

1.1 Task – Introduction to UX & Design Thinking

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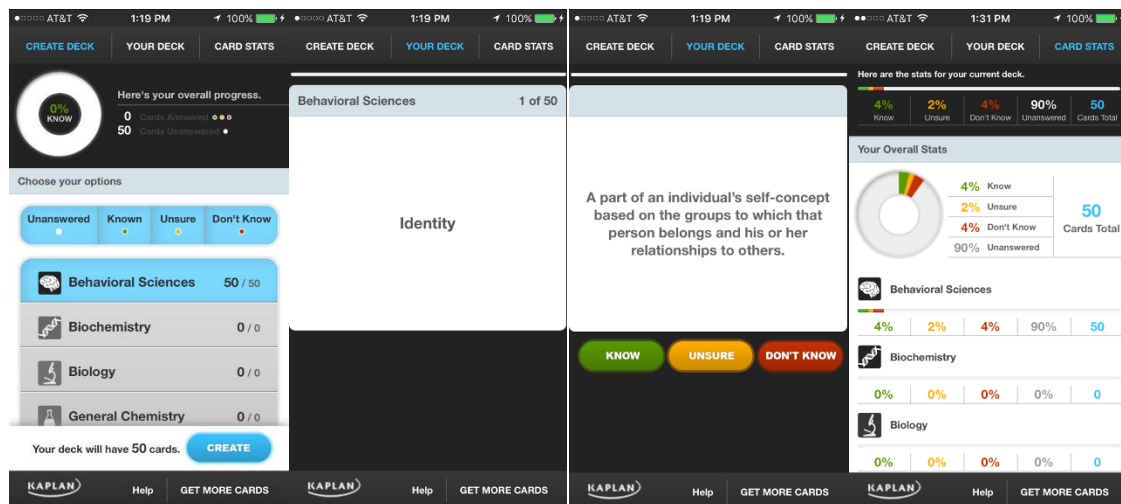
First App: MCAT Flashcards by Kaplan Test Prep (App Store)

Positives:

- Easy to mix and match which topics you want to cover.
- Graphical stats view makes it easy to gauge your understanding in different topics.
- Can customize terms presented based on correct vs incorrect answers to hone in on weaknesses in understanding.

Negatives:

- Flashcard deck making is not immediately obvious.
- No onboarding.
- Small help link at the bottom - easily missed.
- Sorting can be confusing.



I think this is an overall successful app with some drawbacks. I believe it can satisfy a user's need of preparing them for the MCAT, but I think it does not provide the best experience. Upon opening the app, you are shown the deck making screen with no directions. I was initially confused and through trial and error I made a deck with the cards provided. Once I figured out how to use the app I appreciated its features and how one can customize their decks based on prior performance. This app felt bland. The

only animation I saw was one to flip the flashcard when you tap it. Some changes I would make to this app: add little animations to buttons and the graph display; add more of a transition between the different sections of the app.

I think this app does meet the goals of UX design. Once a user learns the deck making interface, then they can efficiently prepare themselves for the MCAT.

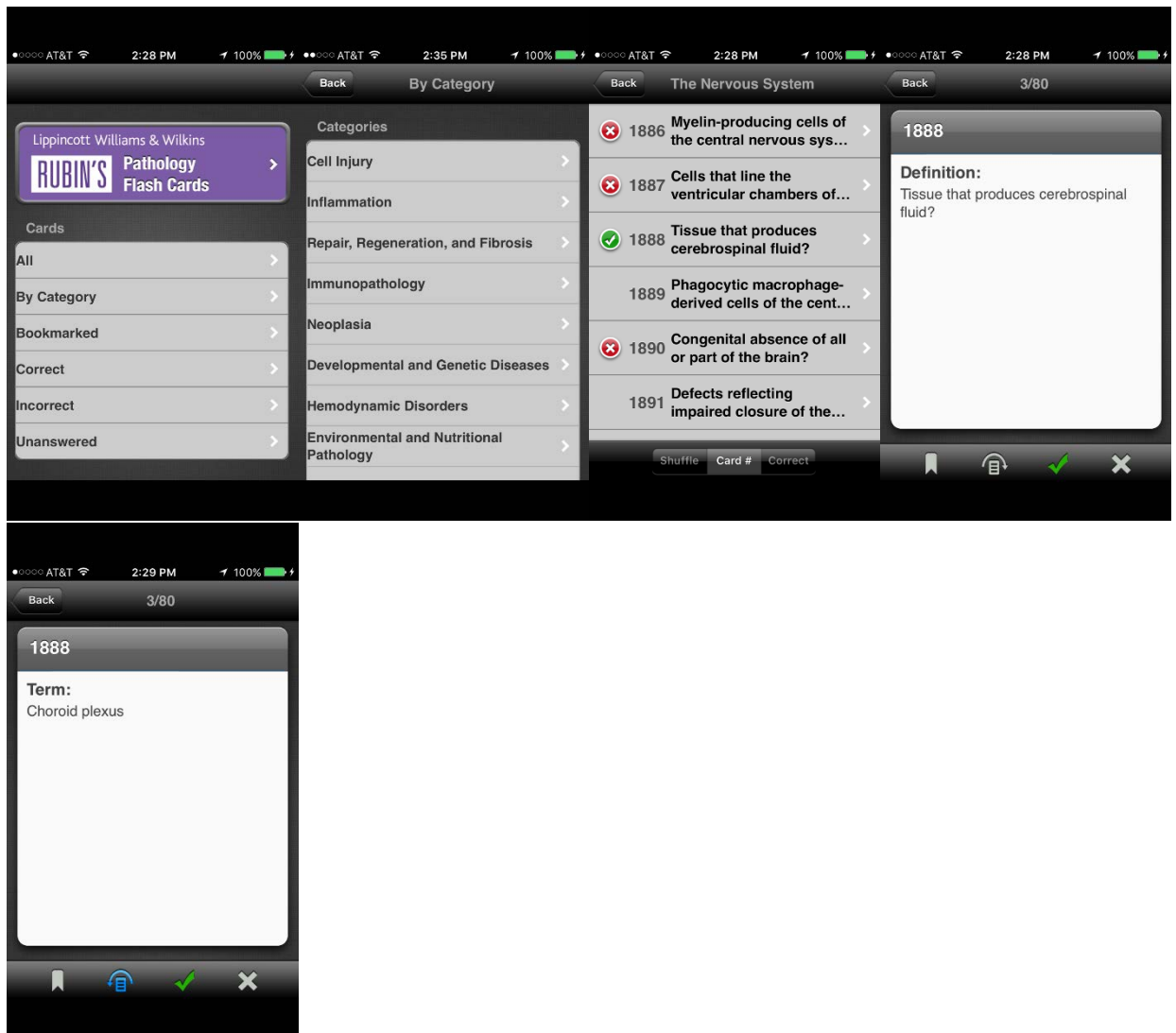
Second App: Rubin's Pathology Flash Cards (App Store)

Positives:

- Lots of categories
- Simple navigation

Negatives:

- Outdated
- No onboarding
- No graphical representation of progress



I do not think this is a successful app. I was frustrated just playing around with the features. It felt slow and is very outdated, the about page says copyright 2011. Even though this app seems to have the information one would need, they would probably be too frustrated to use it. For this app to be successful, they would need to: visually redesign it, speed up the card flip animation, add a graphical interface to check your progress at a glance, and add a mix and match topic feature. One positive aspect of the app is the ability to practice specific categories of information. A user can sort by card number, correct answers, and shuffle. A problem with this feature is the fact that you cannot sort by cards you answered incorrectly.

I do not think this app meets the goals of UX design. It is frustrating to use. The experience is not good, even though the information contained within seems to be very good.

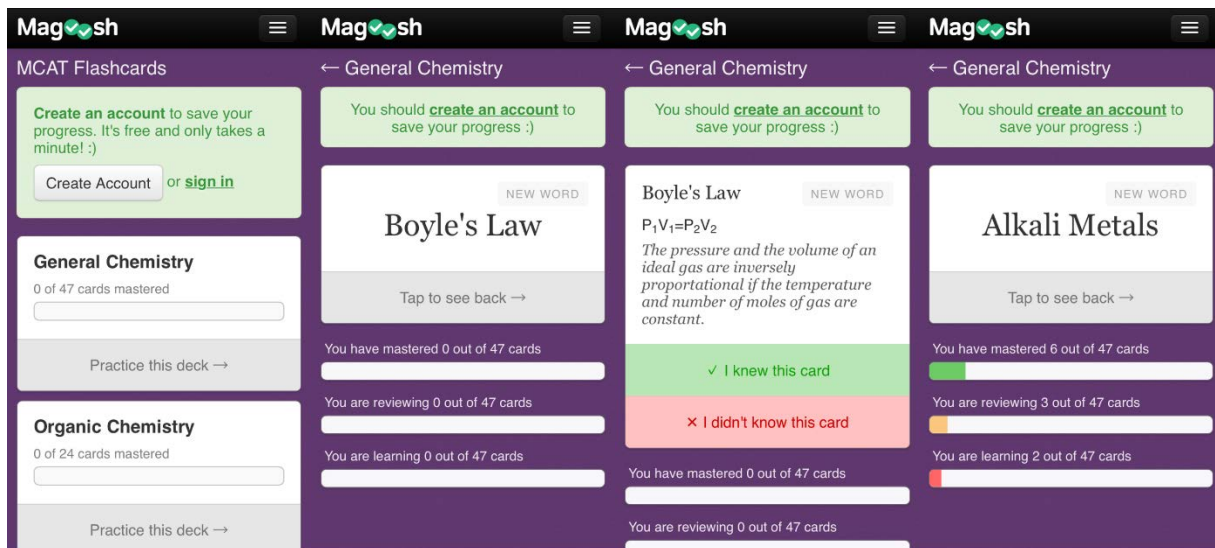
Third App: Magoosh MCAT Flashcards (App Store)

Positives:

- Separated into categories
- Progress bar at a glance
- Easy to use
- Pleasant and standard colors used

Negatives:

- App feels sluggish, could use better transitions
- No sorting by correct vs incorrect (app automatically mixes in unsure and incorrect answers with unanswered questions)



I think this is a successful app. I think this app makes it easy for someone to reinforce concepts for the MCAT. One can quickly brush up and check their progress as they are studying. I enjoyed using this app. The app did feel a little sluggish, I think this can be alleviated by adding some transitions between screens so the app can load the data in the background. One feature that I feel is missing is the ability to look at all the cards at once and sort them.

I think this app meets the goals of UX design. It was pleasing to use. The only things it needs are more features and some screen transitions and it will be much better!