

Presenting Project Lingus

Vocabulary application

Agenda

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Persona

Amy Smith

27 year old female

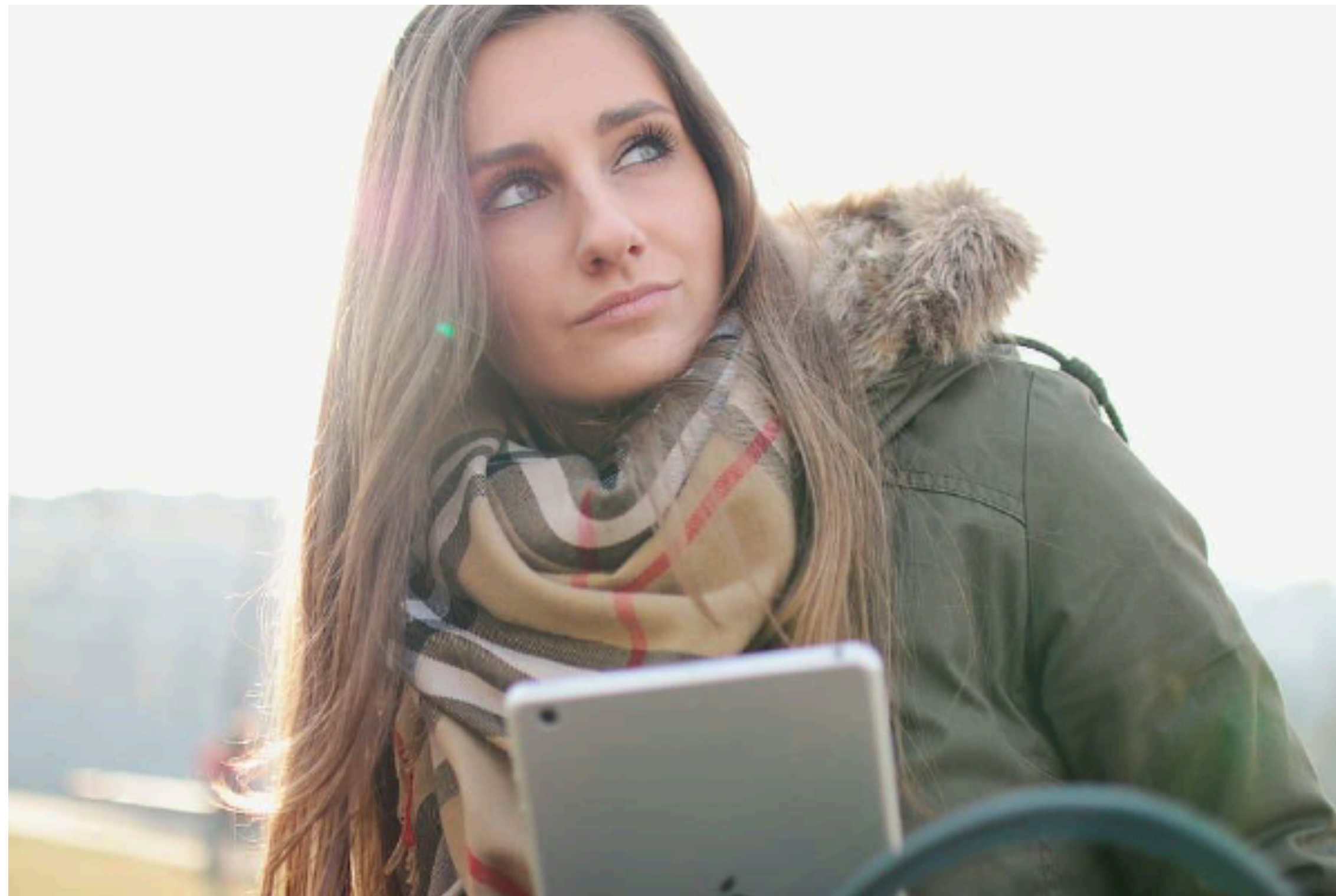
American

Consultant

Lives in New York

On location in France

Single



Persona Goals/ Motivation

Amy needs a basis from English vocabulary to quickly and painlessly learn the French jargon at work.

Amy needs conversational practice for casual everyday conversations and cultural knowledge for outside work.

Her phone or laptop are convenient ways to get her to the professional and casual level of French she wishes to achieve

Problem Brief

Objective

Empower people to learn new vocabulary.

The Problem Statement

How might we design a mobile app that empowers people to learn new vocabulary?

Problem Statement

Amy needs a way to quickly and efficiently learn French starting with job related vocabulary because she wants to have a successful project and connect with the people and culture of France.

Persona Challenges

“I need a great way to make connections with the people in the world around me.”

As Amy, a consultant, I want premade or importable flashcard decks with context on where/when to apply which new words, so that I can enjoy my time outside of work immersing in the French culture.

★ As a visitor, I want to have decks about traditional and popular culture, so that I can have more to discuss with my colleagues.

★ As a consultant, I want to have it be a game or competition style with social media and milestones so that I mesh well with the team and we will have a successful project.

○ When working in a foreign environment, I want to be able to prioritize decks, so I can successfully complete projects quickly after learning the relevant vocabulary.

○ When learning a new language, I want to have speech and listening features in the flashcards, so I will be able to speak and understand quickly and build relationships with my coworkers.

Prototype Process

Task Analysis 1

Task Analysis: Import new words

Entry Point: Dashboard

Success Criteria: New words added to sets

Open app

Go to My Decks

Hit set to add to or new set

Set up new set information

Hit "+" button

New words from import

Select import document

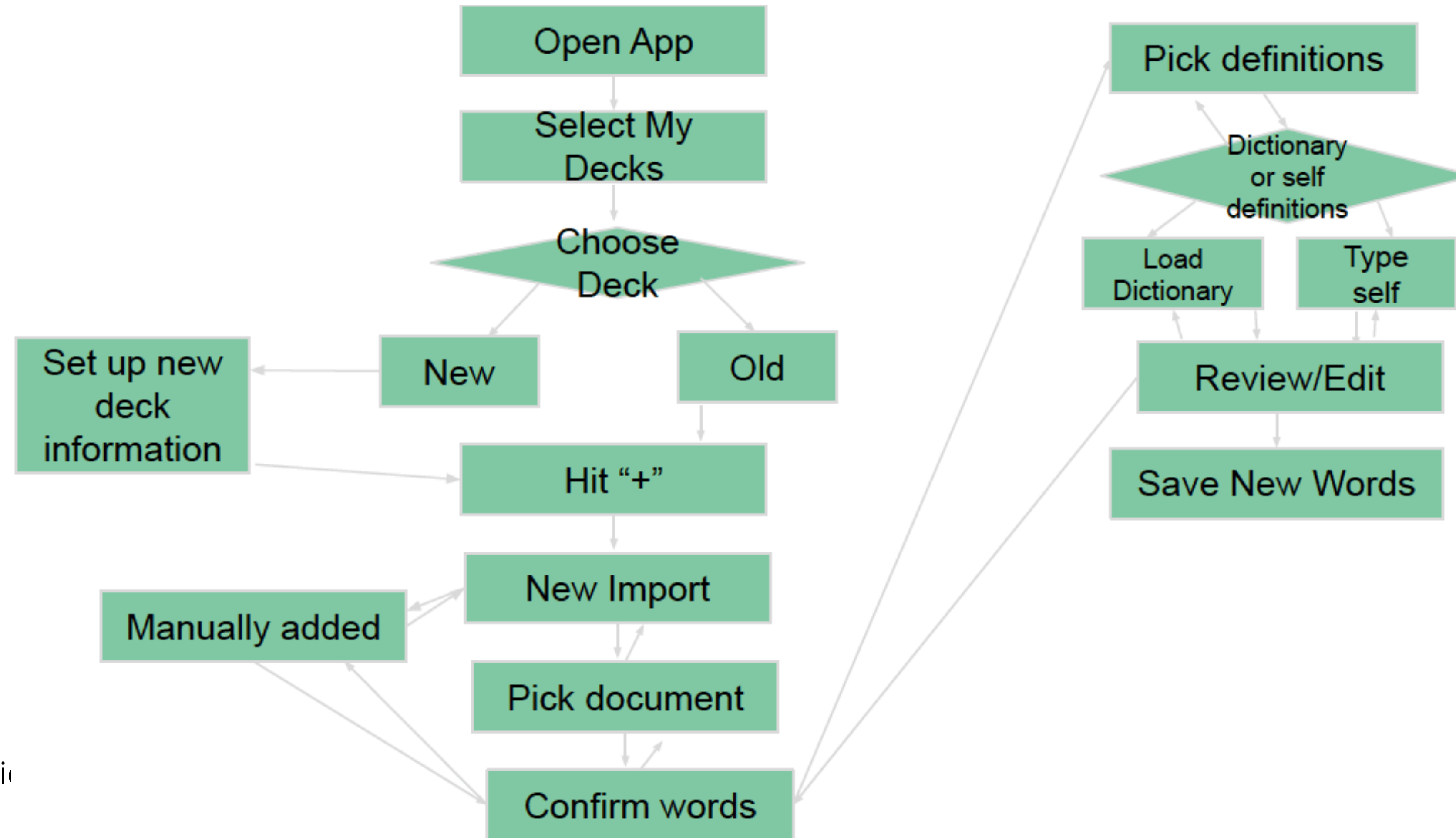
Select which words from document to add

Hit dictionary definition or add own definition

Review or go back and Edit

Save New words to set

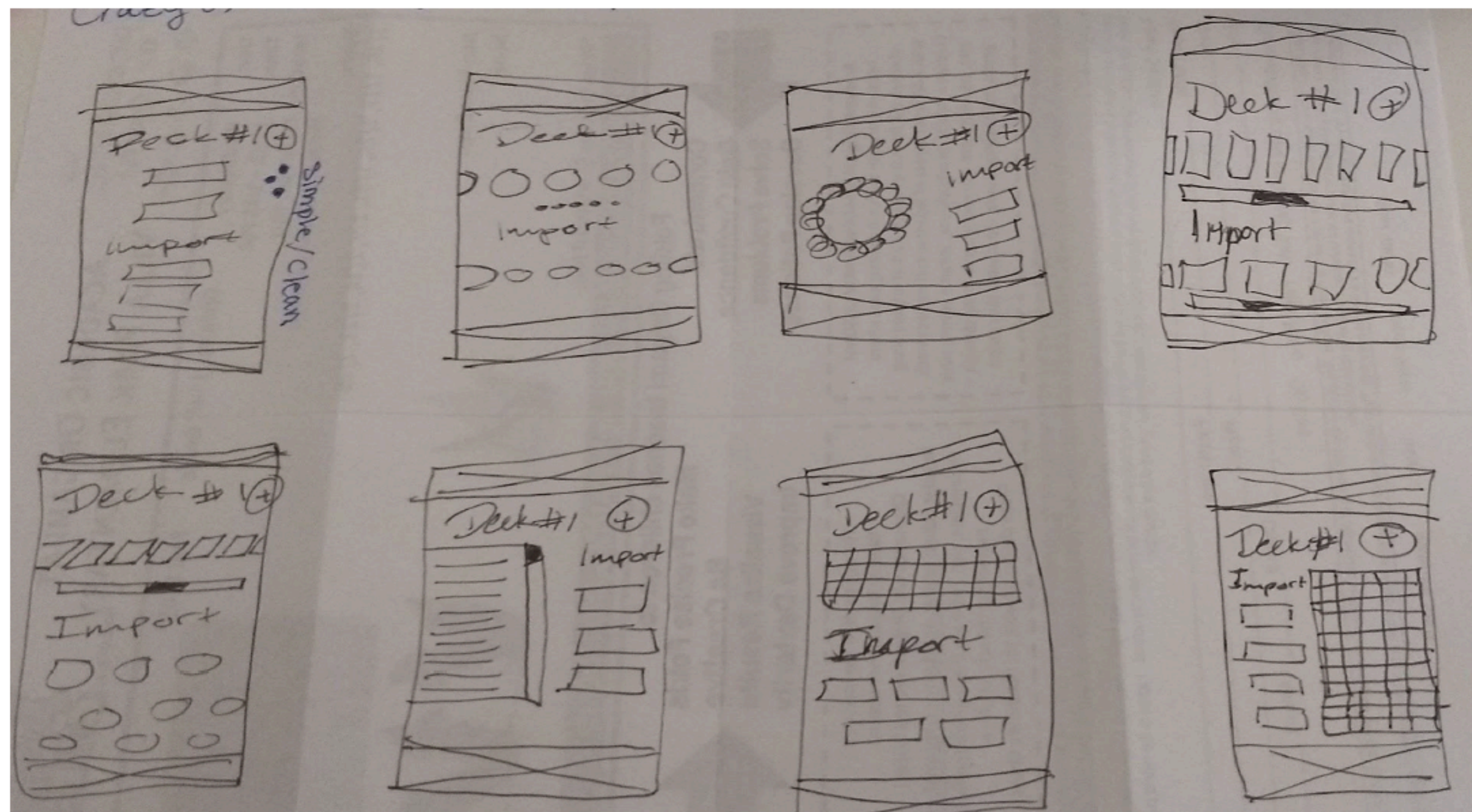
User Flow 1



Prototype Process Wireframes

Crazy 8/Dot Voting/Task Analysis #1

User Flow #1



Usability Test Plan

Scope: Testing Lingus Vocabulary App

Schedule: Meet in person wherever most convenient for participant

Sessions: 10 minutes 4 Participants

Equipment: Cell phone

Metrics: Use Jakob Nielsen's error severity rating scale.

- 0 = I don't agree that this is a usability problem at all
- 1 = Cosmetic problem only: need not be fixed unless extra time is available on project
- 2 = Minor usability problem: fixing this should be given low priority
- 3 = Major usability problem: important to fix, so should be given high priority
- 4 = Usability catastrophe: imperative to fix this before product can be released

Direct Tasks:

1. Login or sign-up
2. Add new vocabulary to existing set
3. Edit a definition
4. Play a study game

These tasks were chosen to best test the important functions of the application most desired by the users.

Early Testing Results

Task #	Observations	Severity	Recommendation / Next Step
1	"+" Sign too inconspicuous Need interaction for onboarding The home button should be the logo	4 2 3	Make a big button "Add account" Make onboarding click buttons Make logo be home button
2	"+" Sign too inconspicuous Need onboarding for all screens	4 2	Make a big button "Add New Words" Add more information
3	"+" Sign and edit too similar Progress area	3 2	Make "Add New Words" under Edit Adding it in notifications
4	Game not under Study too confusing Feed and Notifications confusing No progress anywhere	3 3 3	Make Game as option with Study option. Change Feed to Notifications menu. Show progress in multiple places

Improvements to Prototype

New Link: <https://marvelapp.com/2154930g>

Next Steps

1. Add more features requested by users and needed to have a complete application.
2. Continue User testing and implementing improvements to prototype.
3. Run more competitive analysis with a fresh eye based on current project progress.
4. Build a higher fidelity prototype.
5. Launch new app to market.

Learnings

Pros

- The design process touches on all necessary components to get the user experience of a product or service improved consistently in multiple ways.
- Every step is simple but definitely not easy so the challenges keep you motivated with an ever changing job.
- If anything successfully goes through UX design process, the world becomes a better place.
- Made it through the full process and can see what the process can achieve.

Cons

- Haven't found most efficient tools to go through the process without slowing down
- Need more practice with the process to work out kinks in my process.
- Need to find ideal balance between getting everything done well without being overly perfect if certain parts might just get scrapped next step
- Haven't found perfect balance of how much information to share during user research and user testing without influencing users.

Thank you very much

For your attention, time and consideration