PHLASH! A FLASH CARD APP

Christian Watson

Persona

- Say hello to Melanie Williams!
- She is 27, from Wisconsin and has an MBA
- She works in New York City for a large financial institution
- Fiercely competitive and driven
- Always busy, little free time
- “If I have the right tools, I can do anything!”

Melanie's Needs

- To learn work-specific terms.
- To be able to prioritize some concepts over others.
- A way to assess her mastery of the material.
- Some sort of reward, gamification.

Problem Statement

- Melanie needs a way to make and study flashcards, so that she can master work-specific terms and acronyms.

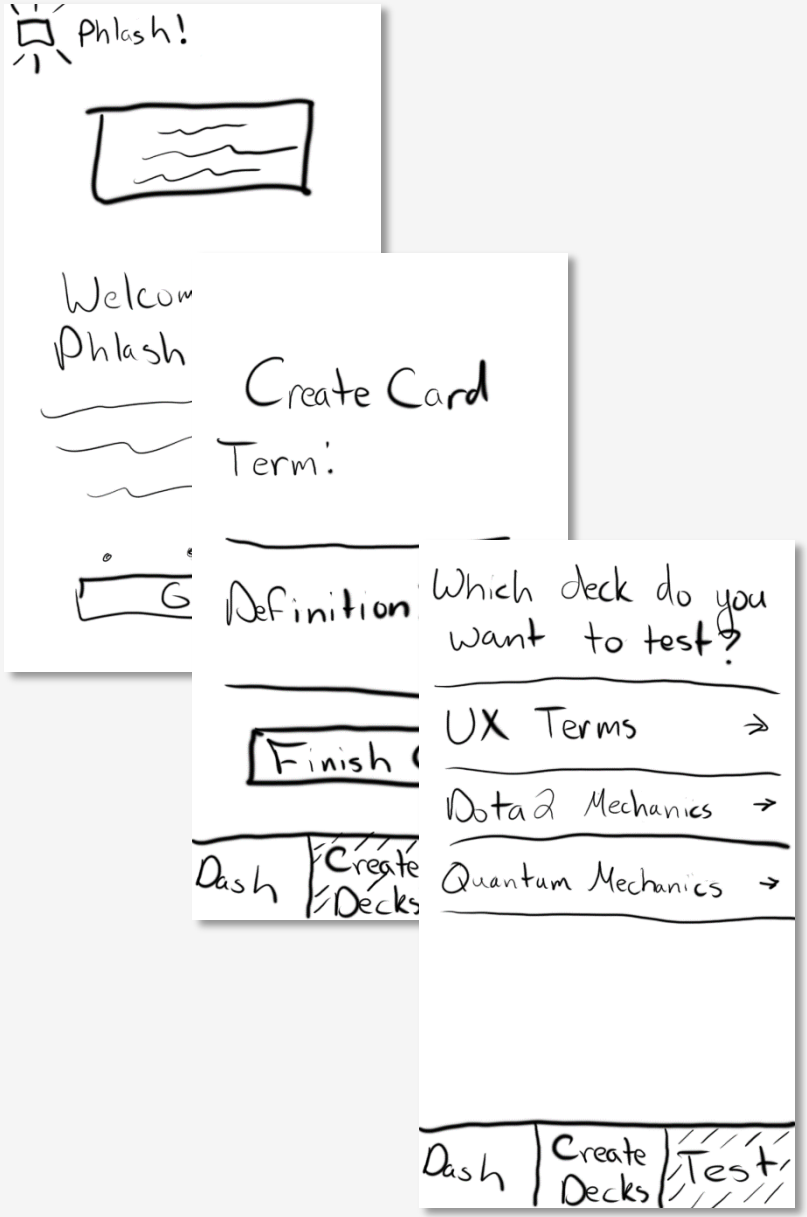
Behaviors

- Uses her phone frequently
- Constantly wants to improve herself
- Always busy
- Takes her career very seriously

Goals

- To make flashcards to learn work-specific terms
- To be able to prioritize some concepts over others.
- A way to assess her mastery of the material she's studying.
- To become more competent at her job.

Initial Prototypes



Usability Testing Round 1

- Task 1: Log in to the app.
- Task 2: Name a new deck.
- Task 3: Create a card in a deck.
- Task 4: Start test against a deck.

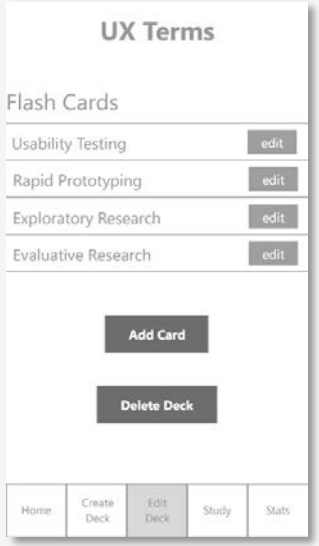
Test 1 Observations

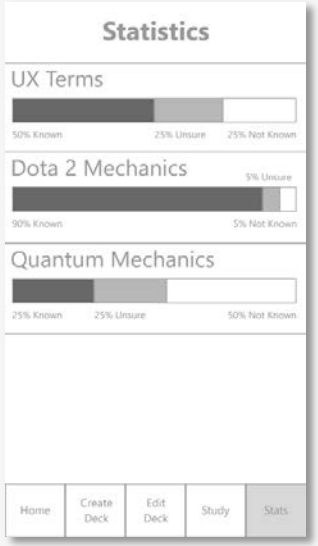
1. Naming main page “Dashboard” confused participants
2. Participants couldn’t navigate to deck creation interface quickly
3. No option to edit decks
4. “Test Deck” wording confused participants

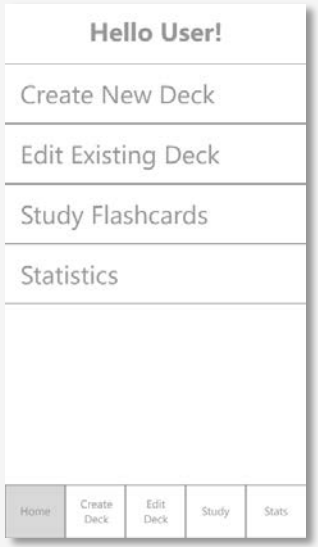
Recommendations

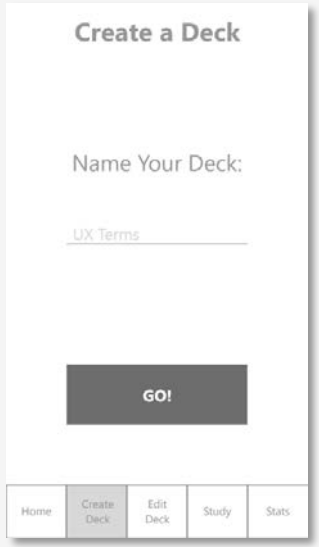
1. Change name of home page to “Home”
2. Add a prominent “Create Deck” button to new home page
3. Add a deck and card editing interface
4. Change wording to “study” or “review”

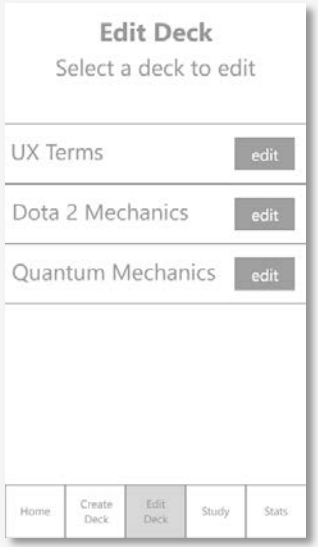
New Prototypes











Usability Testing Round 2

- Task 1: Log in and make a “UX Terms” deck
- Task 2: Add a card to the existing “UX Terms” deck
- Task 3: Study the “UX Terms” deck
- Task 4: Look at statistics page, which deck do you study next?

Test 2 Observations

1. Transitions in study section are too abrupt.
2. Can't interact with statistics
3. Can't randomize study questions order
4. Typing in answers is confusing

Recommendations

1. Add a popup upon answering question to tell the user whether their answer was correct, have them proceed to next question by tapping a button
2. Allow user to tap section of statistics ("not known" for instance) and give them a display of all the questions they did not know
3. Add "randomize" button after selecting deck to study, before starting test
4. Try classic flashcard model, where the user just thinks of their answer and flips the card over

Going Forward

- Make flow of app smoother, ease abrupt transitions, lead user to next step
- Try classic flash card model
- Implement interaction with statistics
- Add more minor features like the randomize button

Lessons Learned

- Never assume the reaction your users will have to a change, always test
- Established methods are established for a reason
- I learned I really enjoy interviewing and going through usability tests with participants
- I learned I do not necessarily enjoy coming up with an example persona, I'd much rather talk with actual users
- Giving the presentation is also fun for me

THANKS FOR WATCHING!

Christian Watson