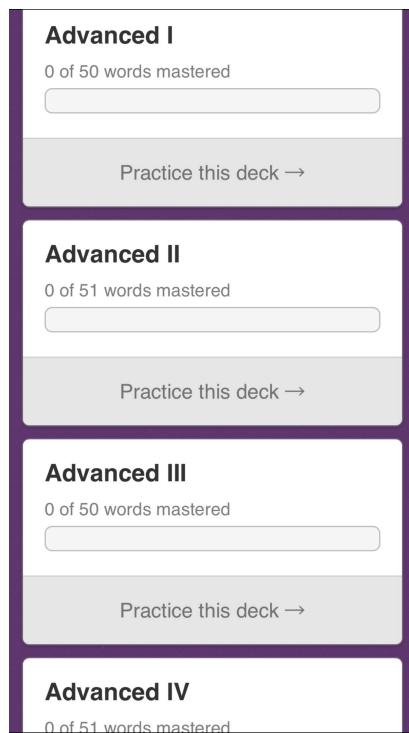
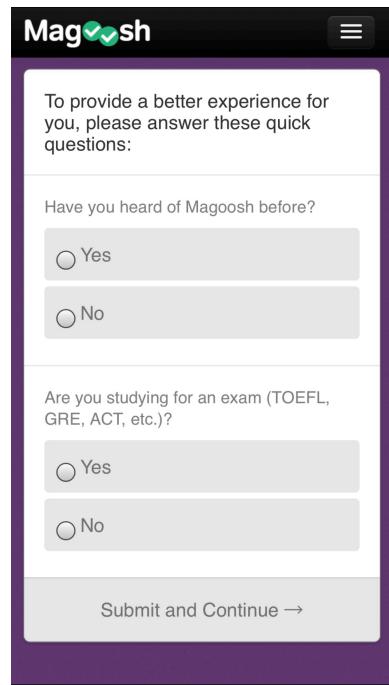
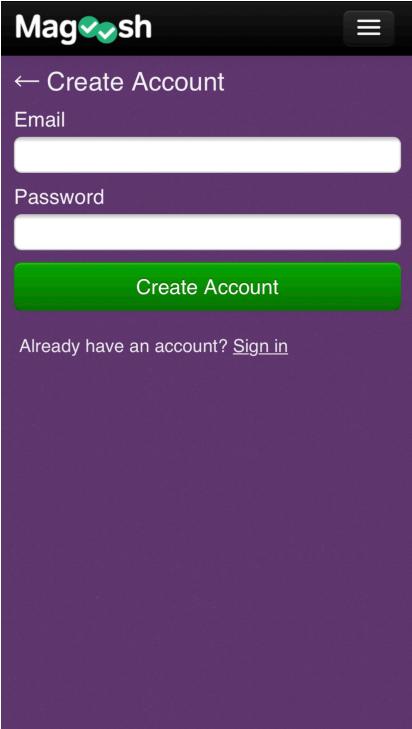
The designers were more flexible allowing users to add their own sets of words and definition, which can be very useful for student during their exams or in general for users to learn a specific set. However, too much customization can cause distraction and lack of motivation. It can take up users time to add all the words and definition, which in turn can put them off. In addition, there is lack of instructions or guide navigating users to the next step, even after adding on your own set. There were times where I myself had no idea what to do next. This can lead user to be less motivated and may cut the whole experience short. From this perspective, this app does not make it a successful product for the user.

Overall, I was quite bored, hence I did not want to continue using the product. I would start by focusing on the onboarding process, making users feel more welcomed. I would make new users understand the new interface by giving a step by step guide tutorial. For example including an image of a person guiding the user through the steps. This would make it more fun and more welcoming. This would also allow users to understand what to do next and make users feel more confident when exploring the product.

Mag✓sh

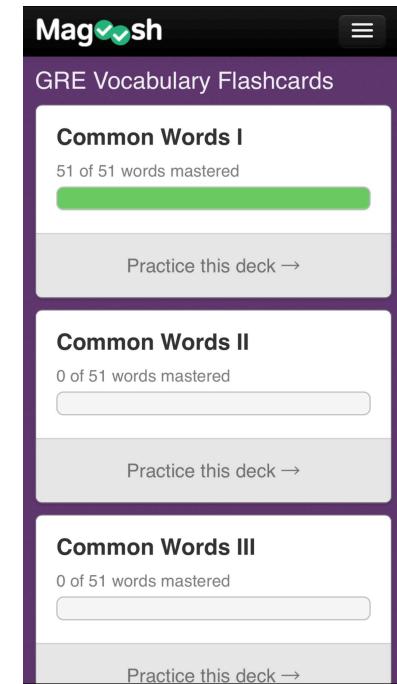
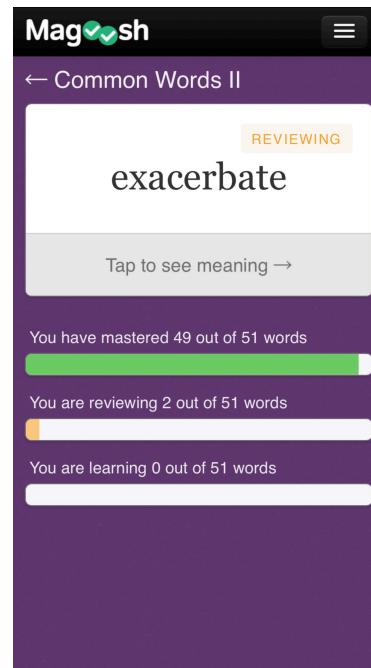
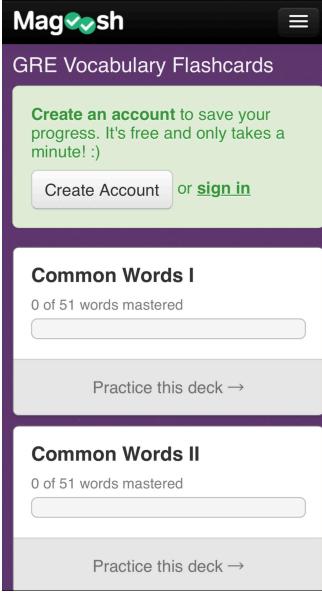
GRE Vocabulary
Flashcards

APK.Fun



PROS:

- Before onboarding process, users are given two questions to answer. Which is quick and simple for the designers to make the best experience for users.
- Creating an account is quick and easy.
- On the top right corner, there is a menu tab that users can click to find out information about the company, see the flashcards and sign in. Gives users more access to information that they may experience before logging in.
- Vocabulary Flashcards all range from common level to advance level. This is desirable, making users feel more comfortable. It can also make them feel confident after completing each level.
- The app is very clear and precise In terms of their target audience. In this case, GRE and users who would like to improve their vocabulary. This shows that the product has kept its focus on its goal by explicitly having vocabulary words picked by an expert GRE tutor. This indicates a credible experience for users as well as a strong interface.



CONS:

- The initial splash screen is not clean and neat. It feels like everything is all over the place. At the top of the screen, you can create an account or log in. However, the screen also includes flashcards with different levels that users can try before creating an account. It can become distracted and may feel overwhelmed.
- During onboarding, there is no guidance on what to do. Users have to figure it out on their own. There is no tutorial for users to understand how it works step by step.
- I explored the product by myself to see if the users can add more flashcards. After going onto settings, you can sync answers from web version and any flashcards the company has added. However, users who are using this product for exams may want to add their own specific vocabulary and their own definitions in order to reinforce their memories.
- I tried to go back on words that I didn't know but I found that there is no function for users to review certain vocabulary that they would like to focus on without going through the whole deck again. This can become very time consuming and can make the whole experience short or negative.

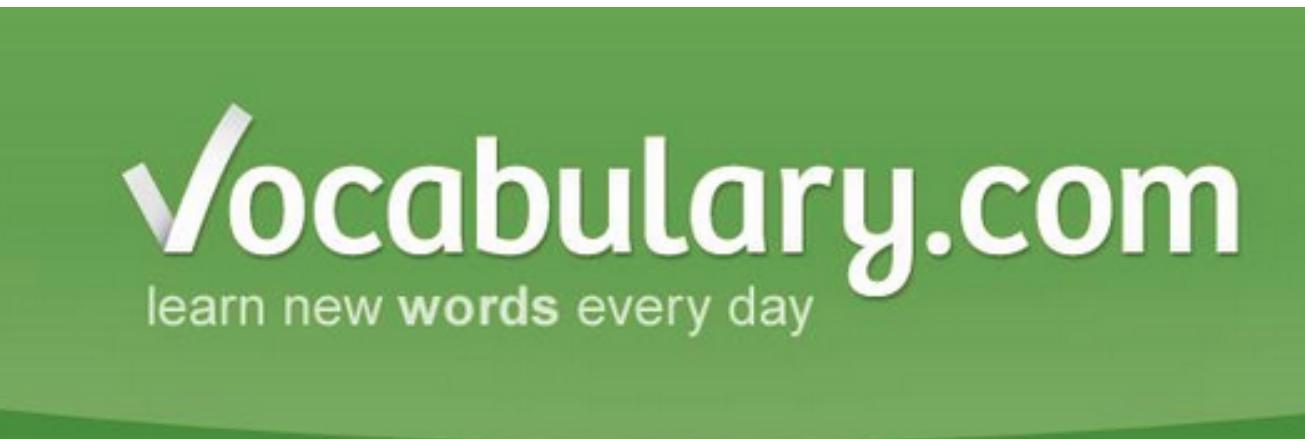


Evaluation

The product goal is to prepare for a specific test and build and improve users' vocabularies. In this case, I do believe Magoosh successfully meets the goal of its users. Their product focuses on their goal by using flashcard which is a fun learning experience for users. Flashcards are known to reinforce memory's and help learning process. This is a good preparation technique for exams. The product also focuses on their goal by explicitly having vocabulary words picked by an expert GRE tutor. This indicates the content to have credibility, which in turn can set users to have confidence in their product whilst practicing for their exam, delivering a positive user experience. As a result, users would continue to use the product.

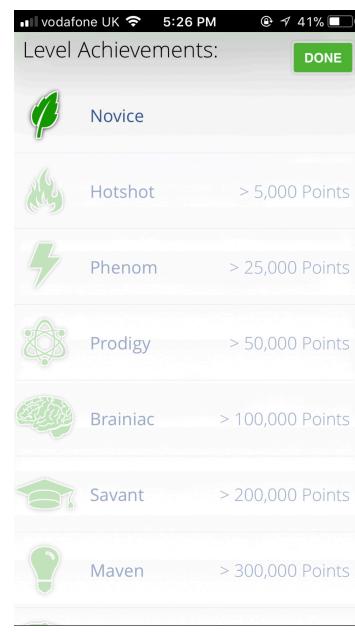
The designers made the product successful by focusing on the goal of learning vocabulary and preparing users for an exam. The app is simple and direct and kept the experience similar to a practice exam in a school, which is what the product is preparing users for. Moreover, the visual design is not as flashy or bright, which may not be a drawback for users as the target audience are more serious students or learners studying a graduate level education, who would be more interested in the content and functionality, rather than how visually appealing the product is.

Overall, I was not excited using this product as there were times where I found it quite time consuming which put me off. I wanted to review words that I didn't know, however, I had to redo the whole deck again. I had to go through 50 words to review only 3 words. This was quite time consuming. Sometimes users can become lazy as they wouldn't want to go through all 50 words again, thus they would miss out on the opportunity to learn specific words. Users who have mastered certain words, would want to focus on words that they are finding quite difficult to learn. I would therefore add a function to flag certain words for users to review later from a pile or folder. This would allow users to be confident in learning all the words, providing a more positive overall user experience.



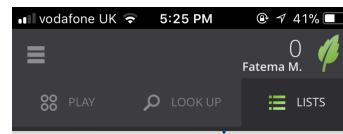
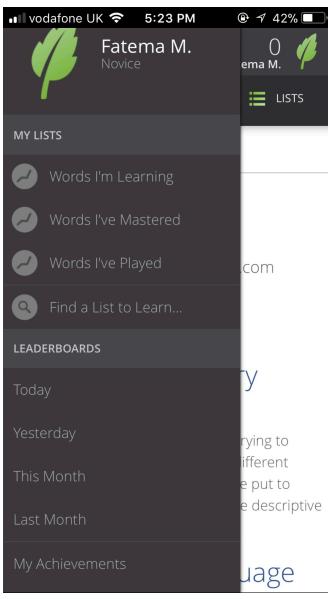
vocabulary.com

learn new words every day



PROS:

- Before onboarding, the app welcomes users and provides information of what the app does. If the user is interested, they are given the option to 'swipe to learn more'. This makes users understand clearly how the product works and how it can help them learn vocabulary/ies. This option allows users to navigate their way through the app easily, warming them up before they get started.
- The sign up and log in is clear and concise. Users have the option to sign in with Facebook or they can create an account. When creating an account, users are asked for their personal information such as their birthday. The designers added a link explaining why they need their birthday. This can make users feel more at ease with their personal information.
- The app is user friendly as it's easy for users to navigate through the app. It clearly displays where the words are and where to go to look up words, play a flashcard/quiz and add new words to the list. The search tab is right in the middle, on eye level. This helps users to find what they want quickly and easily, in order to satisfy their need and drive conversion.
- The 'achievements' is a well positive reward for users, making them feel good about their progress in learning words.



compassion
a deep awareness of and sympathy for another's suffering

"Our big thing is to show **compassion** to these families and to help others in need."

empathy

understanding and entering into another's feelings

But we are imbued with **empathy**, a quality that moves us to help the less fortunate.

Start learning this list



CONS:

- There is no Offline use of the app to look up words and definitions on their list. When users are commuting to work or school, they may want to use that time to learn certain vocabulary/ies for their studies even if it's for 10 minutes or half an hour. If they commute via public transport where there is no internet connection such as London underground, they are limited to access during their free time.
- The app reuses the same words and questions in the quiz. This can cause users to disengage. With lack of motivation, users would be less likely to go back to the app.
- The app does not save your log in details. If you close the app, you have to log in again which can be frustrating to do every time.
- There is no range of complexity of words. For advanced users, they would get bored. Therefore, it would be useful to add a range from easy to hard levels of words. This way it would be fun for all age groups and all levels of groups.
- There is no option to review only a user's own list of words. The inclusion of other words can be distracting when users are trying to learn and practice specific words.

Evaluation

The product goal is to improve and expand users vocabulary. In this case, I believe the product is successful. Vocabulary.com offers multiple ways of learning and expanding vocabulary to a wider audience and meeting their needs. This audience could range from students who are practicing for GRE exam to users who would want to learn in general. The product meets the needs of its different users by giving them the option to add words to the list which are relevant to them. The product is not a traditional flashcard app but it does work in a same way. As you play, you can flip back any time to the definition of a word, just like a flashcard. In addition the product provides quizzes and other visual tasks. Therefore, the product's content is educational and provides a wide range of learning activities. This keeps users engaged and gives users more access to expand their vocabulary/ies.

The designers made the product fun by adding a game with a great reward system to keep the users coming back. The 'achievements' act as a reward, providing positive reinforcement, making users feel good about their progress in learning words and keeping them engaged. Users would continue to come back to the app to feel good about their progress/learning. This positive reinforcement can also be a great motivational technique for users to learn new words and definition and expand their vocabulary, which contributes to making the product an overall success.

Overall, I was happy using this product. Whilst playing the game, I got too much into it that I did not realize what time it was. Just before I went to bed, I went back on the app to quiz myself and to see my score. I found this app very effective in motivating users to learn. It made me want to learn more. However, there were drawbacks. To make the user experience much better, I would include a function where users can add their own words and definition to a separate list that they wish to learn and review later. I would give attention to the function of the app by focusing on saving users log in details to avoid users signing in each time they go on the app. This would make it easy for users to engage with the app.