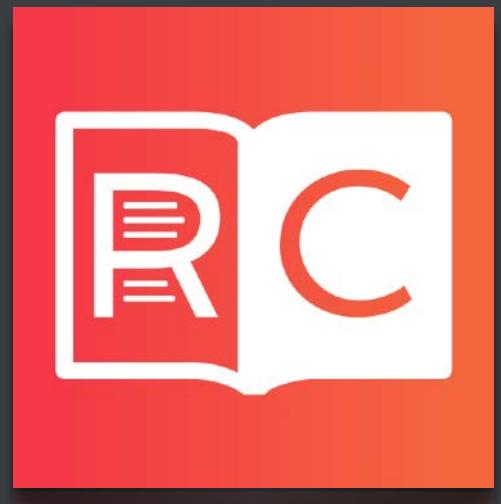


Study Shift

---



Reading  
Comprehension

---

Navreen Grewal   Senior UX Designer

# All Star Directories

The screenshot shows two open browser windows. The top window displays the homepage of All Allied Health Schools, featuring a banner with a doctor and nurse, social media links (Facebook, Twitter, Google+), and a search bar. The bottom window shows a detailed page about Healthcare Administration, including sections on Introduction, Education, Traits, and Career.

**Healthcare Administration | Health Care Admin**

Education Resources

Your guide to health care administration education

Helping you find the right healthcare career

**Find the Right Health Care Admin Program**

Browse Hundreds of Programs

Search for Schools

25 Millions of Aspiring Health Care Professionals

What is Healthcare Administration?

INTRODUCTION

When we think about healthcare we typically envision patients being treated by caregivers. But first and foremost, healthcare is a business, and like all businesses, it requires managers to keep things running smoothly.

The three top administrative areas in health care revolutionized office management, health services and patient-based information management—usually called health informatics.

These three areas are critical to the success of a hospital, doctor's office or other organizations that need one or all of these services—places like insurance companies, billing, staff benefits and payroll offices, and IT solutions firms that enforce security when they use online medical record software.

The screenshot shows a web form for requesting information about a Medical/Clinical Assistant program at Everett Community College. The form includes fields for First name, Last name, Address, City, State/Province, ZIP or Postal Code, and Email. A "Request Info" button is prominently displayed. The background shows a list of other schools and programs available on the website.

1 Check the boxes next to programs you like.  
2 Click **Next** to request information.

**Everest College**

Call (855) 335-2414 to speak with a representative now!

Select Available Programs

Diploma - Dental Assistant

Campus Everett, WA

People who viewed the programs above also viewed these other Healthcare programs

**Everett Community College**

Medical/Clinical Assistant - Associate's - Everett, WA

First name \*

Last name \*

Address \*

City \*

State/Province \*

ZIP or Postal Code \*

Email \*

Primary phone \*

By pressing "Request Info" I hereby consent and agree to receive autodialed calls and texts or pre-recorded messages by or on behalf of Everett Community College and All Star Directories at the phone number(s) provided above. I understand that the foregoing consent is not a condition of program application or enrollment and agree that the terms of the privacy policy apply.

**Request Info**

Show Privacy Policy

Program outcomes vary according to each institution's specific curriculum and employment opportunities are not guaranteed.

All Star Directories, Inc. All Rights Reserved.

Important Information | Terms of Use | Privacy Policy

# TASL audience



## The Persistence Problem

Today 41% of first-time full-time graduate within 150% of

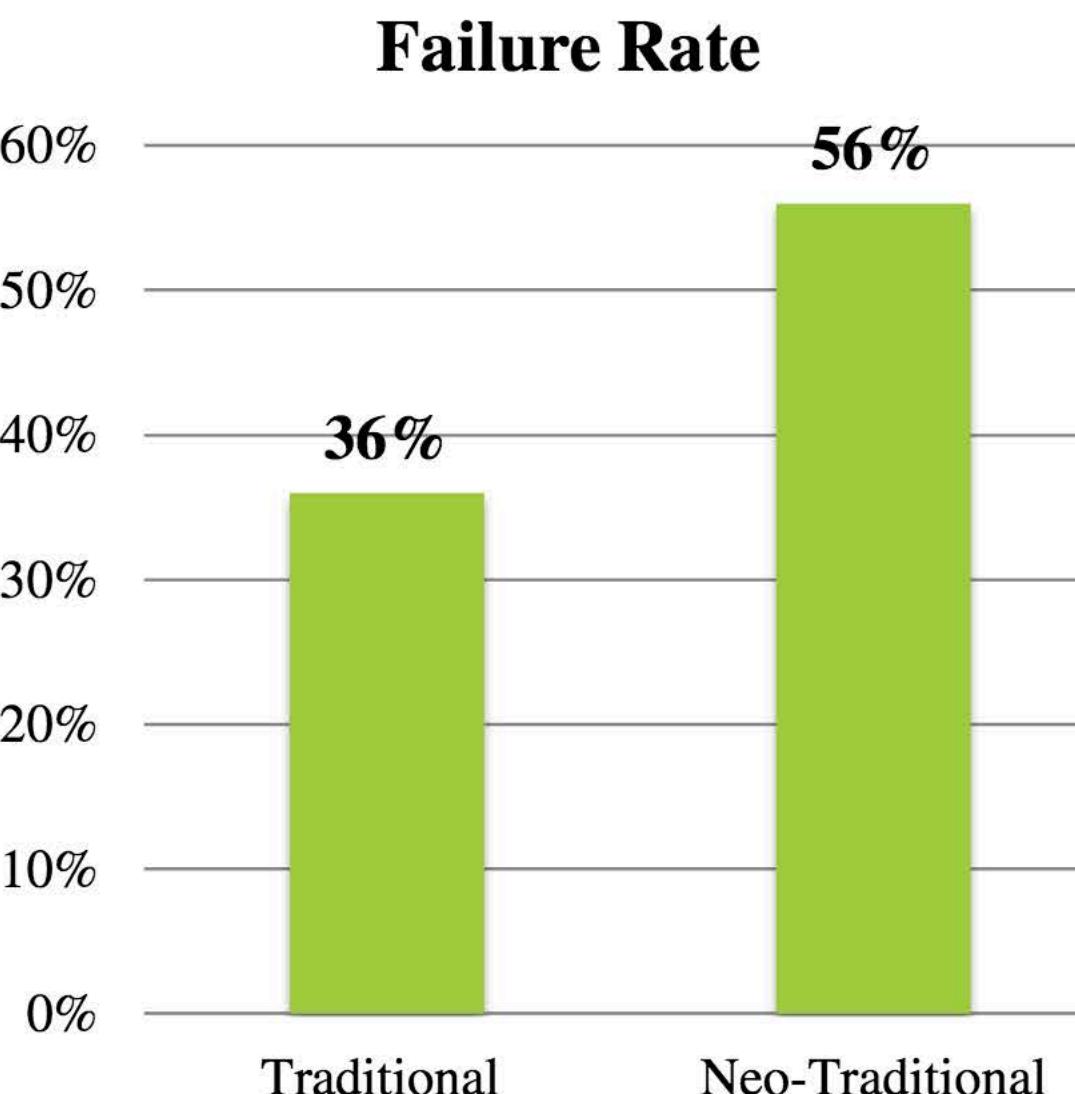
1.23mm failed stu

1. Failed students have a lower average lifespan
2. Failed students have wasted time and money
3. Schools lose revenue due to student dropouts

Not only do students who fail to earn a degree have also likely accumulated debt that they

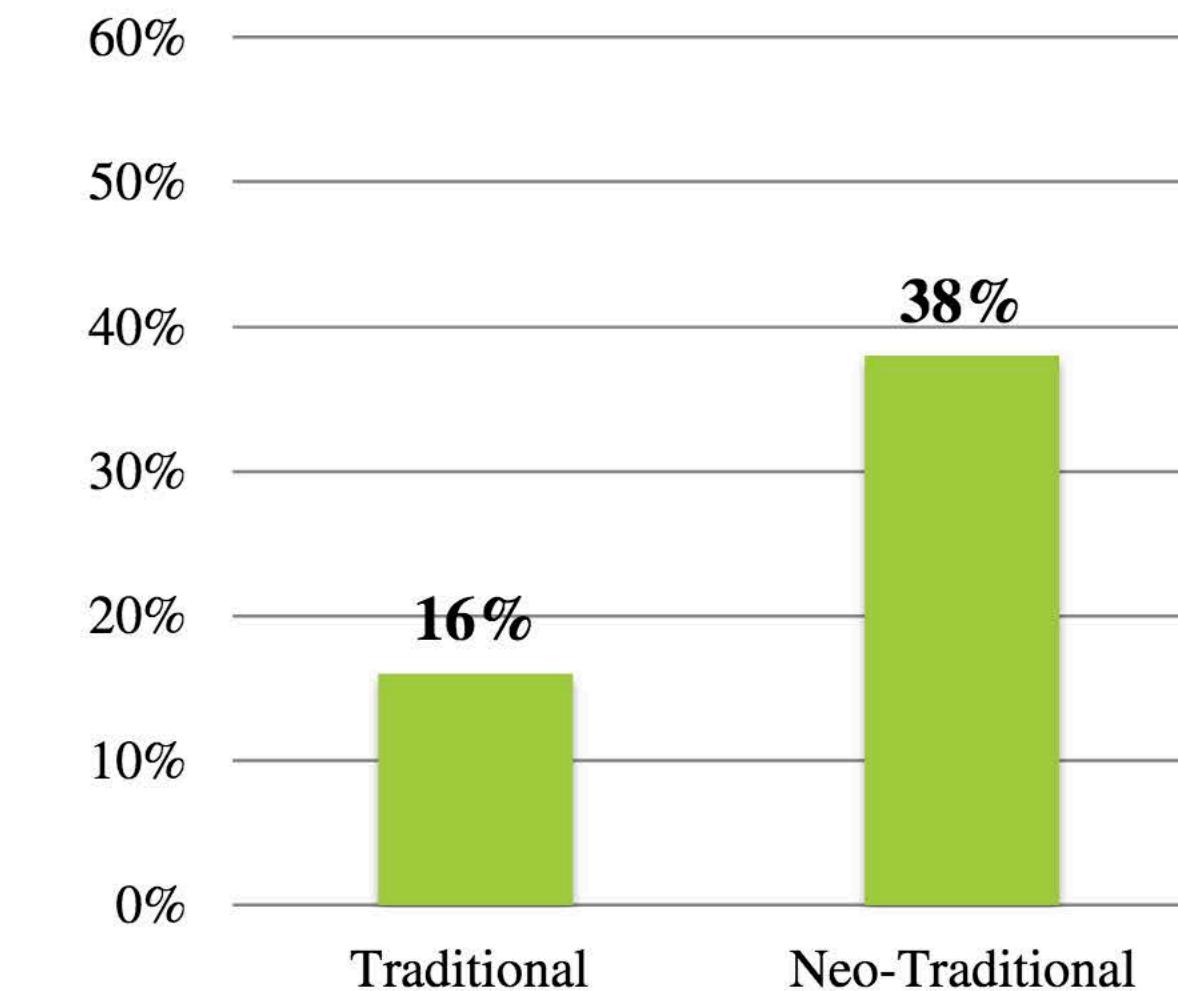
Double Beta Consulting

## Traditional vs Neo-Traditional



20% Greater Overall Failure Rate

## 1st Year Dropout Rate



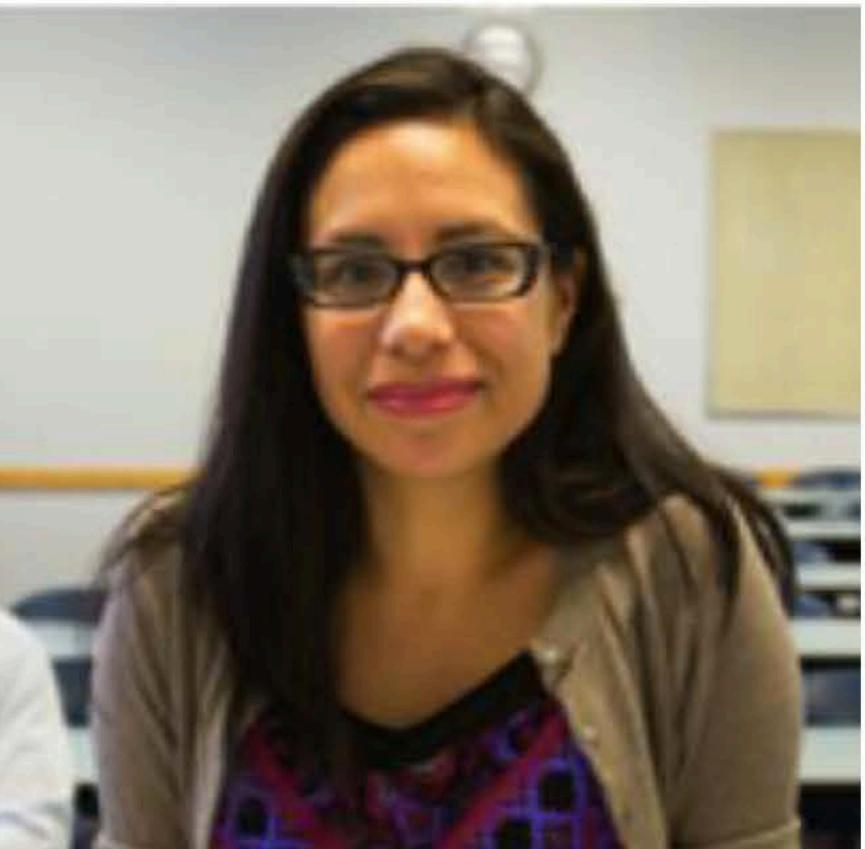
2X Greater 1<sup>st</sup> Year Dropout Rate

Double Beta Consulting

# TASL audience

## AMANDA

Age 28 | Lives off-campus | Enrolled Full Time  
Career Goal: Nurse Degree Goal: AA & BA in



## DANIELLE

Age 31 | Lives off-campus | Single Mom | Enrolled Part Time | Employed >20 hours/week at a Daycare  
Career Goal: Teacher | Degree Goal: AA in Early Childhood Education



## MOTIVATIONS

- Provide a better life for her child
- Fulfilling her career dream
- Receiving family encouragement & support

## PAIN POINTS

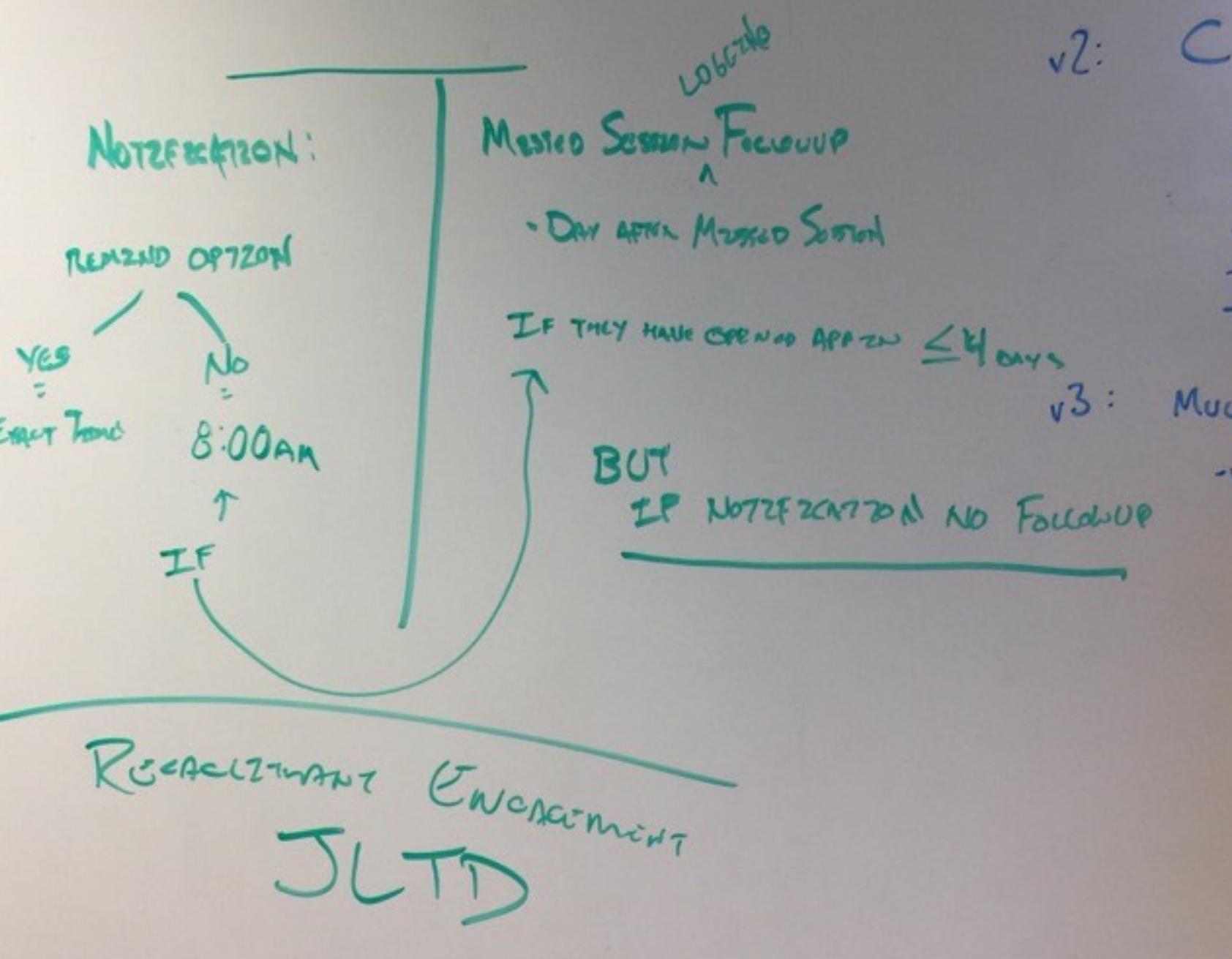
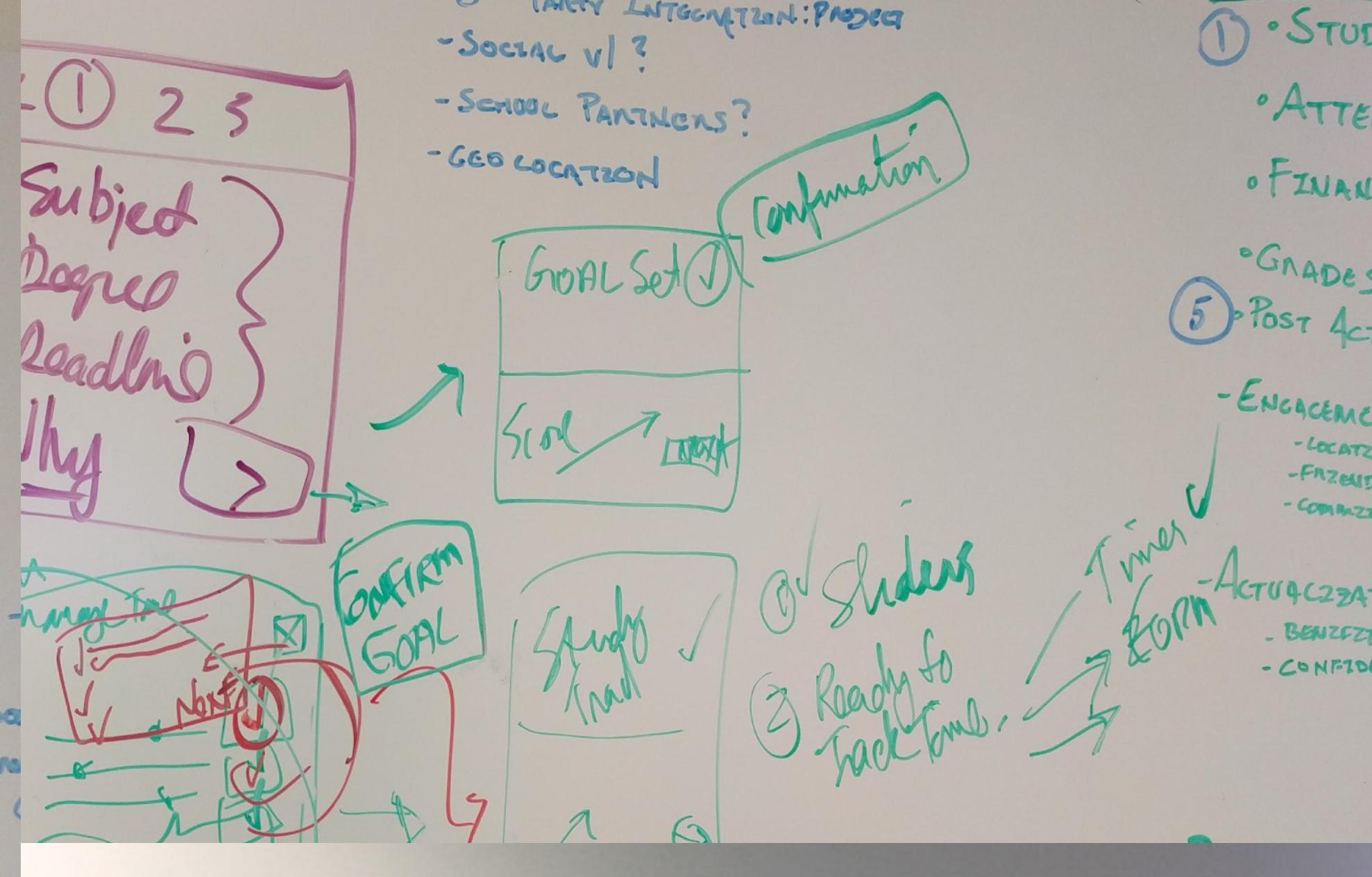
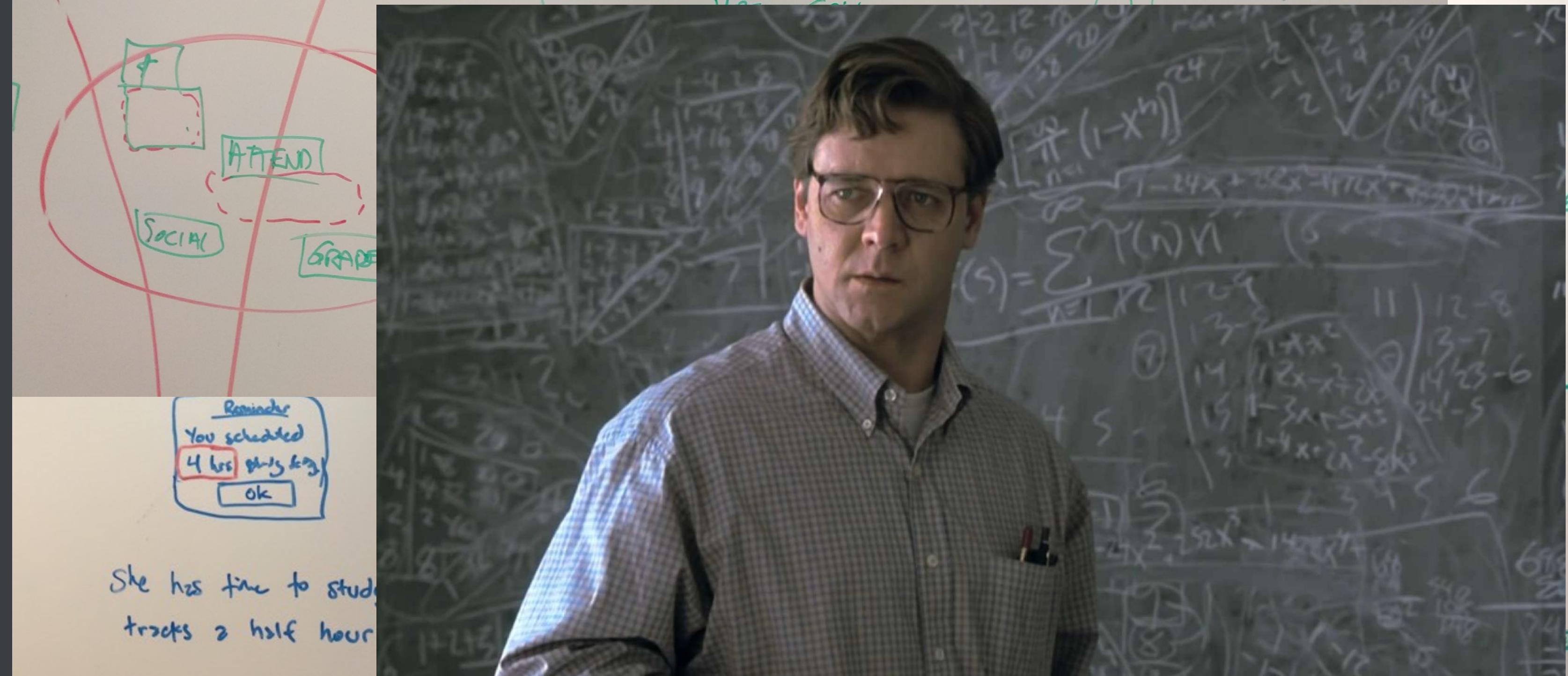
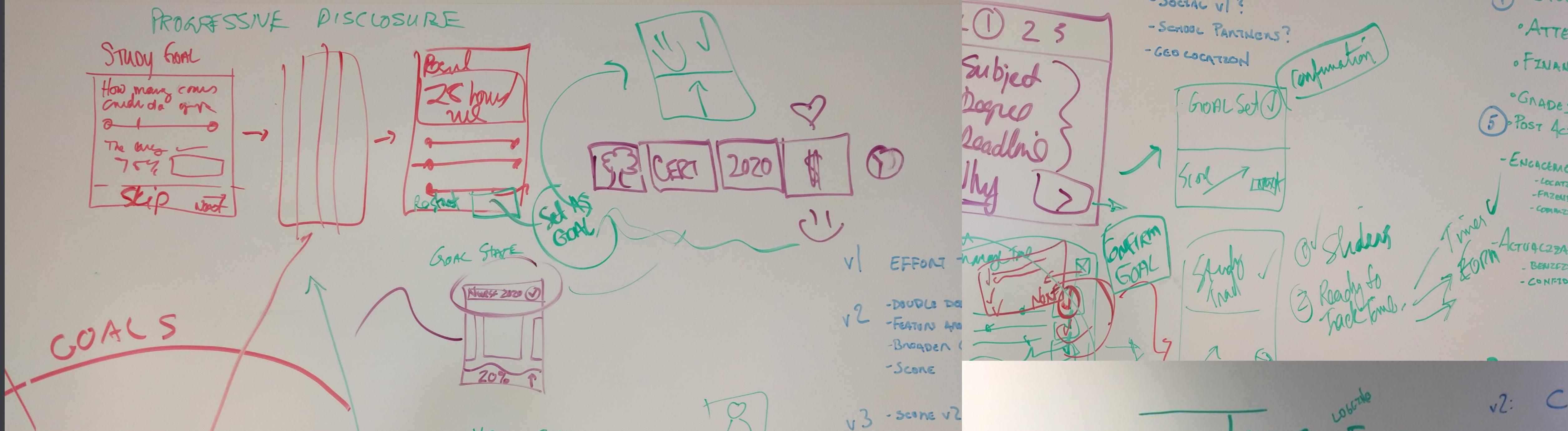
- Childcare interruptions cause frequent missed classes
- No “extra” time for friends and family
- Difficulty finding large blocks of time for studying

## CHARACTERISTICS

- Talks to school advisors prior to enrolling to convince herself she can follow her dream
- Lives by a tight schedule but struggles when plans get off course
- Has a tight budget with no room for unexpected expenses

# Overall Design Process

- ✿ Discuss and synthesize features for release.
- ✿ Whiteboard rough layout, flows, and interactions with team.
- ✿ Wireframe rough user flows for discussion.
- ✿ Translate all into engineer-ready final designs.



# Study Shift

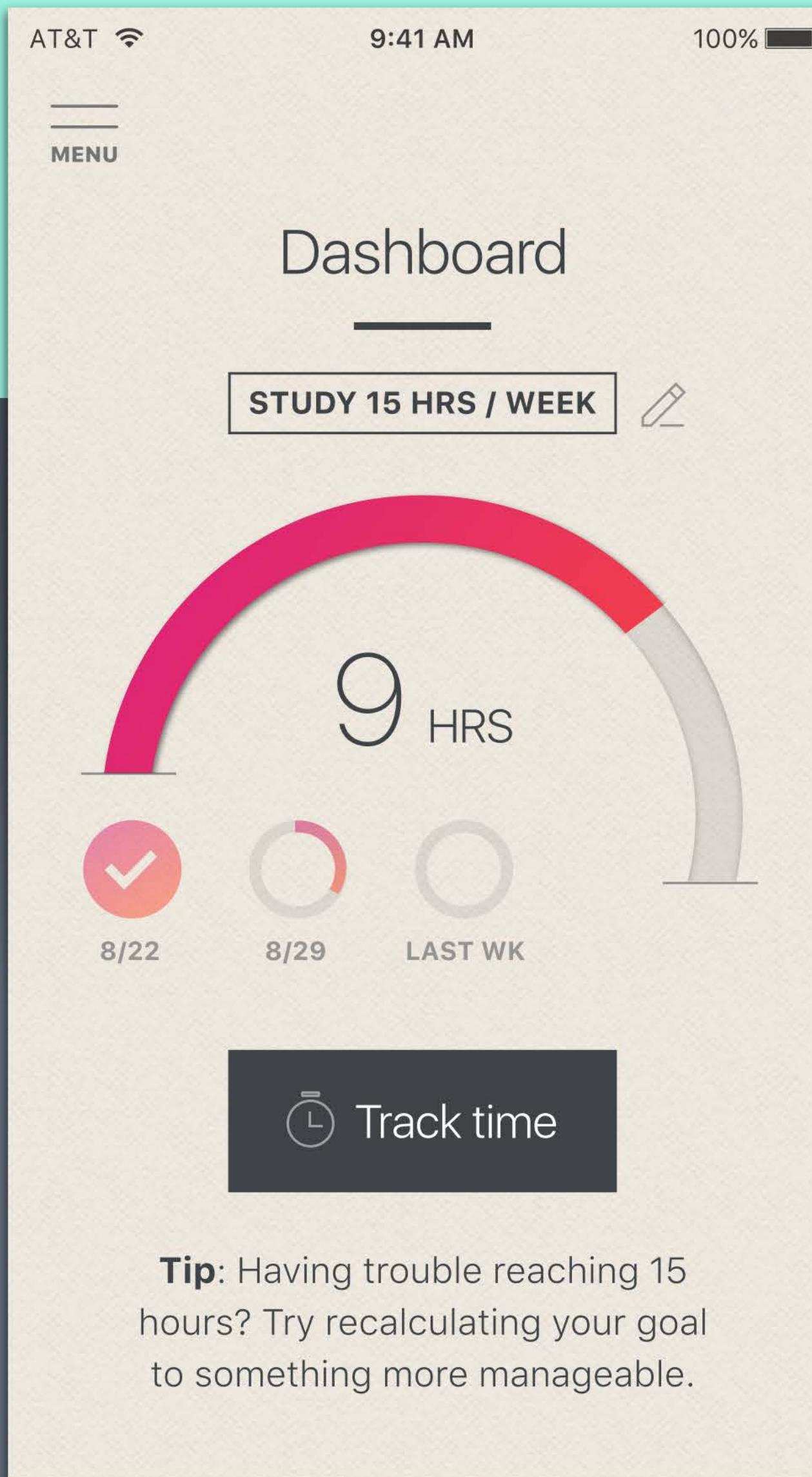


# Needs addressed for audience

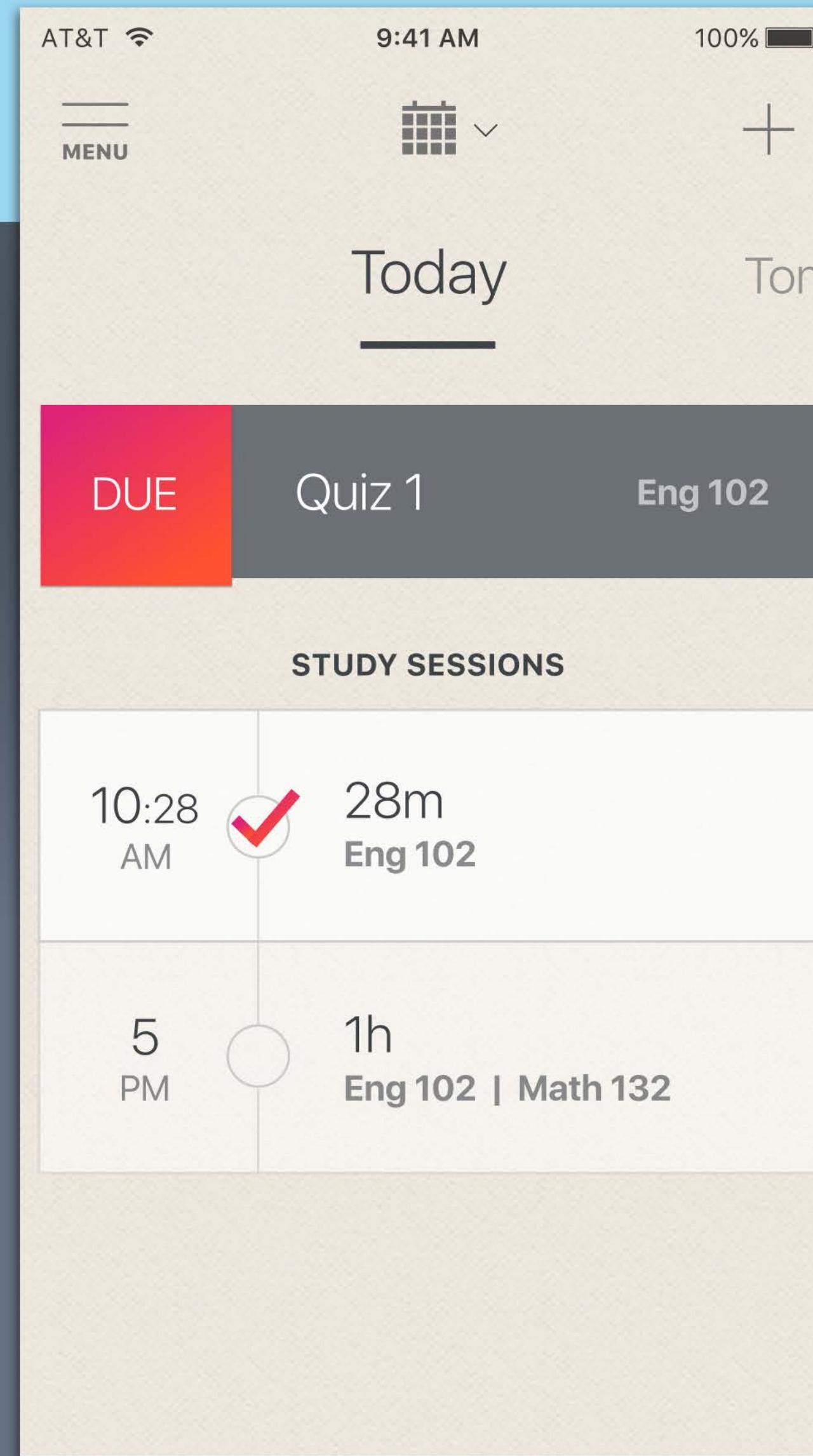
- ✿ Motivation, accountability, information, a light at the end of the tunnel.
- ✿ Help with basic habits that successful students have. Study regularly, show good attendance, get tutoring as needed, plan projects.
- ✿ A way to hold themselves accountable without getting discouraged.
- ✿ A sense of agency with their own education and schedule, while being informed of tradeoffs that may come with that.

# **Crush this school year.**

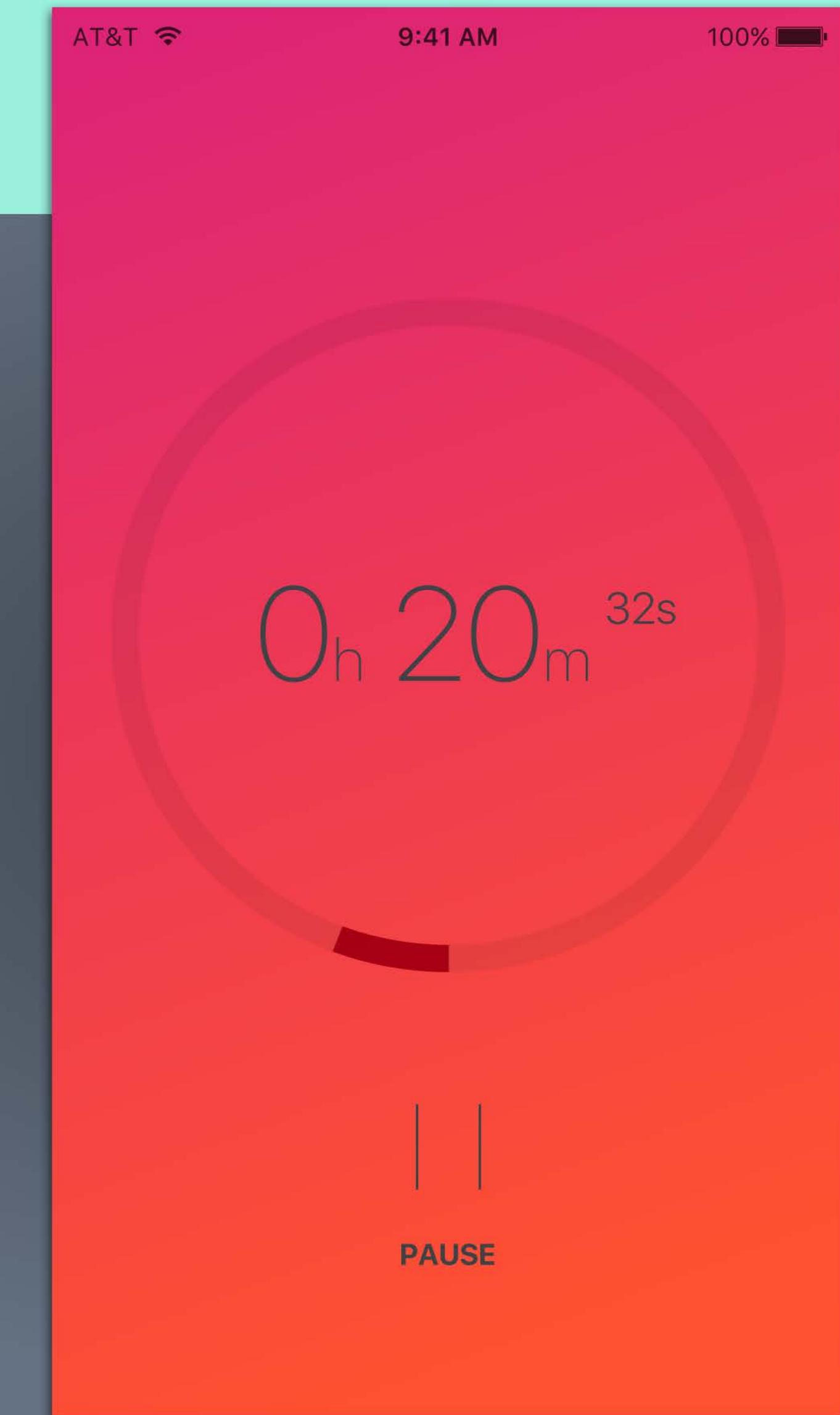
Introducing your personal  
trainer for studying.



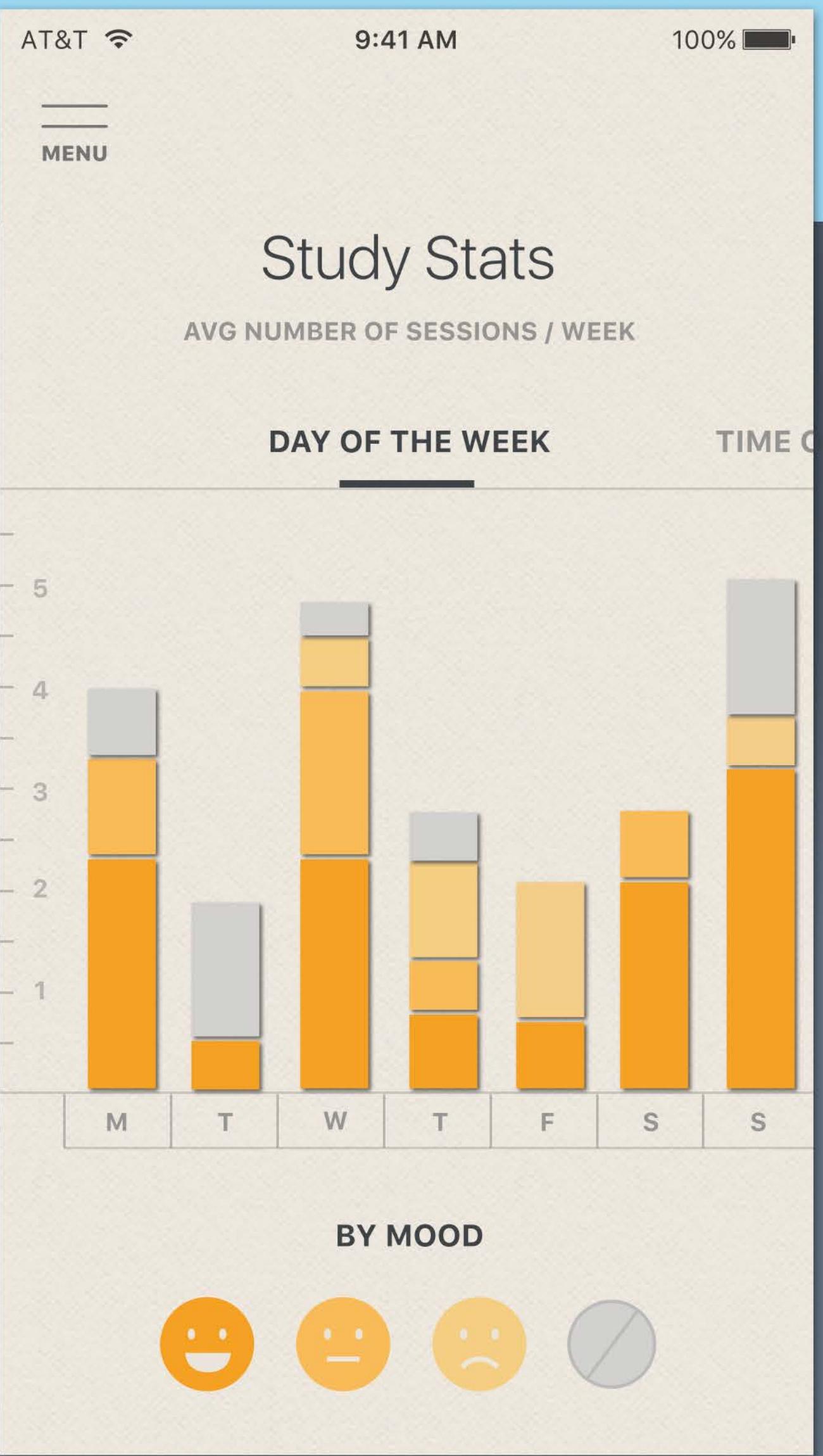
# **Keep track of your studies and deadlines.**



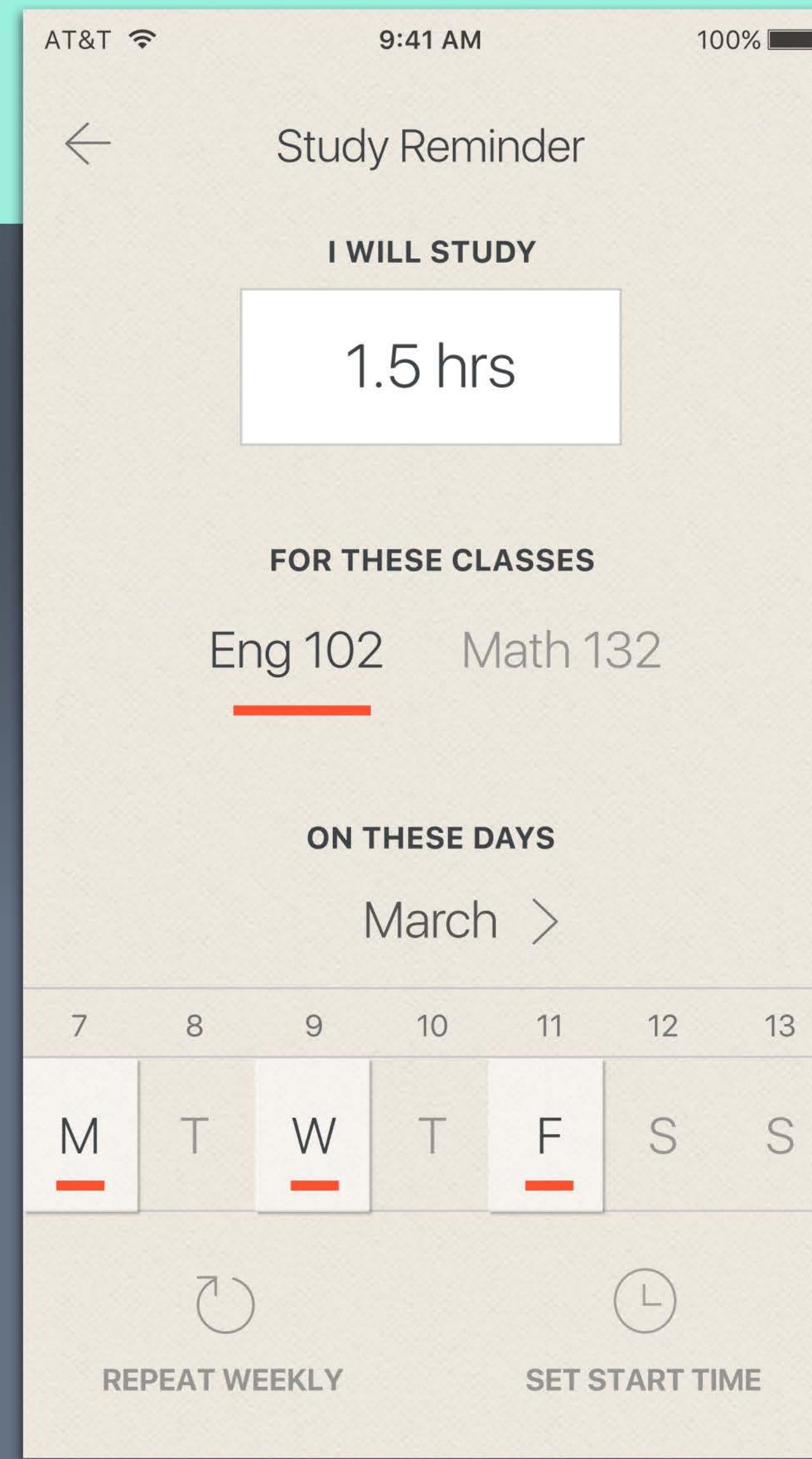
# **Easily track all of your study sessions.**



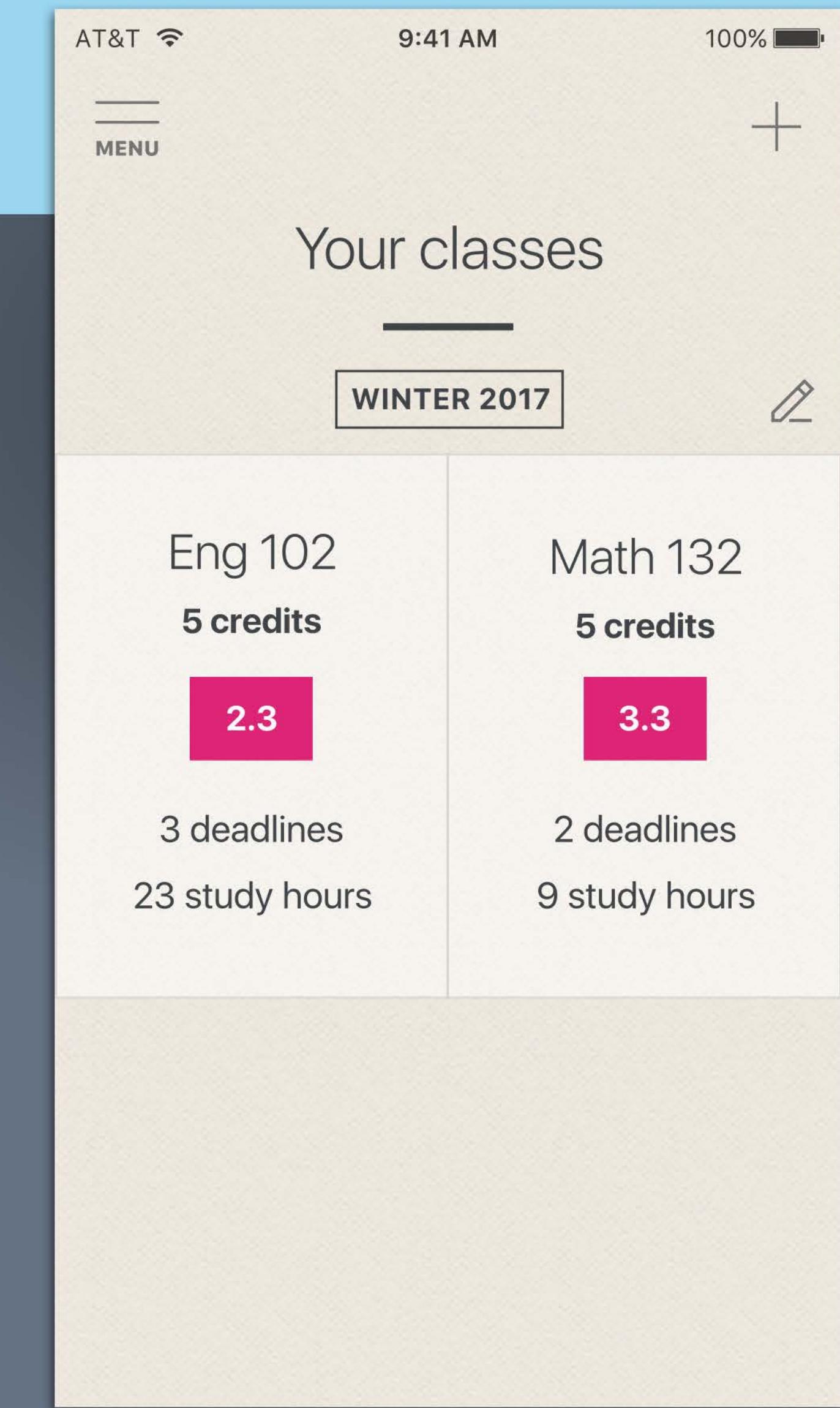
## Find out when you work best with study stats.

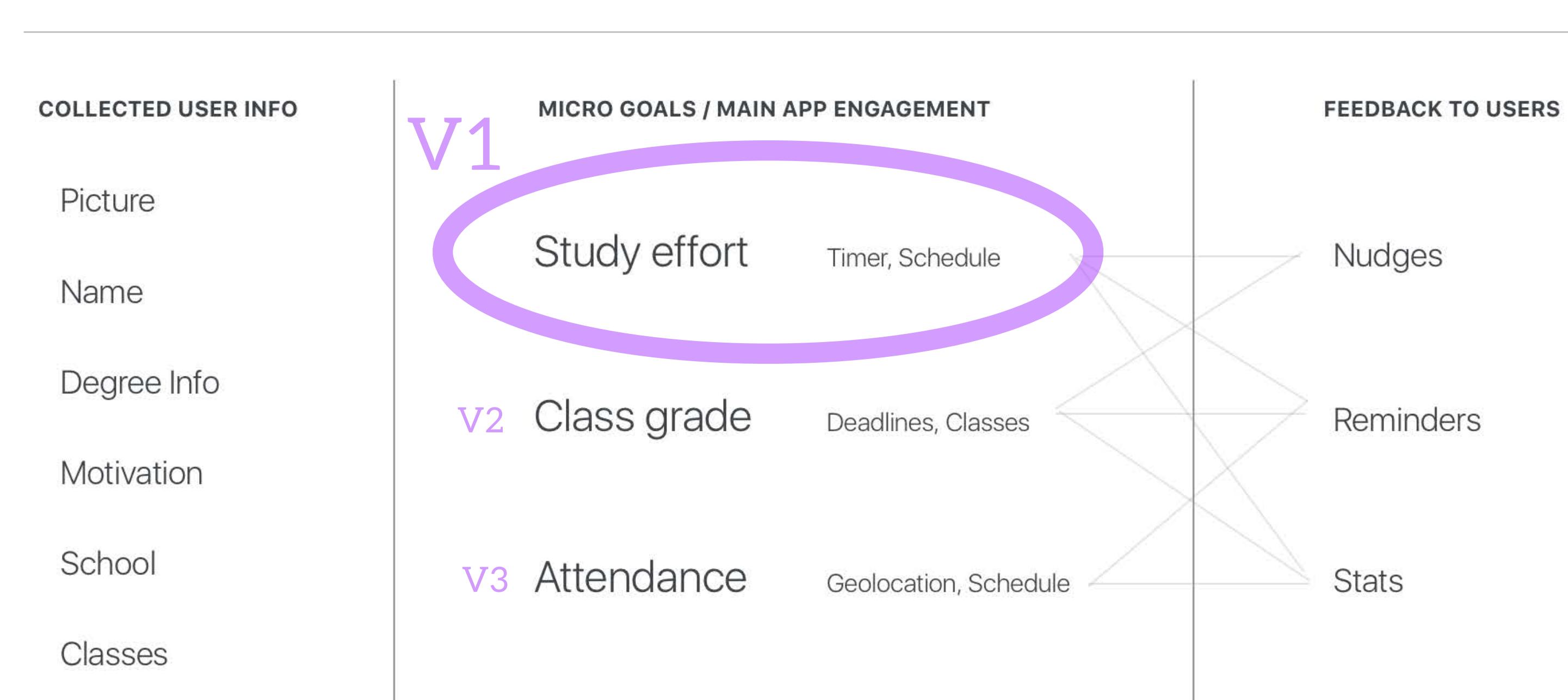
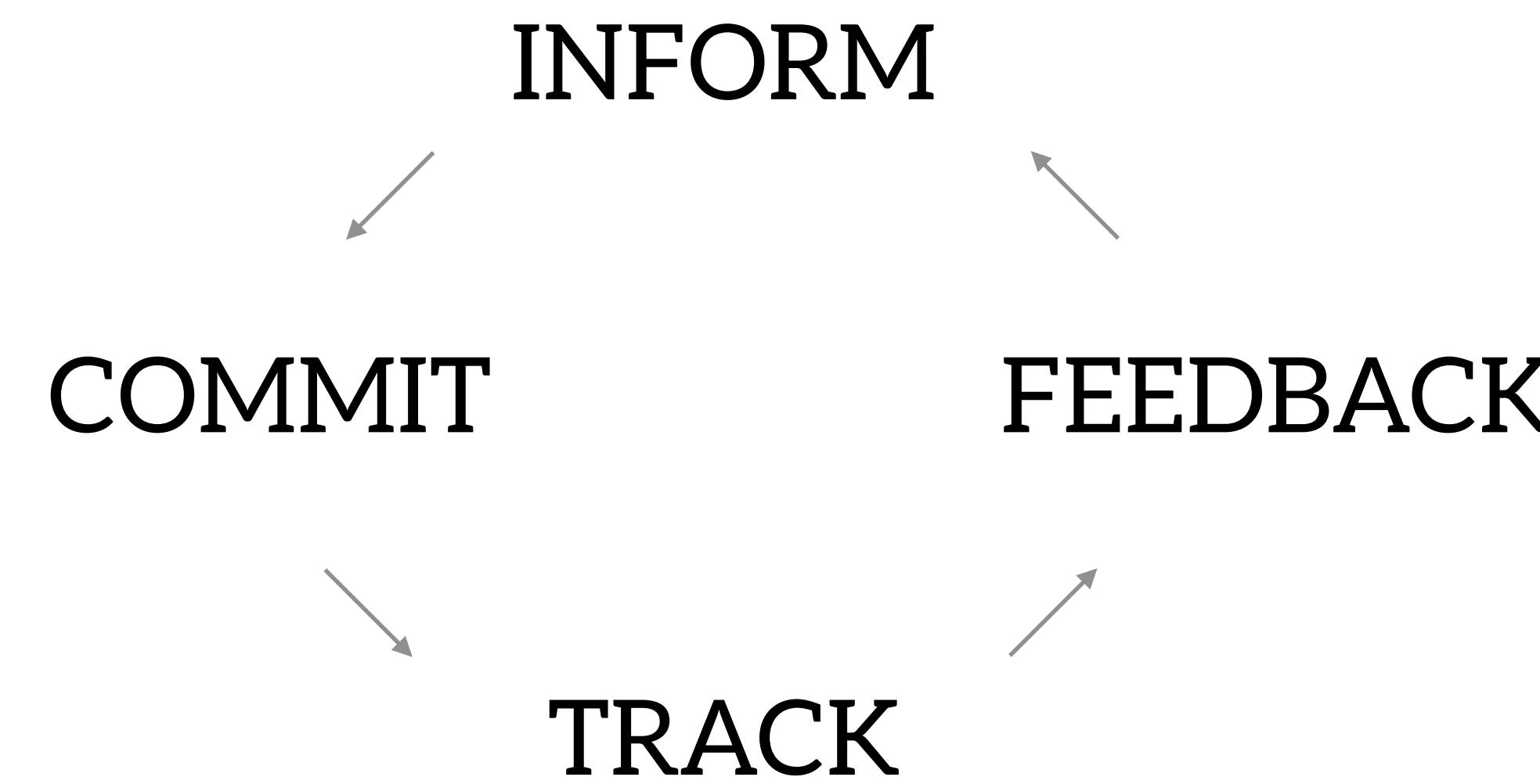


## Set simple reminders to stay on track.



## Tie in your classes and track your grades.





## Collect Info

< Study Hours Settings

We'll help you set a study goal with the following info :

What is your courseload for this quarter / semester?

15 credits

0 5 10 15 20

What's the minimum grade you'd be satisfied with for your classes?

3.5 GPA

0 1.0 2.0 3.0 4.0

Next >

## Edit time

< Study Hours Settings

We estimate your study goal should at least be:

20 hours / week

- +

Adjust to see what the tradeoff may be in courseload and study effort.

15 credits \*

0 5 10 15 20

3.0 GPA \*

0 1.0 2.0 3.0 4.0

\* All numbers are estimates to help you with planning, but we cannot guarantee a GPA outcome.

Save goal >

## Edit Credits

< Study Hours Settings

We estimate your study goal should at least be:

20 hours / week

- +

Adjust to see what the tradeoff may be in courseload and study effort.

10 credits \*

0 5 10 15 20

3.7 GPA \*

0 1.0 2.0 3.0 4.0

\* All numbers are estimates to help you with planning, but we cannot guarantee a GPA outcome.

Save goal >

## Edit GPA

< Study Hours Settings

We estimate your study goal should at least be:

20 hours / week

- +

Adjust the numbers to see what the tradeoff is in courseload and study effort.

15 credits \*

0 5 10 15 20

2.5 GPA \*

0 1.0 2.0 3.0 4.0

\* All numbers are estimates to help you with planning, but we cannot guarantee a GPA outcome.

Save goal >

# Wireframe Prototype - Trackable goals

Capturing trackable goals of users - Following the path of Inform > Commit > Track > Feedback.

Sept. 19 - 25



12 HRS SCHEDULED

MONDAY

10 AM 1h shift

2 PM 2h shift



1h shift

TUESDAY

2 PM 2h shift



WEDNESDAY

2 PM 2h shift



THURSDAY

2 PM 2h shift



FRIDAY

2 PM 2h shift



# 1.0 Release Highlights

October 10 - March 4

First app release, with the functionality to set a study goal, track time, and schedule study reminders.

Healoglogy NS - June 2020

"I'm doing this for better career opportunities and more money."  
- Your goal

7 hrs This week

Study hours

WEEKLY GOAL - 28 HOURS

Setting aside adequate study time is key to your success.

Set as your study goal >

How many hours do you have available to study?

28 hours / week

Our estimate of how that effort will pay off.

CREDITS	5	10	15
GPA	4.0	4.0	3.7

\* All numbers are estimates to help you with planning, but we cannot guarantee a GPA outcome.

Set as your study goal >

← 1.5 hours scheduled

CREATE NEW REMINDER

This week, I will study for 0.5 hours on the following days

M T W T F S S

✓ Repeat for 10 weeks

✓ Start @ 3:00 p.m.

Set study shift >

0h 00m 00s

Ready to start your first study shift?  
Track your time here.

START SHIFT

Sept. 19 - 25

12 HRS SCHEDULED

MONDAY

10 AM 1h shift

2 PM 2h shift

1h shift

TUESDAY

2 PM 2h shift

WEDNESDAY

2 PM 2h shift

2h shift

THURSDAY

2 PM 2h shift

FRIDAY

2 PM 2h shift

# What we learned

- ❖ Everyone is willing to share more information than I realize. 90% of people that opened the app carried through the entire goal capture.
- ❖ 76% of our ~3,000 users have entered a goal reason.
- ❖ Informal run-throughs showed users struggling to grasp the association between credits / hours / GPA.
- ❖ Qualitative feedback showed that users were interested in understanding trade-offs... but we weren't successful in communicating it.

I want to become a nurse. I know people think im not smart, but I have ADHD so im just struggling to study. I want to prove myself and other wrong!

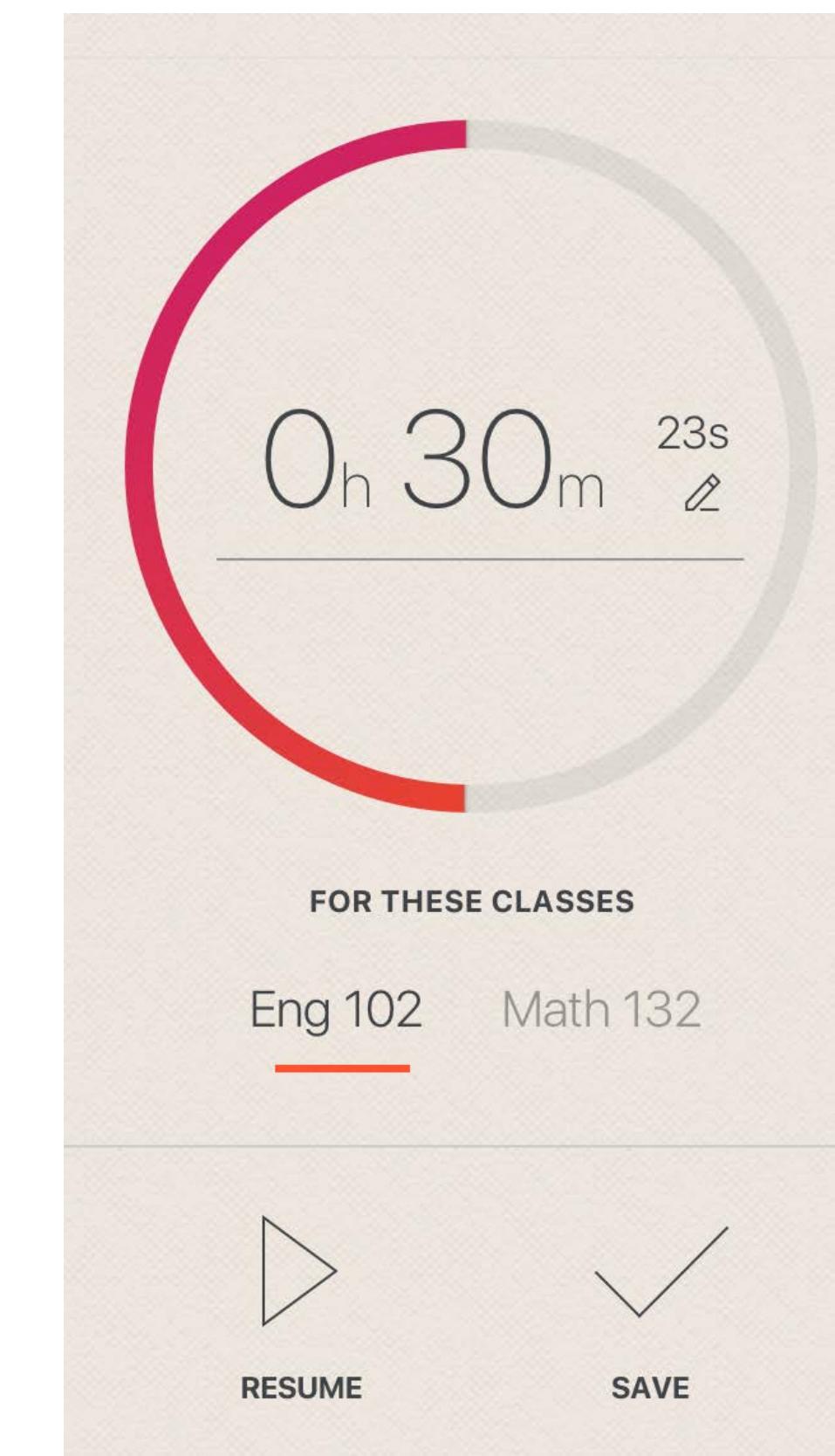
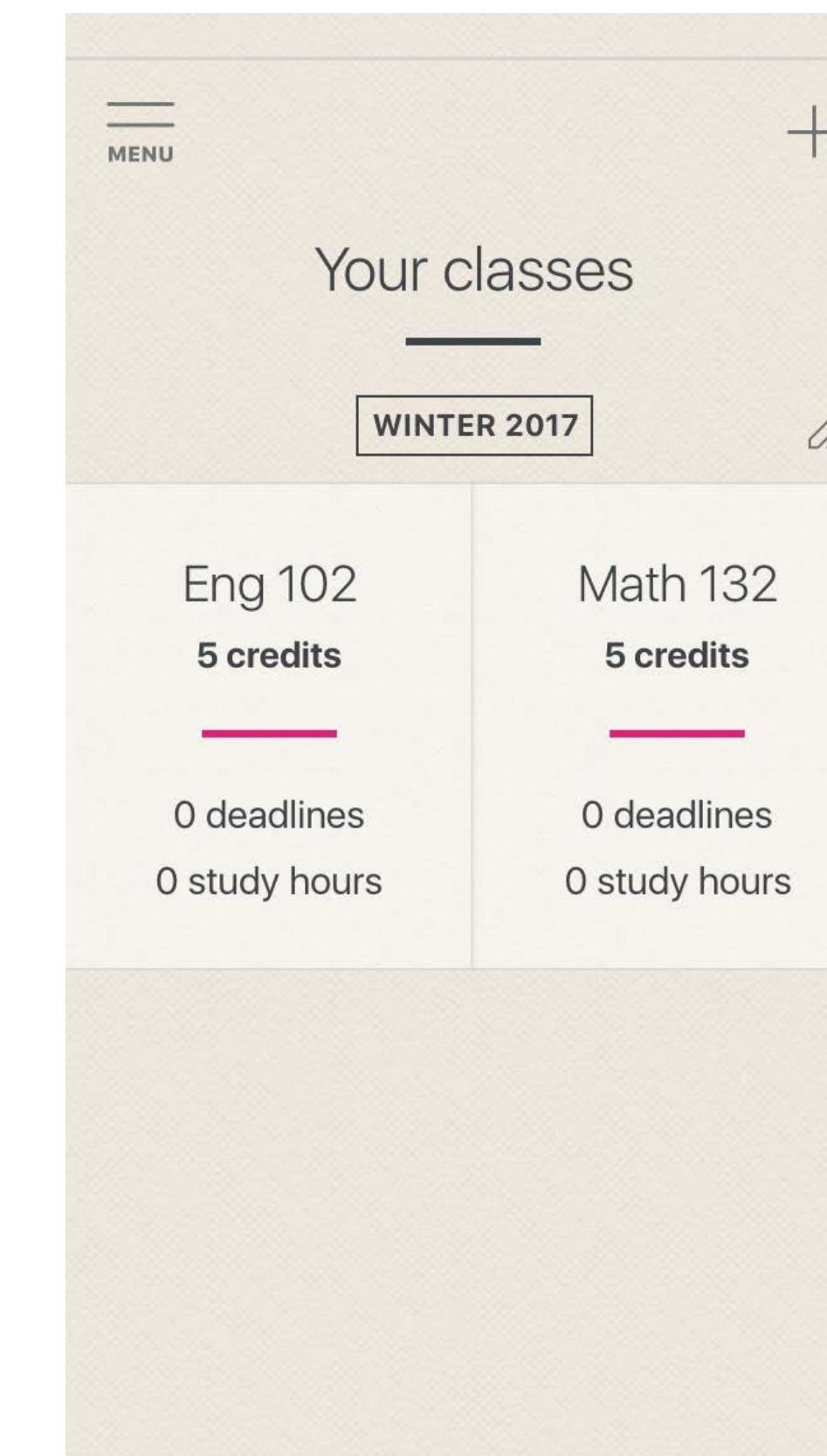
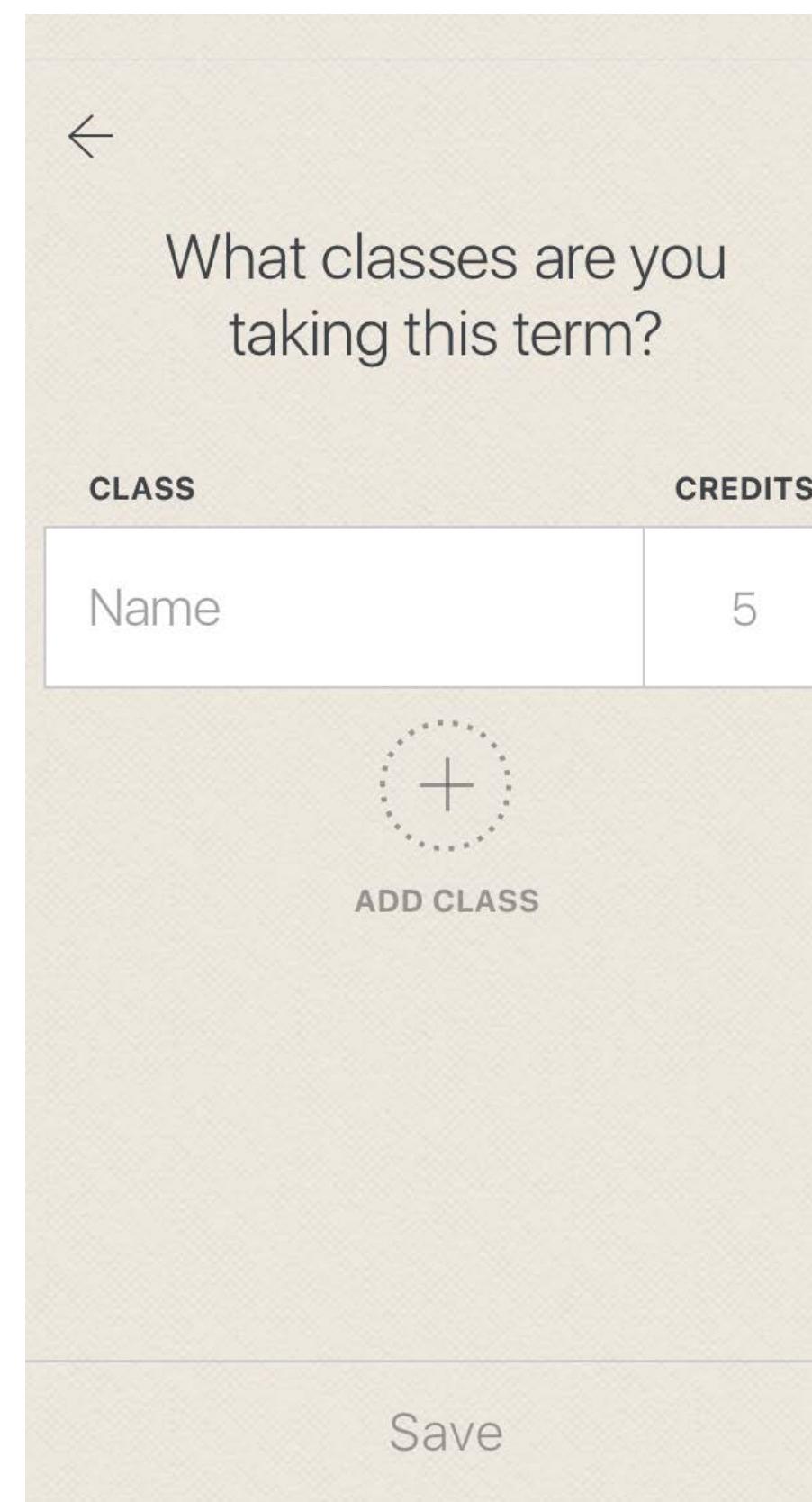
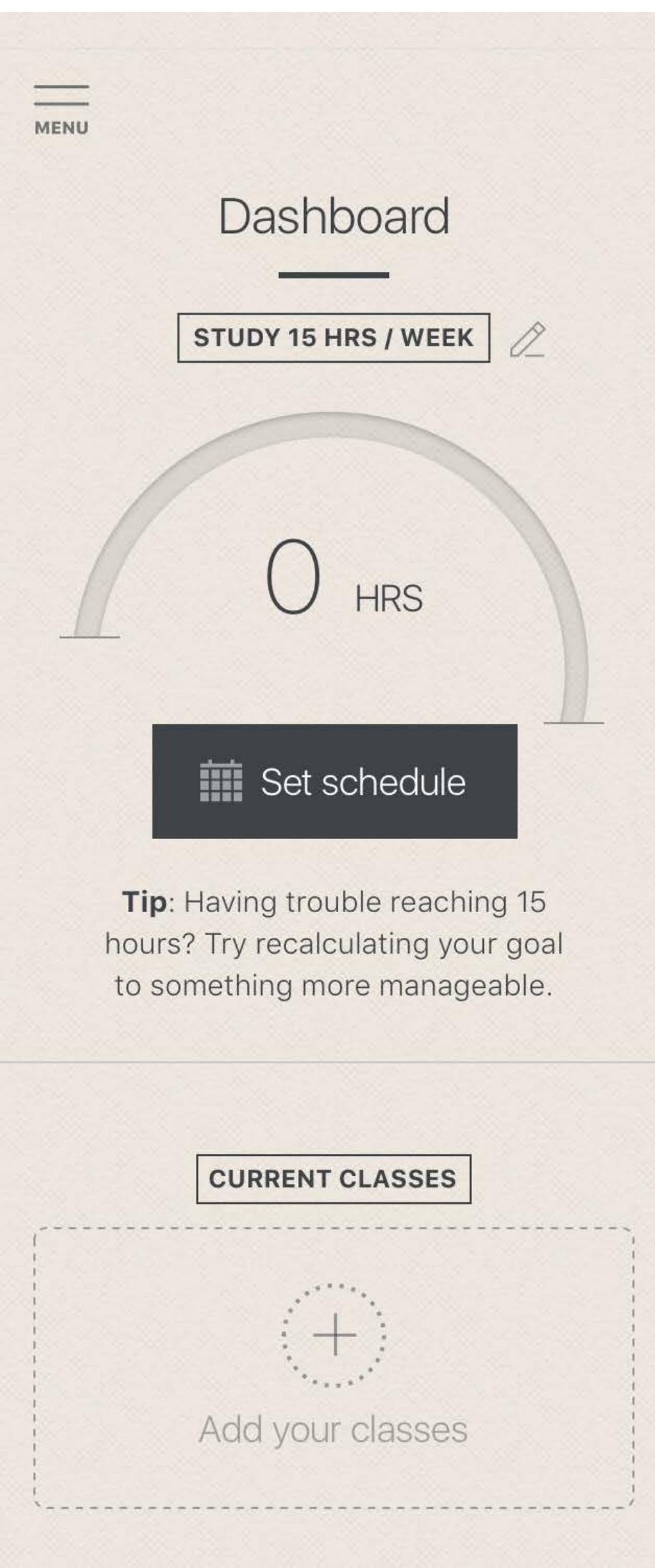
I find it really rewarding to be able to help others and being fortunate enough to contribute to the society. I enjoy helping others resolve issue they may face. I enjoy helping others alleviate their stress that my arise from problematic events, by

Beceause i want to make my own money and i don't want someone who need to look after me. I want go be someone who someone can look up at and say i want to be like her she is my

- Make more \$\$\$
- Make more money and have more flexibility in my schedule.
- Money!!!!!!
- Money \$\$
- To have a good job and make my parents proud of me. I also want to live like a bad ass bitch.
-

# 1.1 Release Highlights

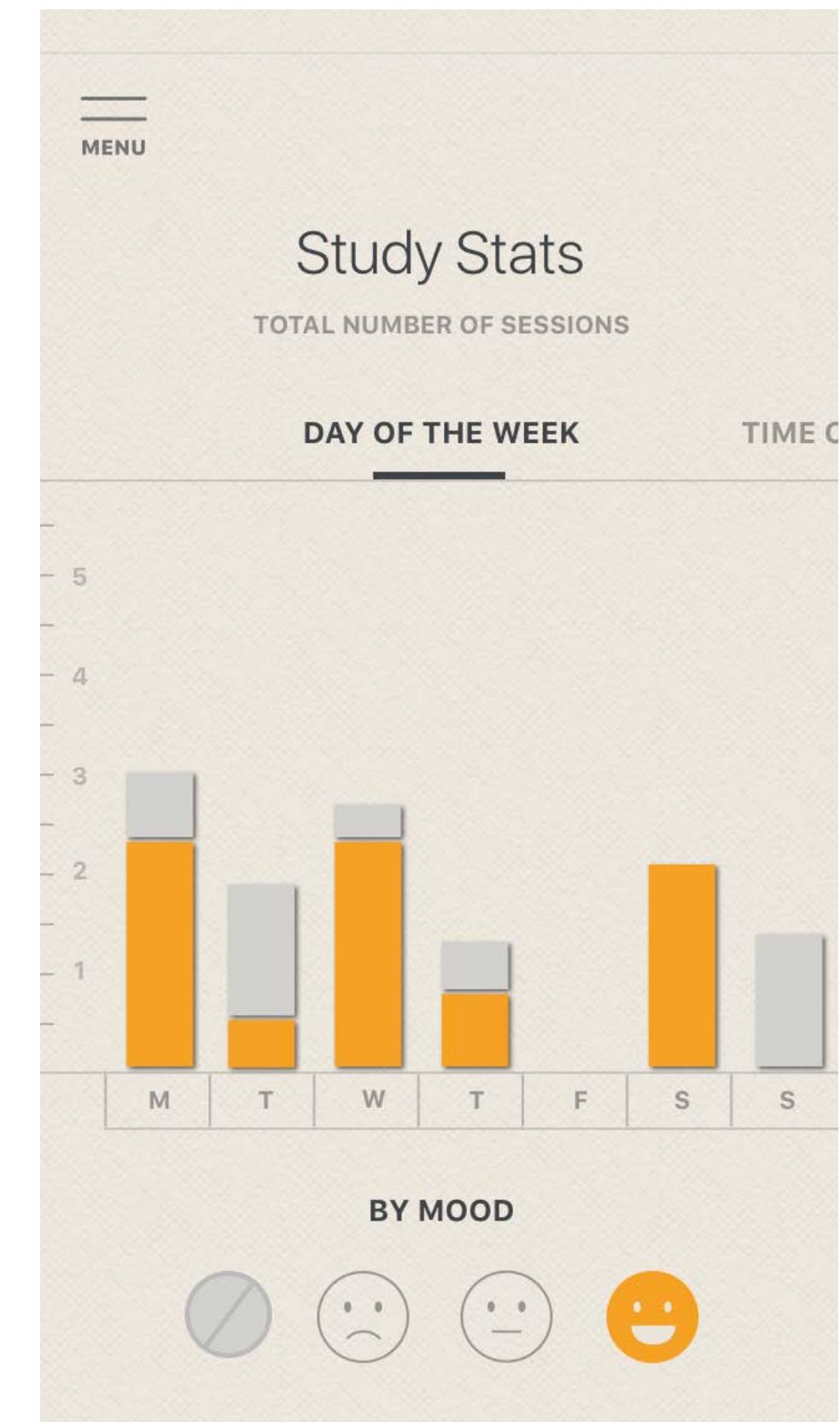
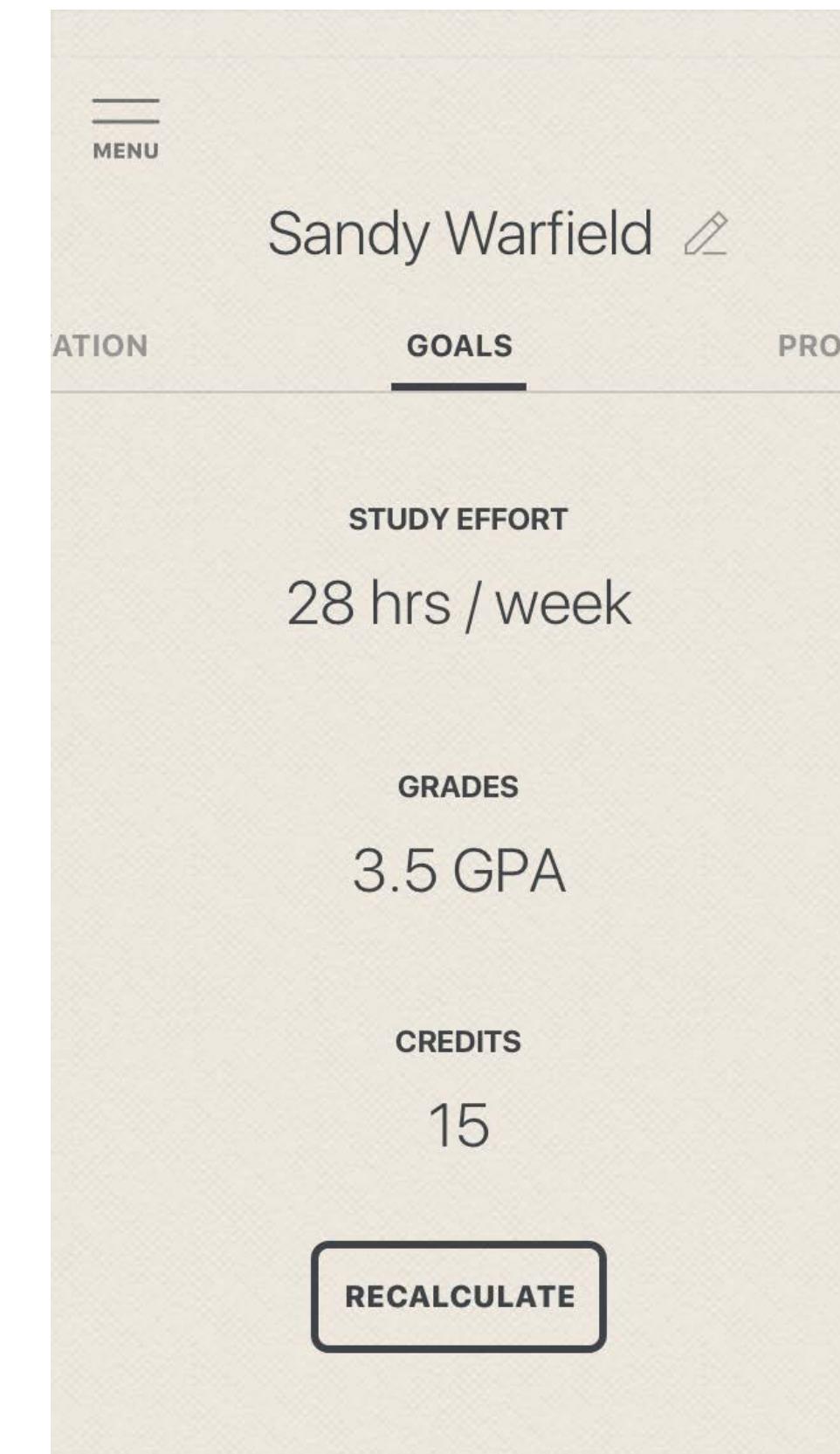
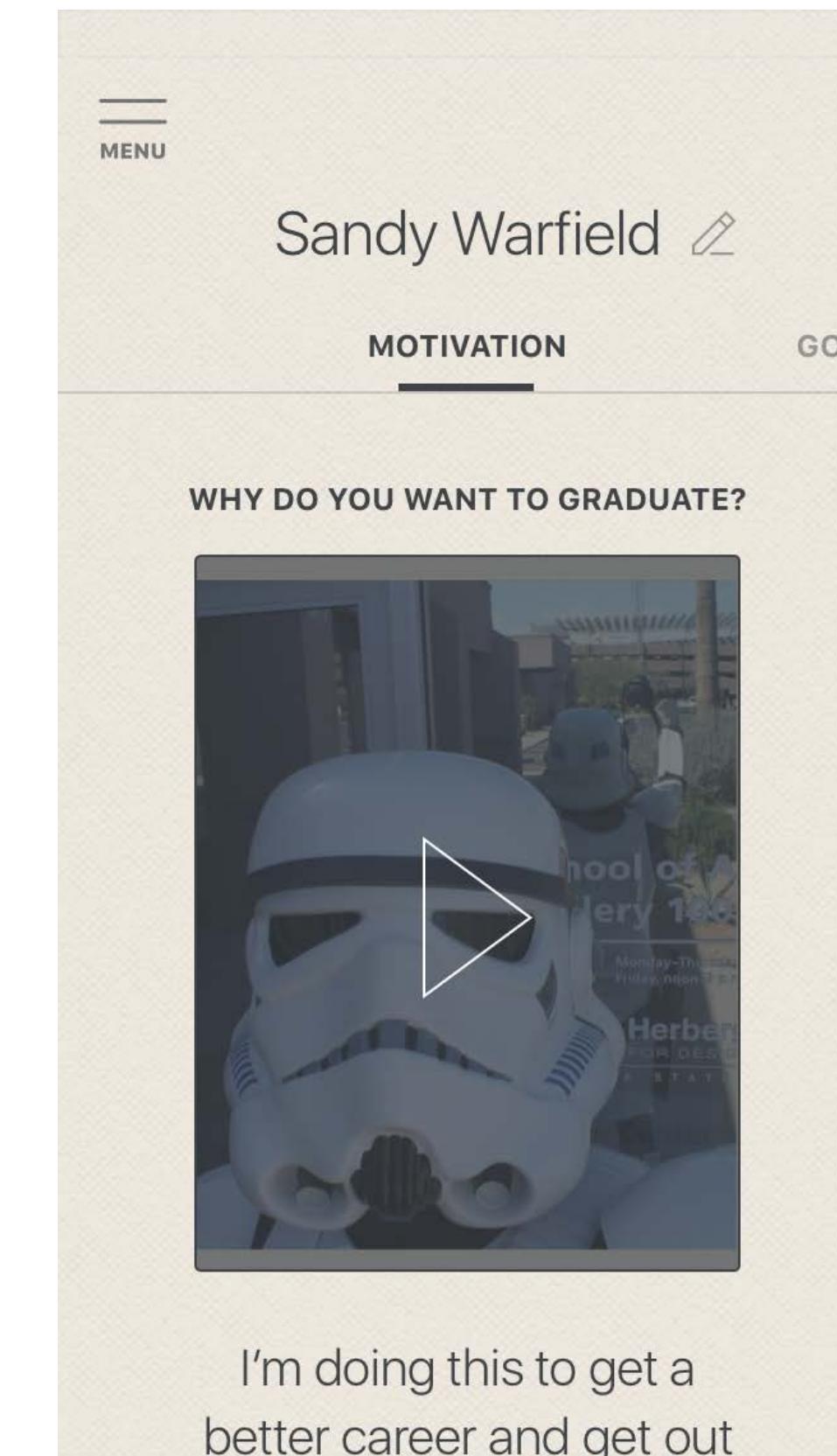
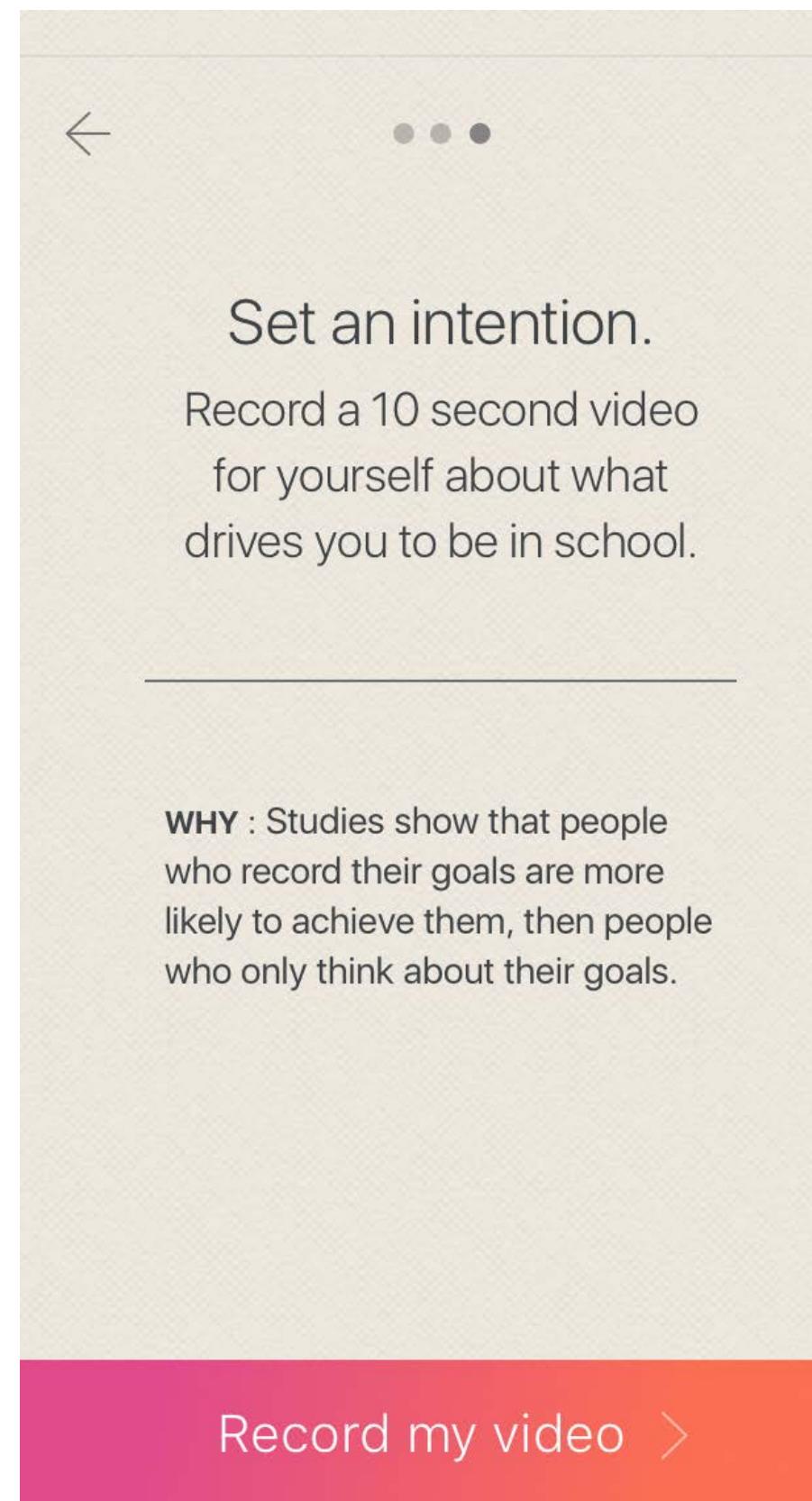
March 5 - March 28



# 1.2 Release Highlights

March 29 - May 28

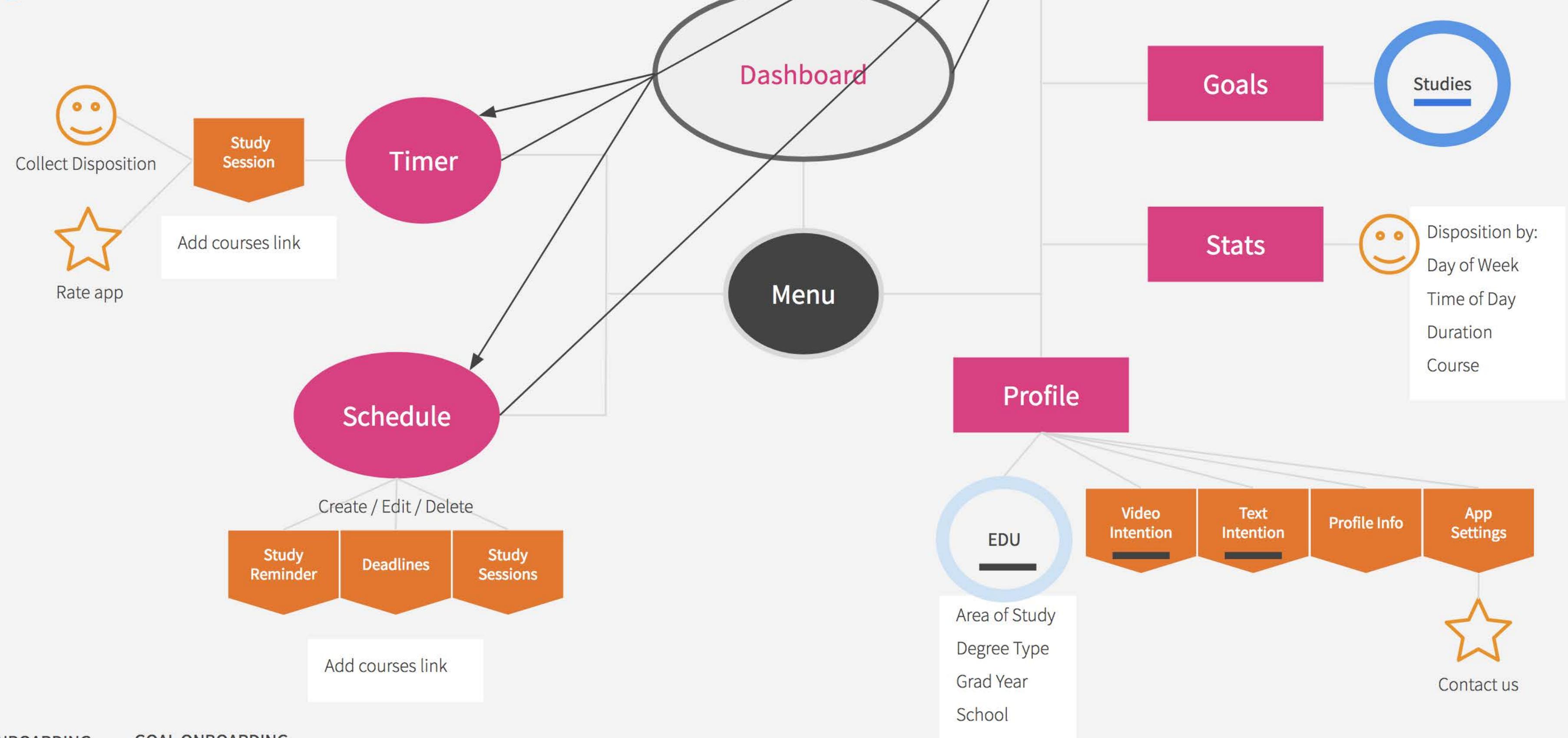
Added video intention to onboarding flow (text as backup), dedicated Goals section, and Study Stats.



# Study Shift v1.2

## Video Intention, Goals Page, Stats

- MAIN SCREEN / REGULAR USE
- MAIN SCREEN / OCCASIONAL USE
- GOAL
- INTERACTIVE PIECE (CRUD)
- ★ FEEDBACK - TO US
- ☺ FEEDBACK - TO USER

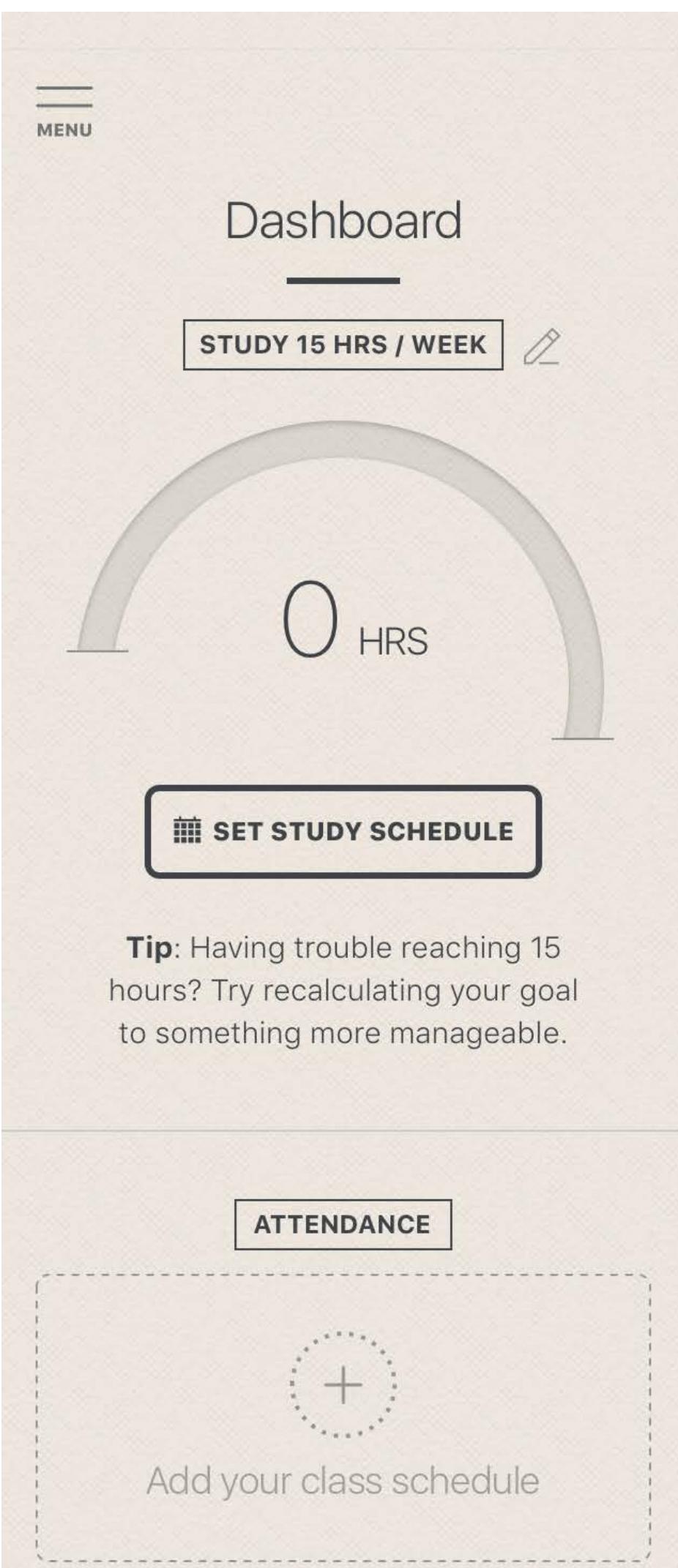


1.2 for reference.  
Dashboard has links to Timer and Schedule, and all 3 link to adding classes via deadlines and study session set up.

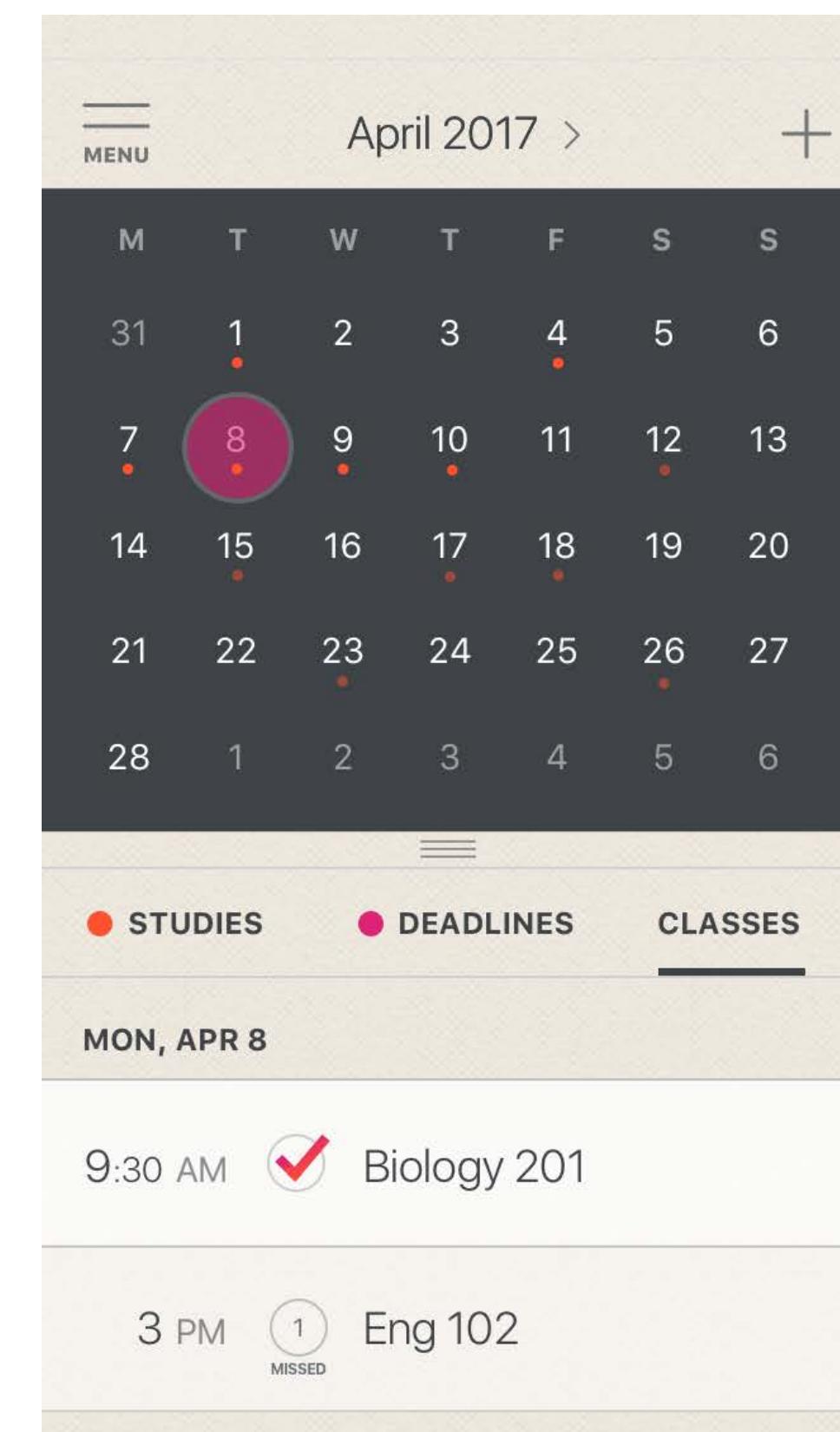
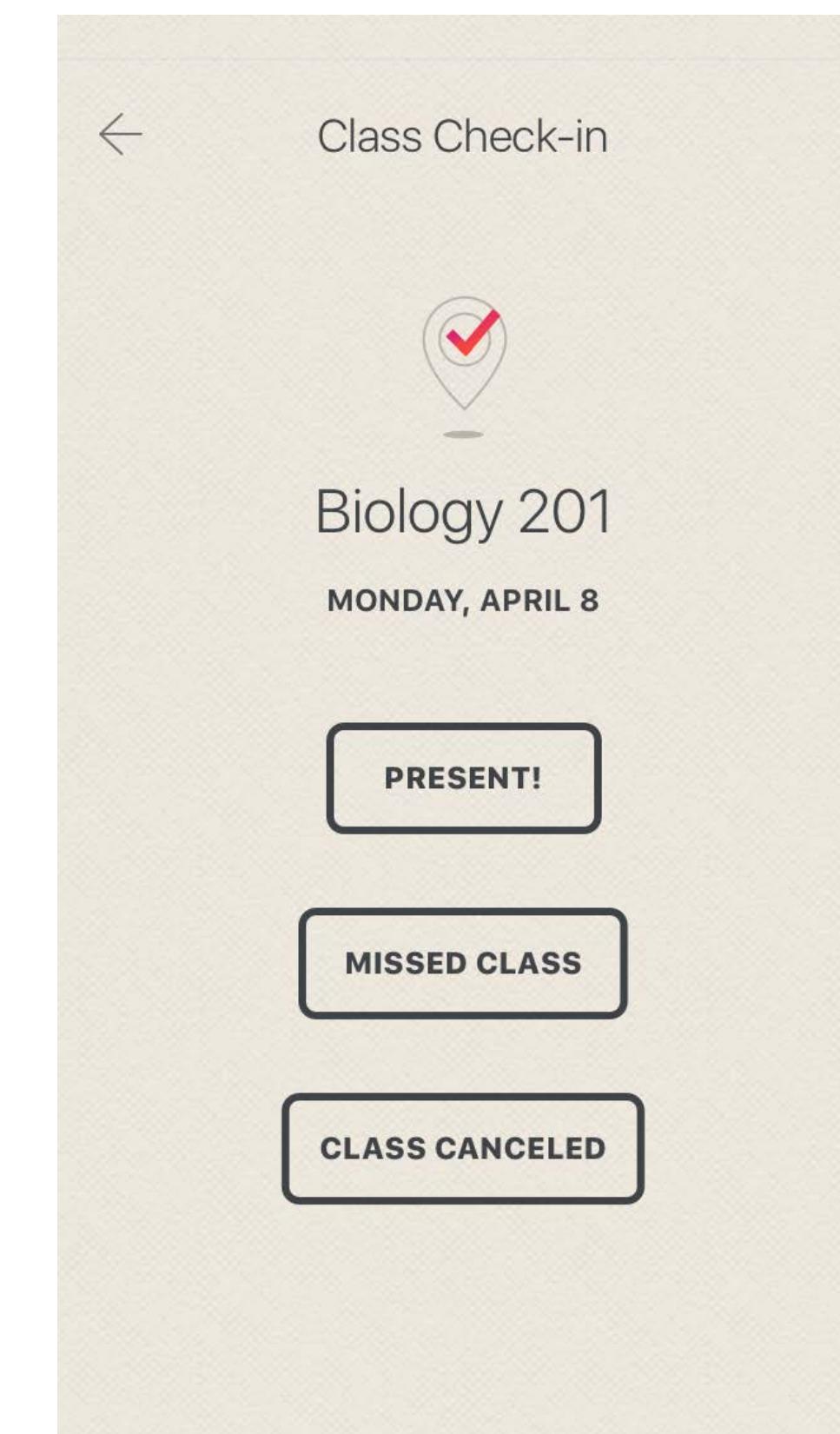
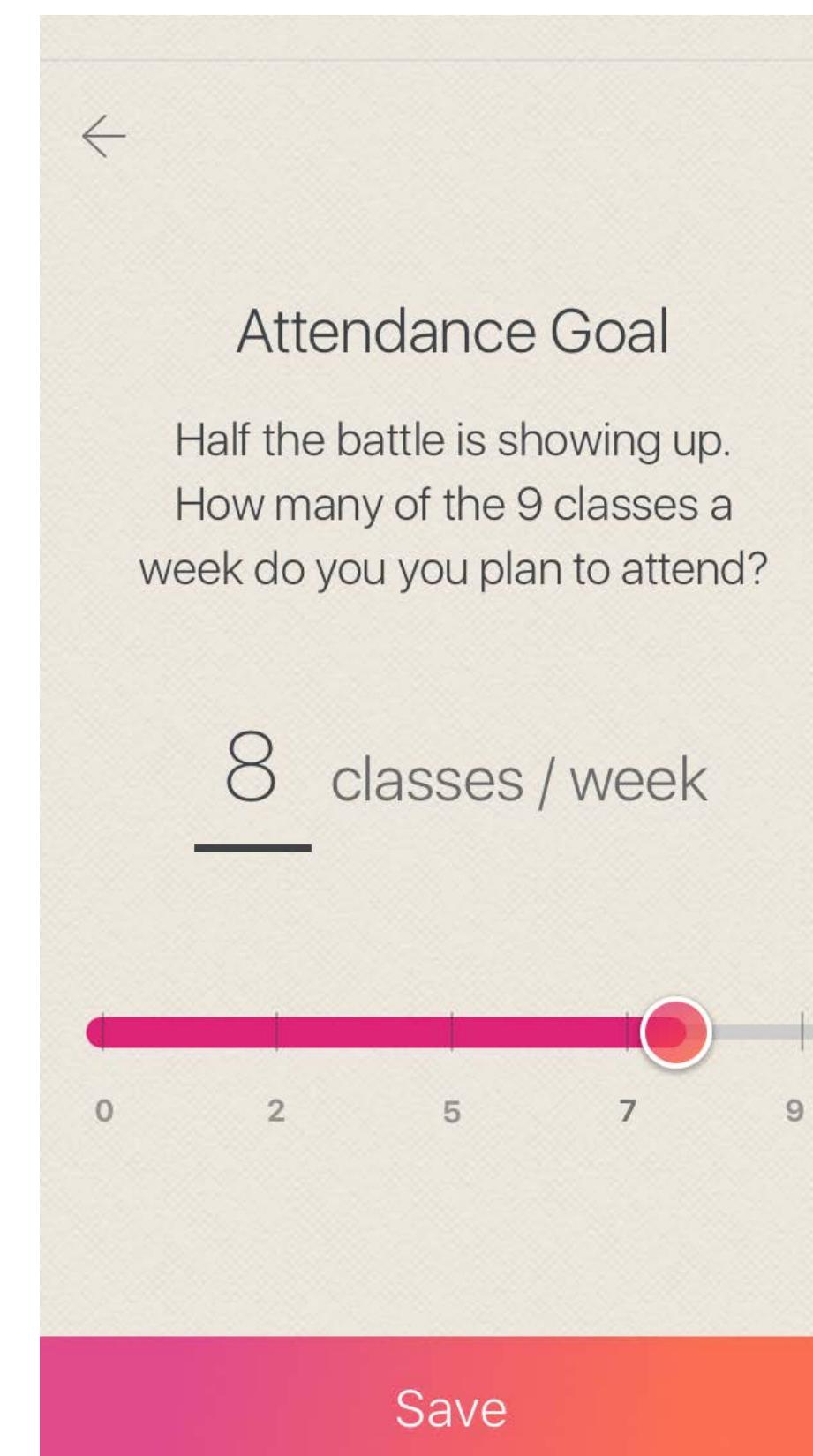
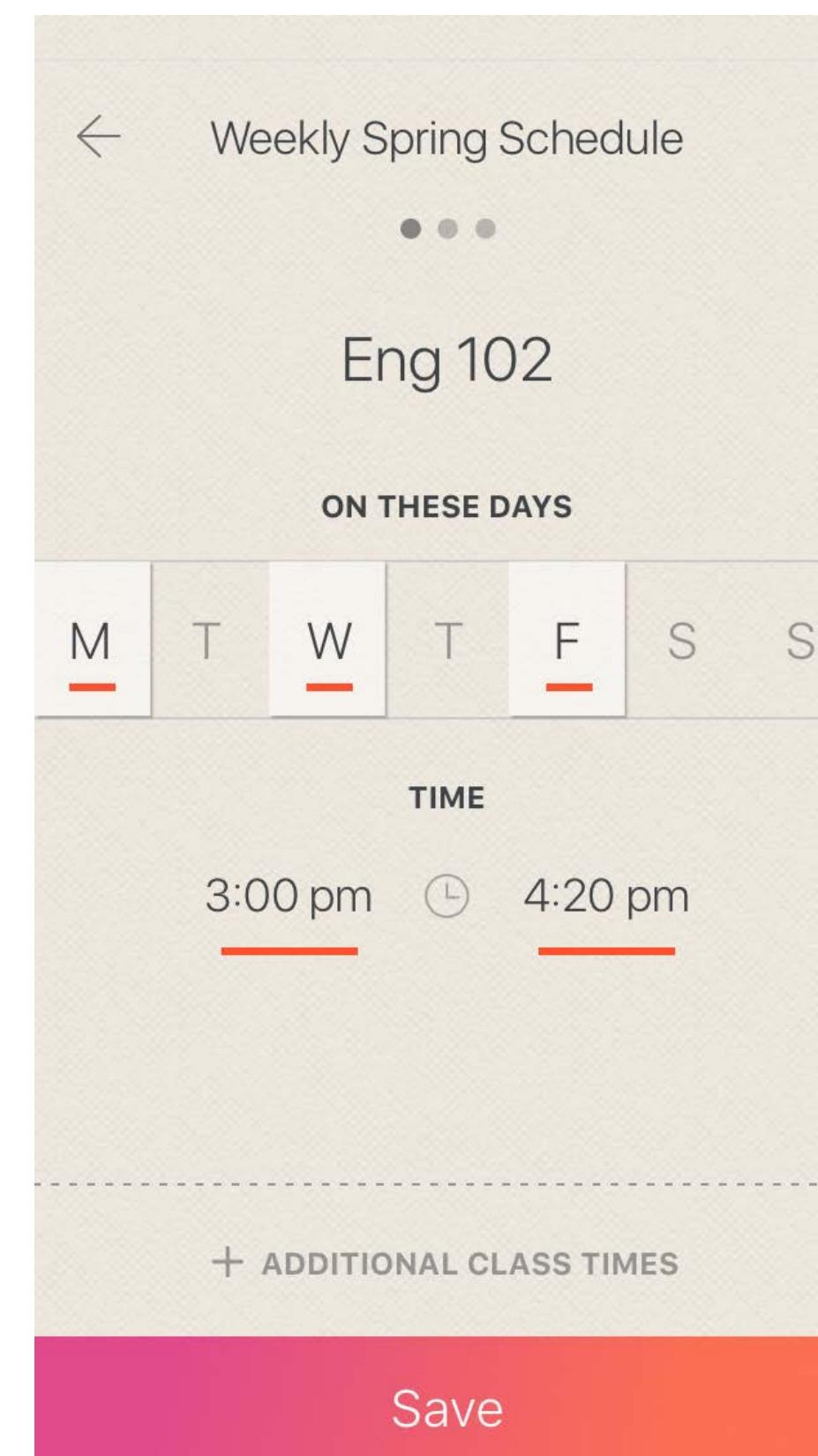
- Set academic goals
- Track study time
- Schedule study sessions and deadlines
- See stats on tracked studies
- Manage classes to track studies and deadlines/grades by.

# 1.3 Release Highlights

May 29 - June 24



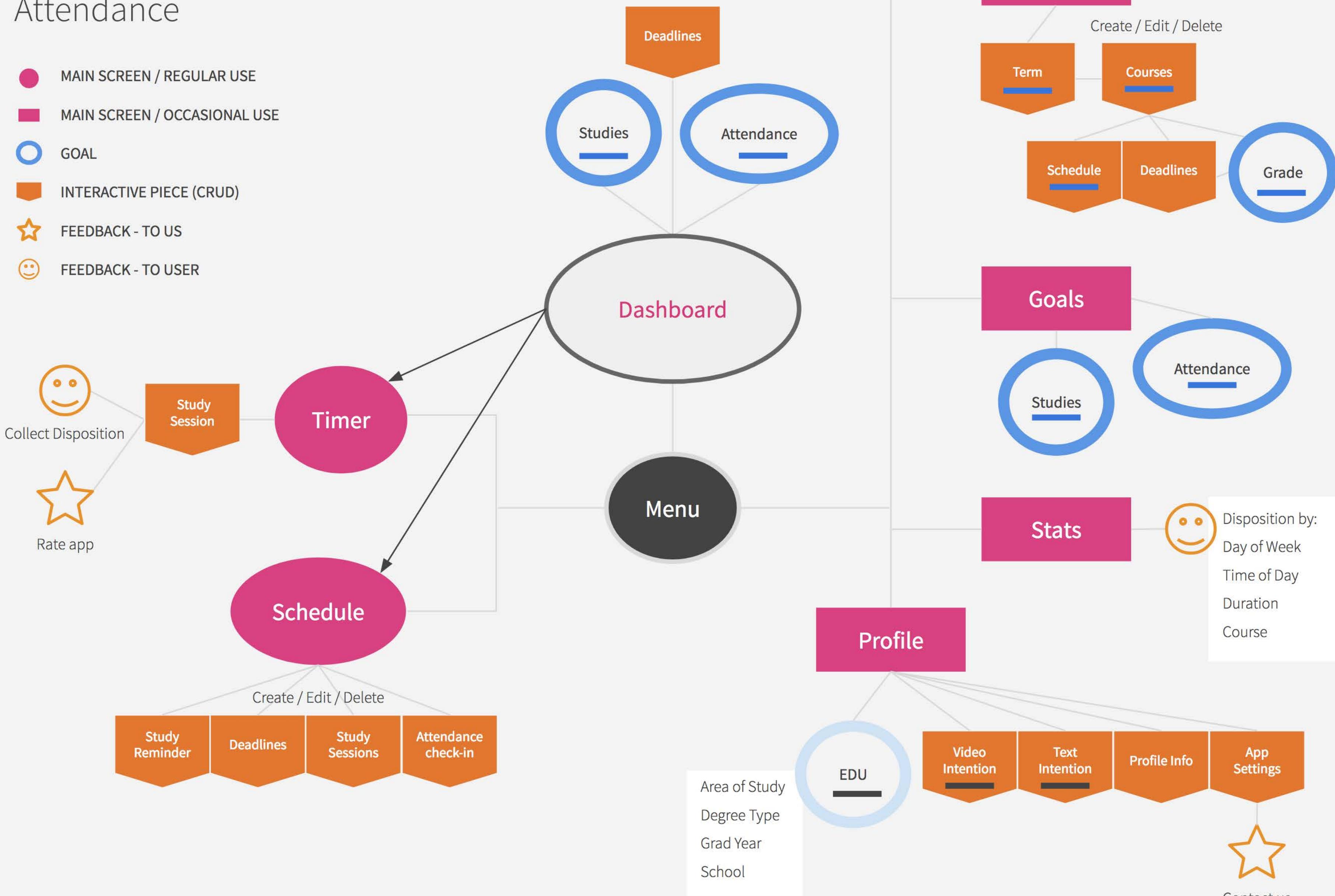
Attendance tracking added as an extension and can be enabled on dashboard or in goals (secondary to study tracking set up).



# Study Shift v1.3

## Attendance

- MAIN SCREEN / REGULAR USE
- MAIN SCREEN / OCCASIONAL USE
- GOAL
- INTERACTIVE PIECE (CRUD)
- ★ FEEDBACK - TO US
- ☺ FEEDBACK - TO USER



The current layout of our app as of the latest release. Paths have simplified from 1.2 map. Users can:

- Set academic goals
- Track study time
- Track attendance
- Schedule study sessions and deadlines
- See stats on tracked studies
- Manage classes to track studies, attendance, and deadlines/grades by.

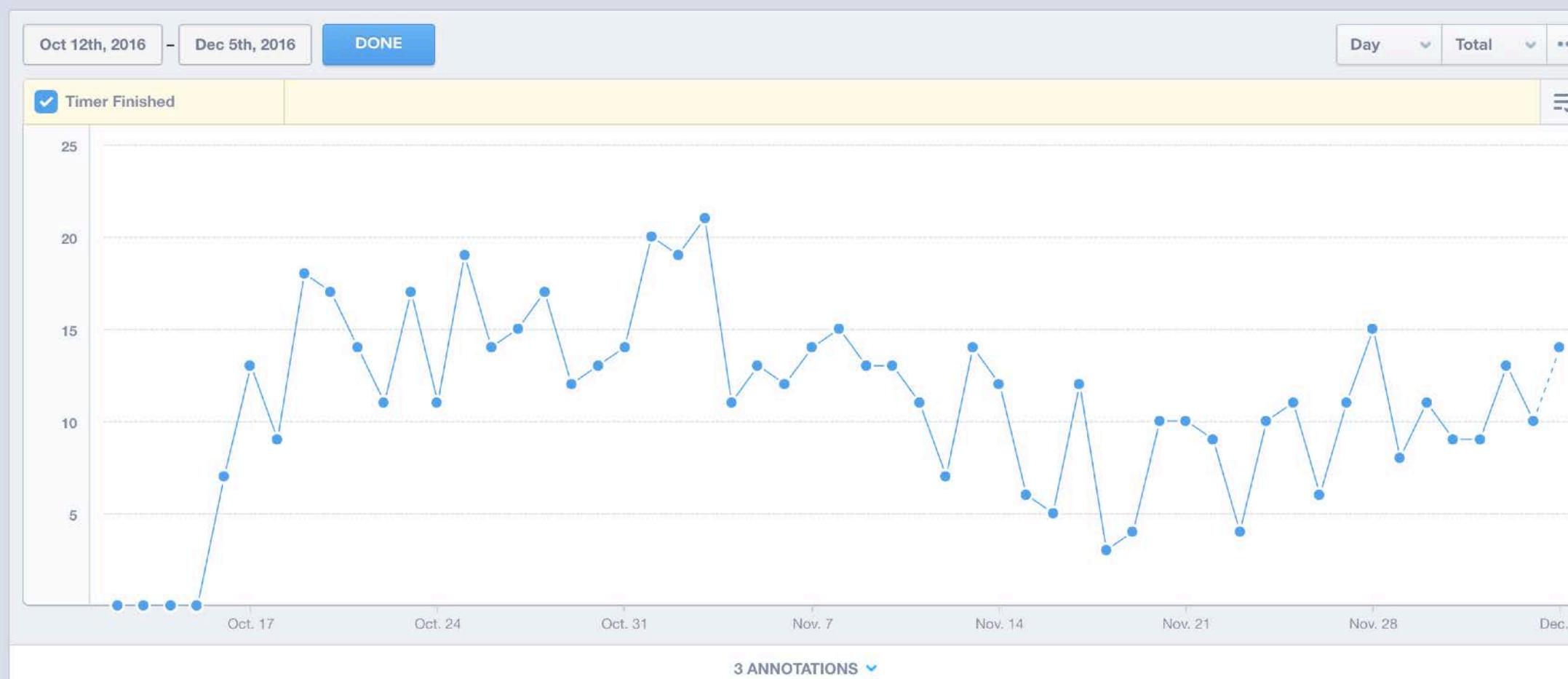
## Avg Timer Use



## Top App Events



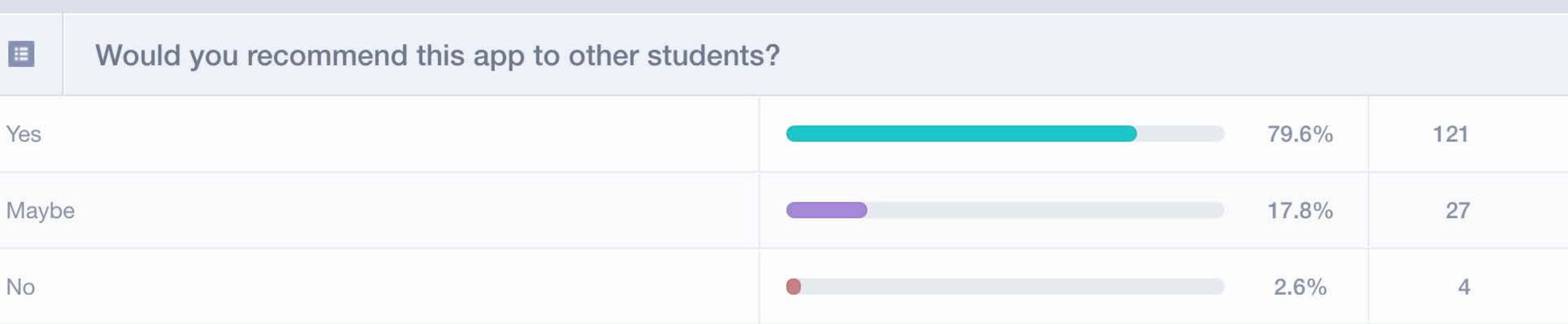
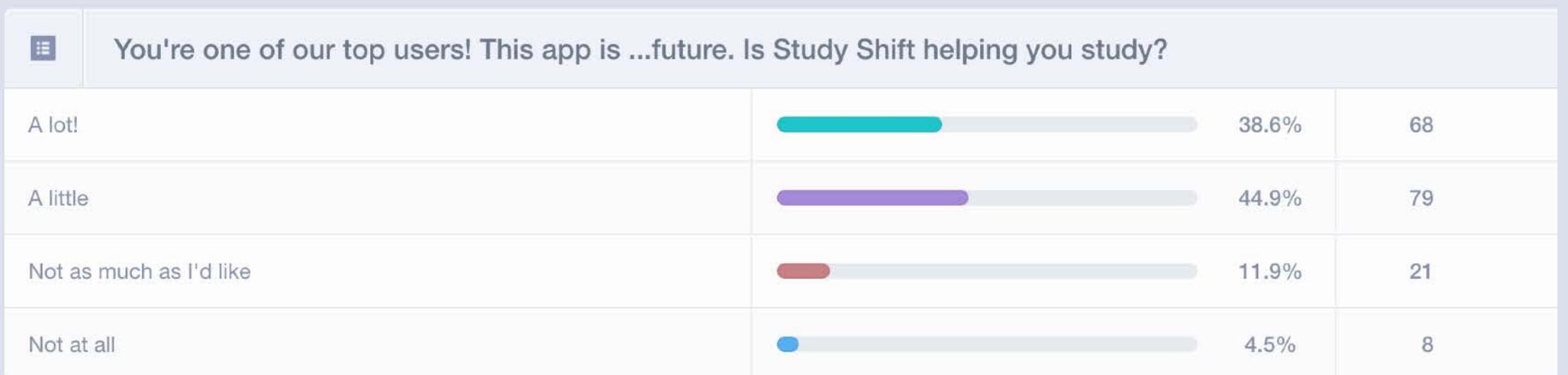
## Daily Timer Engagement



## Timer v Manually Adding Time



V1 Stats



How else can this app assist you with your...ion goals? Anything we can add or change?

Type a keyword

User profile Help not get distracted by my phone	User profile I don't know if you should add anything, but you should definitely fix some bugs like the reminder to study doesn't seem to work as well as I'd like	User profile No
User profile Reminds every day , add subjects to study for	User profile Notifications each hour of studying Bc I always forget to hit finish & the time just keeps going which can make it less accurate for me	User profile N/A, N/A

Any other feedback?

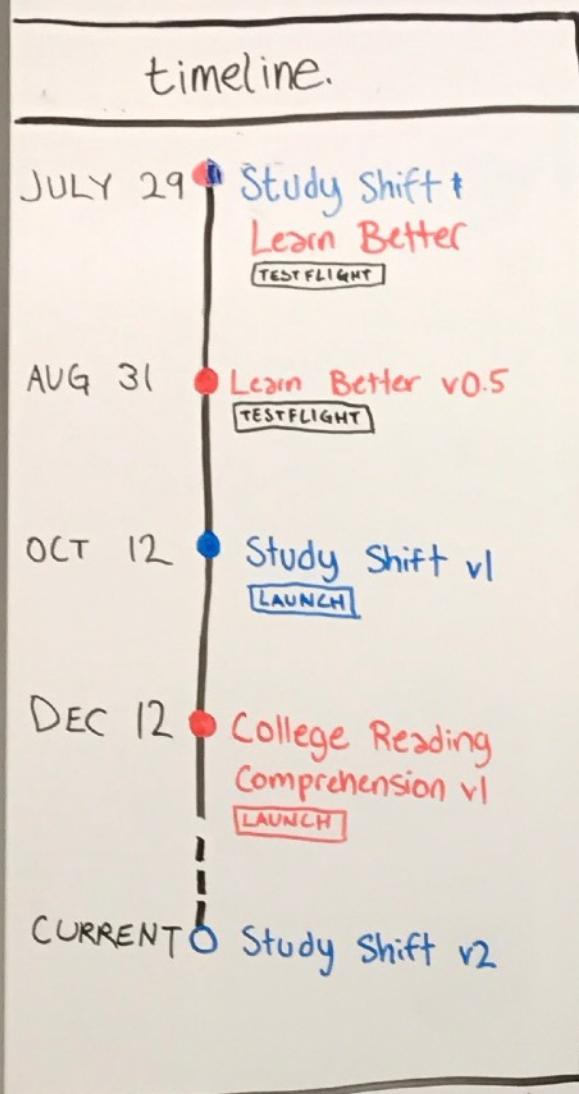
Type a keyword

User profile No	User profile This semester is gonna be great	User profile Good
User profile no	User profile Add class schedules	User profile I like being able to track my hours

# V1 Survey

# TASL UPDATE

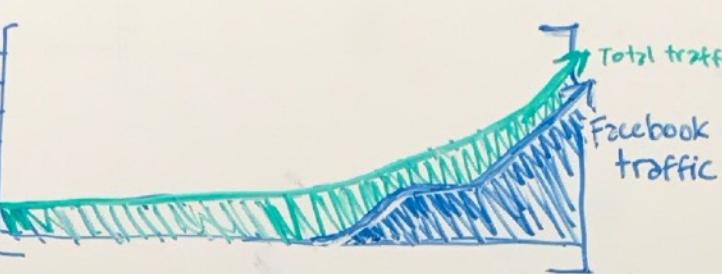
{January 18}



## study shift.(v1)

~1300 installs in 4 months

Oct 253 Nov 311 Dec 676 ~Jan 735



We surveyed ~100 users  
and feedback was positive!

College reading comp  
(so far)

99.5% users  
successfully engage  
with our practices

93.4% feel the app is helping them

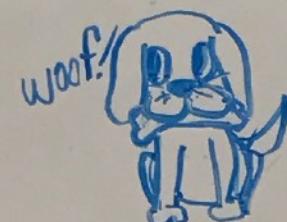
84% would recommend the app  
to fellow students

1375 total study hours logged.

Enough to earn 12

Associates Degrees (w/honors!)

User requested pictures of  
puppies with study reminders.



me to ReedAtkin@DoubleBeta.com, Samuel, CHAD ☺

I decided to deep dive into user profiles to get some more detailed insights into the usage so far. I'm just going to load the whole long thing into this email, so the long (but riveting) read :)

Here's the breakdown of registered profiles by location:

- US : 131
- Canada : 25
- Outside North America : 131
  - [ Of note: ]
  - Belgium : 28
  - India : 12
  - Ireland : 9
  - UK : 8

I explored US profiles, excluding Seattle, which puts the count to 107 (I double-checked and all of those are tests). I put together a spreadsheet walking through [https://docs.google.com/spreadsheets/d/1\\_uMwTomWEADjb1xc0dCln-q-Md8oVaJNsw78CFkaQY/edit#gid=0](https://docs.google.com/spreadsheets/d/1_uMwTomWEADjb1xc0dCln-q-Md8oVaJNsw78CFkaQY/edit#gid=0)

\* SS Released Board | Trello

Here are the cliffnotes:

- I put profiles in 5 categories os usage at the end based on what I observed:
  - **Launch and ditch** - Only used app for one day, did not play with anything beyond goal capture.
  - **Starter, lost interest** - Made it through goal capture and played with timer. May have logged a few actual working sessions, but has not returned at 11/26 to give a week's padding).
  - **Starter** - Recent user that has made it through goal capture and played with timer (people after 11/26, may have long sessions).
  - **Timer user** - Regular user of timer function that does not use or avoids schedule page
  - **Model user** - Uses app regularly, and uses both schedule and timer page.

Of 107 profiles, here's the count:

- Launch & Ditch : 69
- Starter, lost interest : 10
- Starter (within the last week) 17
- Timer user : 8
- Model user : 3

So the bad news is, we have a lot of people ditching the app. Here's the count of where they ditch (regardless of when they started and their category):

- After app launch/install : 34
- After Macro Goal capture : 8
- After Study Goal capture : 19
- After setting a reminder or using the timer (excluding Starters): 19

The pattern I saw frequently was people not coming back after setting their Study Goal or after playing with reminders/timer. The large number of people down app and quitting looked a little weird to me and might have to do with figuring out Facebook traffic.

So for the people using the app as intended (~10), it's worth looking further into how they use the app. Here's a star player right now that has been very diligent about logging studies (34 days of activity) : [https://mixpanel.com/report/1016253/explore/#user?distinct\\_id=B2C6447B-28A2-42AF-9953-CDF](https://mixpanel.com/report/1016253/explore/#user?distinct_id=B2C6447B-28A2-42AF-9953-CDF)

I bolded some of the other note-worthy profiles in the spreadsheet. Of our ~10 regular users, 8 of them just focus on Timer usage and seem to ignore reminders. 1 person played with reminders extensively. 7 people altogether have 10 or more days of activity logged on their profile.

What I think is missing in our analytics:

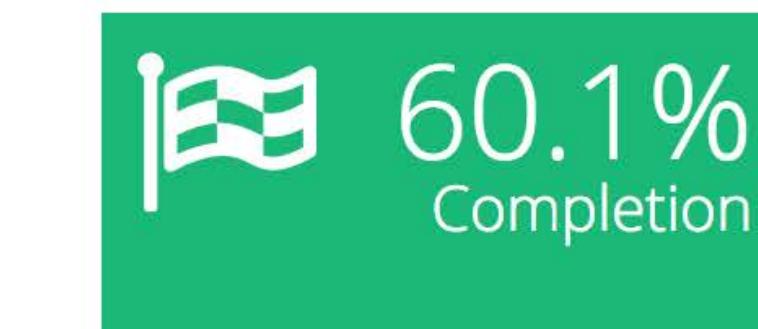
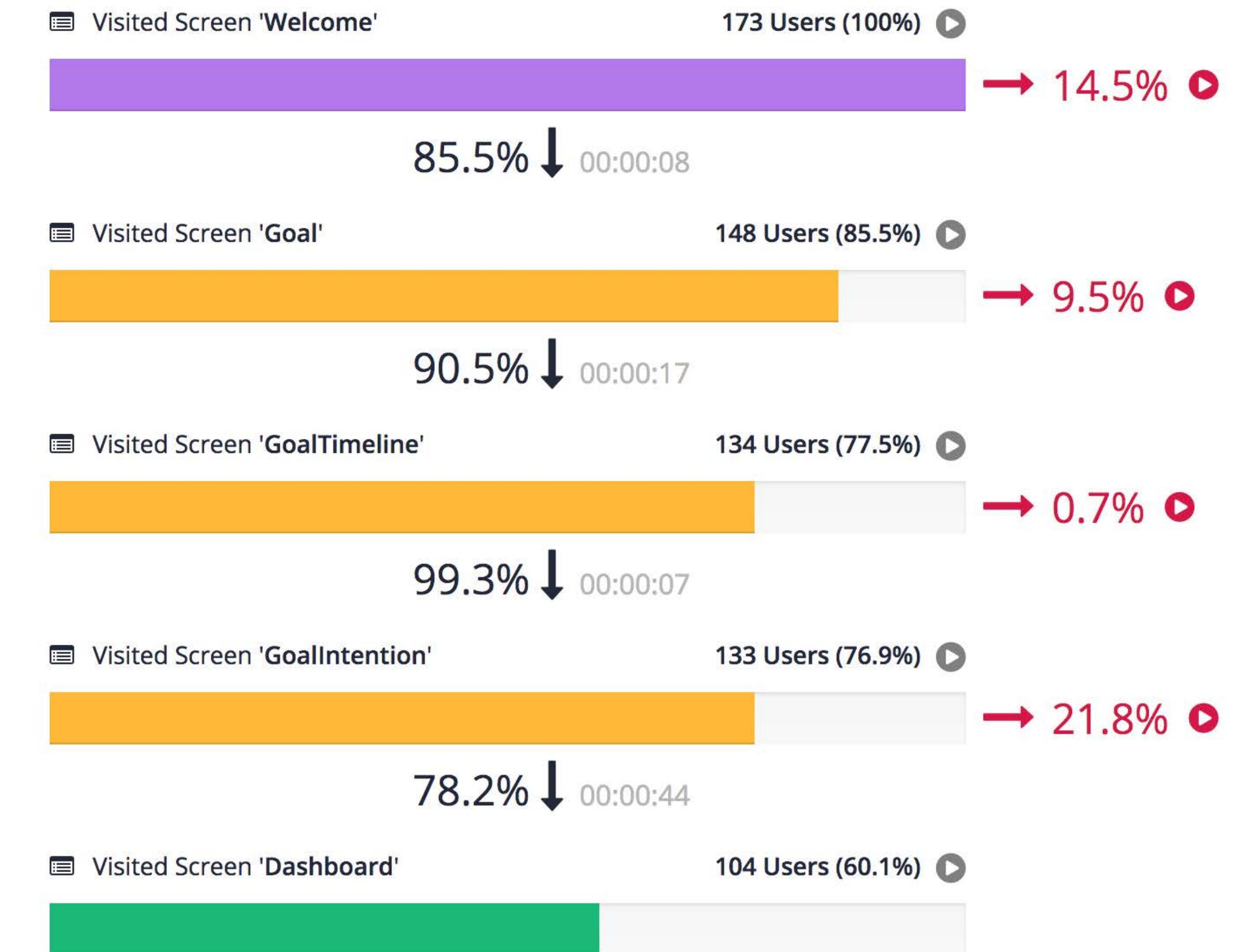
- No "Home views" were logged
- No "Schedule page" views were logged, although actions for schedule page are
- No "Manually logged sessions" were logged (I figured we should see some views out of curiosity)
- It's hard to get a sense of how active users are matching to the goals they set (are they meeting their weekly goals?)

Thanks,  
Navreen

## 1.2 App Launch Onboarding

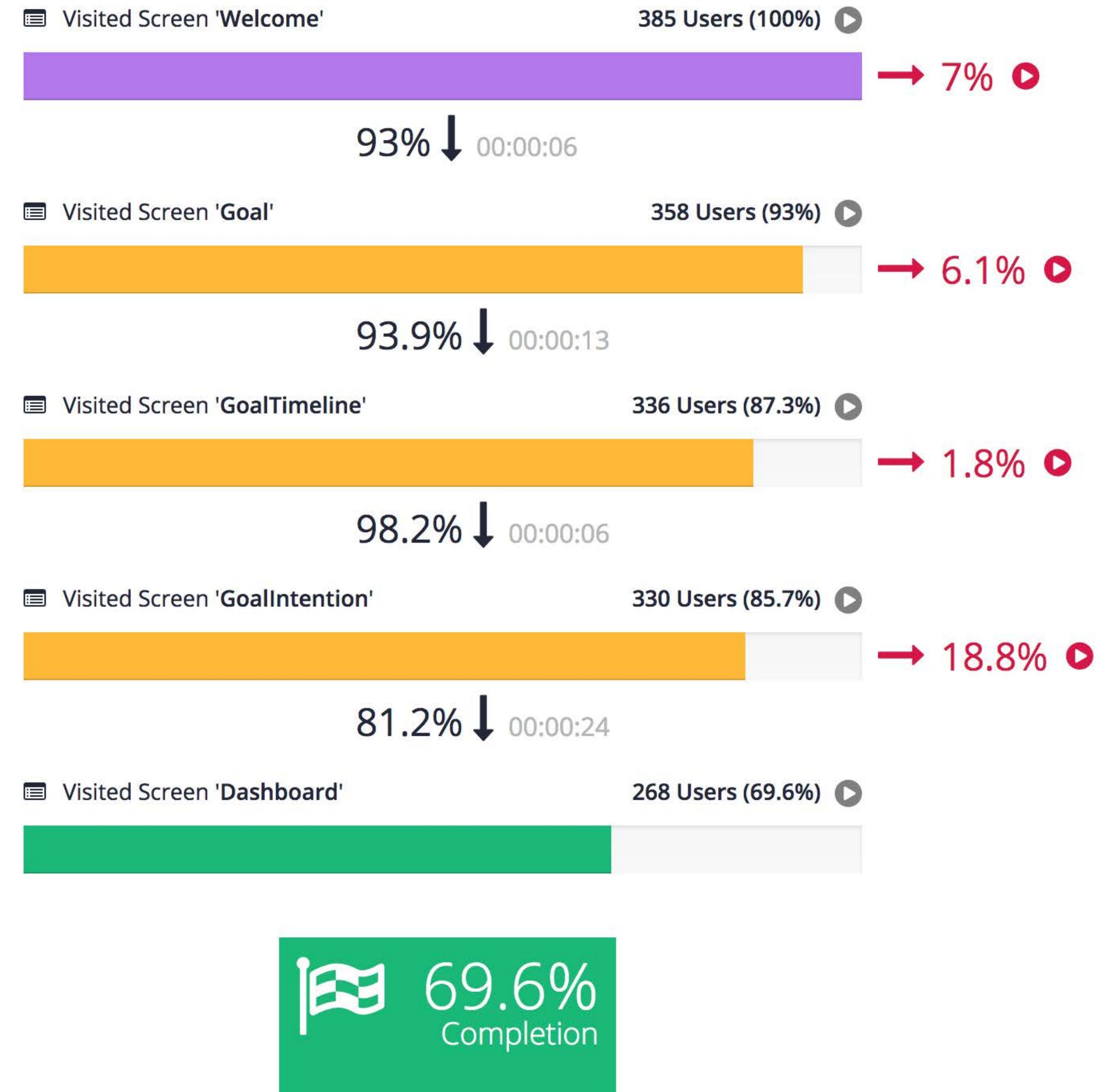
Drop-off on Goal Intention can be addressed by making it clearer that video is NOT required. Videos on Appsee show most users backing out of the video, even after enabling permissions.

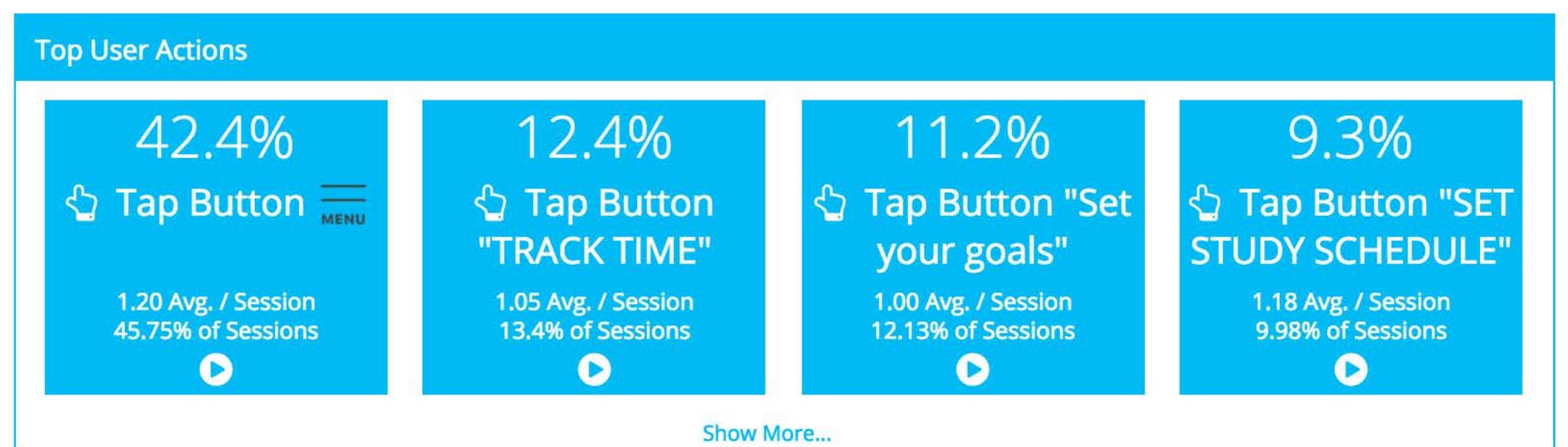
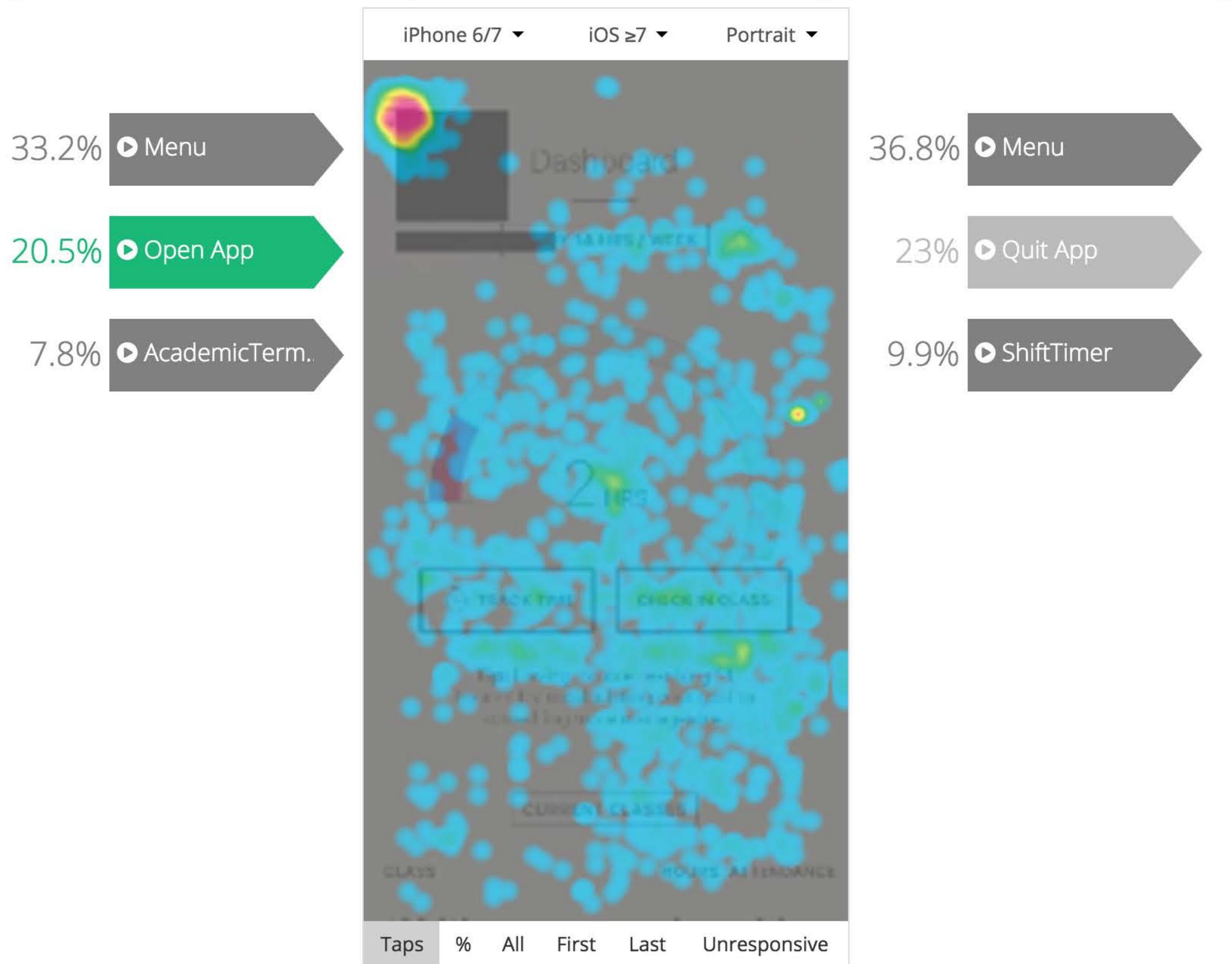
Approx 36% of users that set an intention use video to do so.



# 1.3 App Launch Onboarding

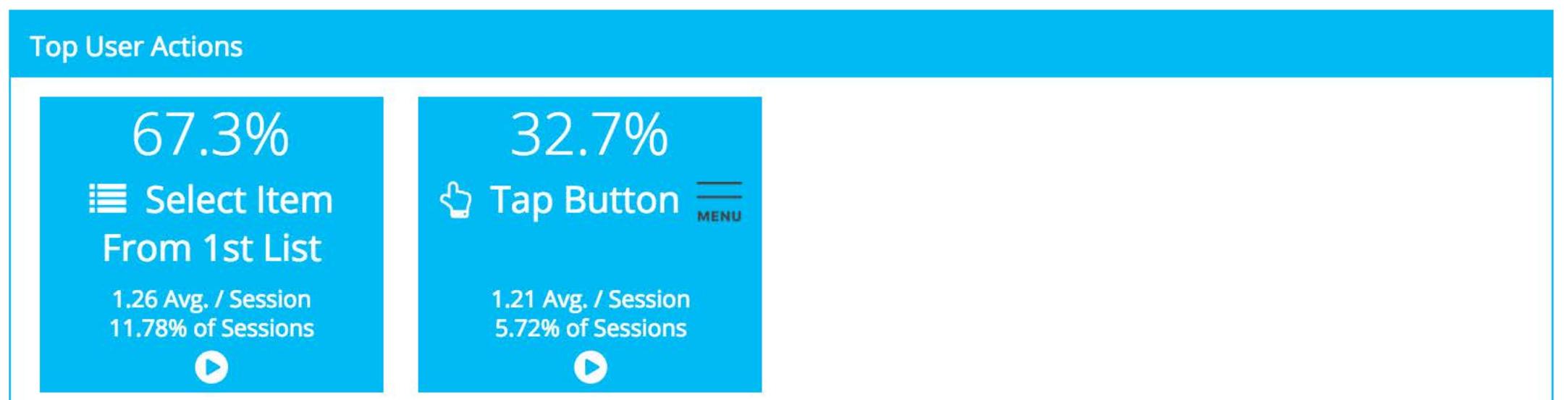
We changed button text to record video to be more vague in this release. It's hard to tell if its made a difference as we're seeing a pretty strong completion rate throughout the funnel, almost up 10 percentage points.





# Problem areas - Dashboard

- The “slinky” on the Dashboard where users can view their weekly progress gets a lot of frustrated taps (as well as the class list below it). Users are expecting to engage with it somehow and are disappointed.
- They also expect something when they try to swipe left and right.
- The main CTA logic needs refinement to guide users to their next logical step (this is really important considering the interaction level it gets). When users set up their first study reminder, the prompt to create a reminder stays instead of telling them to start tracking. I see users trying to create a study reminder again and backing out. When new users add attendance, they don’t get a study reminder prompt at all.



## Problem areas - Timer

- Timer screen is very simple and straightforward, having some of the most successful interactions in the app. Where we see issues is in users saving a study session. We need a way for users to edit the time if necessary (most unresponsive taps are related to that). New users seem to also want to start and stop the timer by tapping it, rather than the play/stop button.

## 1.3 Release shows...

- ~93% of users adopted the new version so far [Fabric], with about 554 active users on it [Appsee].
- 100% stability at 0 crashes so far [Fabric].
- App launch onboarding completion rate("Macro Goal Capture") improved from ~60% to ~70% [Appsee].
- Study goal onboarding completion rate dropped from 84% to 64% with this update [Appsee].
- We've seen an uptick in session length and average screens per session [Appsee].

## 1.3 Release shows...

- 146 users have engaged with Attendance onboarding, which is approx. 21% of active users this version (681 users). 10 were new users [viewed "CourseScheduleIntro", Appsee].
- 64 users got to the end of Attendance onboarding and set a goal - [viewed "CourseAttendanceGoal", Appsee].
- 36 users have checked into a class, which is 25% of those that engage with attendance, and 67% of those that set an attendance goal [triggered "Course Checkin", Appsee].

# My takeaways on onboarding new users

- Our investment in front-loading information gathering from users seems to be pretty effective. We're seeing decent completion rates on major on boarding user flows, but I think we've seen a point of diminishing return with the drop in Study Goal onboarding in the latest release. It can be improved by balancing information collection with more meaningful glimpses of the app's utility and features.
- The use of a simple button to guide next action is very effective. Every time we've used it or changed it, it has had a significant effect on the user's paths in the app. It would be worth investing in building an intelligent way to guide a single “next” action through the dashboard to help with retention issues.

# My takeaways on onboarding new users

- The number of people backing out of attendance onboarding upon seeing the first screen suggests that we could either do a better job of communicating it before that point or, most likely in my opinion, we introduce it too soon on top of study tracking. We could see more people setting goals after they have had some time to build comfort with study tracking first.
- Overall, we may be trying to introduce too much too quickly. We could see more benefit in letting the user focus on study tracking first, as it is the most popular, simple, and functional feature so far. After that, let the user build on other goals as they are ready.

# Reading Comprehension



STARTING ACORN

Practice makes perfect, and they only take about 5 minutes each. Be sure to check them out.



LESSONS  
Learn the basics

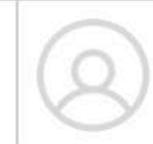


PRACTICES  
Exercise your skills

1/11

0/27

YOUR PROGRESS



# Needs addressed for audience

- ✿ Provide information to build skills they might lack.
- ✿ Build confidence to help them stay enrolled.
- ✿ A sense of control over aspects of their education they struggle with.

# Make school easier.

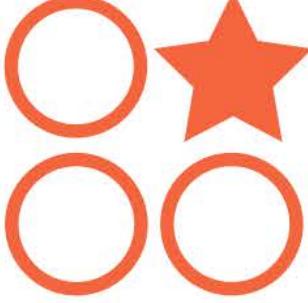
Improve your reading skills  
with our lessons and exercises.

AT&T 9:41 AM 100%   
**BUDGING EXPERT**

Our bite sized practices and lessons can help make class, homework and tests much much easier!

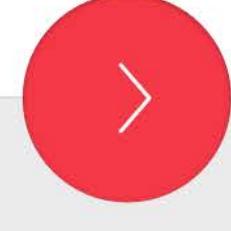
 LESSONS Learn the basics 5 / 8	 PRACTICES Exercise your skills 3 / 6
YOUR PROGRESS 	

# Get lessons and tips in under 10 minutes.

AT&T 9:41 AM 100%   
< All lessons

## Contextualizing

Contextualizing is the act of putting an essay in context, or a broader frame, of what other information or perspectives might inform the topic.

🕒 8 min 

• • • • •

# Learn with articles you're interested in.

AT&T 9:41 AM 100%  

Get reading material you'll enjoy learning with.

Select at least two of any of the below topics to start practicing your skills.

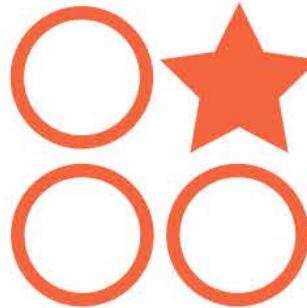
 ENTERTAINMENT	 HEALTH & NUTRITION
 TRAVEL	 TECH

Save

## Get lessons and tips in under 10 minutes.

AT&T 9:41 AM 100%

< All lessons



Contextualizing

Contextualizing is the act of putting an essay in context, or a broader frame, of what other information or perspectives might inform the topic.

🕒 8 min

>

• • • • •

## Learn with articles you're interested in.

AT&T 9:41 AM 100%

Get reading material you'll enjoy learning with.

Select at least two of any of the below topics to start practicing your skills.

<input checked="" type="checkbox"/>  ENTERTAINMENT	<input checked="" type="checkbox"/>  HEALTH & NUTRITION
 TRAVEL	 TECH

Save

## Test your improvement through short quizzes.

AT&T 9:41 AM 100%

...

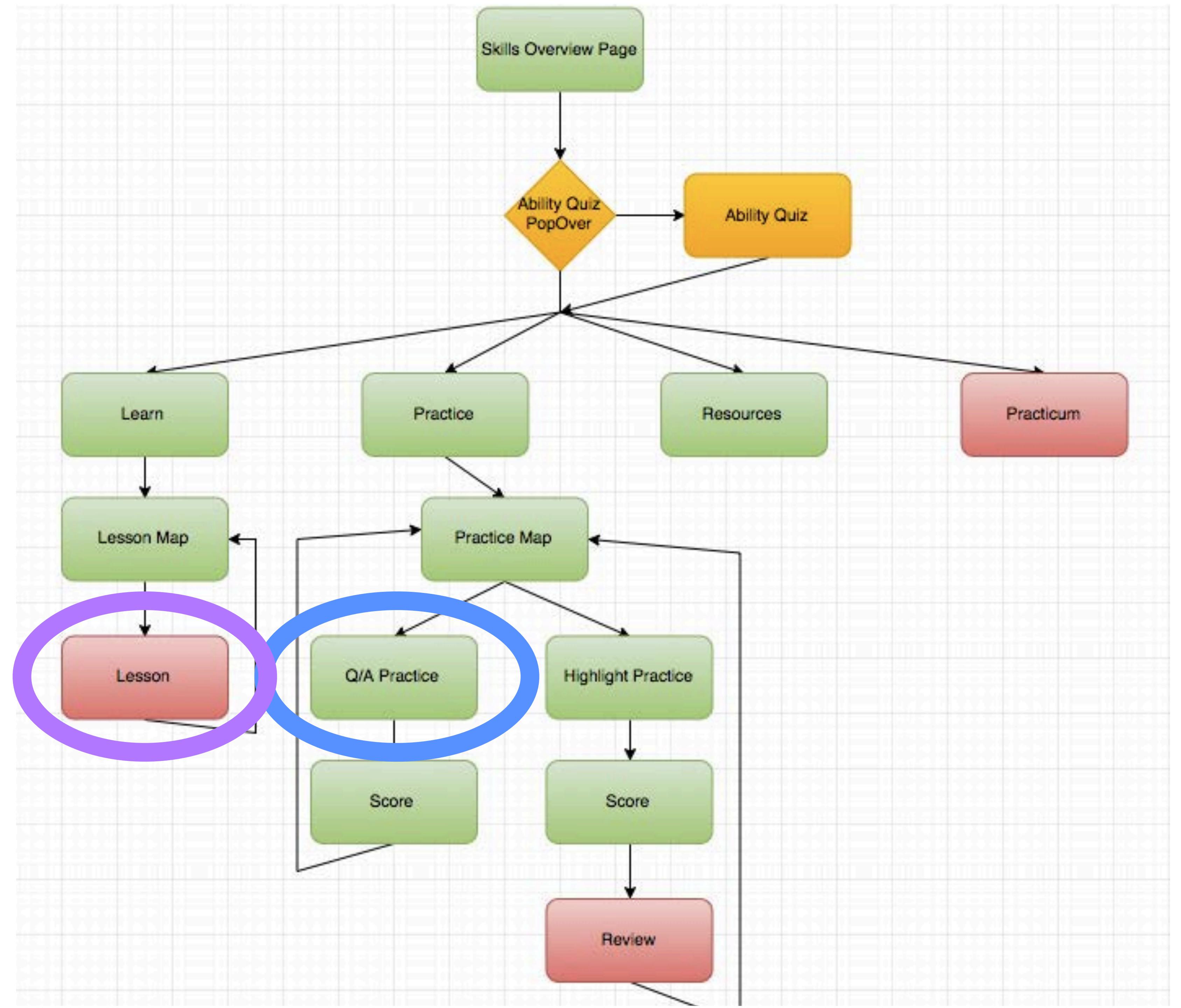
Which popular shows have their origins in British TV?

Select all that apply

<input checked="" type="checkbox"/> The Avengers
<input checked="" type="checkbox"/> Downtown Abbey
<input checked="" type="checkbox"/> 24
<input checked="" type="checkbox"/> Dancing With The Stars

< Back

Submit >



# Testing & Validation

For individual interaction pieces (lessons, quiz, highlighting), I did informal run-throughs in InVision with co-workers, friends and family. I made multiple iterations to iron out issues with understanding how to work highlighting and feedback from the quiz.

On a larger scale, we are using MixPanel, Fabric, and most recently AppSee to get quantitative data.

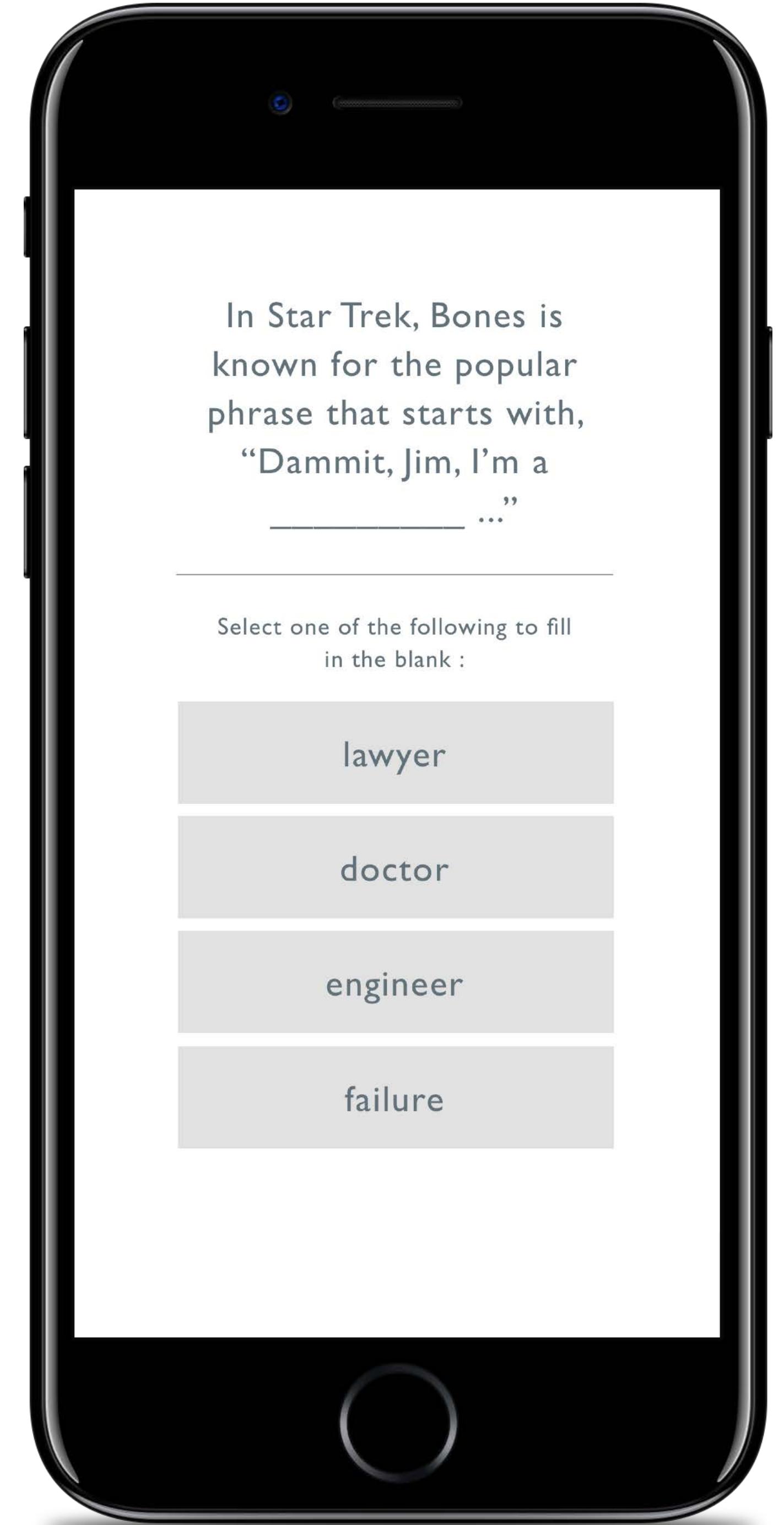
# Quiz Interaction - InVision

Explore multiple options to uncover interaction tradeoffs and find the optimal solution.



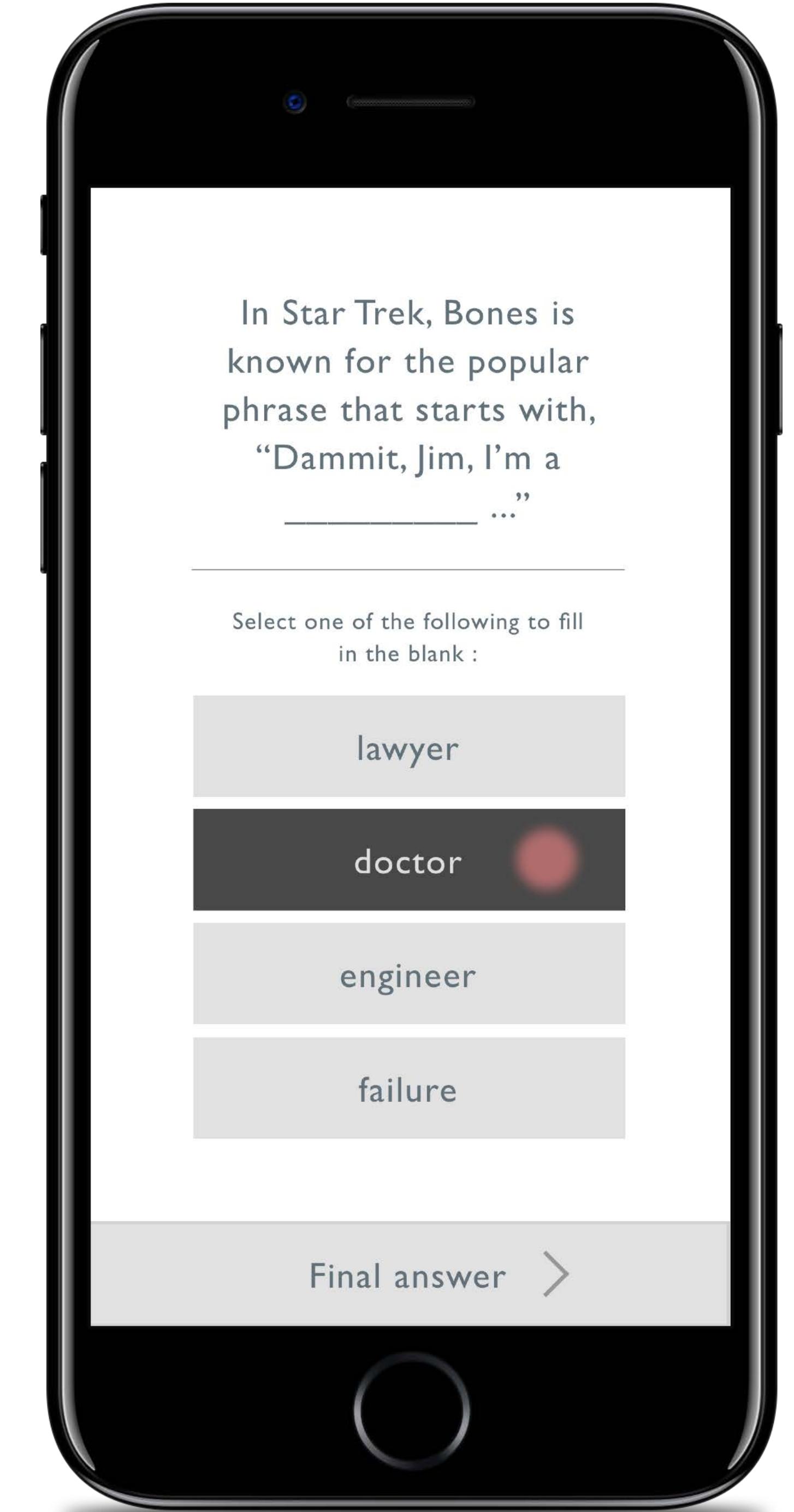
# Quiz Interaction - InVision

Explore multiple options to uncover interaction tradeoffs and find the optimal solution.



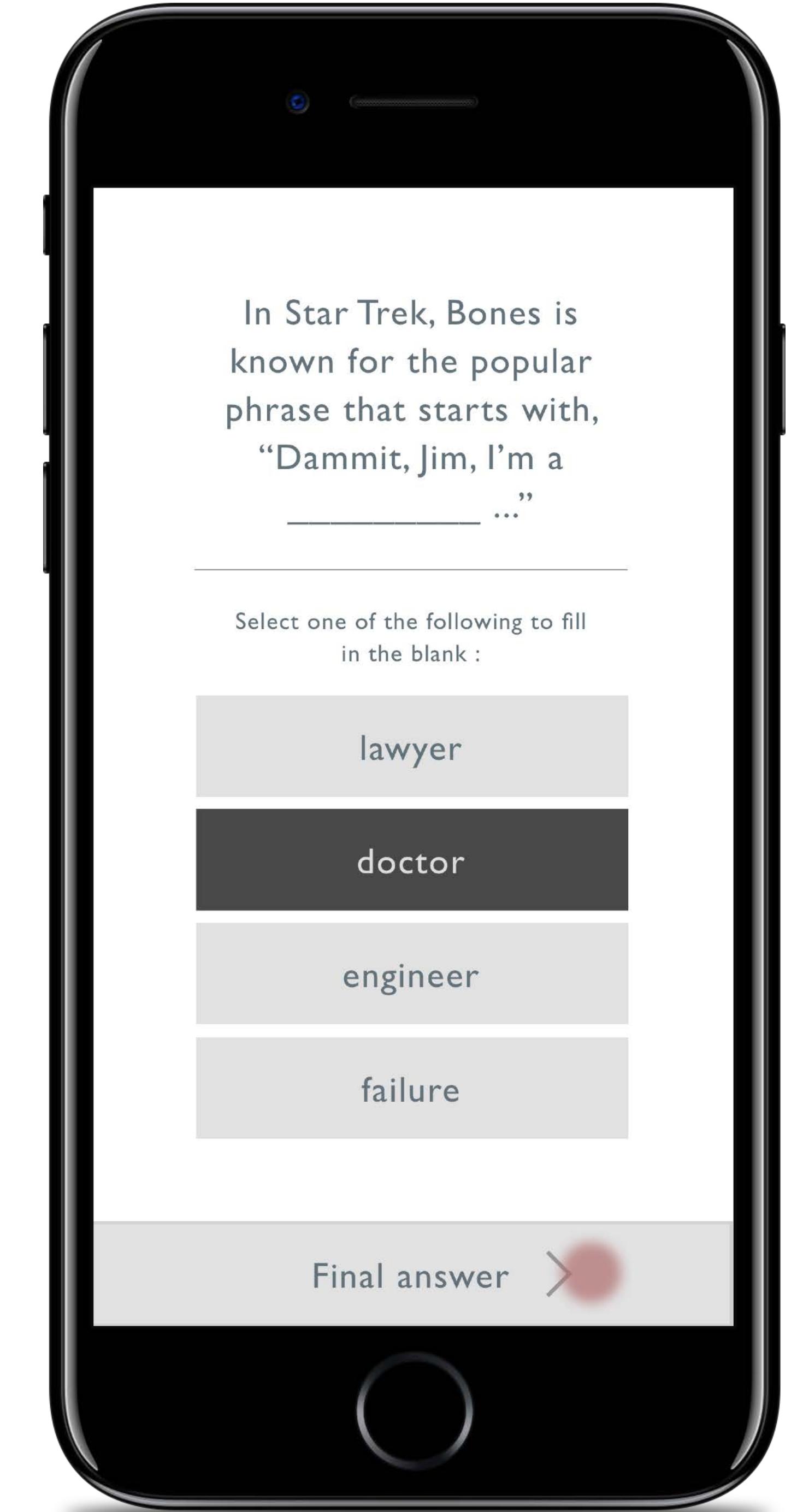
# Quiz Interaction - InVision

Explore multiple options to uncover interaction tradeoffs and find the optimal solution.



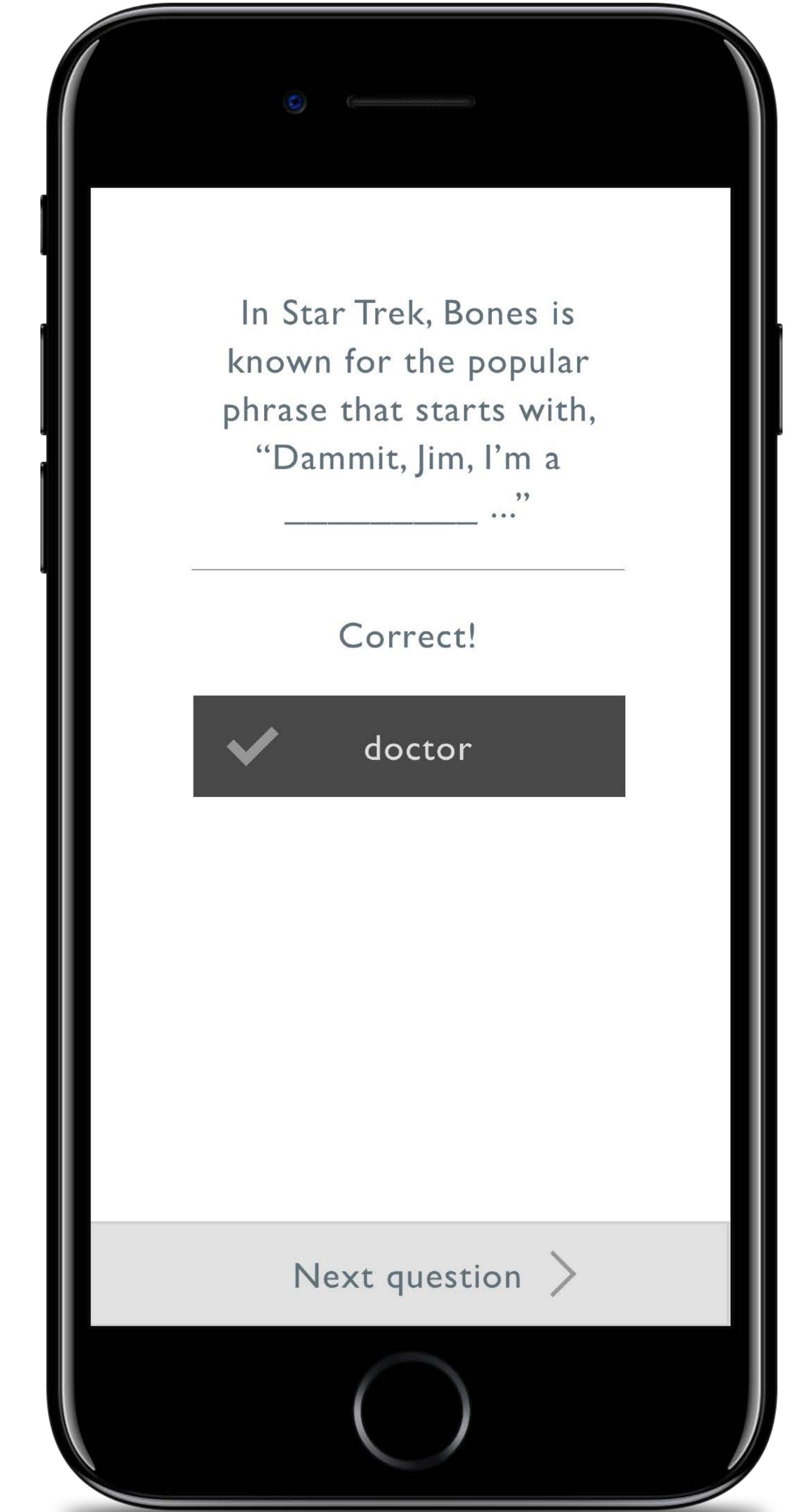
# Quiz Interaction - InVision

Explore multiple options to uncover interaction tradeoffs and find the optimal solution.



# Quiz Interaction - InVision

Explore multiple options to uncover interaction tradeoffs and find the optimal solution.



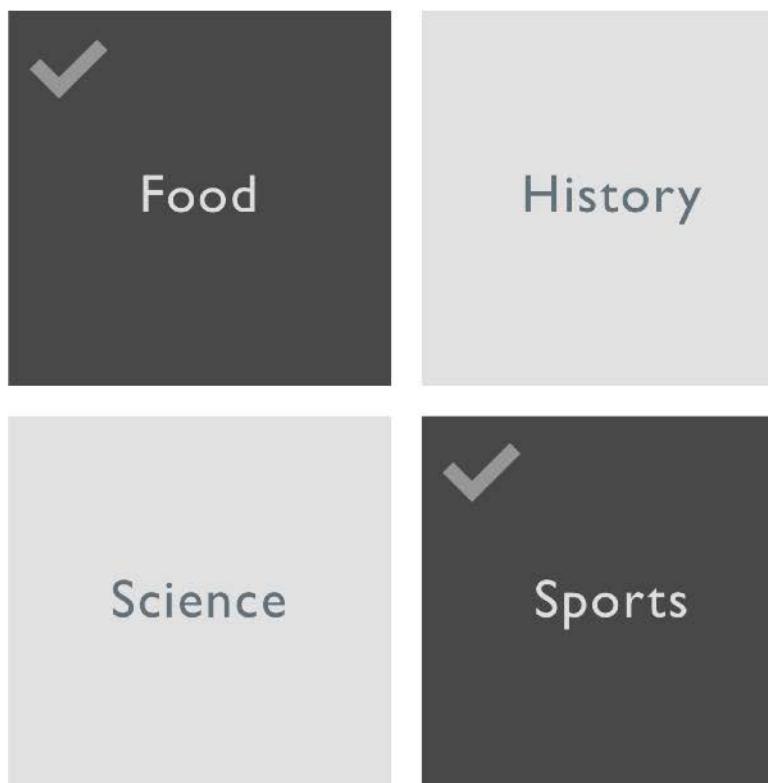
Welcome to LearnBetter. Our bite sized practices and lessons can help make class, homework and tests much much easier!

## [Status 0/23 lessons complete]



### Get started

Pick the following areas of interest to you. It will help us shape study subjects around topics you're interested in.



Next >

# Rough Wireframes

I built out rapid layouts for the team to discuss and stress test basic interaction.

### Sections completed

Below are all the lessons you've completed. Keep up the good work!

5 lessons

SQR3 Rundown	5min	✓
Notetaking 101	5min	✓
Lesson 4	5min   Highlighting	86%
Lesson 5	5min	✓
Lesson 5	5min	✓

0 practices. [Get started!](#)

### SQR3 Rundown

Standard text card. Lorem ipsum requirement for as long as possible. The book offers a peek into Apple's interaction design principles—how they approach user interface on iPhones and it's a pretty good read. Here are some of our favorite tips we gathered from our inaugural skim. Feel free to share yours in the comments below etc etc.

## Dashboard

## Topic Selection

## Lesson List

## Lesson

Critical Reading

**20pts closer** to better reading skills

Welcome to LearnBetter. Our bite sized practices and lessons can help make class, homework and tests much much easier!

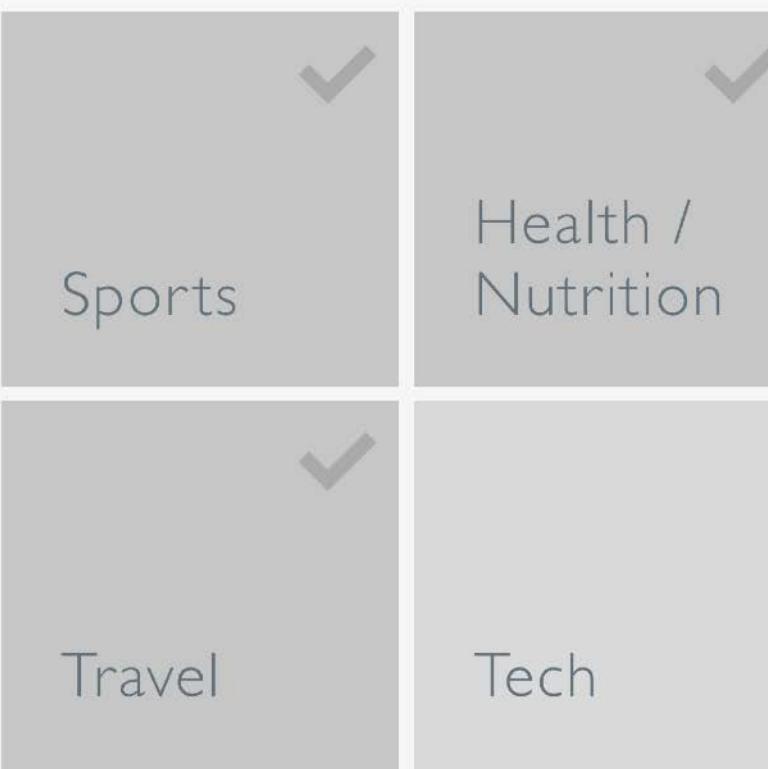
Learn  
0%

Practice  
0%

Resources

### Which of the following topics interests you?

Get reading material that you'll enjoy. Select at least two of any of the following topics to start (you can always change them):



Save >

< Dashboard

## Learn

These brief lessons will help you begin honing your critical reading skills. Start anywhere and revisit lessons anytime!

29 lesson left

**Notetaking 101** | 5min  
A simple guide to taking notes like a pro.

**SQR3 Skills** | 8min  
We'll walk you through this classic, effective study technique.

**When to highlight** | 3min  
Basic highlighting techniques to speed scanability

**Notetaking 101** | 5min  
A simple guide to taking notes like a pro.

**SQR3 Skills** | 8min  
We'll walk you through this classic, effective study technique.

**When to highlight** | 3min  
Basic highlighting techniques to speed scanability

< All Lessons

## Title I



Text card with image. Ideally vertically centered. Lorem ipsum requirement for as long as possible. The book offers a peek into Apple's interaction design principles—how they approach user interface.

# InVision Wireframes

I took the wireframes to more detailed interactions using InVision.

## Dashboard

The dashboard features a large red circular icon with a stylized green seedling in the center. Below it is a horizontal progress bar consisting of several colored segments: red, grey, and light blue. The text "EXPLORING SEEDLING" is displayed in bold capital letters. A descriptive message below reads: "Improving your critical reading skills will make homework, tests, and everything inbetween easier." Two main sections are shown: "LESSONS" (with an icon of a book) and "PRACTICES" (with an icon of a pencil). Under "LESSONS", it says "Learn the basics" and shows "2 / 8". Under "PRACTICES", it says "Exercise your skills" and shows "1 / 6". At the bottom left is a "YOUR PROGRESS" section with a user profile icon. On the right side, there is a small circular button with a person icon.

## Topic Selection

This screen has a central message: "Get reading material you'll enjoy learning with." It instructs the user to "Select at least two of any of the below topics to start practicing your skills." Below this, there is a 2x2 grid of topic cards. The top-left card is "ENTERTAINMENT" with a movie camera icon. The top-right card is "HEALTH & NUTRITION" with a heart and ECG line icon. The bottom-left card is "TRAVEL" with a map icon. The bottom-right card is "TECH" with a smartphone icon. Each card has a checkmark icon in its top-left corner. A red "Save" button is located at the bottom right of the grid.

## Lesson List

The lesson list starts with a header "[Dashboard](#)". Below it is a "Lessons" section with an icon of a book. It shows "7 REMAINING" in a red box and "1 COMPLETED" in a white box. The "Completed" section has a red background. The "Next up" section lists four lessons with descriptions and duration icons:

- Contextualizing: A quick pass to get yourself ready for a full read. (⌚ 7 min)
- All lessons: An overview in your own words. (⌚ 7 min)
- Identifying What You're Reading For: It's easier when you know what you're reading for. (⌚ 7 min)
- Previewing: A quick pass to get yourself ready for a full read. (⌚ 7 min)

## Lesson

The lesson screen has a header "[All lessons](#)". It features a large orange icon with three circles and one star. The title "Contextualizing" is displayed in large text. Below it is a detailed description: "Contextualizing is the act of putting an essay in context, or a broader frame, of what other information or perspectives might inform the topic." A red circular button with a right-pointing arrow is located on the right side of the screen.

# InVision Final Screens

After engineering built the prototype, I refined the interactions and provided the final UI layer.

# Results

Just launched traffic to app a couple of weeks ago, so information is still incoming. We are looking at app engagement, frequency of use, how much they progress all together through lessons and practices.