Busuu

Language Learning Mobile App

UX Research Case Study

Project Overview: In the dynamic landscape of language learning, Busuu emerges as a self-led platform offering acclaimed courses. Despite its strengths, the user experience could be elevated to better serve the diverse needs of language learners. This UX Research case study aims to identify areas of improvement within Busuu's interface and features, ensuring a more intuitive and engaging language learning journey for users.

Purpose: The purpose of this case study is to conduct a thorough examination of Busuu's current user experience. By pinpointing pain points and untapped potentials, the project aims to propose actionable design solutions that enhance the overall usability and effectiveness of the app. The end goal is to deliver a more seamless and rewarding language learning experience to Busuu users.

Key Features of Busuu:

•Structured language courses

•Interactive community engagement

•Practical language development methodology

Challenges: Despite its versatile offerings, Busuu may face usability challenges and user pain points that hinder an optimal language learning experience. This project seeks to identify and address these challenges through strategic UX research and design interventions.
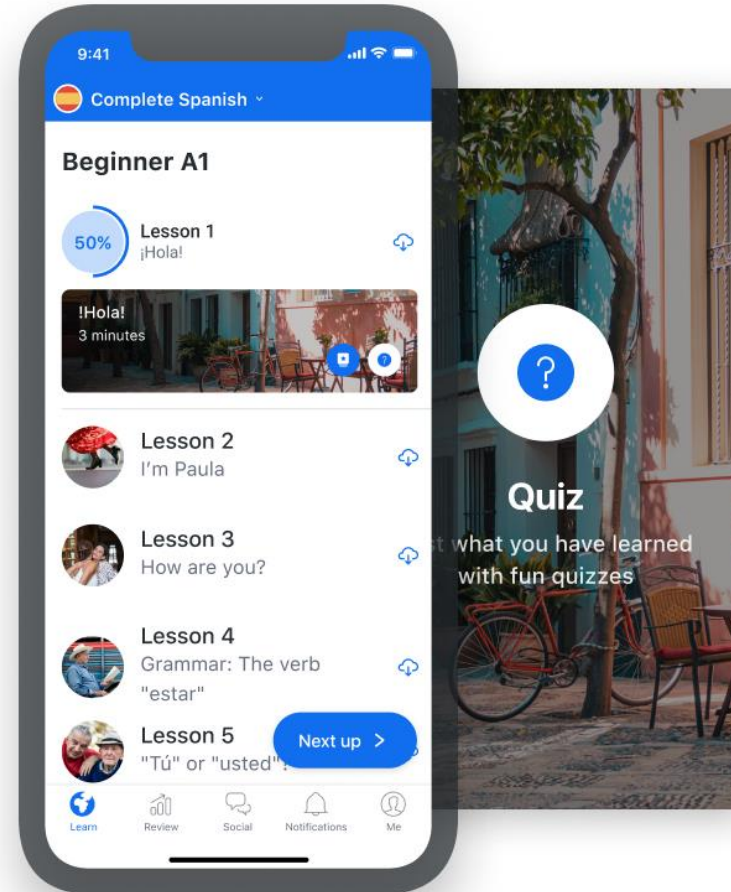
Let's start with the user research

Silent Observation Of Busuu Users

- During a 35-minute silent observation, novices in English language learning interacted with a language app.

- Users faced challenges with registration and login processes, expressing difficulties in navigating these initial steps.

- Locating English-Chinese (we tried these languages for this research mostly) content within the app proved challenging for users, as it was interspersed with content in other languages.

- Interface interactions posed issues, notably in matching exercises and analog clock settings, indicating potential areas for improvement in user experience.

- Interestingly, users displayed disinterest in community features, signaling a preference for a more direct and focused approach to language learning.

- The observation underscores the importance of app improvement, emphasizing user preferences for simplicity and a preference for test-based learning methods.

1. What challenges did you face during the registration process, and how did it impact your experience?

User Response: The registration process felt lengthy and somewhat confusing. It made me question whether I completed it successfully, leading to a frustrating start.

2. Can you explain the confusion you encountered when logging in, specifically with the Google login button?

User Response: I pressed the Google login button twice, but I couldn't figure out why it required two clicks. The double press was confusing and seemed unnecessary.

3. How did you navigate through language options, and why did it take 5 minutes to find English?

User Response: Navigating through language options was challenging. The presence of Chinese content made it difficult to find English, and the abundance of options added to the confusion, making it a bit overwhelming.

4. While selecting learning paths and marking specific days, what difficulties did you encounter with the interface?

User Response: The interface had issues when selecting learning paths, and marking specific learning days was not intuitive. It required some effort, and the overall experience could be improved.

5. In the matching section what kind of challanges you face?

User Response: I attempted to click on the words but it did not work at all. This was frustrating as it only worked for the lower options, making the matching process more challenging.

6. How did you feel about the analog clock and setting specific days?

User Response: Setting the analog clock was a bit tricky due to the small keyboard. While I eventually managed to set the time, choosing specific days was not as straightforward as expected.

7. What frustrations did you experience when unintentionally redirected to an advertisement after completing tasks?

User Response: It was frustrating to be redirected to an advertisement instead of the homepage after completing tasks. This interruption added unnecessary inconvenience to the overall user experience.

10. Why do you prefer test-based learning over interactive community features, and how would it enhance your language learning experience?

User Response: Test-based learning feels more focused and efficient for me. Weekly quizzes or module tests would provide a structured and measurable way to track progress, making the learning experience more engaging and effective.
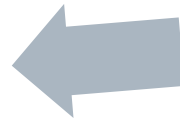
9. How did encountering a question in Spanish during the English proficiency test impact your experience?

User Response: Encountering a question in Spanish within the English learning section caused confusion. Reporting the issue was frustrating, especially when asked to provide feedback twice.

8. Regarding interactive community features, why did you show disinterest, and what alternative learning approach do you prefer?

User Response: I prefer a more straightforward learning approach without interactive community features. A test-based learning approach, such as weekly quizzes or module tests, would be more appealing and effective for me.

Personas

Sevinç Güler

- Age : 37
- Gender : Female
- Occupation : Dermatologist
- Location : Türkiye, İzmir
- Educational Background : Bachelor's in Medicine

1. **Goals and Motivations:**
   - Primary goal: Enhance language skills for personal and professional growth.
   - Secondary goals: Connect with patients more effectively, explore global dermatology advancements.
   - Motivations: Enthusiastic about embracing multiculturalism in the medical field.
2. **Challenges:**
   - Main challenges: Limited time due to a demanding profession, specific medical terminology.
   - Obstacles: Juggling between work commitments and language learning.
3. **Tech Savvy Level:**
   - Proficiency in technology and related tools: Moderate; familiar with common digital platforms.
4. **Preferred Learning/Working Environment:**
   - Ideal environment: Quiet study spaces or mobile learning during breaks at the clinic.
   - Collaboration preferences: Appreciates collaborative features for peer interaction.
5. **Expectations from the App:**
   - Key expectations: User-friendly interface, specialized medical language lessons.
   - Desires from features: Progress tracking, personalized learning plans, cultural insights related to dermatology.
6. **Frustrations:**
   - Common frustrations: Ineffective language apps lacking medical terminology support.
   - Pain points: Difficulty finding time for consistent language learning due to a busy schedule.
7. **How They Discover the App:**
   - Platforms they use: Mobile app stores, professional networks.
   - Recommendations: Influenced by colleagues in the medical field who have had positive language learning experiences.
   - Additional Information:
8. **Additional Information:**
   - Hobbies/Interests: Exploring historical and mysterious events that have occurred around the world
   - Habits/Behaviors: Watching foreing vloggers with her twins
   - Preferred Communication Style: Mails and phone calls

Primary accepting

Primary rejecting

Mehmet Aksoy

- Age: 57
- Gender: Male
- Occupation: Veterinarian
- Location: Türkiye, Balıkesir
- Educational Background: Doctor of Veterinary Medicine

1. **Goals and Motivations:**
   - Primary goal: Rapid English language acquisition.
   - Secondary goals: Limited interest in professional applications.
   - Motivations: Curiosity about other cultures and languages.
2. **Challenges:**
   - Main challenges: Limited time due to a demanding veterinary practice, lack of specific industry-related language content.
   - Obstacles: Difficulty in finding relevant language resources, particularly in veterinary terminology. Lack of comfort with technology compared to younger users.
3. **Tech Savvy Level:**
   - Proficiency in technology and related tools: Basic; prefers simplicity over complex features. Less comfortable with technology compared to younger age groups.
4. **Preferred Learning/Working Environment:**
   - Ideal environment: Casual learning settings, occasional use during downtime at the clinic.
   - Collaboration preferences: Independent learner, minimal desire for collaborative features.

5. **Expectations from the App:**
   - Key expectations: Simple and intuitive interface, inclusion of basic veterinary terms.
   - Desires from features: Minimal disruptions, easy navigation, flexibility in learning pace.
6. **Frustrations:**
   - Common frustrations: Overly complex language apps, lack of specialized content for veterinary professionals.
   - Pain points: Difficulty integrating language learning into a busy veterinary schedule. Frustration with writing tasks.
7. **How They Discover the App:**
   - Platforms they use: Recommendations from friends, simple app store searches.
   - Recommendations: Downloaded the app through the insists of his 18-year-old son.
8. **Additional Information:**
   - Hobbies/Interests: Animal welfare, outdoor activities, reading non-professional literature.
   - Habits/Behaviors: Prefers occasional and relaxed language learning sessions. Favors video and spoken content over writing.
   - Preferred Communication Style: Appreciates clear and concise communication without unnecessary complexity.

Secondary

Emre Yılmaz

- Age : 28
- Gender : Male
- Occupation : App Developer
- Location : Türkiye, İstanbul
- Educational Background : Bachelor's in Computer Science

1. **Goals and Motivations:**
   - Seeks opportunities to contribute to innovative language learning solutions.
   - Aims to develop features that enhance user engagement and overall user experience.
2. **Challenges:**
   - Balancing technical requirements with user-friendly design.
   - Staying updated on language learning trends to inform app development.
3. **Tech Savvy Level:**
   - Highly proficient in programming languages and app development tools.
4. **Preferred Working Environment:**
   - Collaborative spaces where creative ideas can be shared.
   - Access to user feedback to inform app improvements.

5. **Expectations from the App:**
   - Comprehensive API documentation for easy integration.
   - Regular updates on app features and improvements.
   - Opportunities for collaboration with language educators.
6. **Frustrations:**
   - Lack of developer-friendly resources.
   - Difficulty in accessing user data for app improvement.
7. **How They Discover the App:**
   - Through developer forums and tech communities.
   - Recommendations from fellow app developers.
8. **Additional Information:**
   - Hobbies/Interests: Watching horror movies and coding assembly
   - Habits/Behaviors: Traveling to a new country every summer that he has never visited before
   - Preferred Communication Style: Only mails and messages, does not like talking a lot

User Journey

| Stages of the user journey	Awareness	Search	Download	Installation	Use	Support	Review
User goals	Learn a new language	Find a solution	Get the app	Install and set up the app quickly	Carry out the task easily with the app	Get answers to questions	Rate the app
Activities	Realizing that there is a problem	Make a search on the internet to find a resource	Finds app, goes to the store to download	Registers in app and does onboarding	Uses relevant features of the app	Send a message for the problem, look up for the support contact	Goes to app store and writes a review
Touchpoints &Channels	People around school and work	Friends and google	App store,play store, wesite	Welcome screen, onboarding	App screen	Help center FAQ	App store, play store, google review
Feelings and thoughts	🧐	😨	😍	😥	🤯	😒	☹️
Pain points	• there is no motivative/ informative resource on the internet of different language learning apps	• too many options • how to know what to study and where to start ?		• registration takes too long and has repetitive steps • does not know how to set up after sign up	• non-clickable items looks like clickable • unclear icon setting • long descriptions • complicated user interface	• sending a message while another option is selected requires entering the problem twice	
Opportunities Improvements	• share testimonials and earned certificates to motivate people	• rank better in google • provide more filters to fasten the ongoing process	• add video to app store • get more reviews	• simplify registration flow (make one step registration)	• simplify user flow • redesign icons and decriptions • add free native speaker tutorials to gain more user/ customer	• simplify user flow	• ask for a review in the app

Possible problems
about touchpoints

App Store, Play Store, Website:	• Problem: Potential mismatch between user expectations and app descriptions in stores. • Impact: Users may download the app with different expectations, leading to dissatisfaction.
Welcome Screen & Onboarding:	• Problem: Lengthy and confusing registration process. • Impact: Frustration and doubt about the successful completion of the registration process.
App Screen:	• Problem: Issues with language navigation and content overload. • Impact: Users may struggle to find English content, leading to potential disengagement.
Help Center & FAQ :	• Problem: Lack of clear guidance on common user issues, especially during registration and interface interactions. • Impact: Users may face difficulties without readily available assistance, impacting their overall experience.
People Around School and Work (external touchpoints):	• Problem: Limited information on how the app is perceived by peers or colleagues. • Impact: Users might miss out on valuable insights or recommendations from their immediate social circle.
Friends and Google (external touchpoints):	• Problem: Reliance on external sources for app recommendations. • Impact: Users might encounter biased opinions, affecting their decision to try the app.
Touchpoints within the App:	• Problem: Difficulties in selecting learning paths and marking specific learning days. • Impact: Users may struggle with course engagement, leading to potential drop-offs.
Ad Redirects After Task Completion (touchpoint in the app):	• Problem: Unintended redirection to advertisements. • Impact: Adds unnecessary inconvenience, potentially causing user frustration and annoyance.
Interactive Community Features (touchpoint in the app):	• Problem: User disinterest in community elements. • Impact: Reduced engagement in community features, highlighting the need for more appealing alternatives.
Language Mismatch (touchpoint in the app):	• Problem: Encountering questions in a different language during daily subjects/tasks in the app. • Impact: Confusion and potential misassessment of language proficiency during everyday tasks, affecting the user's overall learning experience.
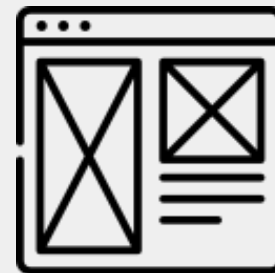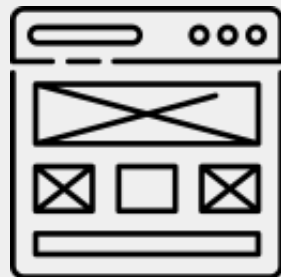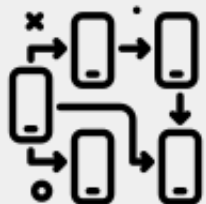
Paper wireframes

Paper wireframes

Left page
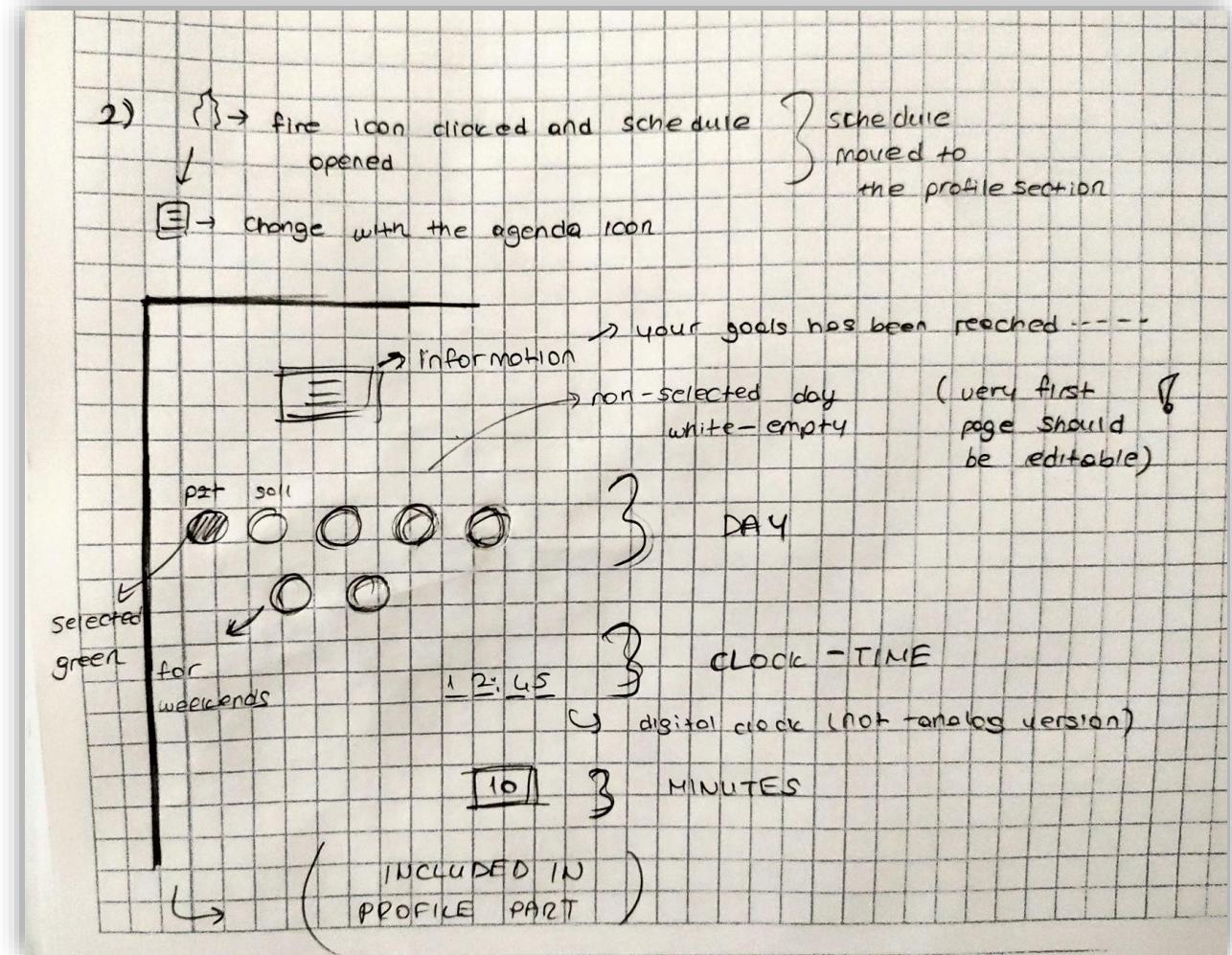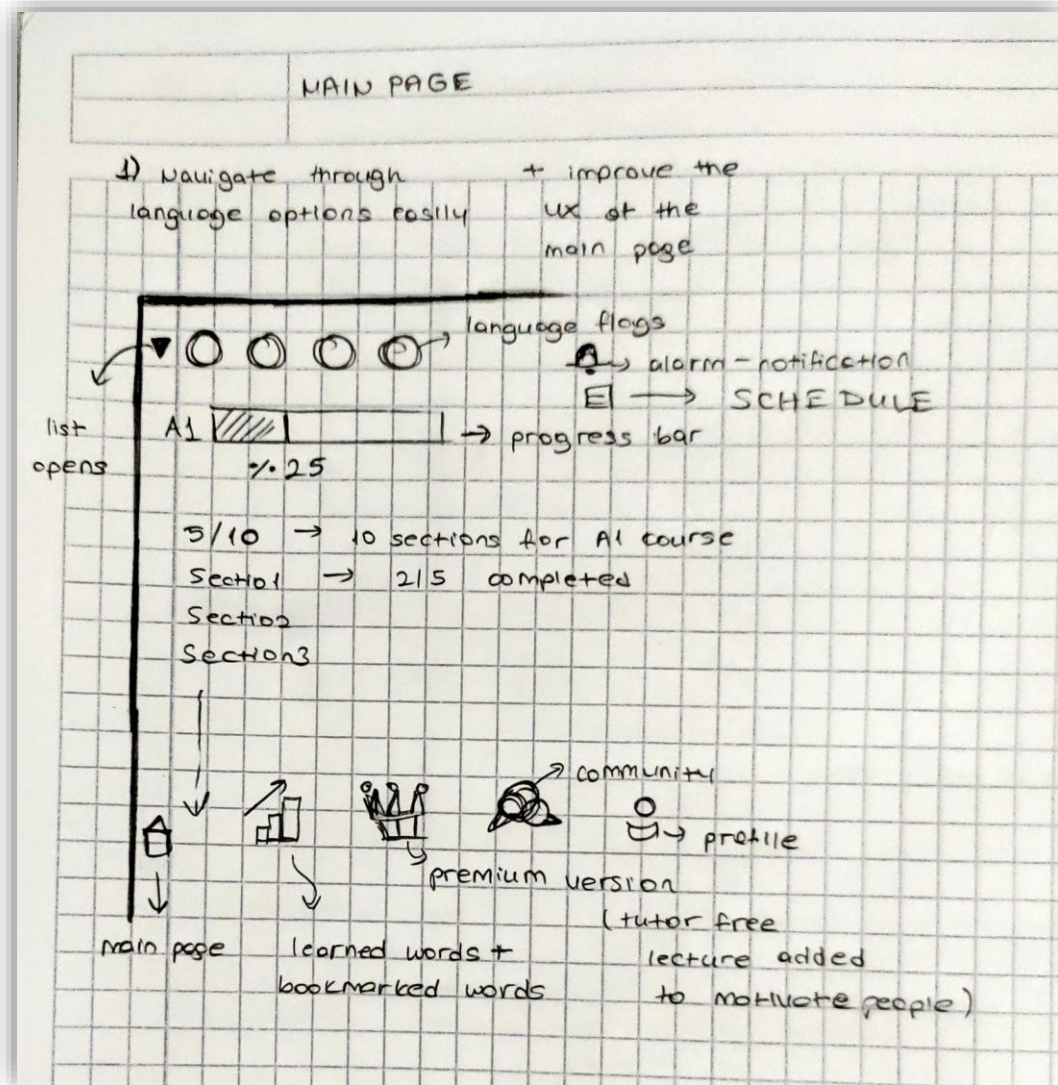
3) tutor option
    for passionate learners

Click here to
try free video call
↓

▷

premium page
offers tutors (free video call)

Right page

4)   Community page   people shared progress etc...
                                or videos

assignments   commun: 🔔 → notifications
                         ⚙ → settings (not sure
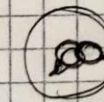weekly   assignments   about that part)
                         🏆 → icon for wins
listening   reading   weekly championships
   ○   ○

      ○   ○
   writing   videos + Q.A

                         should only
      👥   include selected
                         language examples
   community
   (not spanish if you
   are studyin english)

Left page:

b) EXERCISES

eslestirme

anlami - okunusu
yazmayan kelimeler

progress bar

X ———————— %.50 :

eslestirmenin
yönü
anlaşılır
olmalı
veya
her ikiside
clickable
olmalı

Merhaba

→ write

cannot
type

englis version works
well
but
for exomle chinese
words

→ köu

3 should
be written
with letters
as well

we need this
button

remind me
later button
or

improved
version

answers can
be selectable

Right page:

5) PROFILE PAGE

SCHEDULE

SORUN BILDIR

PROFILE

setting
icon
changed

A

AYSE _____
↳ click and update
name

X SORUN BILDIR

please select

○ picture
○ ___
○ ___
○ other

TYPE

○ certificates

○ friends

○ languages

○ community
chats
(like voice records
messoges etc ---)

only 1 area
to type the
problem.

edit option
for further
improvements

improved ←
version.

Digital wireframes

I opted to combine certain features I sketched in the wireframe from two pages into one. Upon closer inspection, these changes will become apparent. The alterations during the transition from wireframe to digital are aimed at enhancing UX. Please keep in mind that this description is a brief overview of the project; I hope you find it satisfactory.
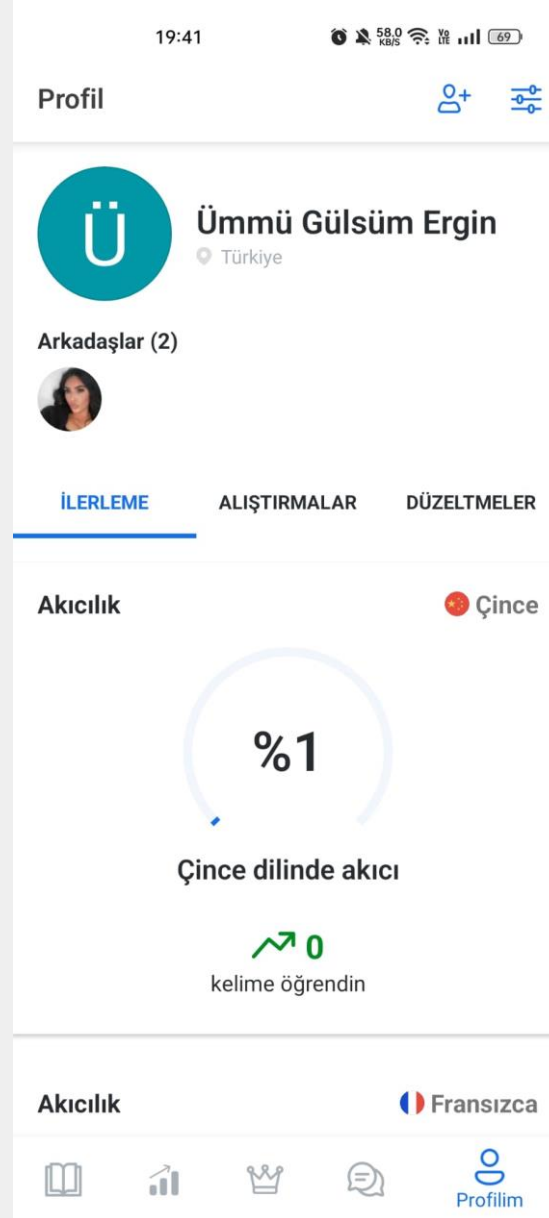
The star button is for the Schedule
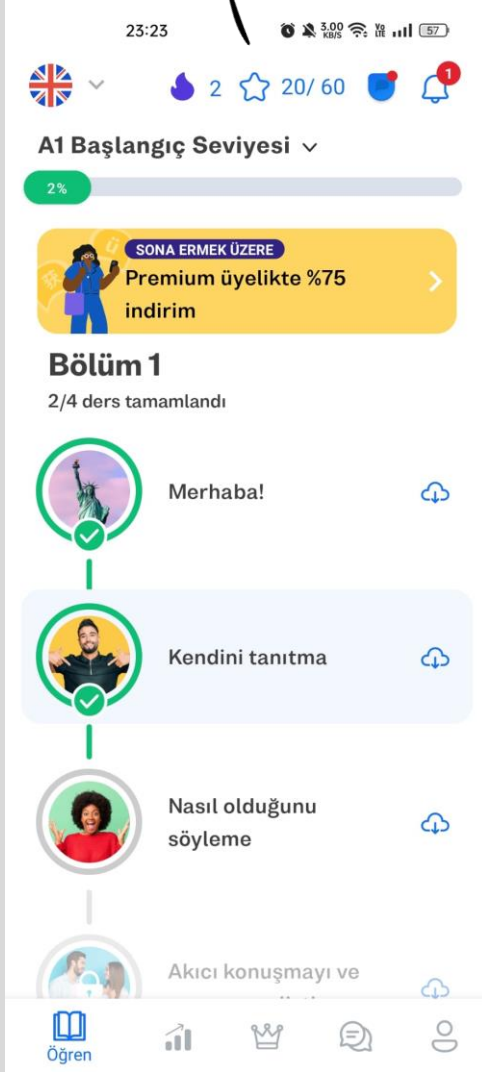
Days are not clickable or editable
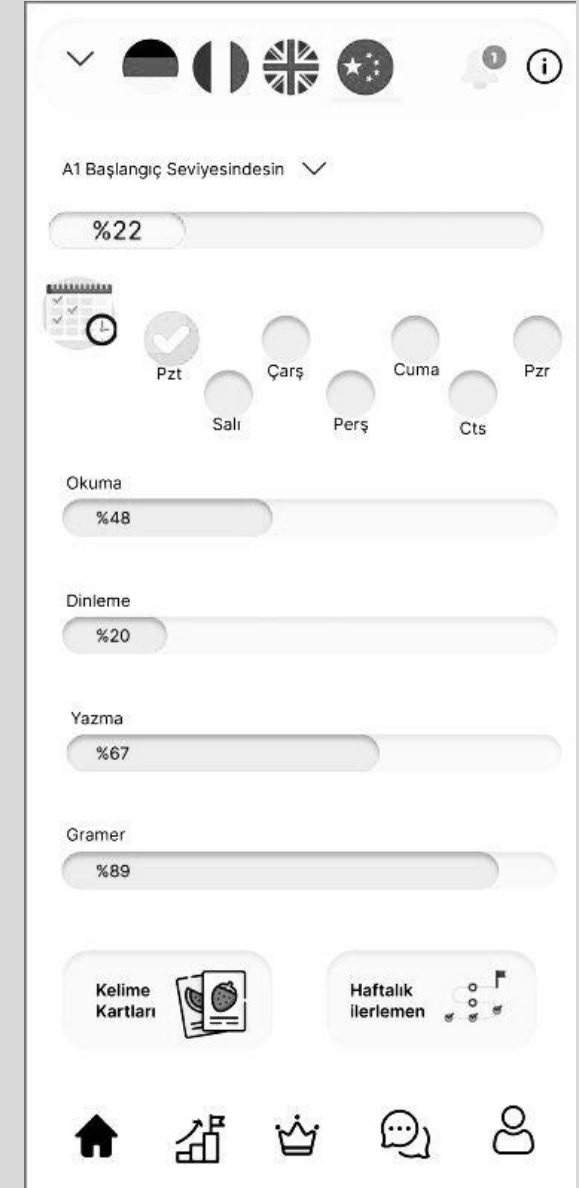
In the initial version, there are icons (fire, star etc.)that users find challenging to understand its purpose and also the main page looks crowded.

Some sections on the page are unnecessarily large, and older users may find it difficult or may not use them due to the lack of clickable items.

Sorun bildir

Entering the problem 2 times is a problem

Changes the language for no reason

Lütfen sorunun ne olduğunu bize söyle:

- ○ Resim
- ○ Ses
- ○ Talimat/metin
- ○ Çeviri
- ○ Yazılım hatası
- ✓ Diğer

Not ekle (isteğe bağlı)

başka bir dile geçiş yaptı

Gönder

Sorun Bildir

Lütfen sorunun ne olduğunu bize söyle:

- ○ **Resim**
- ○ **Ses**
- ○ **Talimat/Metin**
- ○ **Çeviri**
- ○ **Yazılım hatası**
- ✓ **Diğer**

Sorunu kısaca açıklayın lütfen:

In the matching section, some of them are not clickable; only the bottom part is clickable, and people are trying to drag the top one each time. Also, in some languages, such as Chinese, only characters have been placed, but there should also be pronunciation.

Hanziyle anlamını eşleştir.

口

ağız

日

güneş

子

çocuk

→

Gramer Alıştırması A1

%6

ⓘ

Verilen ifadeleri eşleştir.

Küçük   Ay

Gökyüzü/gün   Büyük

🔊 1. 口 (kǒu) →   Ağız

🔊 2. 月 (yuè) →

🔊 3. 天 (tiān) →

🔊 4. 大 (dà) →

🔊 5. 小 (xiǎo) →
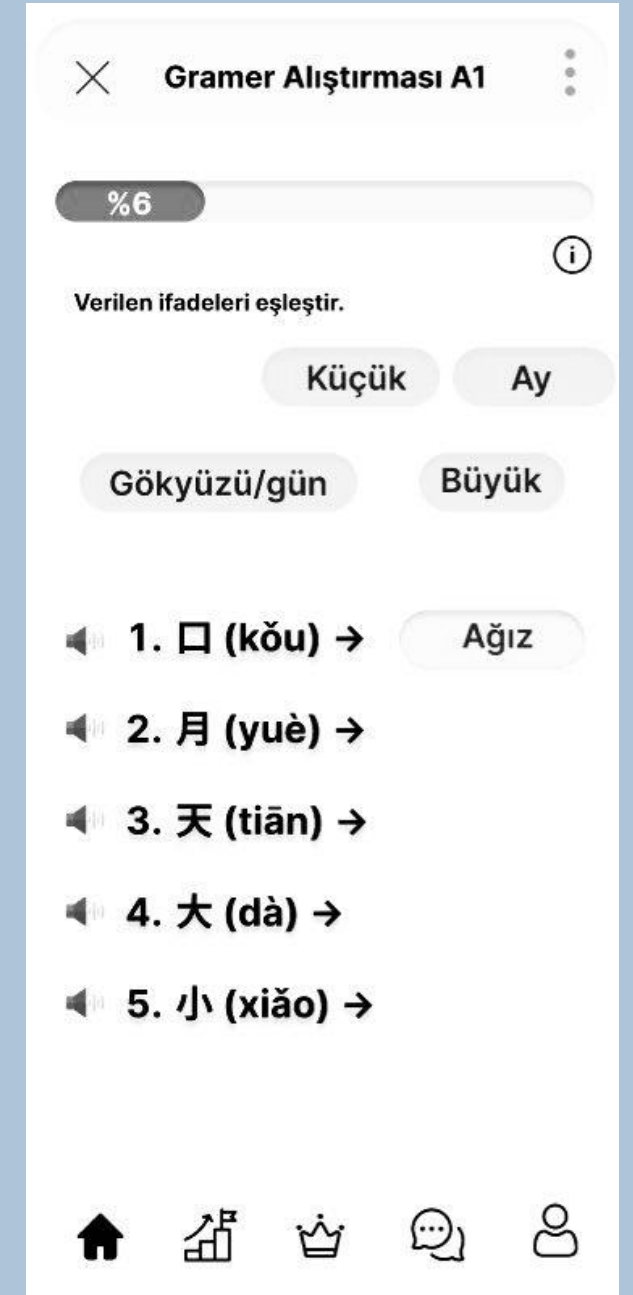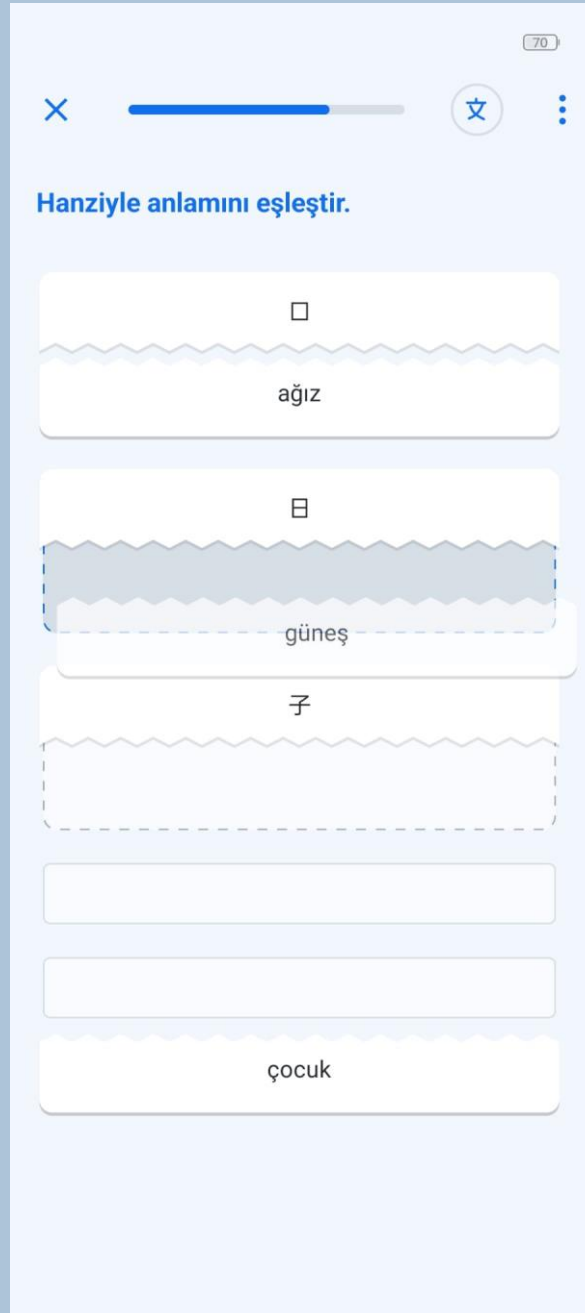
Even though the written sentence is not completely wrong it assumes it is wrong.
So we need a multiple choice version to solve this problem.
(Some people types wrong or they do not have time for that for several reasons.)

İngilizce diline çevir.

Benim adım Lisa.

Im lısa

✕ Yanlış

Cevap:
My name's Lisa. 🔊
Benim adım Lisa.

Başka bir olası cevap:
My name is Lisa

Devam

✕ Writing Alıştırması A1

%60

Duyduğunu yaz.

ⓘ

▶

_____ is small.

Şuan yazamıyorum.
Şıkları ekle.

Usability Test Results and Implications: Busuu Language Learning Application

1. The login process has been expedited and simplified, leading to an easier entry for users without confusion.

2. While the application's core features function well, certain interfaces lack usability, and users tend to avoid those areas.

3. Users are now spending more time on the application and actively sharing the certificates they've earned.

4. The homepage has achieved a cleaner look, facilitating quicker navigation for users switching between languages.

5. The schedule feature has become the second most used functionality, boosting user motivation, and allowing easy updates whenever desired.

- These findings inform the usability implications, guiding future improvements for a more user-friendly experience.

- So for the next 2 slides shows slightly improved features. Hope you like it.

These two pages are somewhat lacking in the application and are not extensively utilized by users. Therefore, in the next page, you can see the updates and improvements I made for these sections.
SO LET'S REDESIGN THEM !!
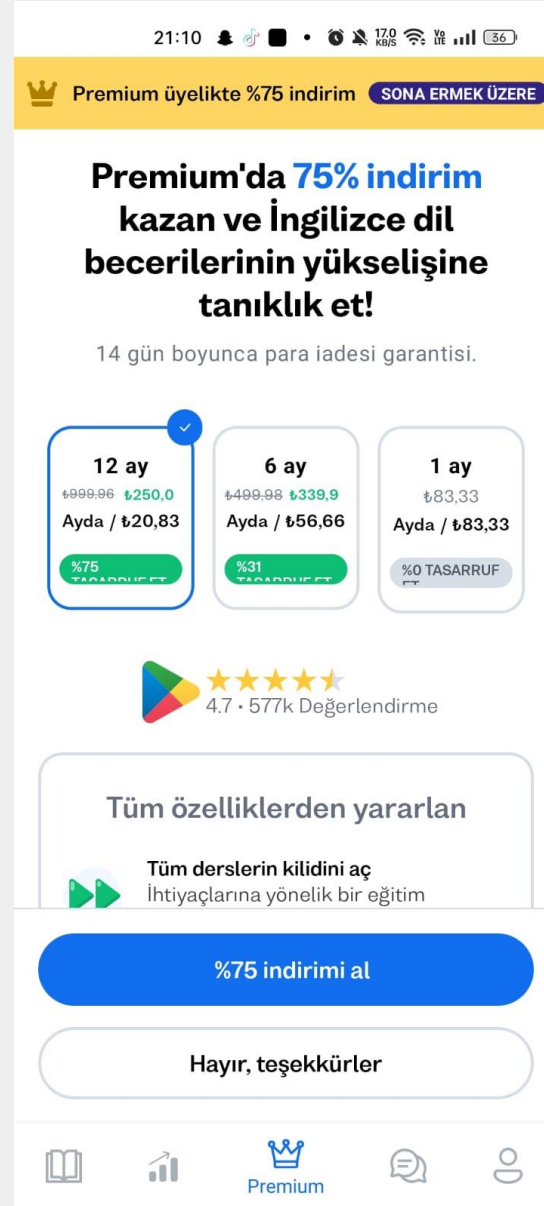
Another improvements added by me
Since the current version of Bussu the community part is not velcoming old aged people. And for the young aged people it looks boring. Also people needs motivations so we added the free lesson in order to get a better interaction. All these updated features helps to increase the interaction.
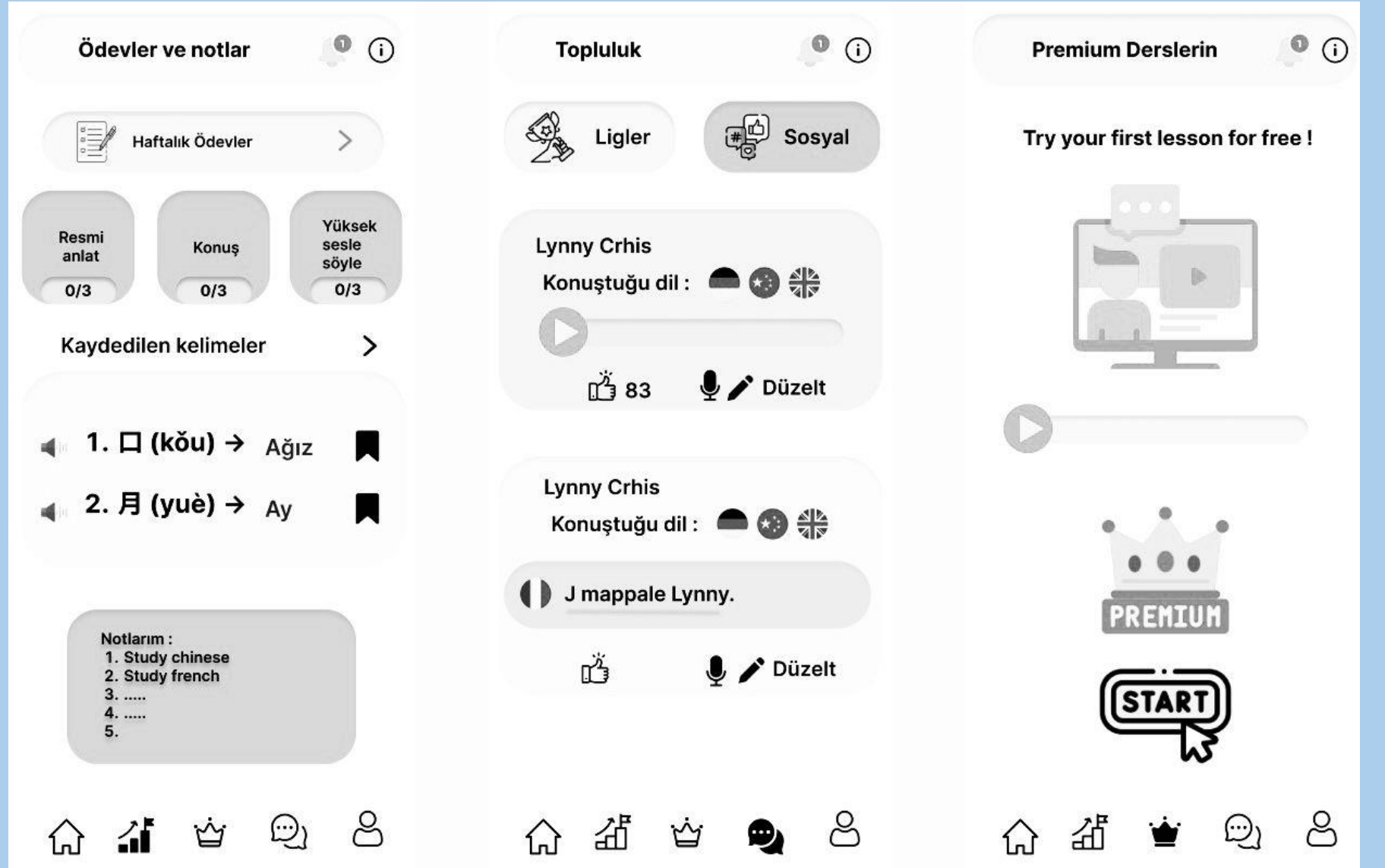
Result: The most frequently used feature in the app is the completion of weekly tasks and assignments, particularly appealing to users with a primary rejecting persona.

Hope you like the updated version of Busuu.
Try to download and try by yourself ☺ it's hectic

Busuu

Project by : Ümmü Gülsüm Ergin 1903200

Feel free to ask any question !

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