

# **UX Case Study**

# **Presentation for**

**Flashcards are Fun!**

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Job Preparation - Task 1.4



## Overview

# Challenge

Create an easy, efficient, and customizable flashcard mobile app with customizability.

## Goal

Create a flashcard mobile app allowing each user to add cards/decks and add other user decks to their library.  
It also allows each card to have a colored background for additional topic classification.

### MY ROLE

UX Designer

UX Writer

### STAKEHOLDER

Career Foundry UX Design  
Course

### DURATION

Two months

### TOOLS USED

Pencil and paper

Marvel

Lucidchart

PowerPoint

# **Competitive Analysis**

Anki

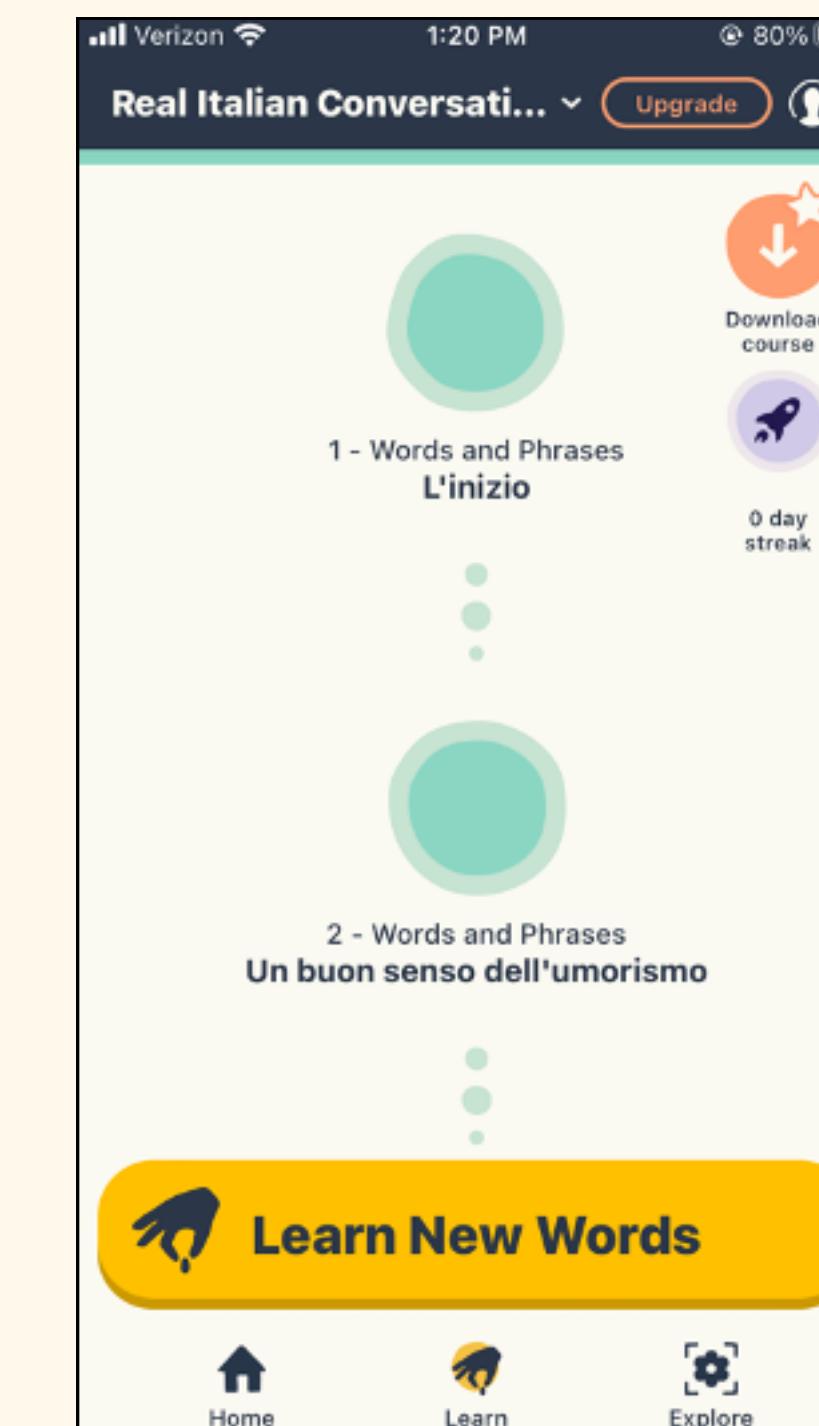
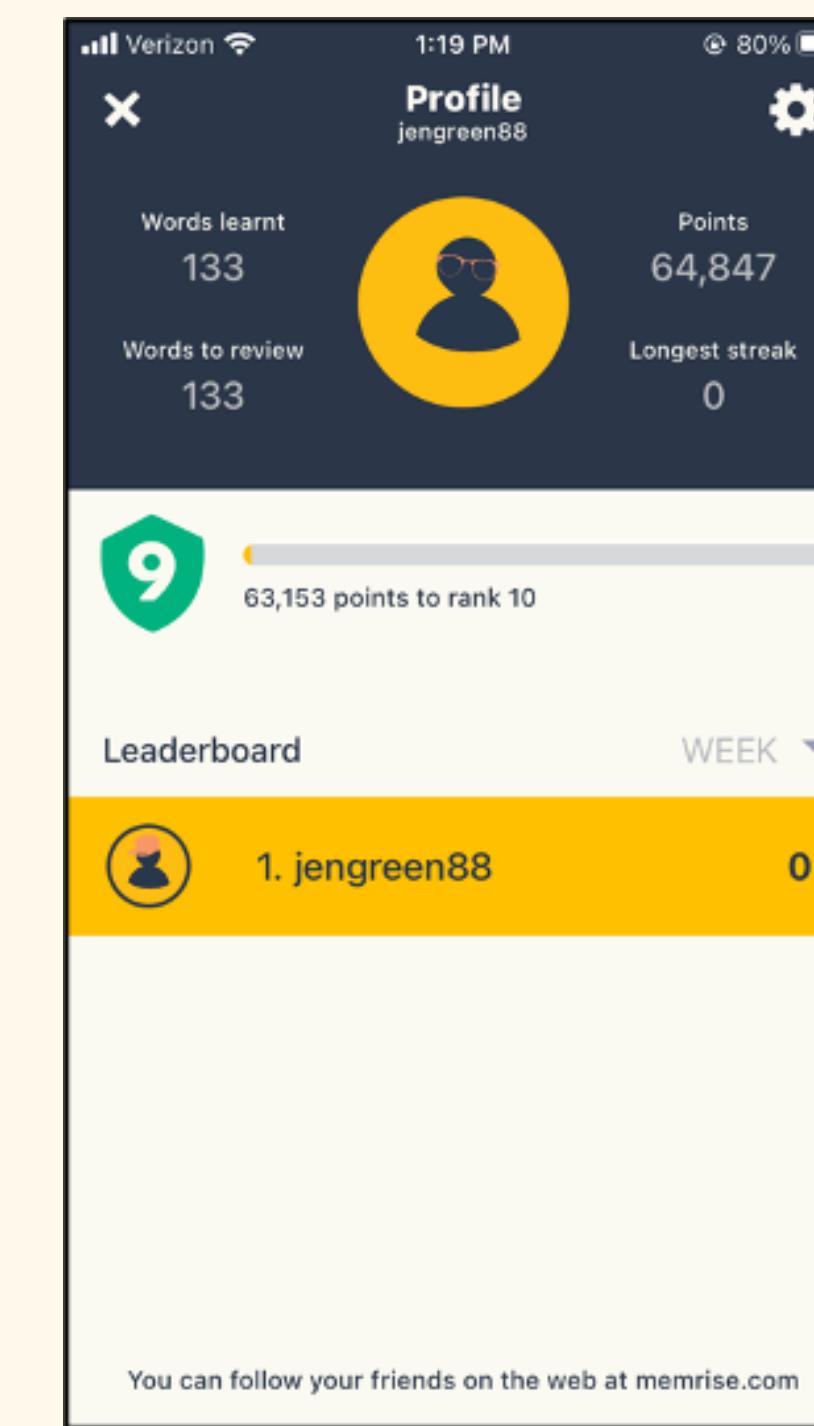
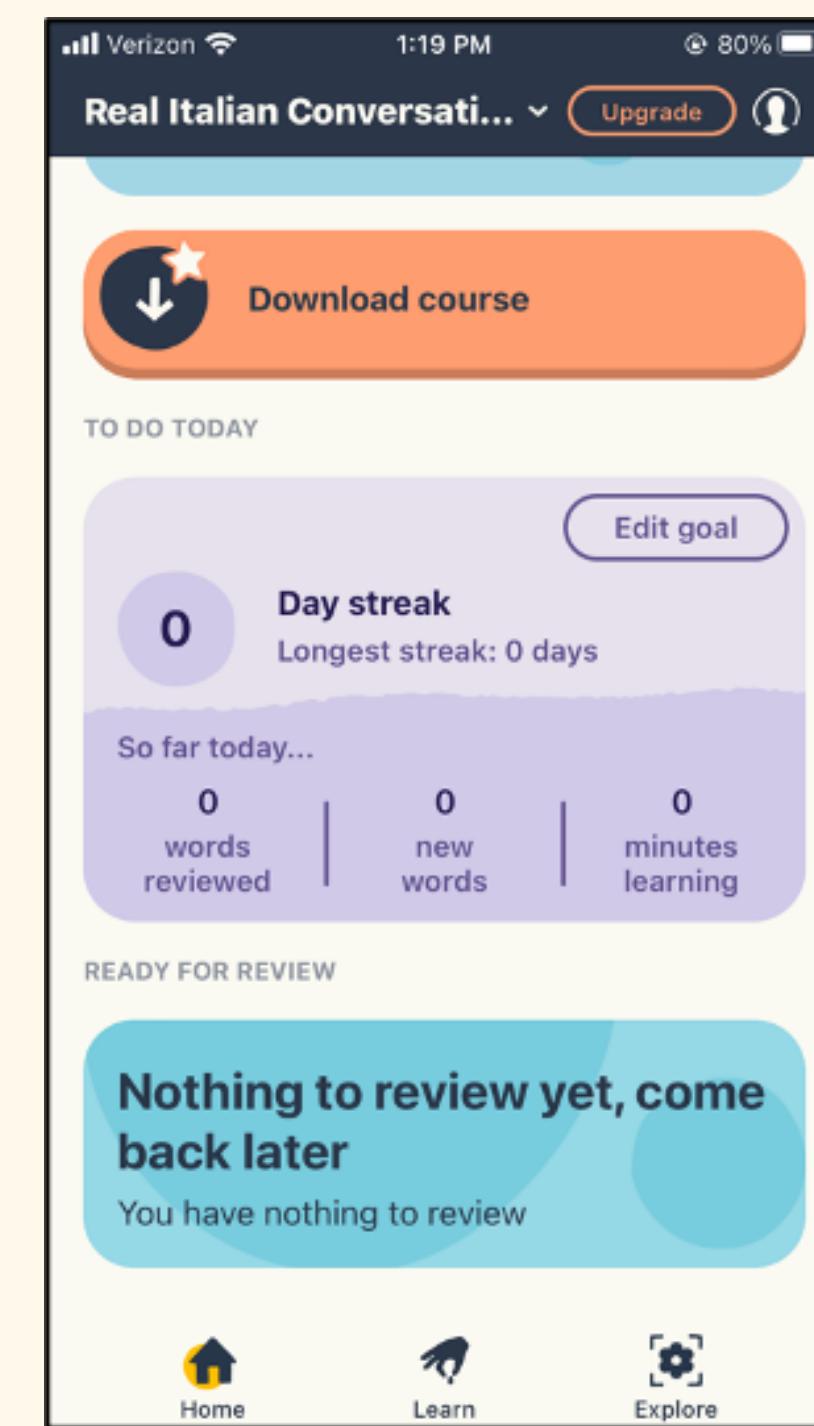
Memrise

Quizlet

## Competitor Analysis – Memrise

Memrise is a little more challenging to navigate as there are a number of bubbles vying for the user's attention when the app opens. However, after the initial confusion, the learning process is pretty easy to follow.

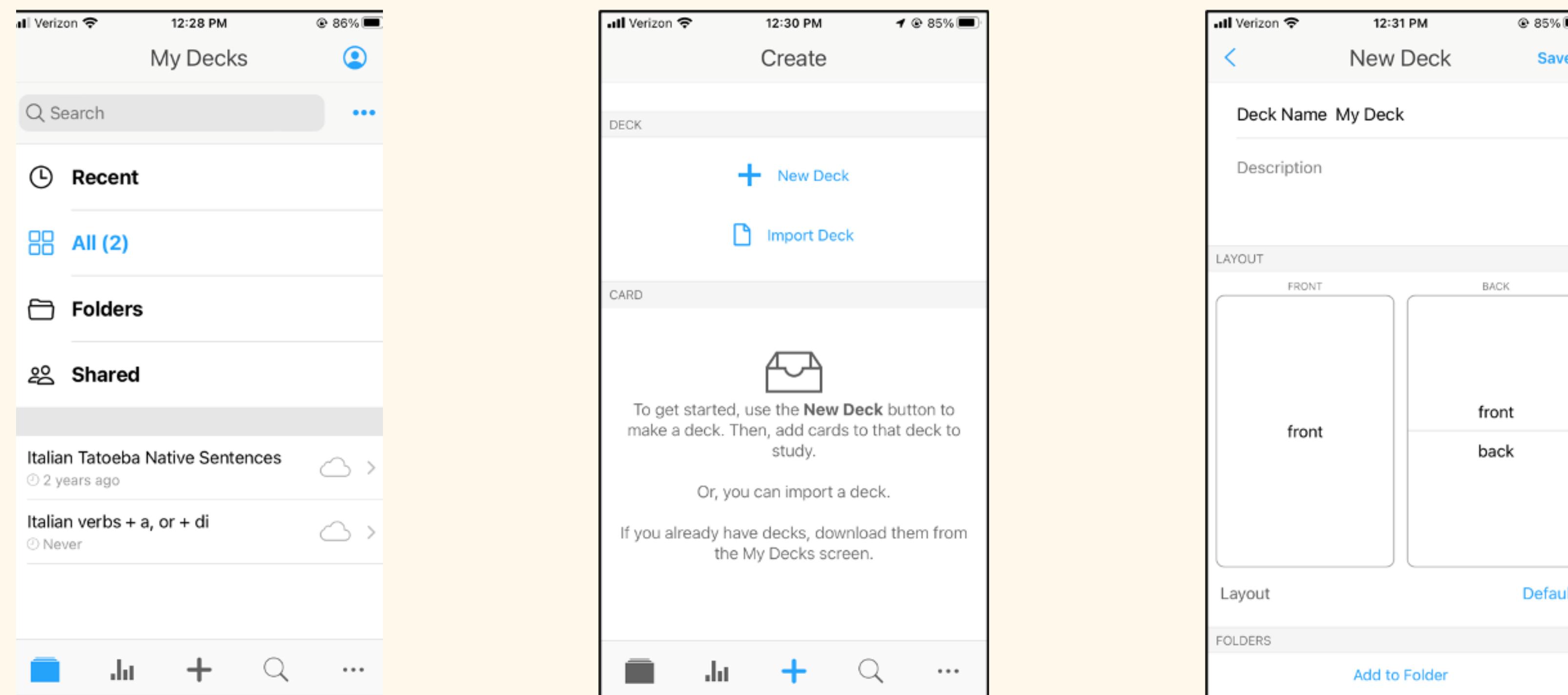
A caveat of the app is that it did not appear users can create their own flashcards. If that capability exists, it's difficult to find.



## Competitor Analysis – Anki

Anki is a very popular app because of its simplicity and the number of pre-loaded decks for many different subjects. While the application is not completely intuitive, once you click around, it's not too difficult to determine how to add an existing deck of flashcards or create your own cards,

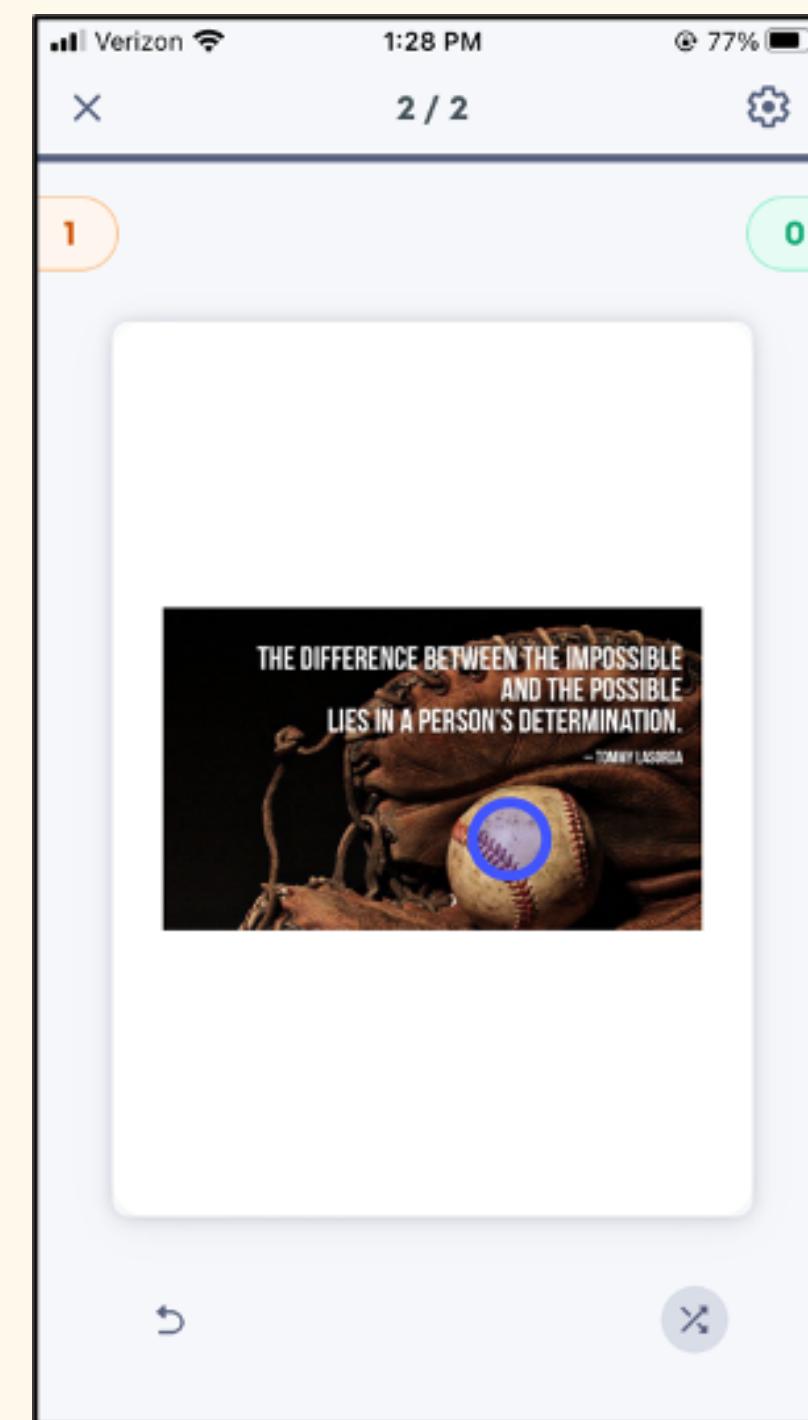
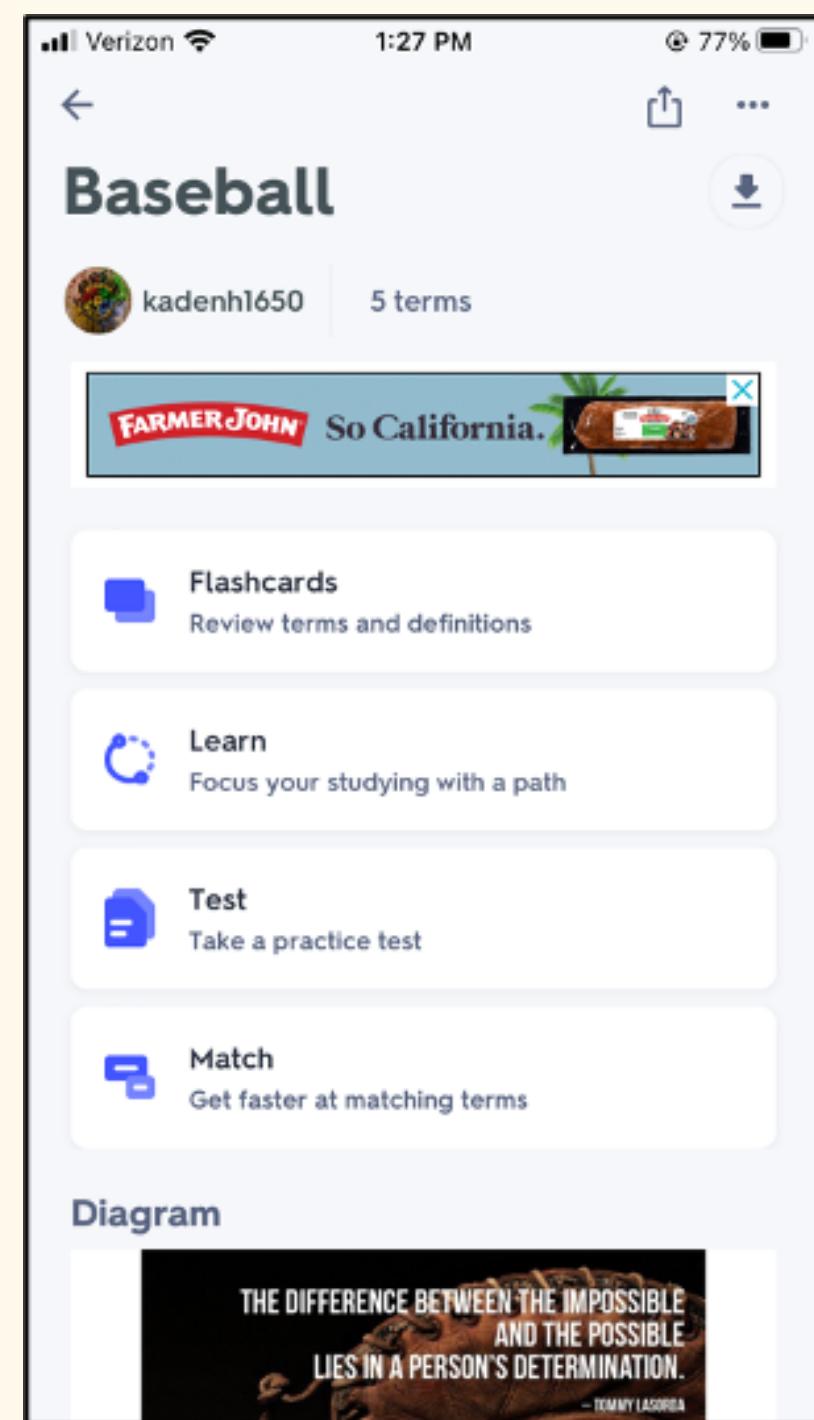
The design is simplistic and risks being boring. By adding some visual interest without taking away from its simplicity, would enhance the app.



## Competitor Analysis – Quizlet

Quizlet differentiates itself from other flashcard apps in that the user can add pictures to flashcards they create. Additionally, user can create folders, allowing them to have multiple decks in a folder.

There was some phraseology that was not intuitive, but was easy to figure out what was meant,



# User Research



## User Research – Interview Questions

In order to find out how people use flashcard apps and their experiences with them, three people were interviewed:

1. 50's, male, studied for a professional exam (ACAMS).
2. 19, female, studied for high school classes, but not in college
3. 30's, female, studied French for personal fun

They were asked the following questions:

1. When was the last time you studied vocabulary words - in your native language or a foreign language? Tell me more.
2. What method(s) did you find helpful? Tell me more.
3. Does studying vocabulary come easy to you? How or why not?
4. Do you have any wishes or thoughts on making vocabulary studying easier? Tell me more.
5. Have you used a flashcard app? Which one(s)? For what purpose? Was it helpful? Why/why not? What could make your experience better?

# User Research – Interview Notes

Notes taken from the interviews were organized by “Doing,” “Feeling,” and “Thinking” statements. The statements were also color-coded by interviewee.

DOING	FEELING	THINKING
I studied ACAMS vocabulary words in 2021	I would have liked it if I had another person read the cards to me and then I would answer	I think that a matching game would have helped my studies
I studied by reading definitions then figuring out what the vocabulary word is and vice versa	I don't like using apps, I have a short attention span for things like that	I think that audio would be helpful
I used cards and printed them from a website	I feel that the white background and black text to be boring	I think that it would be great to have the cards be colored so you can organize the information by topic or chapter. I think the colors would help my brain better associate the colors with the vocabulary.
I also used quizlet	I feel that studying with other people is more helpful than studying alone.	I think that more free features would be helpful. For example, on Quizlet you have to pay approximately \$12 to be able to write in the app instead of having to type everything.
I studied Advanced Placement Literature in 2021	I feel that using Quizlet was helpful, it's one of the only reasons I did well	I think that having a highlighter in the app might be helpful
I made physical flashcards and used Quizlet	I like that on physical flashcards you can use a highlighter	I think that Quizlet is intuitive and easy to use
I studied the words by trying to memorize the word as a whole, but also by breaking it down by prefix and suffix	I find that I learn best by repetitively writing the words and their meanings	I didn't think to see if there was an app because this is the way I've always studied things.
I used Quizlet for AP Literature and many other classes in high school	I feel that foreign language vocabulary studying doesn't come easy to me	
I studied French words today (6/26/22)	I wish it would stick better in my mind and I don't forget the words	
I study by repetition - writing out the words and meanings over and over		
I have used physical flashcards, but not an app		
I use a whiteboard and write and erase, write and erase		

## Takeaways:

There were no main takeaways as all of the users had completely different experiences with flashcard apps, if they used them at all.

# User Persona

# User Persona - Sydney Michaels

The persona, Sydney Michaels, was created to represent adult learners that need a flashcard app that is intuitive and can work with their busy lives



## Name:

- Sydney Michaels, lives in the NYC suburbs with her two young kids, middle class

## Demographics:

- 42 years old, divorced, currently working as an office manager at financial advisor's office

## Behaviors:

- Loves hanging out with her kids, not a city person, likes to take day trips with her kids to the beach in the summer

## Needs/Goals:

- Needs to get her Series 7 license so she can help out more at the office where she works. Doesn't have a lot of time.

## User Story:

- As Sydney, I want a flashcard app so that I can easily study for the Series 7 exam.
- As Sydney, I want a flashcard app so that I can color code the cards as I see fit
- As Sydney, I want a flashcard app so that I can make my own cards or download a previously created deck.

## Problem Statement:

Sydney Michaels (office manager)

Needs a way to easily study for the Series 7 exam

Because it will enable her to be more helpful in the financial advisor's office where she works

We will know this to be true when she uses the application with regularity.

## Hypothesis Statement:

We believe that by creating a vocabulary learning application that is intuitive and easy to use

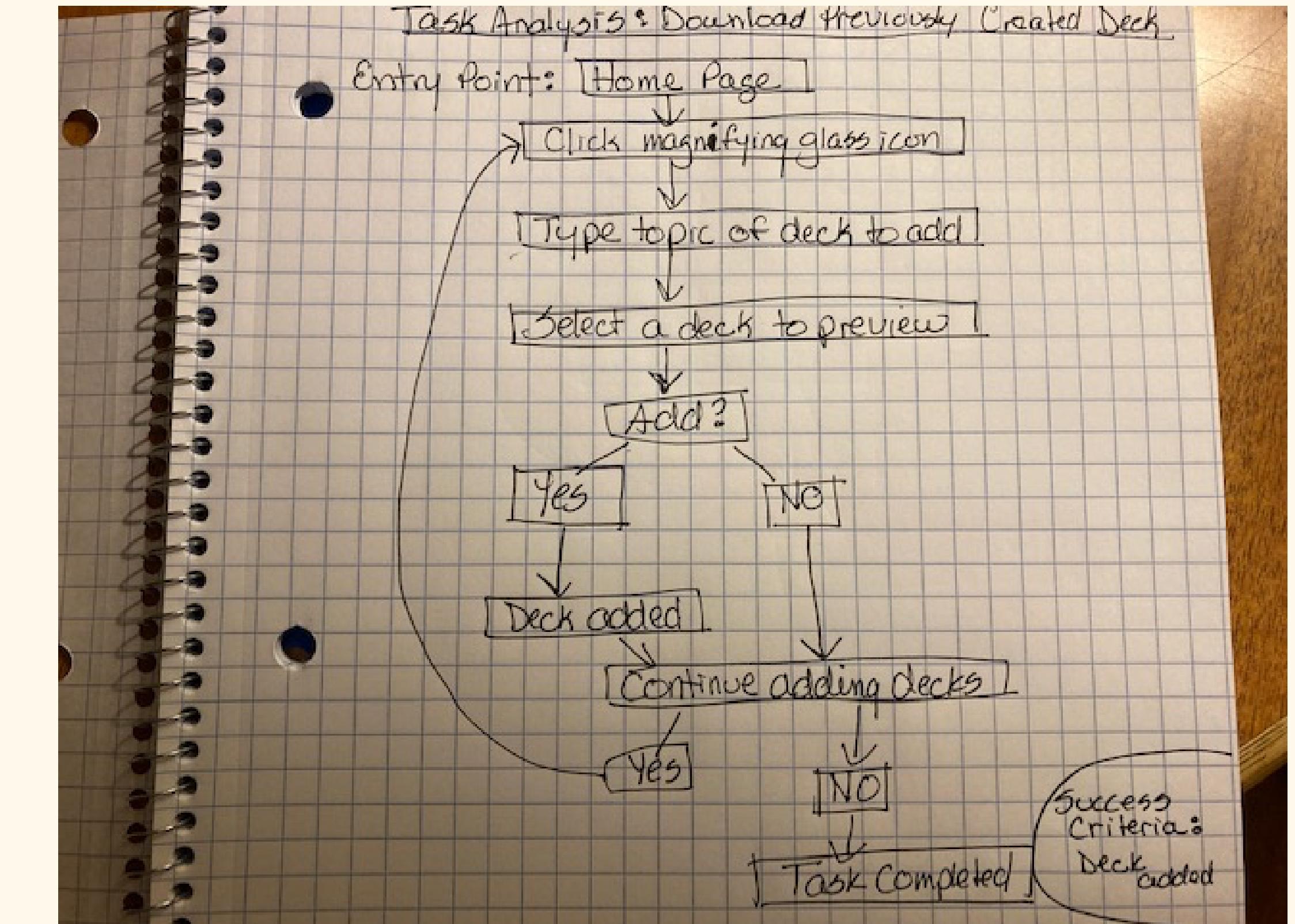
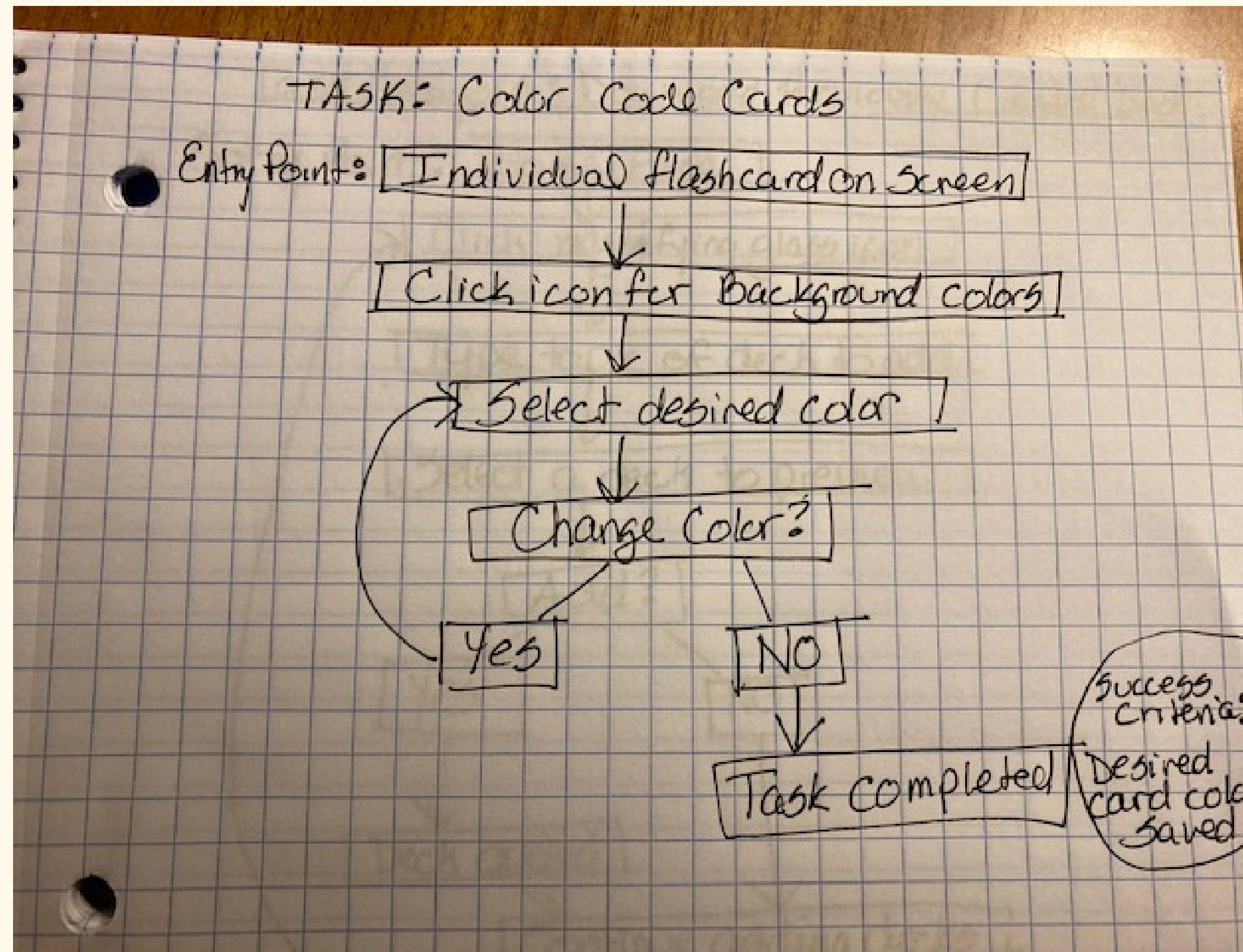
For Sydney Michaels, we will achieve Sydney's regular use of the app as her primary method of study for the Series 7 exam.

# User Flows

## User Flows

Based on the user persona's needs in a flashcard app, two user flows were sketched:

- Color-coding flashcards
- Downloading a previously created deck

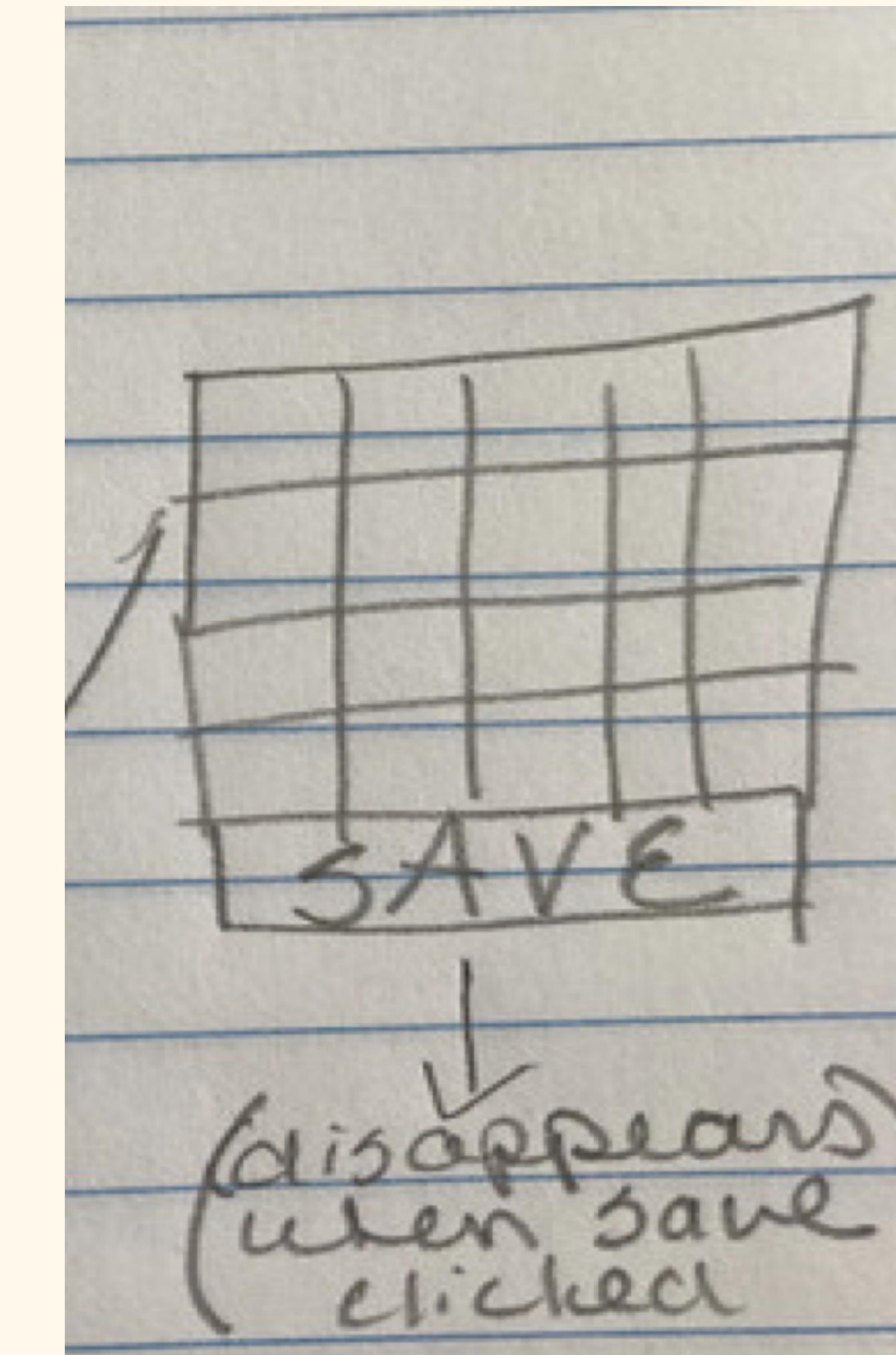
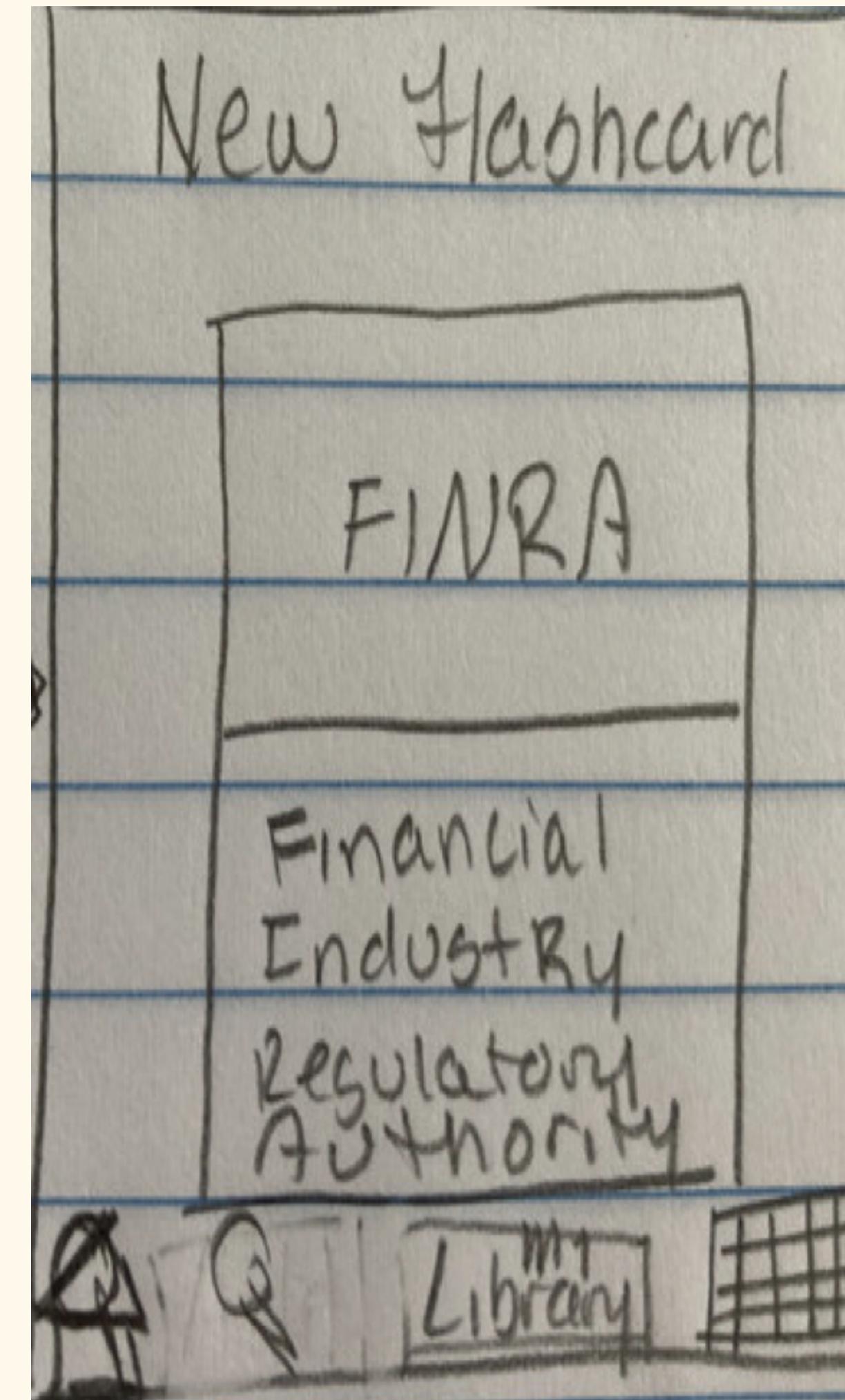
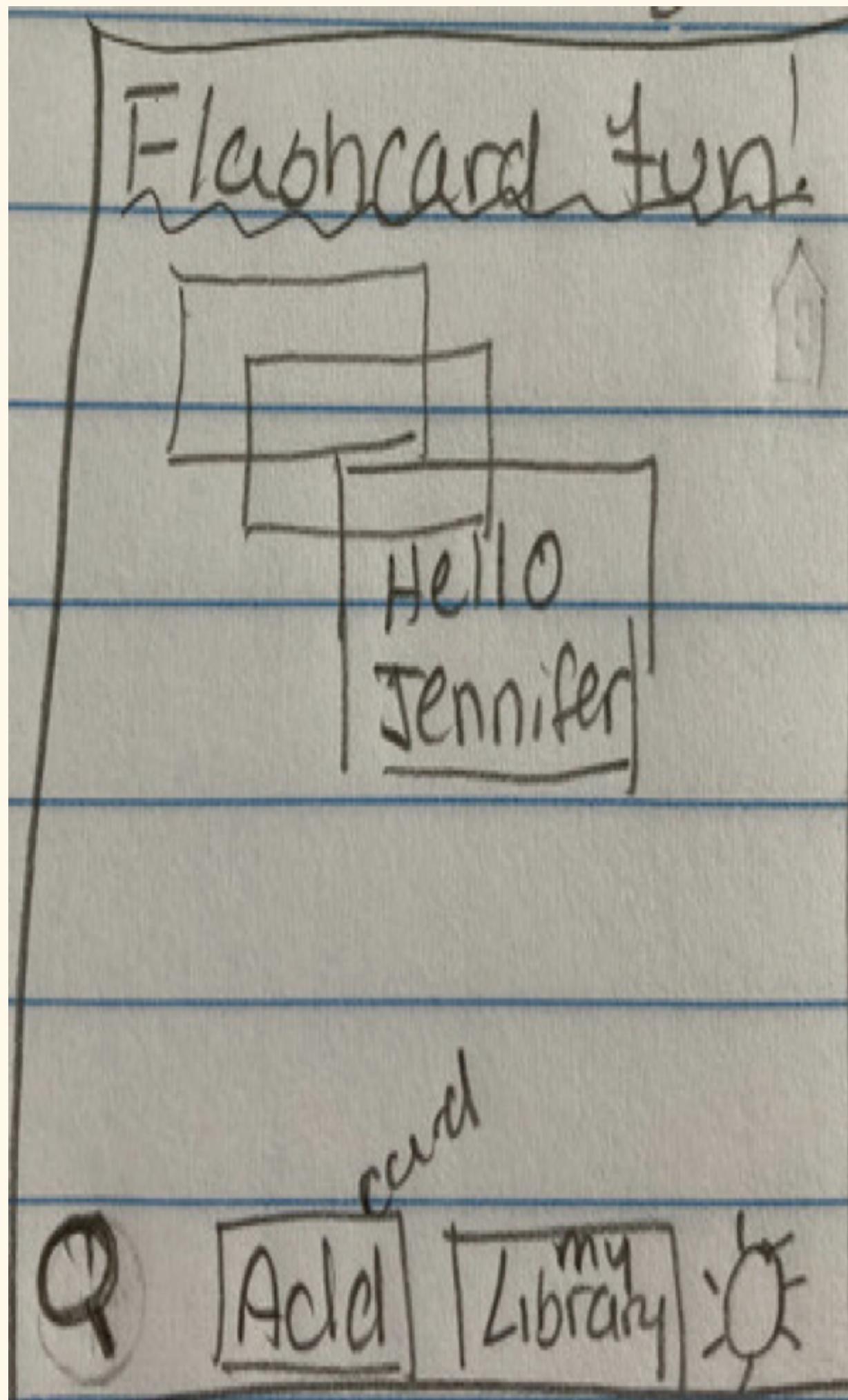


# **Designs: Wireframes and Prototype**

## Low Fidelity Wireframe - Adding a New Flashcard and Adding Color to a Flashcard

The first set of designs were done with pencil and paper to sketch out a basic design of the app. The primary issues encountered were:

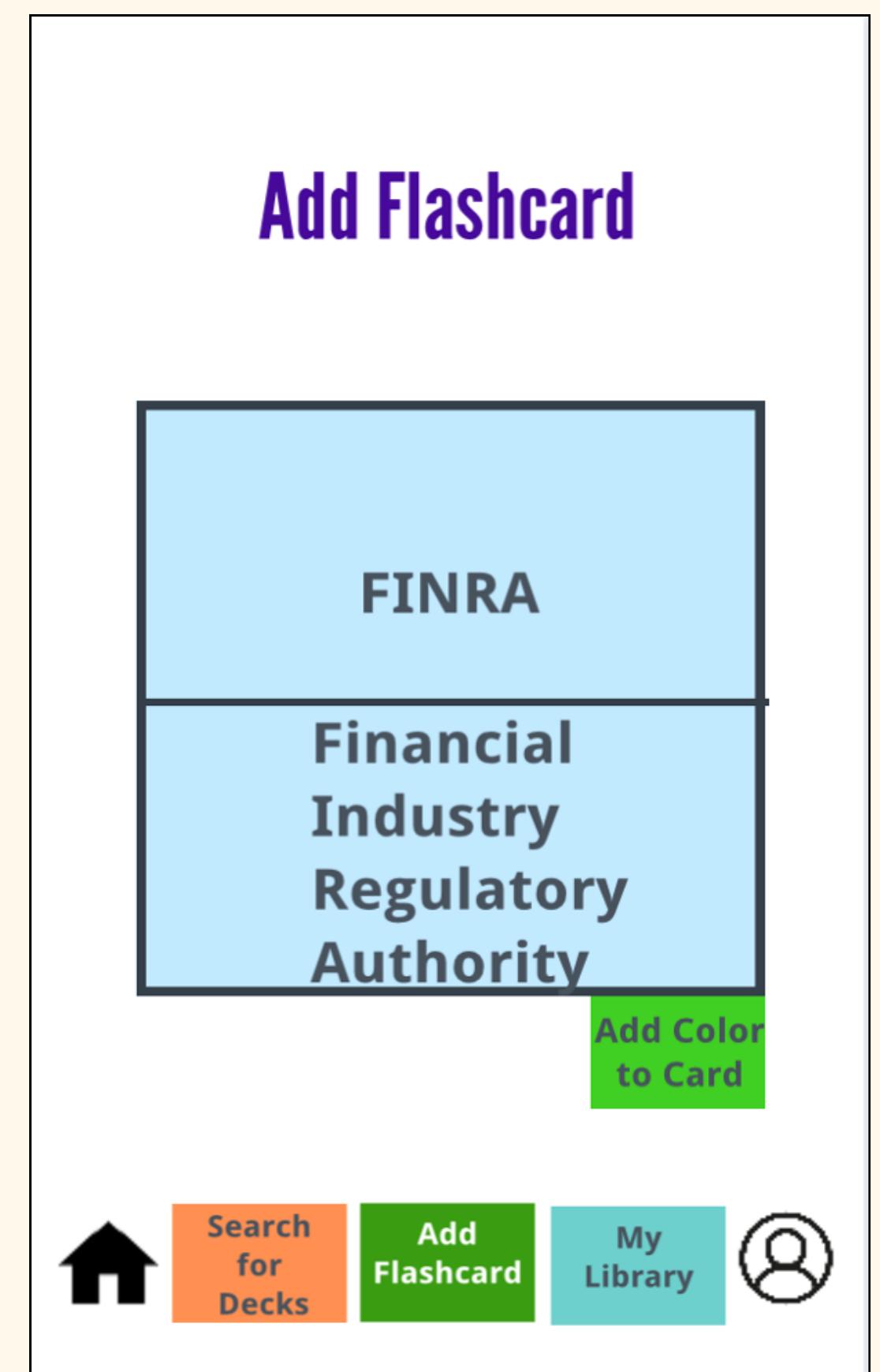
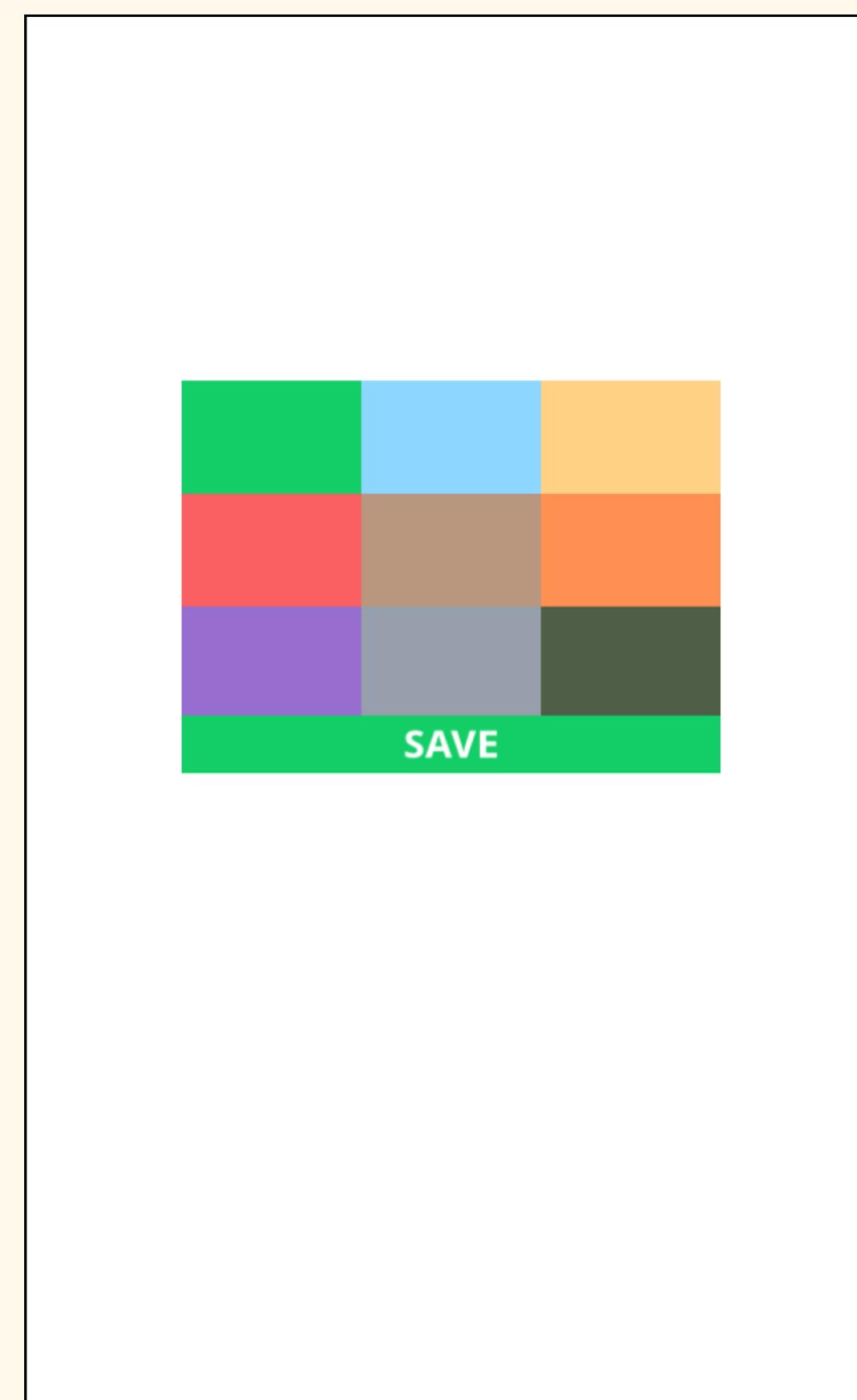
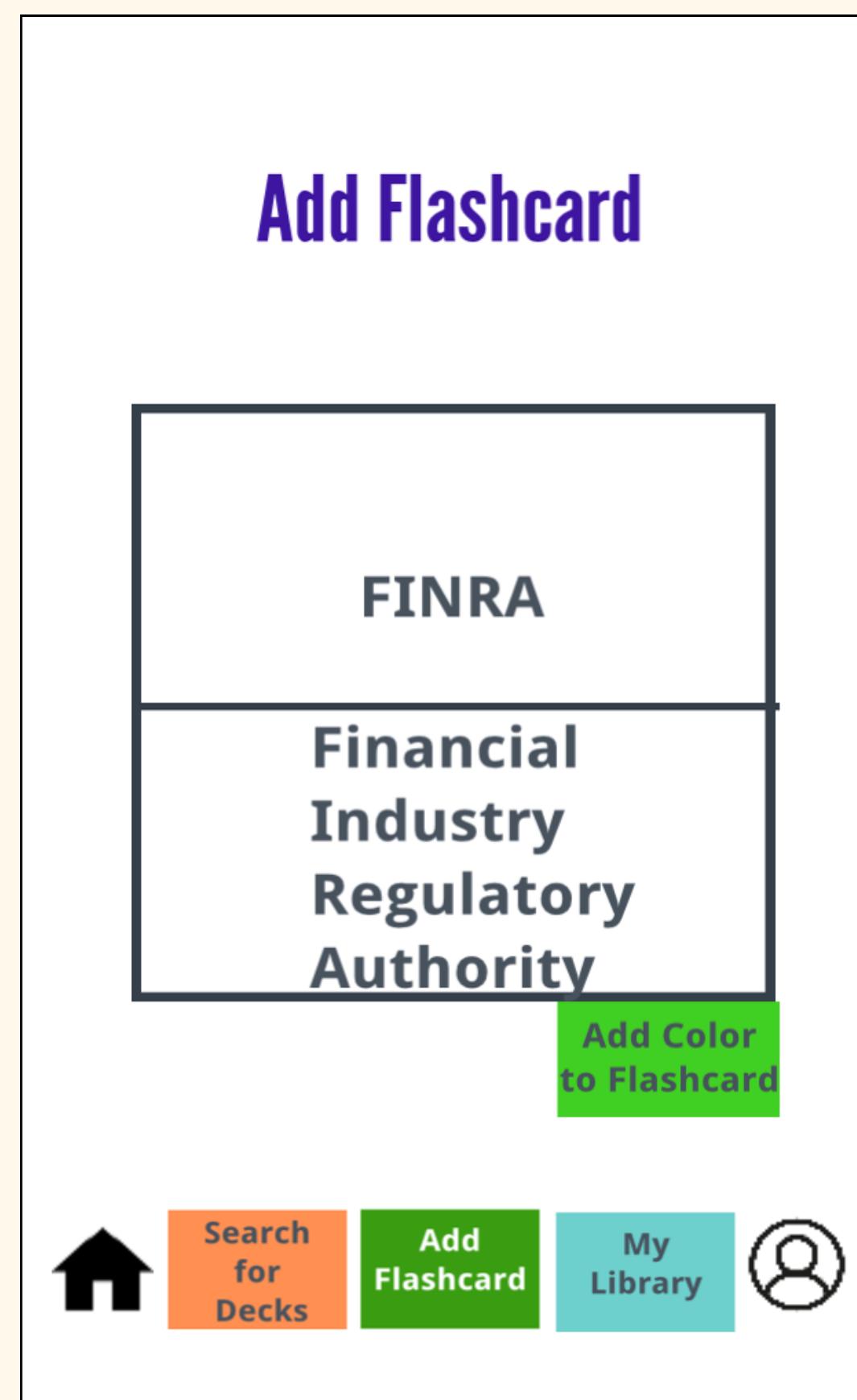
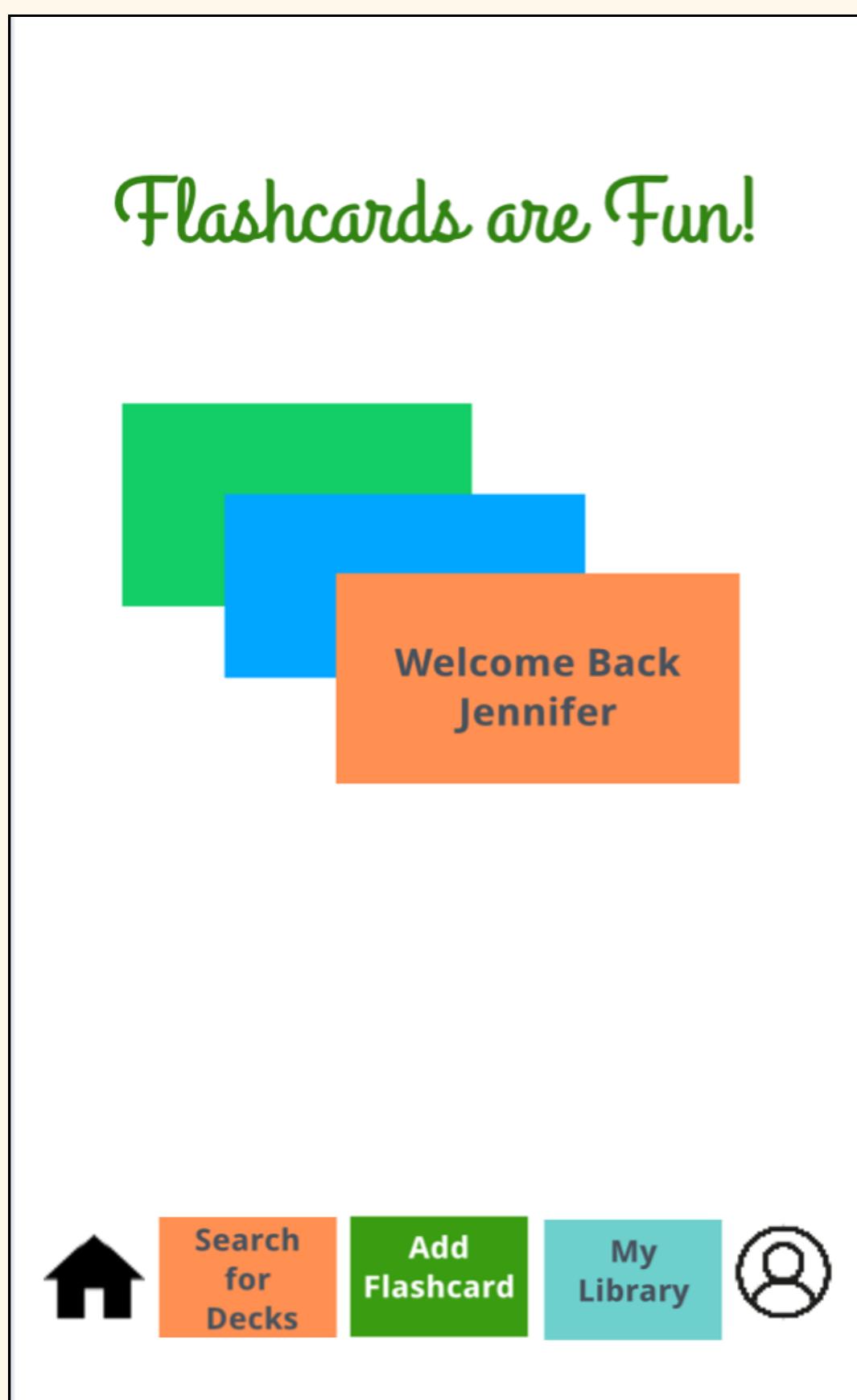
- How to best show the tasks graphically at the bottom of each screen
- Whether or not to change the graphics based on the page or keep uniform
- Where to put the profile icon



# Improvements and Final Designs

Improvements in design were based on Mentor/Tutor feedback:

- Deck was redesigned using the Marvelapp.com
- The menu bar was standardized and made more intuitive
- One iteration had the menu in the top-right corner in addition to the icons at the bottom of each – it was removed
- The location of the “Add Color to Flashcard” was moved closer to card
- “Card” was changed to “Flashcard”
- The magnifying glass icon was changed to a button saying “Search for Decks”



# **Next Steps and Learnings**

## Next Steps and Learnings

### Next Steps:

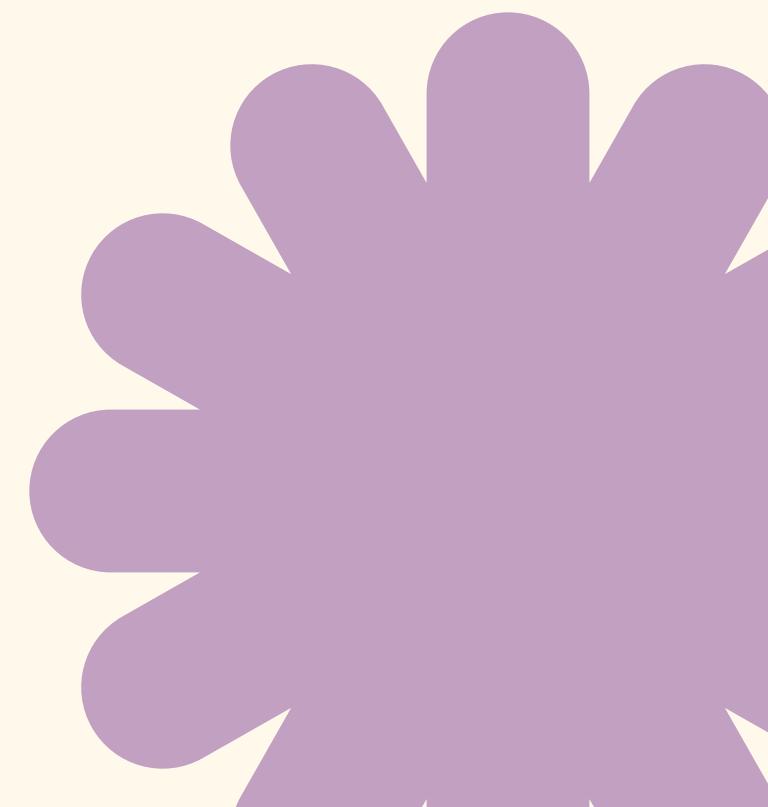
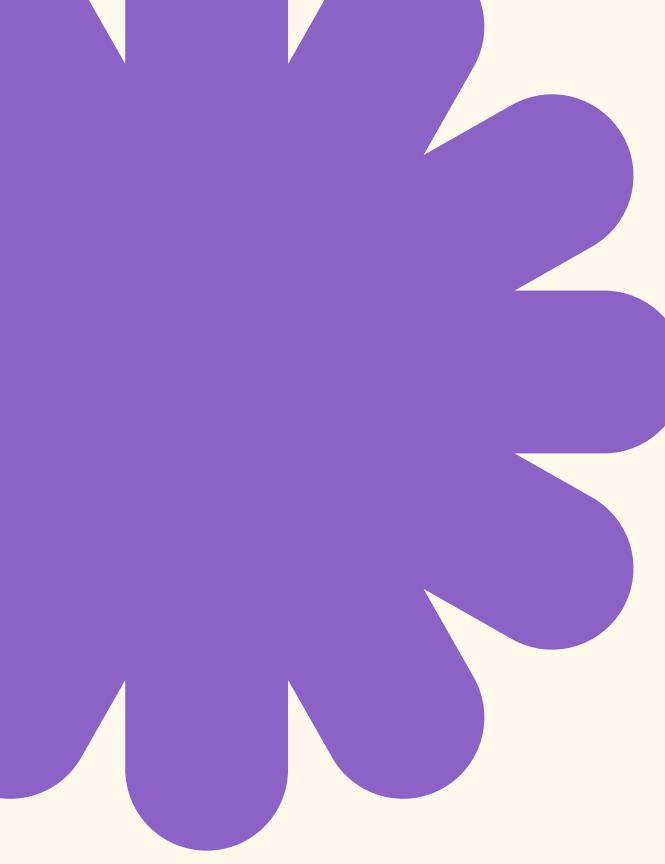
The following areas will be closely reviewed for improvements:

- Determine if there are intuitive icons that can replace buttons at the bottom of each screen
- Build out app with more screens to show full functionality, if needed

### Learnings:

What was learned through this prototyping and testing process?

- It's ok not to have a perfectly designed prototype out of the gate
- Getting feedback from testers is a good thing
- Be ready to change nearly everything on your design – you don't know how your concept will be received by testers
- Good to pick testers that are possible users of your design, but it's not necessary



**Thank you!**