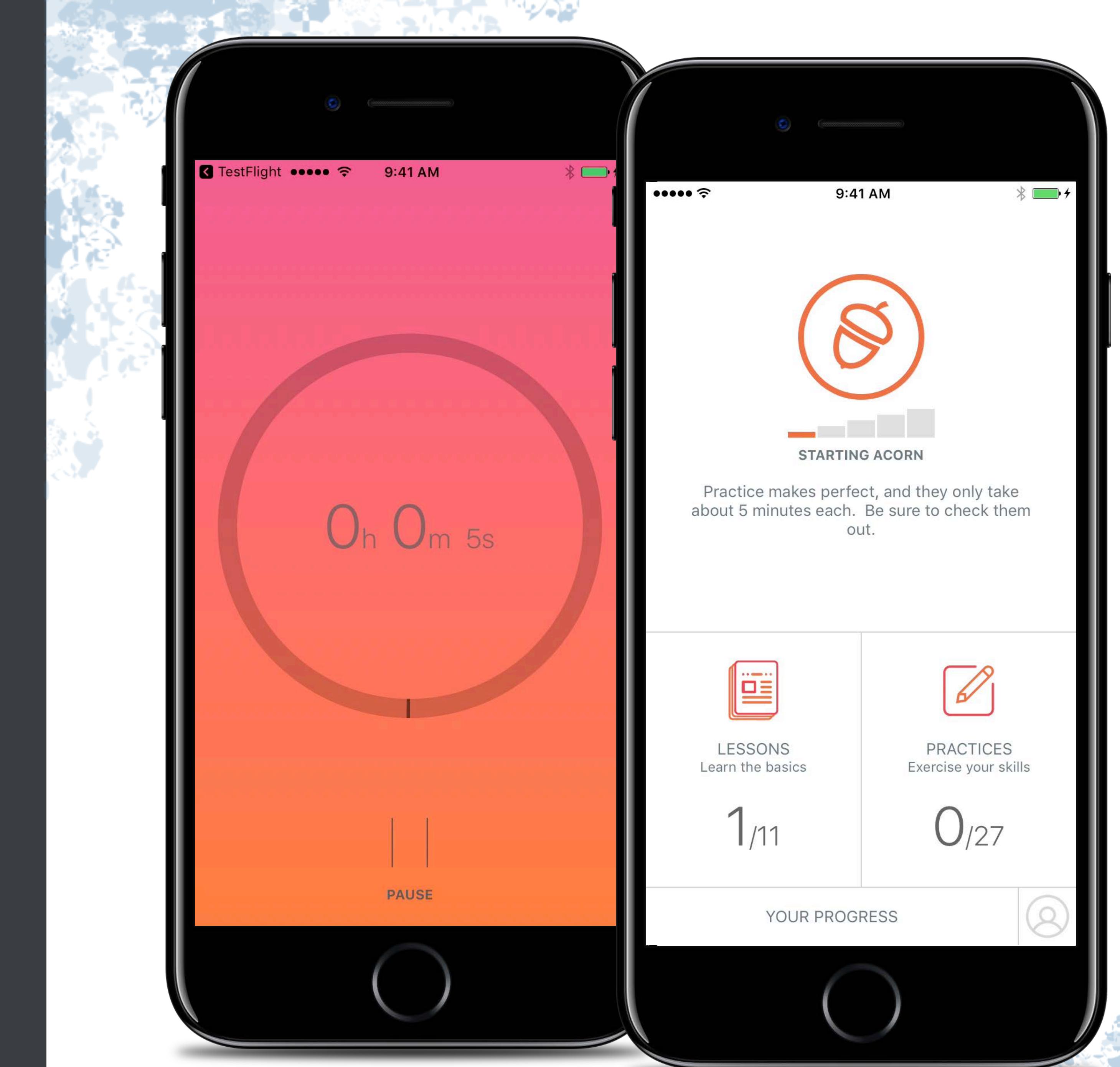
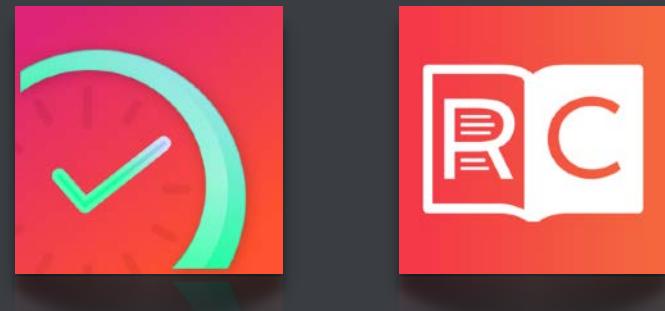


Study Shift & Reading Comprehension

Navreen Grewal

Senior UX Designer



Company Goal

Build a suite of iOS to improve post-secondary institutional retention rates—which typically suffer most in the first year—with a lean 3-person team.

My role

Design iOS apps from scratch & monitor analytics.

Designed for...

Non-traditional undergrads that juggle major life responsibilities like work and childcare.

TASL Audience

Double Beta put together robust market research, exemplifying challenges for this group

The Persistence Problem

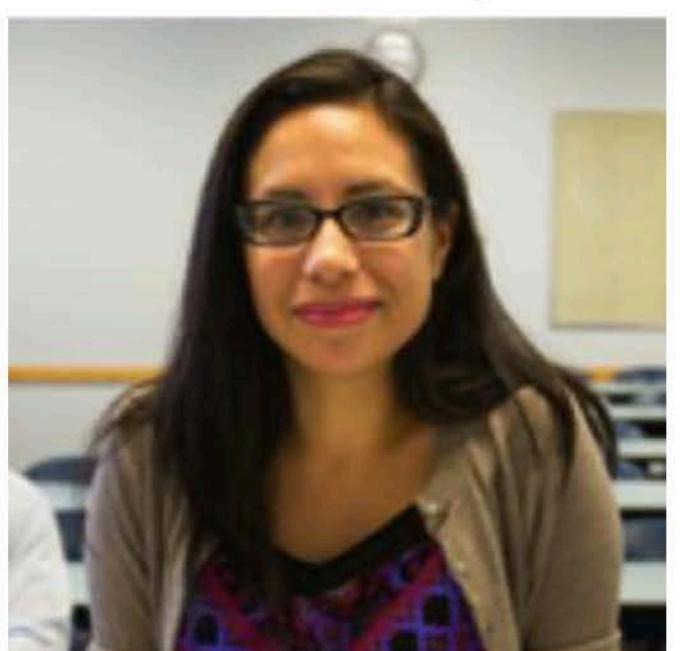
Today 41% of first-time full-time degree seeking students fail to graduate within 150% of their expected length.

1.23mm failed students annually

1. Failed students have a lower average lifetime income.

AMANDA

Age 28 | Lives off-campus | Enrolled Full Time | Works < 16 hours/week
Career Goal: Nurse Degree Goal: AA & BA in Nursing



MOTIVATIONS

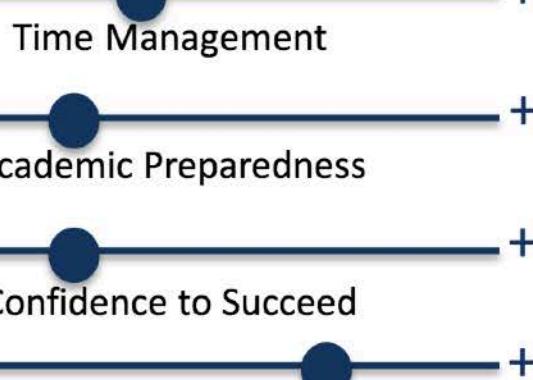
- A career that earns respect of her family and friends
- Financial stability

PAIN POINTS

- Friends & family lack college experience & can't offer advice
- Unfamiliar style of learning and test taking
- Takes a long time to reach her goal and worried about financing future years

CHARACTERISTICS

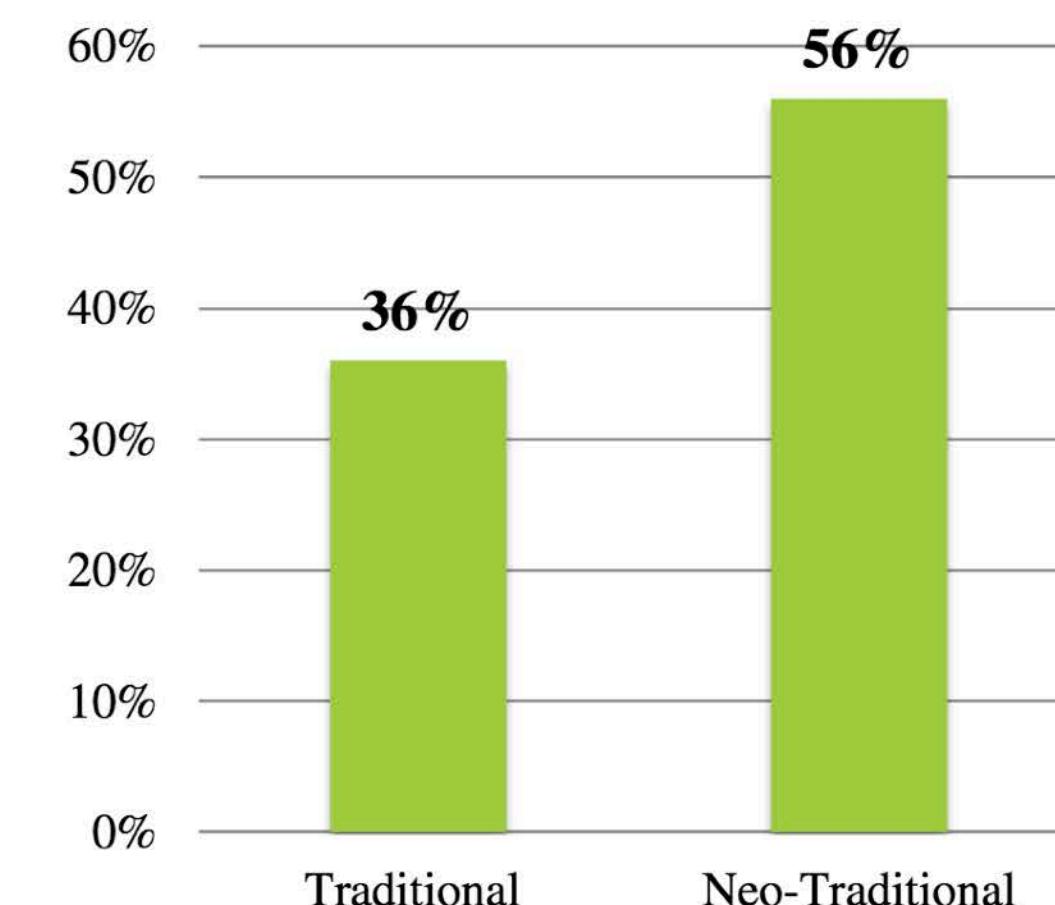
- School takes priority in life
- Focused career path and degree selection
- Lacks external support system



Q2

Traditional vs Neo-Traditional

Failure Rate



20% Greater Overall Failure Rate

Double Beta Consulting

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

1st Year Dropout Rate



2X Greater 1st Year Dropout Rate

LEAN MEAN MACHINE



3 person team—Designer, Engineer, Product Manager (behind the camera)

Team process

- ♦ **Discuss** - Product presents features for release with team input
- ♦ **Whiteboard** - Team delves into rough layout, flows, and interactions
- ♦ **Wireframe** - Design prototypes key screens and interactions for discussion
- ♦ **“Build the plane while flying”** - Collaborative mock-up/build volleys between Design + Engineering to problem solve towards release builds with Product input
- ♦ **Release & iterate** - Design + Product monitors releases, gathers analytics; team improves based on findings

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!

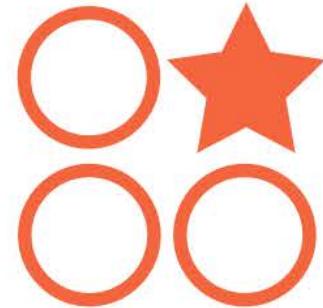
LESSONS Learn the basics 5 / 8	PRACTICES Exercise your skills 3 / 6
YOUR PROGRESS	

RC

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

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

...

RC

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?

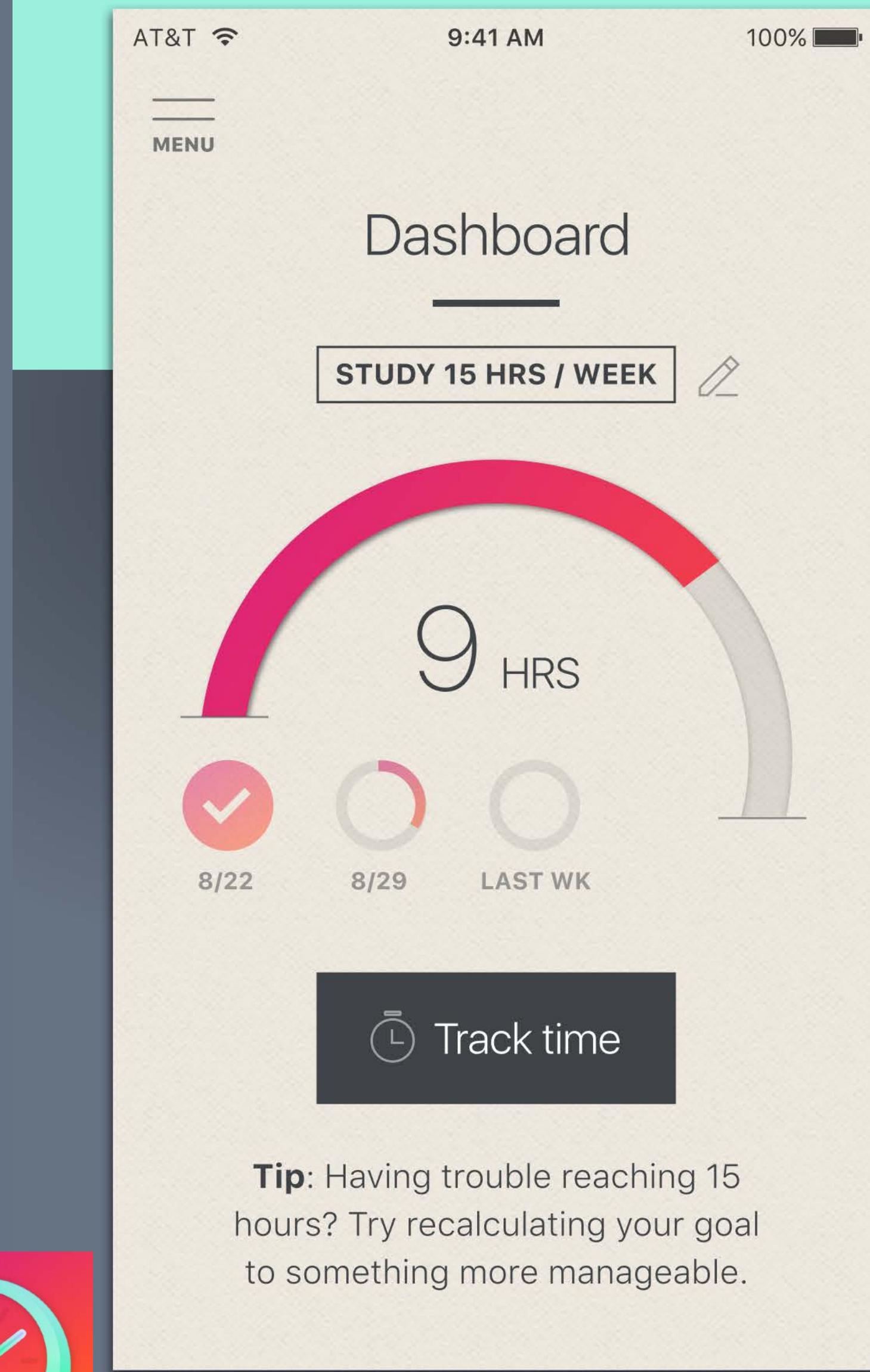
Select all that apply

<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

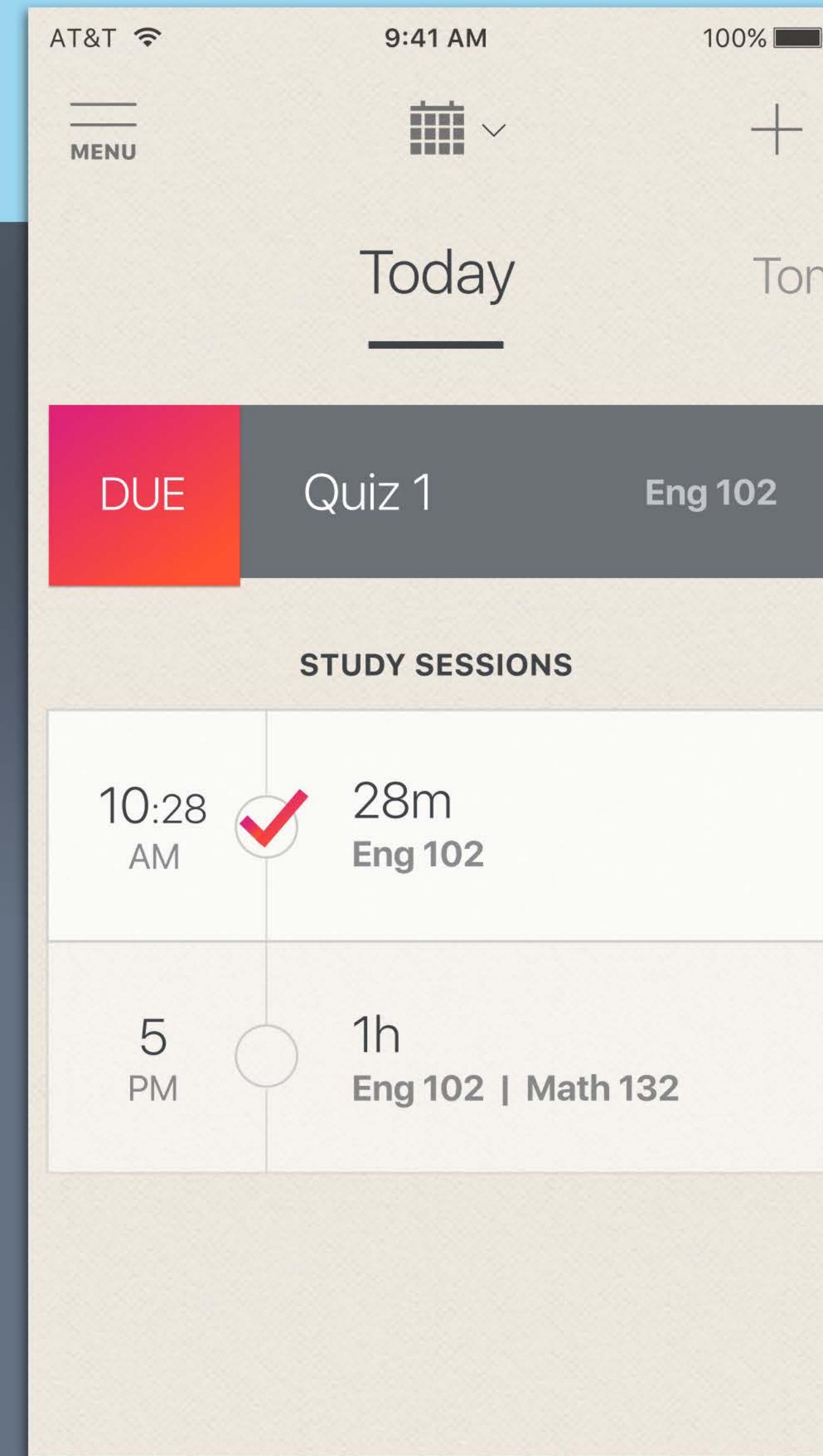
< Back Submit >

Crush this school year.

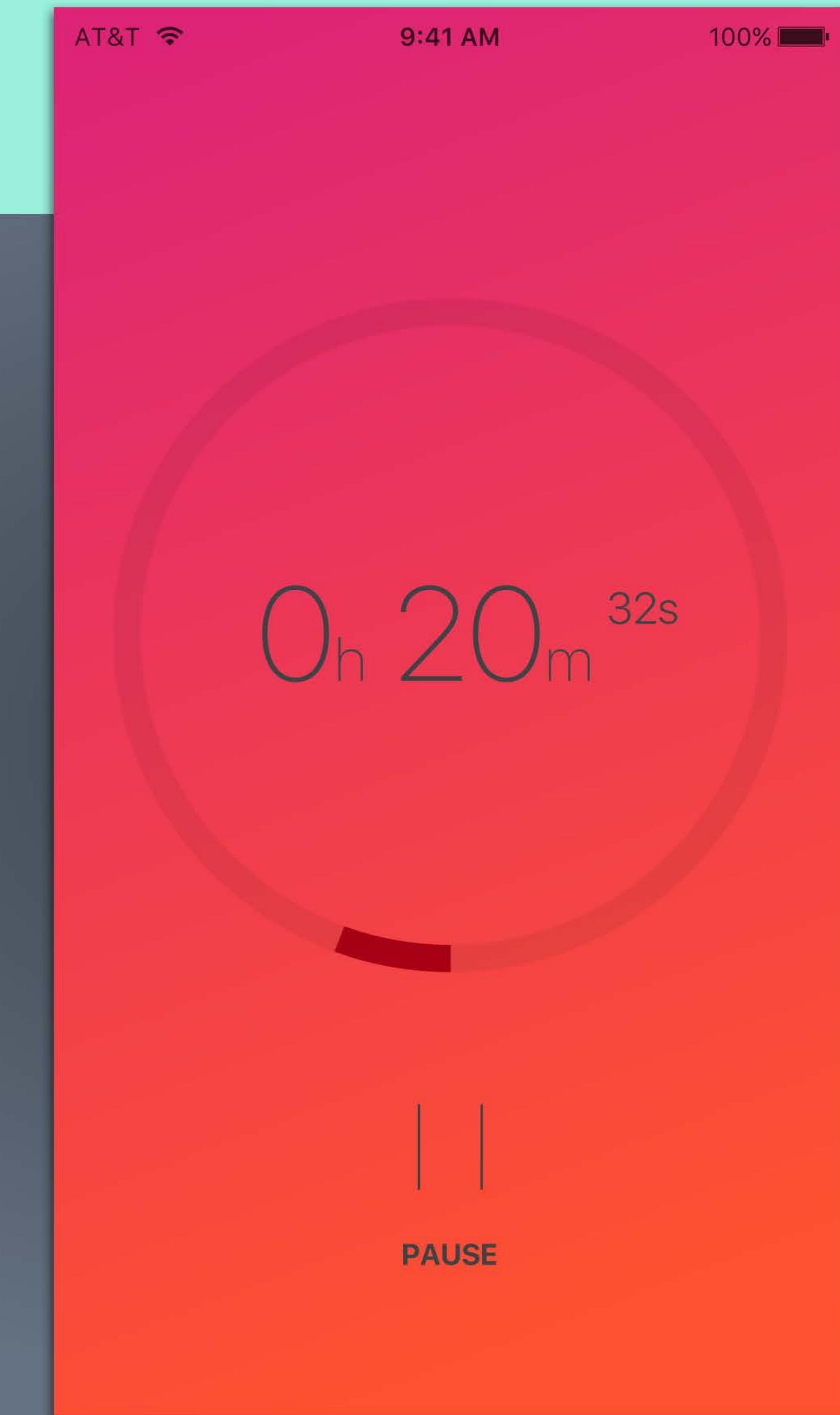
Introducing your personal trainer for studying.



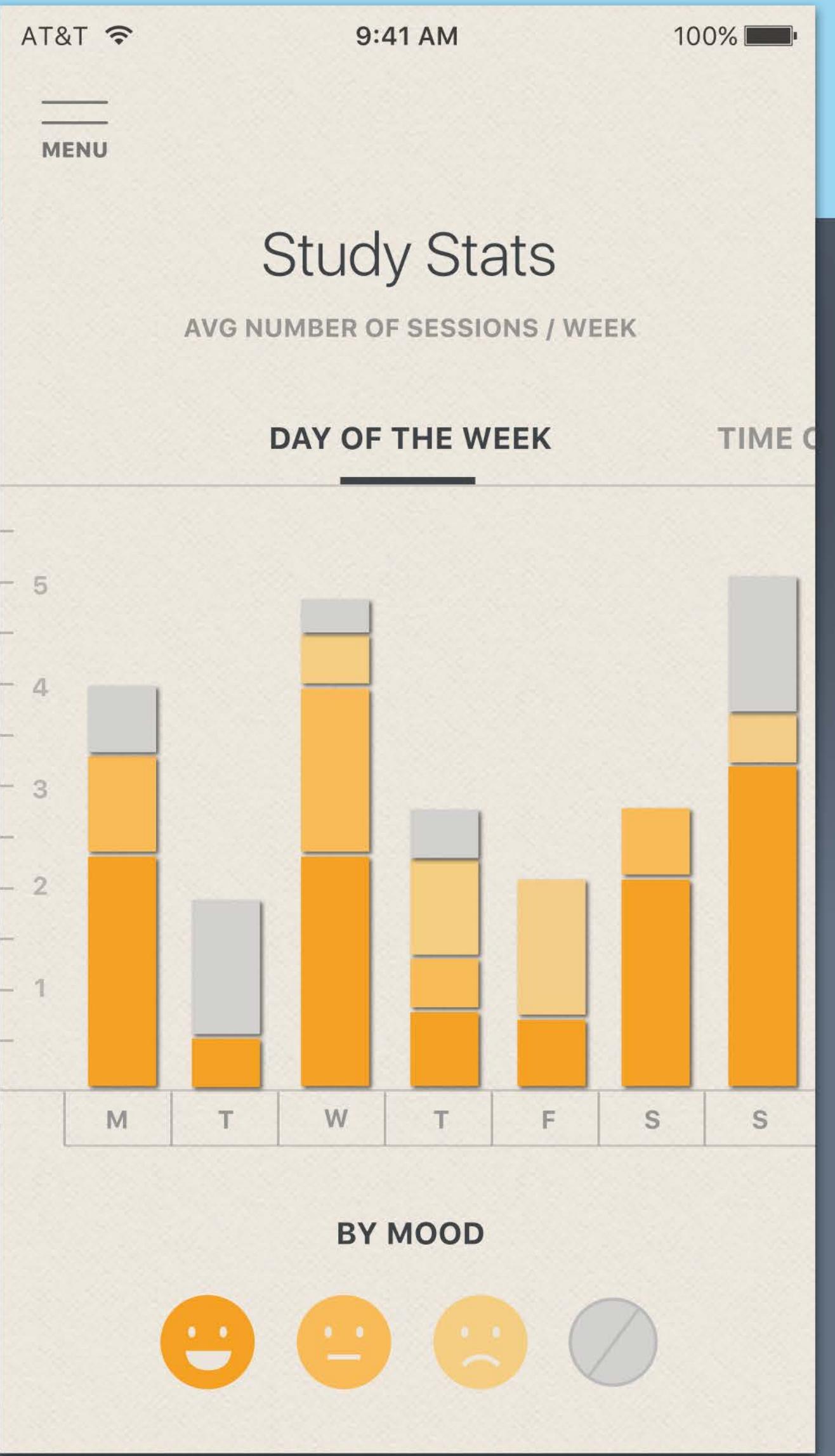
Keep track of your studies and deadlines.



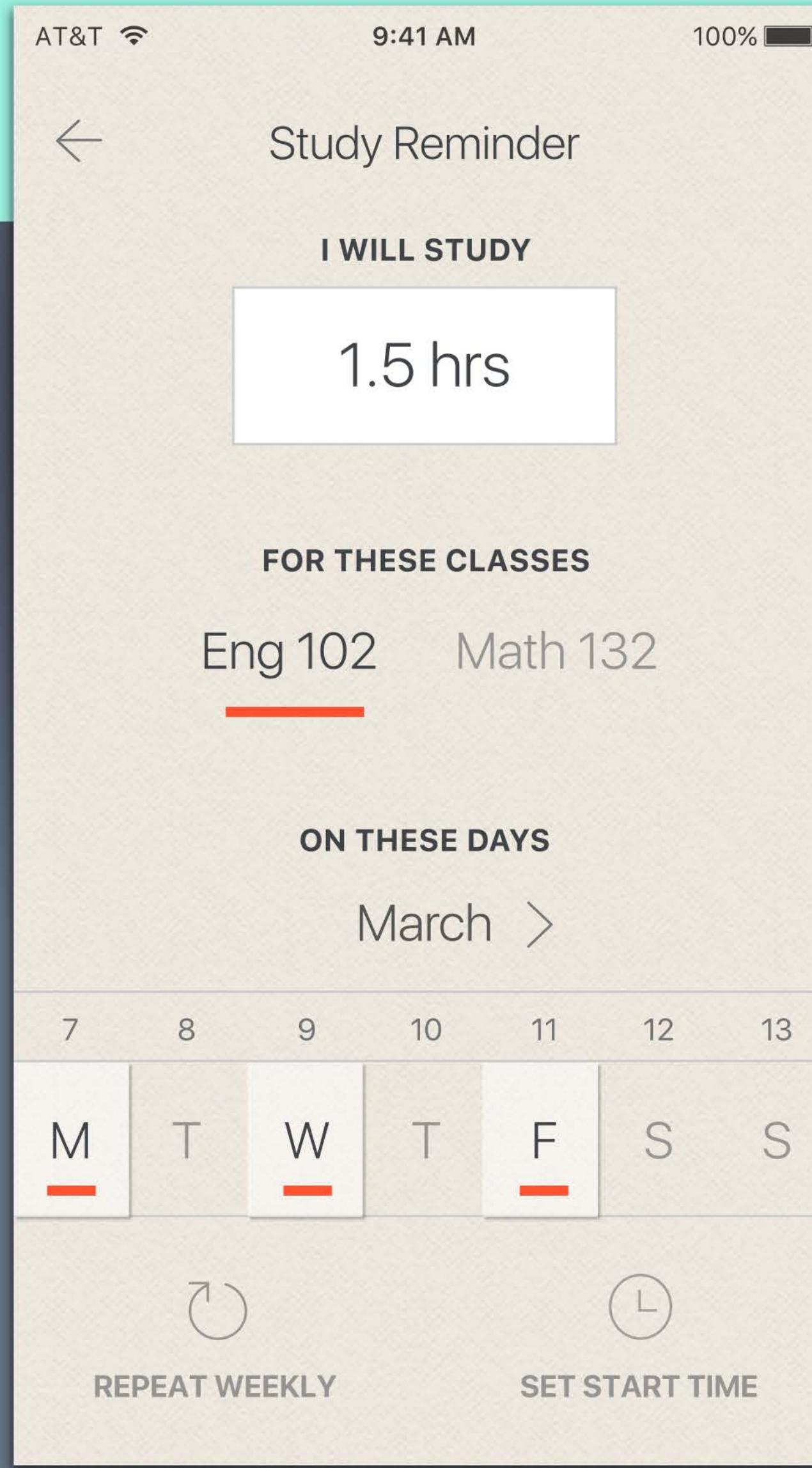
Easily track all of your study sessions.



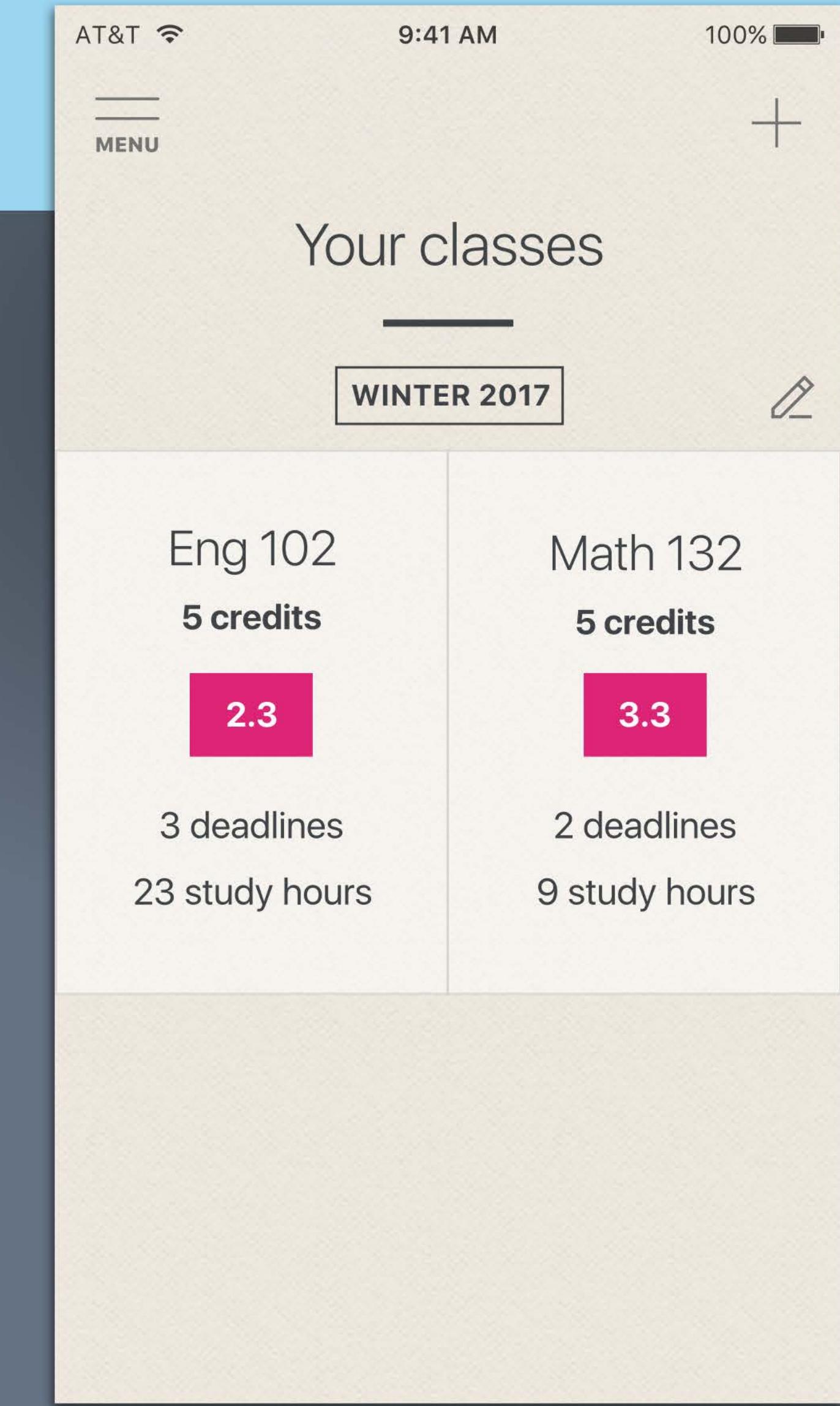
Find out when you work best with study stats.



Set simple reminders to stay on track.



Tie in your classes and track your grades.



WE STILL JOKE ABOUT THE GRADIENTS...

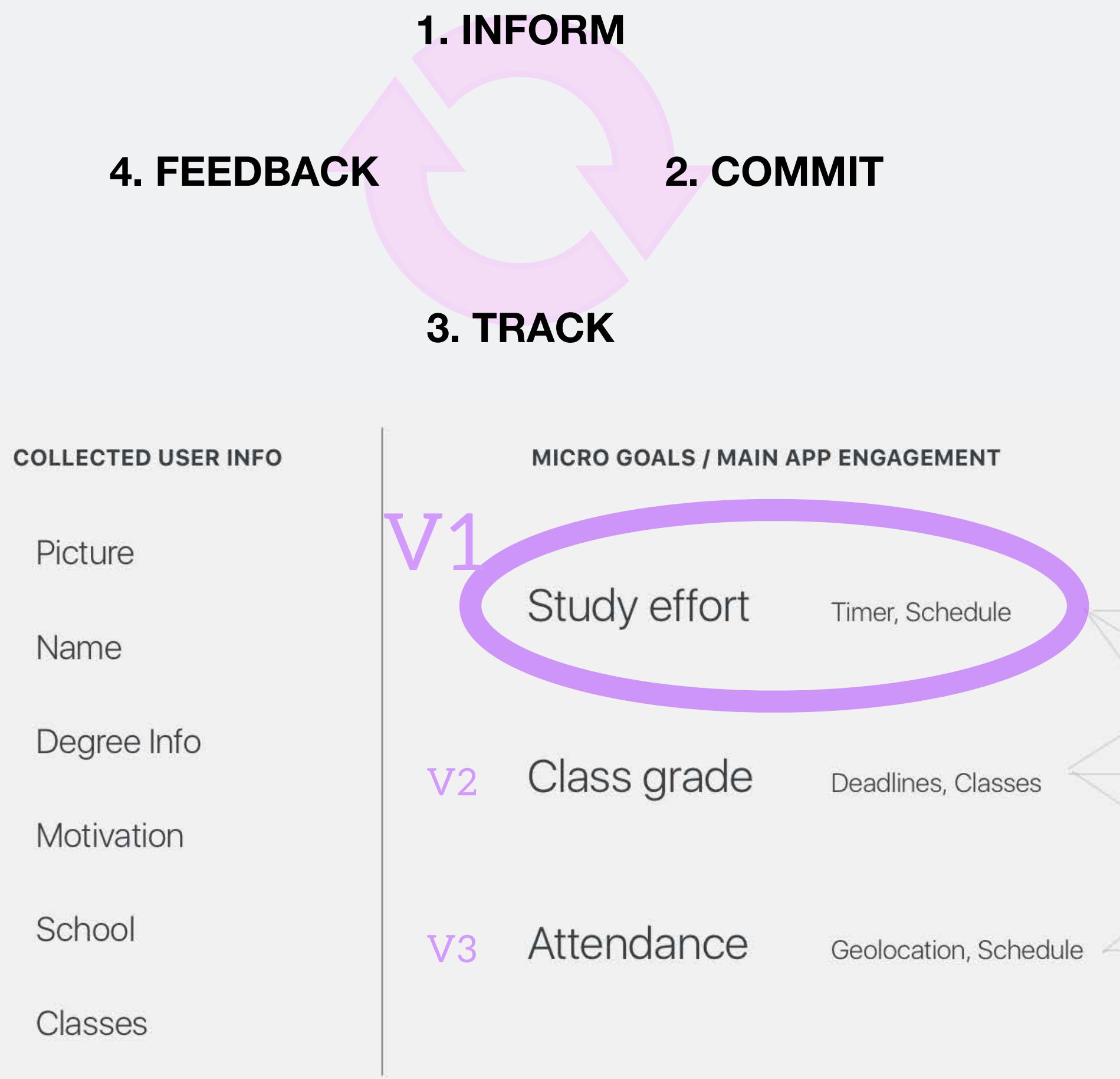
(Product + Design + Engineering) process

Discuss - Product planning

Apps determined by obstacles to first year academic success that are common non-trad pain points

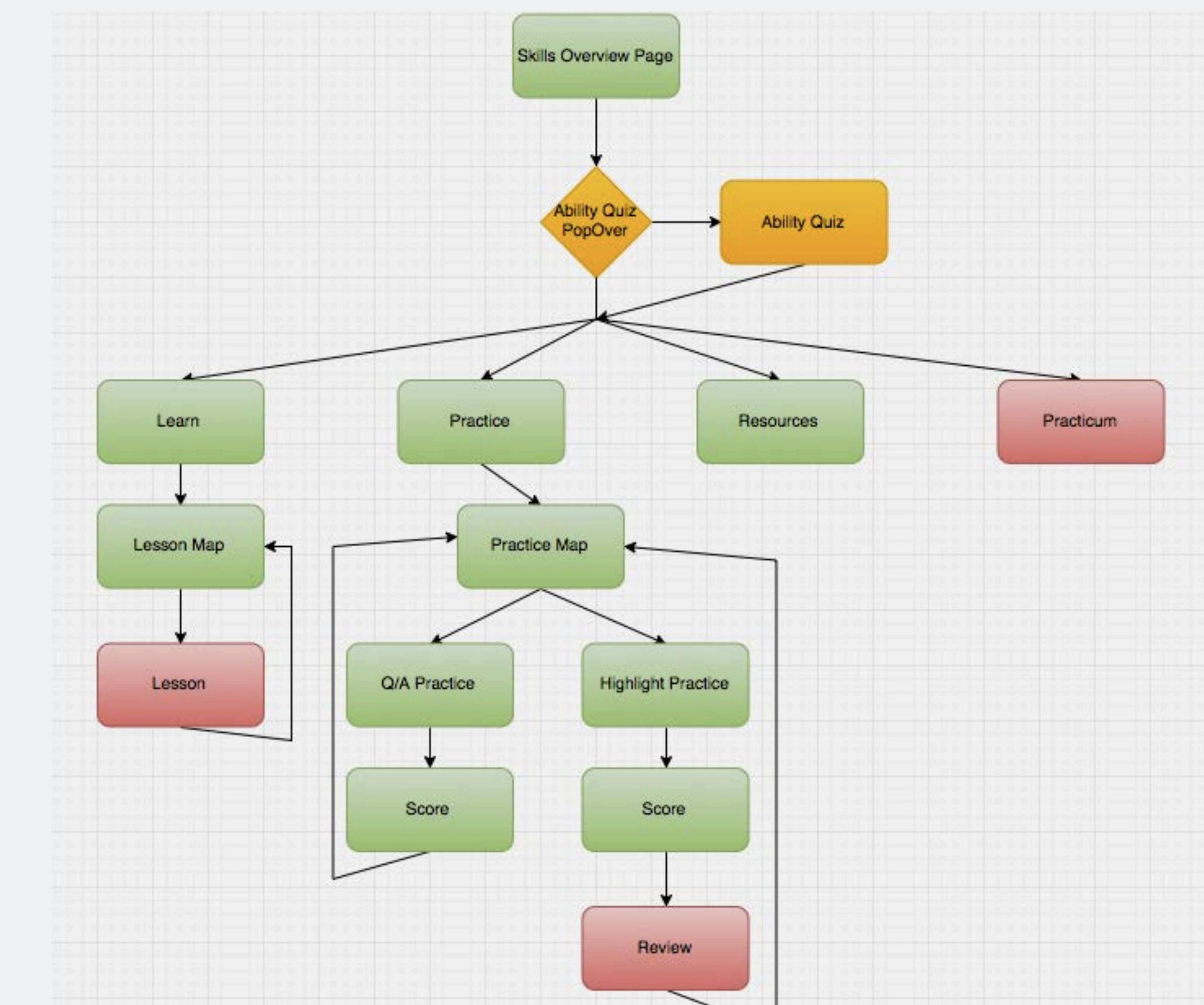
Study Shift app

Need addressed: Improve time management and realistic commitments by tracking and measuring study time.



Reading Comprehension app

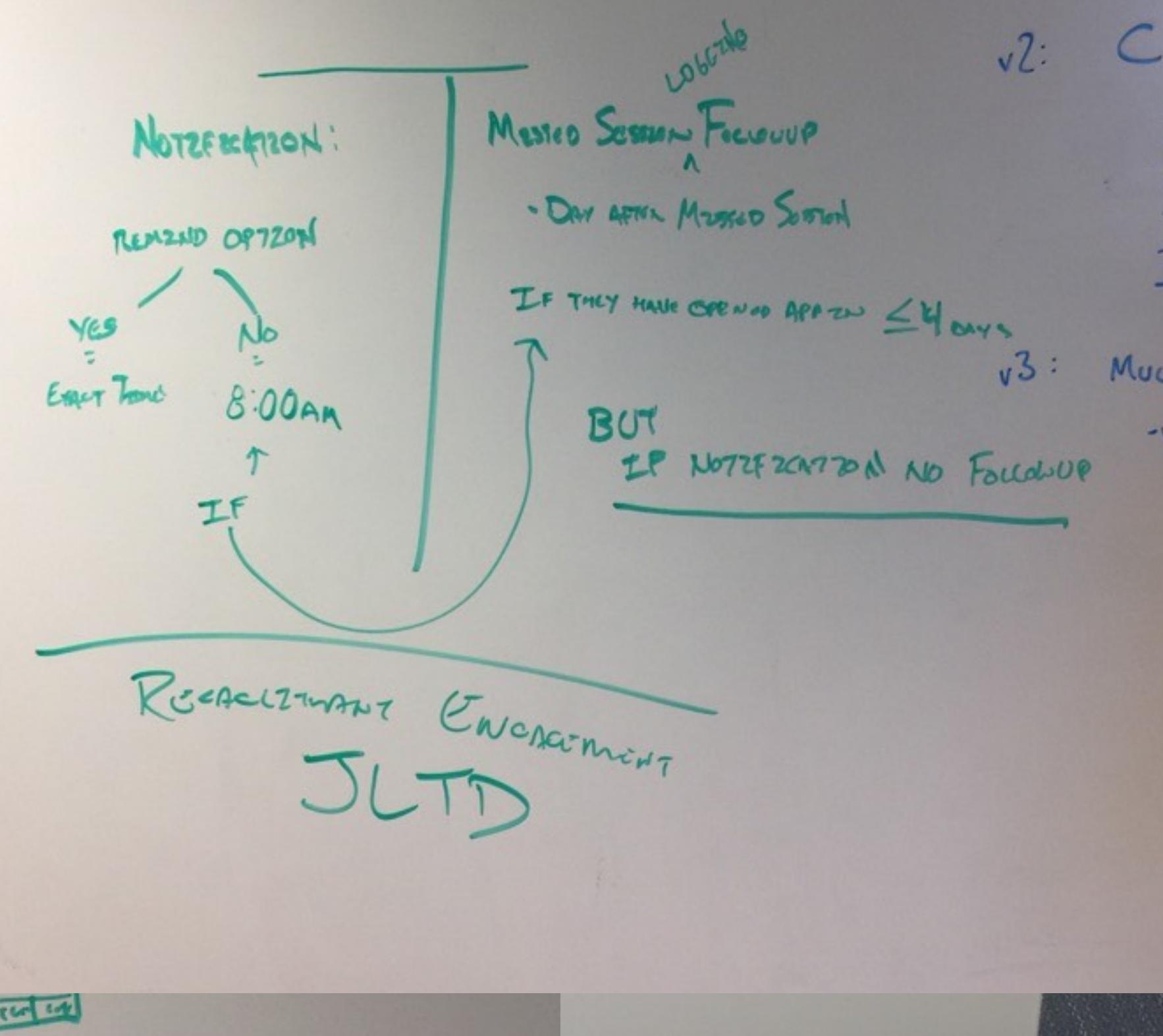
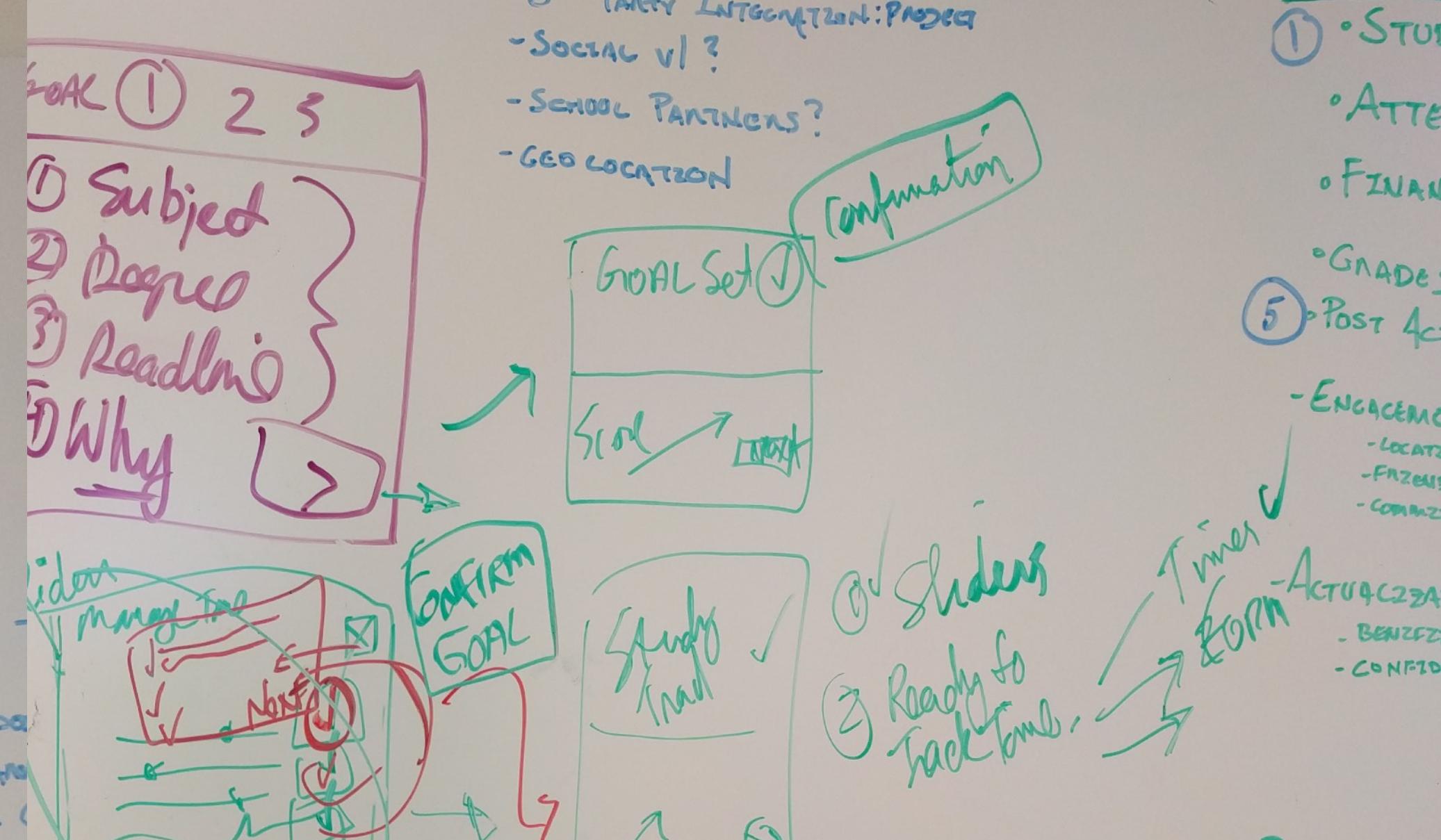
Need addressed: Improve foundational reading skills that are crucial to 101 classes.



Study Shift + Reading Comprehension - Whiteboard



She has time to study before class & tracks 2 half hour on timer.



Reading Comprehension - Wireframe

Capturing basic framework of lessons and testing

The wireframe illustrates the user flow through four main sections: Dashboard, Topic selection, Lesson list, and Lesson.

Dashboard: Shows a progress bar for "Critical Reading" (20pts closer to better reading skills) and two activity cards: "Learn 0%" and "Practice 0%".

Topic selection: A section titled "Which of the following topics interests you?" with four categories: Sports (checked), Health / Nutrition (checked), Travel (checked), and Tech. A "Save >" button is at the bottom.

Lesson list: A list of lessons under the heading "Learn". Each lesson card includes a thumbnail, title, duration, and a description. Lessons listed are: "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), and "Notetaking 101 | 5min" (A simple guide to taking notes like a pro.).

Lesson: A detailed view of a single lesson titled "Title I". It features a large image of a loaf of bread, a text card with descriptive text, and a horizontal navigation bar with six dots.

Reading Comprehension 1.0 - “Build the plane while flying”

October 10 - March 4

Engineering built the first release as I designed in tandem, working from low-fi (rough architecture) to high-fi (UI).

Final screens with the functionality to go take quizzes and highlight key sentences/phrases.

Dashboard

The dashboard features a large red circular icon with a stylized plant inside. Below it is a horizontal progress bar consisting of several colored squares. The text "EXPLORING SEEDLING" is displayed. A message below the icon reads: "Improving your critical reading skills will make homework, tests, and everything inbetween easier." Two main sections are shown: "LESSONS" (with a book icon) and "PRACTICES" (with a pencil icon). Each section includes a sub-message and a progress indicator: "Learn the basics" with "2/8" and "Exercise your skills" with "1/6". At the bottom, there's a "YOUR PROGRESS" section with a user profile icon.

Topic selection

This screen is titled "Topic selection" and contains the message: "Get reading material you'll enjoy learning with. Select at least two of any of the below topics to start practicing your skills." It shows a 2x2 grid of topics: "ENTERTAINMENT" (selected), "HEALTH & NUTRITION" (selected), "TRAVEL" (not selected), and "TECH" (not selected). A "Save" button is located at the bottom right of the grid.

Lesson list

The lesson list screen shows a summary: "Lessons" (7 REMAINING, 1 COMPLETED). Below this, the "Next up" section lists three lessons: "Contextualizing" (a quick pass to get yourself ready for a full read, 7 min), "Summarizing" (an overview in your own words, 7 min), and "Identifying What You're Reading For" (it's easier when you know what, 8 min). Each lesson item has a red circular arrow icon at the end.

Lesson

The lesson screen for "Contextualizing" shows the definition: "Contextualizing is the act of putting an essay in context, or a broader frame, of what other information or perspectives might inform the topic." Below this, a progress bar indicates "8 min" with a red circular arrow icon at the end.

Study Shift - Wireframe

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

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 goal

< 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 >

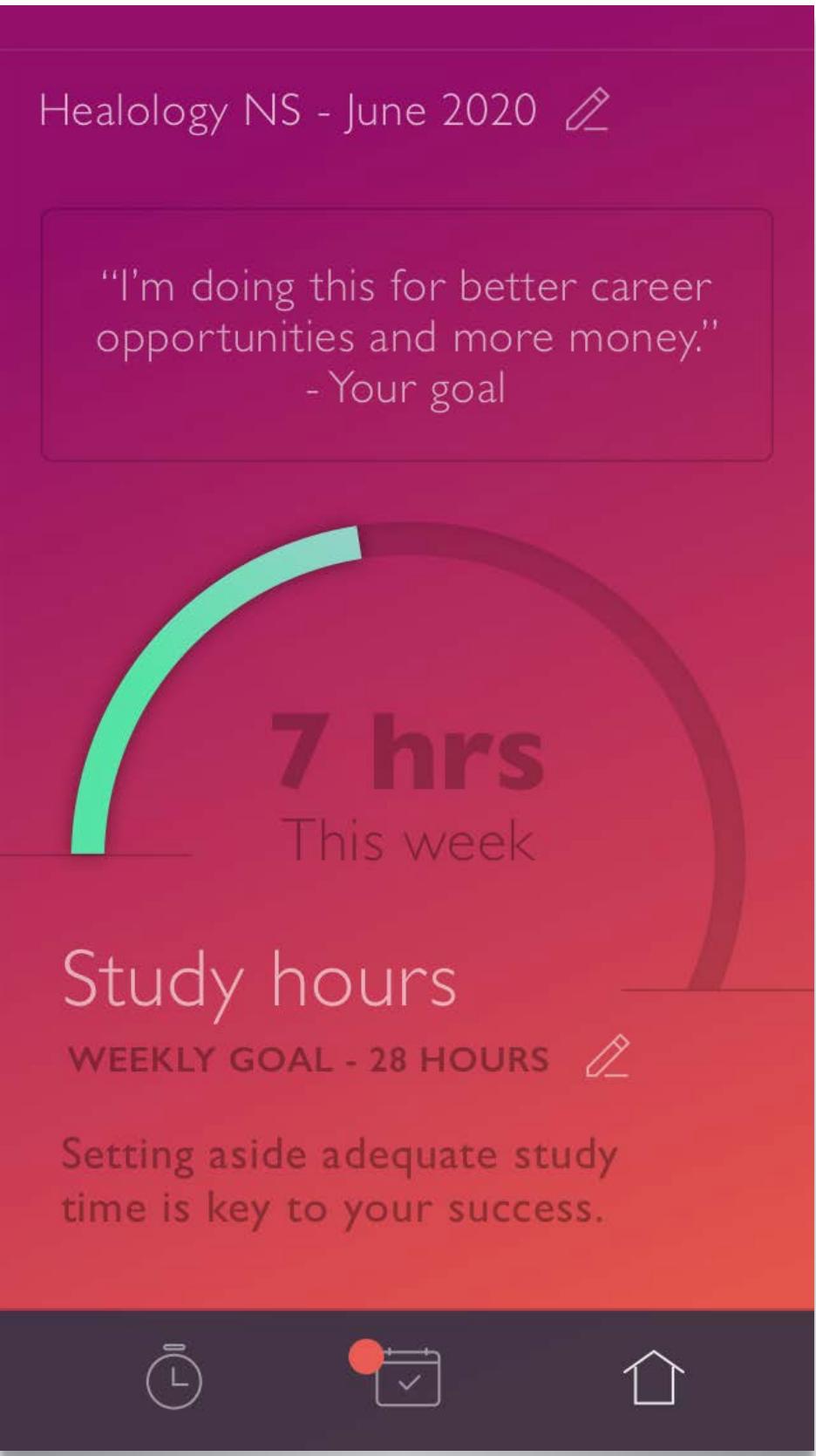
Study Shift 1.0 - “Build the plane while flying”

October 10 - March 4

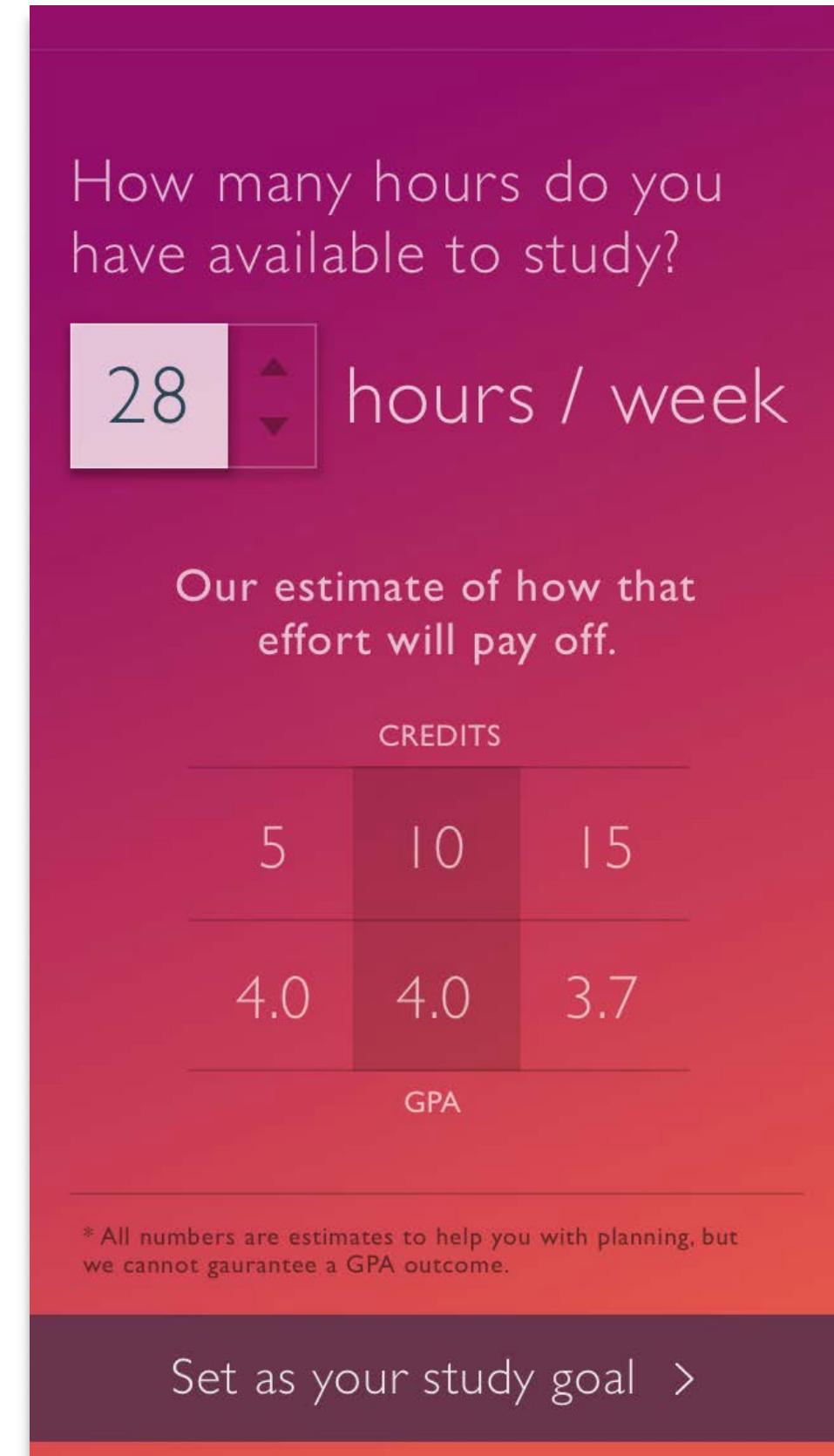
Engineering built the first release as I designed in tandem, working from low-fi (rough architecture) to high-fi (UI).

Final screens with the functionality to set a study goal, track time, and schedule study reminders.

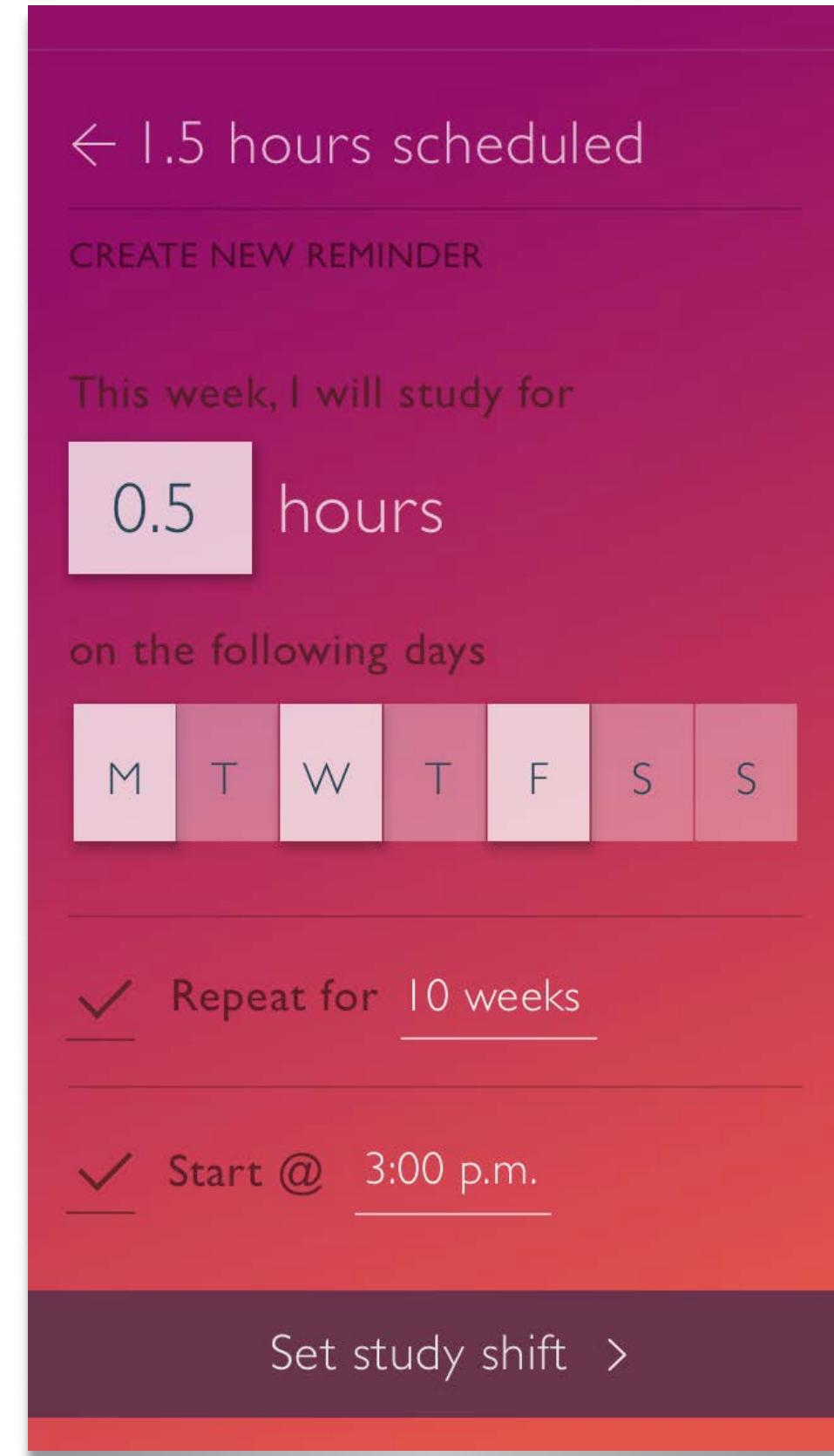
Dashboard



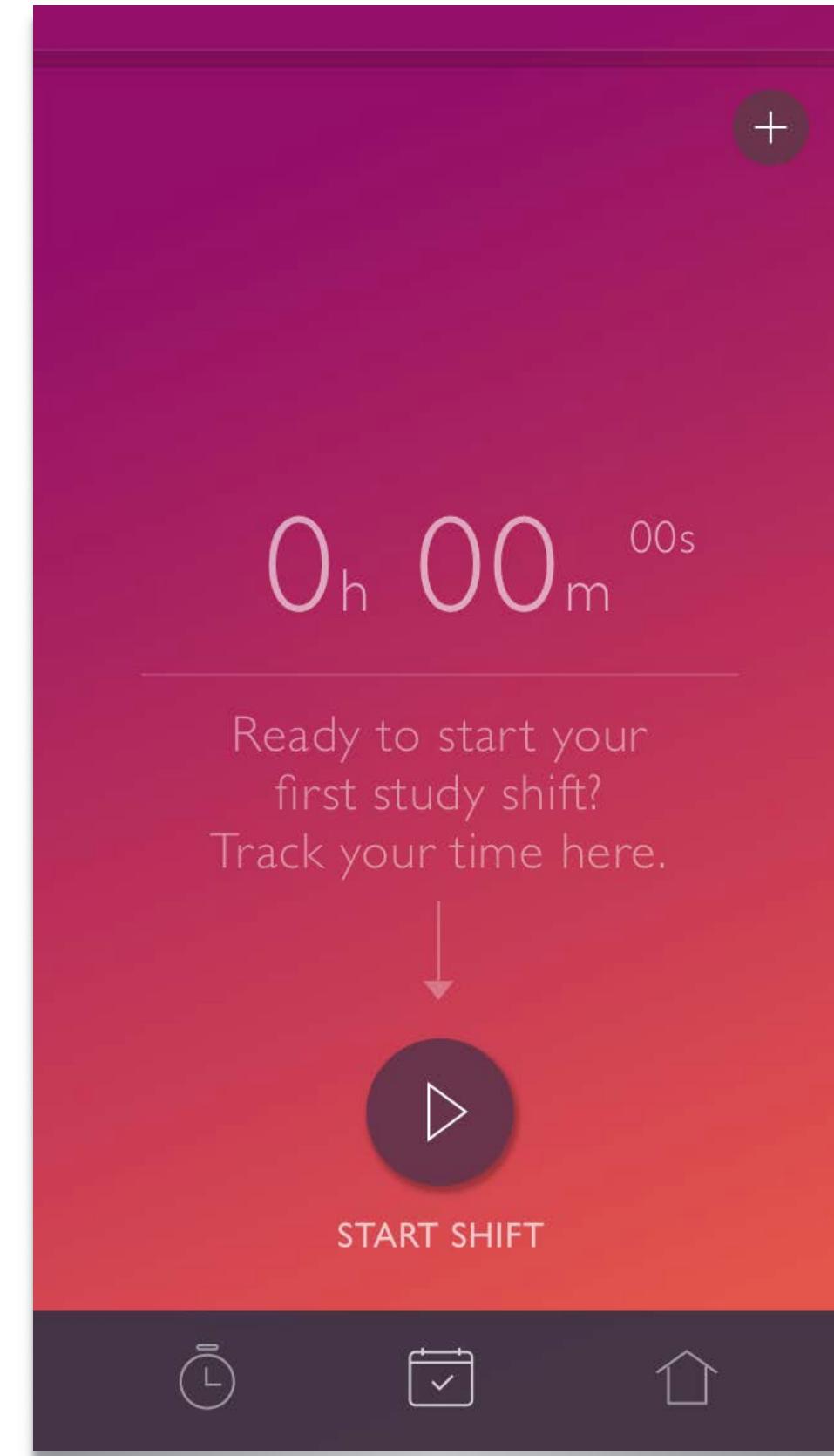
Edit time goal



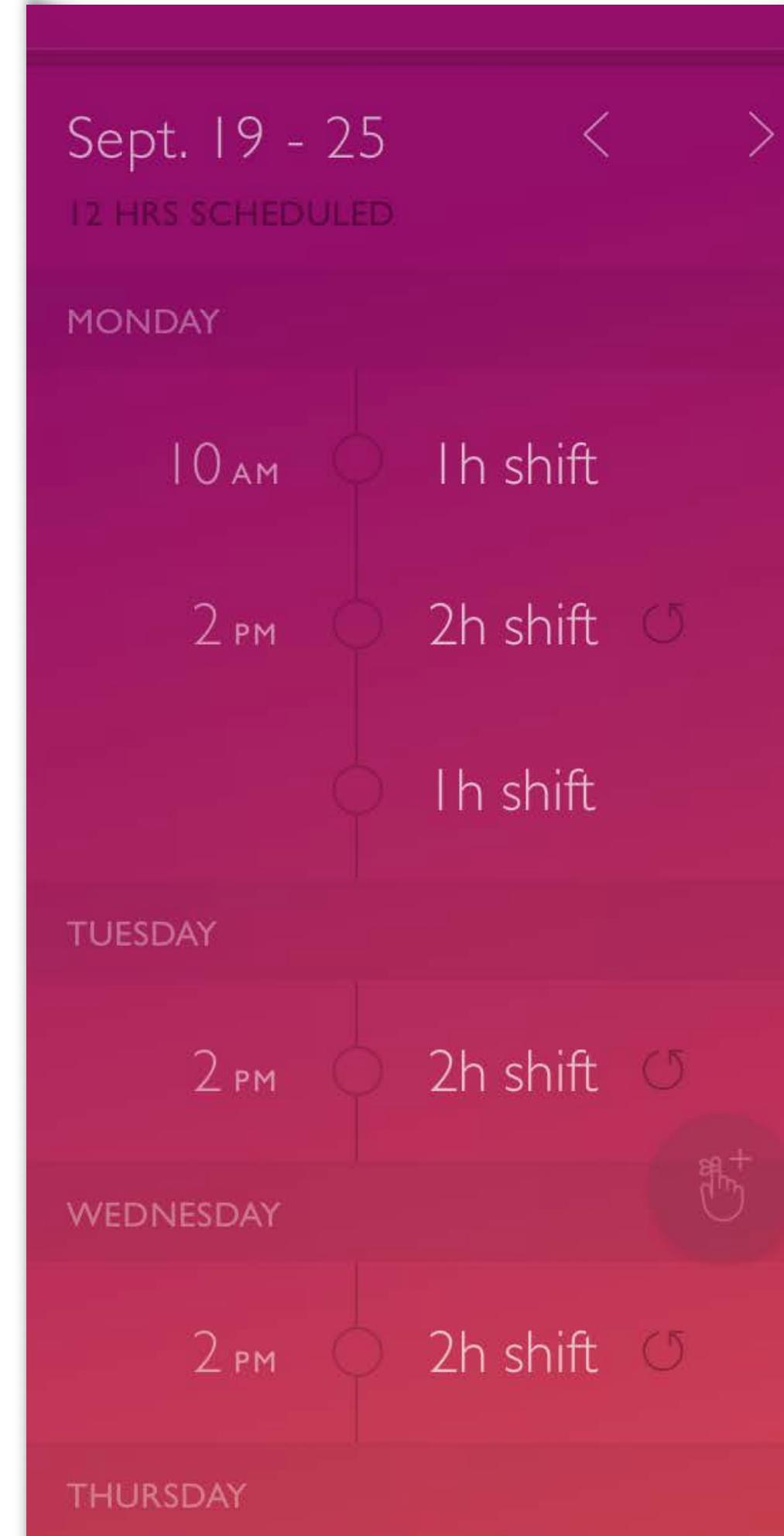
Create schedule



Track session



Calendar



Study Shift 1.0 - Release & iterate

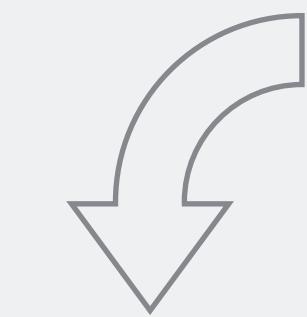
- ♦ Everyone is willing to share more information than I realize. 90% of people that opened the app carried through the entire goal capture.
- ♦ 76% of our ~3,000 users have entered a “reason goal”—personal intention to help remind them why they are pursuing their education.
- ♦ Informal run-throughs showed users struggling to grasp the association between credits / hours / GPA in the “hours goal” interaction.
- ♦ Qualitative feedback showed that users were interested in understanding trade-offs... but we weren't successful in communicating it.
- ♦ Qualitative feedback also showed people liked the calming, sunset colors, but it made text hard to read

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...

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 inspiration.

What users have written for their “reason goal”



- 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.

Study Shift 1.1 Highlights - “Build the plane while flying”

March 5 - March 28

Manage and track classes and deadlines. Also overhauled the app's UI according to feedback and to accommodate complexity beyond time tracking.

Dashboard

Dashboard

STUDY 15 HRS / WEEK

0 HRS

Set schedule

Add classes

What classes are you taking this term?

CLASS	CREDITS
Name	5

ADD CLASS

Save

Class schedule

Your classes

WINTER 2017

Eng 102	Math 132
5 credits	5 credits
0 deadlines	0 deadlines
0 study hours	0 study hours

Class deadlines

Eng 102

WINTER 2017

THUR, DEC 10

Quiz 1

WED, JAN 15

Midterm

WED, MARCH 15

Final

Track session

0h 30m 23s

FOR THESE CLASSES

Eng 102 Math 132

RESUME SAVE

Study Shift 1.2 Highlights - “Build the plane while flying”

March 29 - May 28

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

The image displays four screenshots of the Study Shift mobile application interface, illustrating the "Reason goal (video)" feature and the new "Goals" and "Study stats" sections.

- Reason goal (video) Screen:** This screen is part of the onboarding process. It features a large text area with the heading "Set an intention." and the instruction "Record a 10 second video for yourself about what drives you to be in school." Below this, a "WHY" section explains the benefit of recording goals. A prominent red button at the bottom right says "Record my video >".
- Profile Screen:** Shows a user profile for "Sandy Warfield". The "MOTIVATION" tab is selected, displaying the video intention recorded earlier. The "GOALS" tab is also visible.
- Goals Screen:** Shows the "GOALS" tab selected for the user profile. It displays study effort information: "28 hrs / week", grades "3.5 GPA", and credits "15". A "RECALCULATE" button is at the bottom.
- Study stats Screen:** Shows a dashboard titled "Study Stats" with two main charts. The top chart, "TOTAL NUMBER OF SESSIONS", shows session counts by day of the week: Monday (M) ~3, Tuesday (T) ~2, Wednesday (W) ~3, Thursday (T) ~1, Friday (F) ~0, Saturday (S) ~2, Sunday (S) ~1. The bottom chart, "TIME ON APP", shows time spent by mood: neutral (~3 hours), sad (~1 hour), neutral (~1 hour), and happy (~1 hour).

Study Shift 1.2 - Release & iterate

Gathering and sharing data to plan improvements

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 current status):

- 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 ditching after setting a goal or timer seemed like a missed opportunity. The large number of people quitting after setting a goal or timer seemed like a missed opportunity. The large number of people quitting after setting a goal or timer seemed like a missed opportunity.

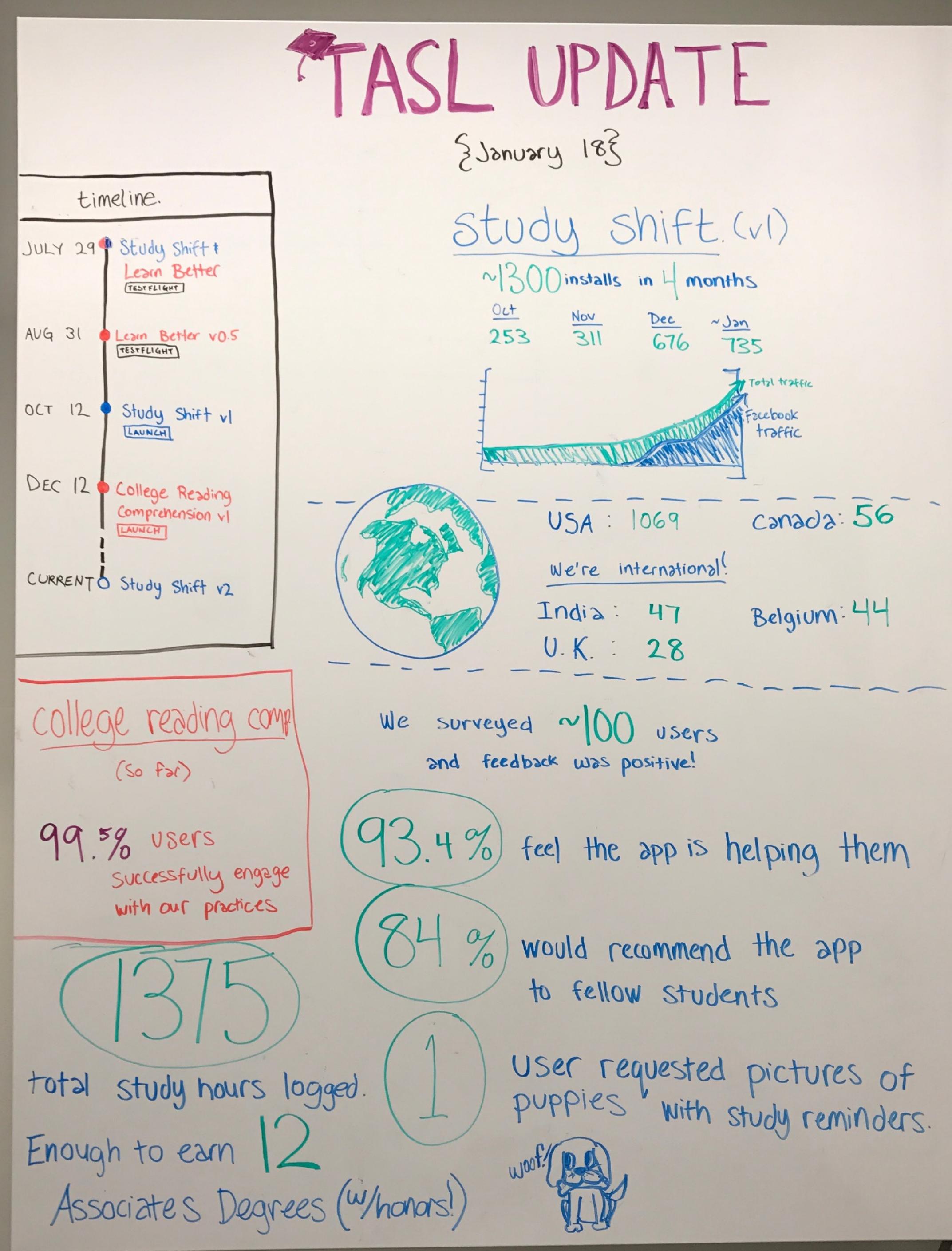
So for the people using the app as intended (~10), it's worth looking further into how they use the app. Here's a star player right now that has been using the app and quitting looked a little weird to me and might have to do with figuring out Facebook traffic.

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 be using the app and quitting looked a little weird to me and might have to do with figuring out Facebook traffic.

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?)

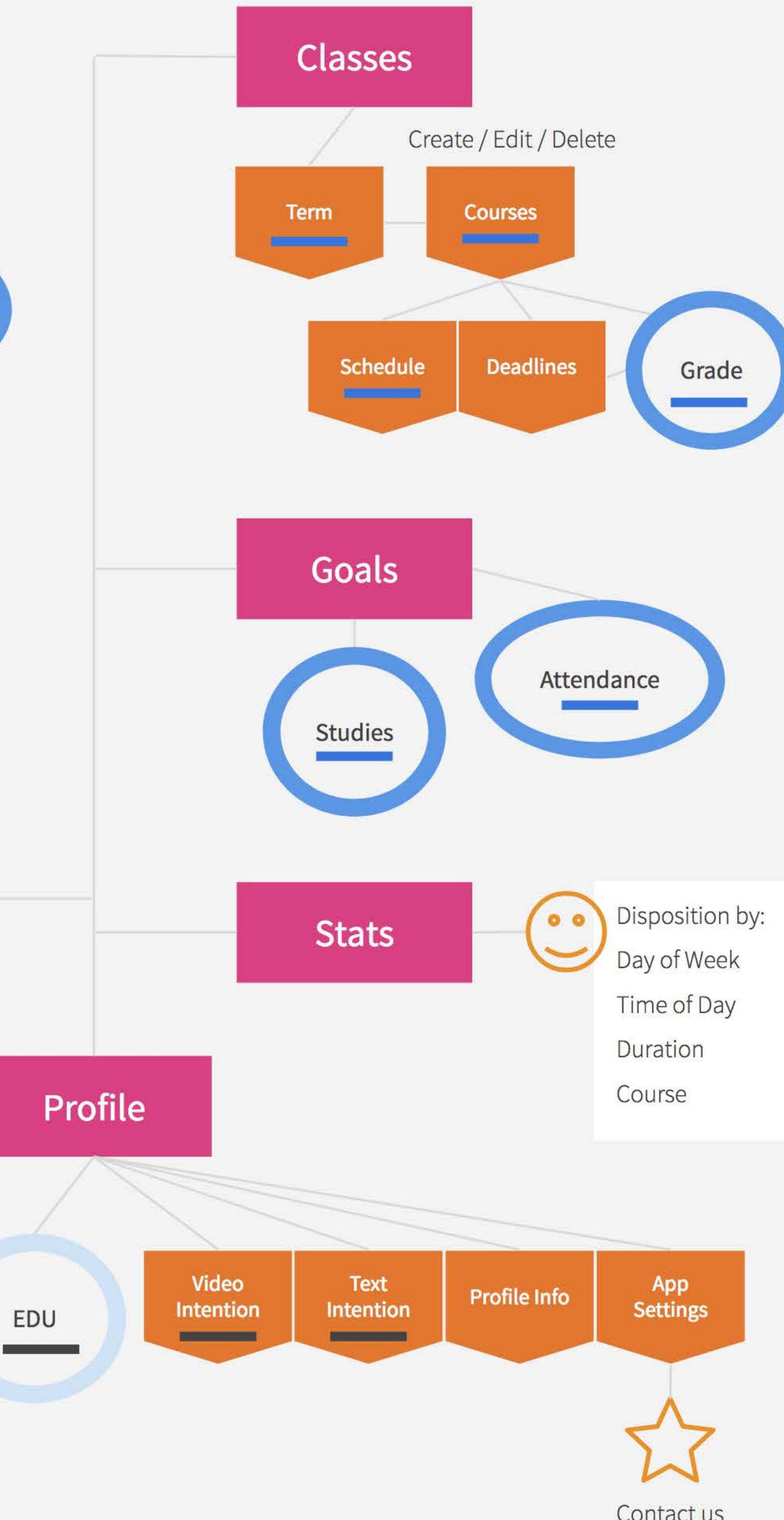
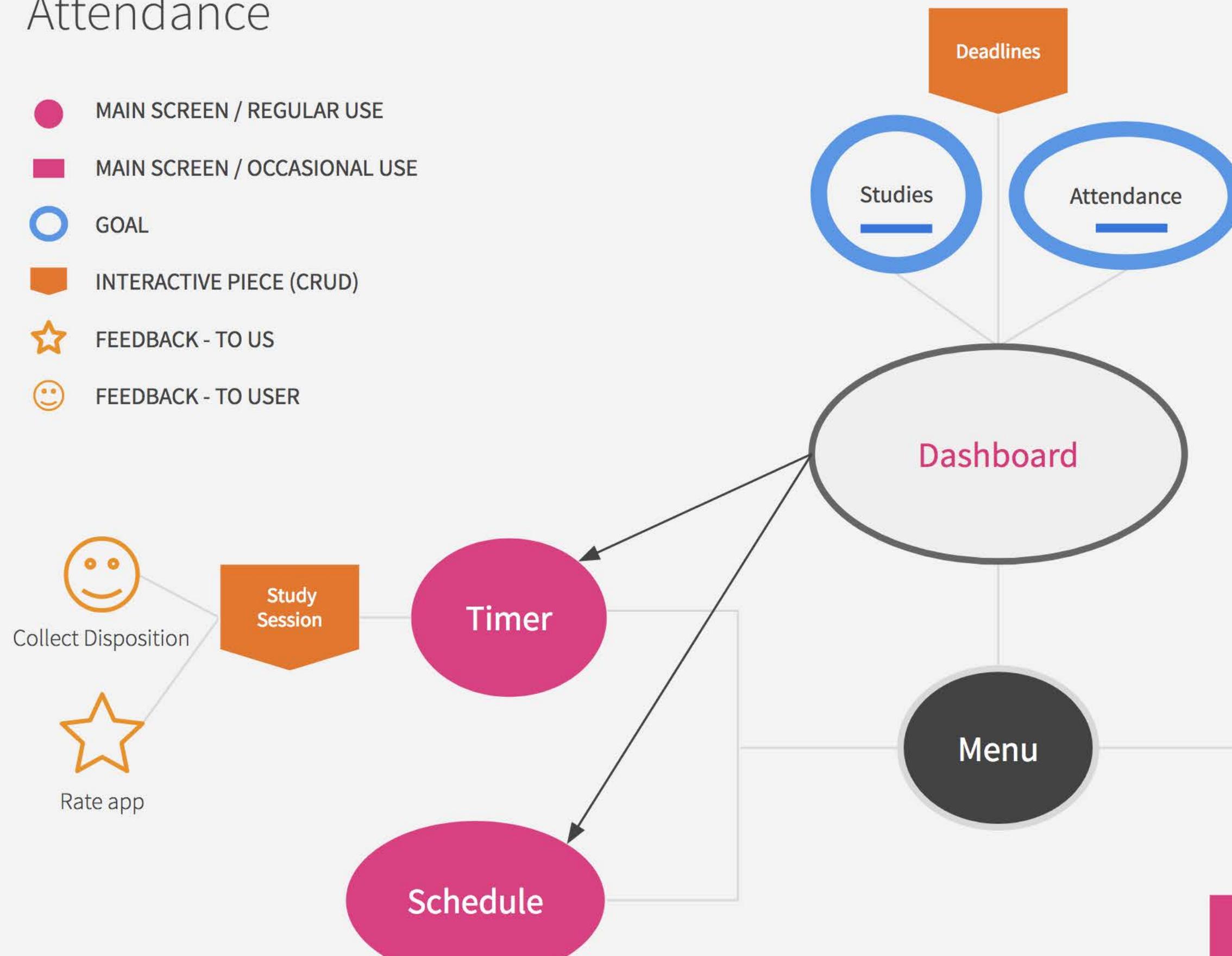
Thanks,
Navreen



Study Shift 1.3 - Whiteboard

Attendance

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



As the app became more robust, it became imperative to visualize it:

- ◆ 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.

Study Shift 1.3 Highlights - “Build the plane while flying”

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).

The image displays five mobile application screens from the Study Shift app, arranged horizontally. Each screen has a dark header bar with white text indicating its function.

- Dashboard:** Shows a large circular progress bar at 0 HRS, a 'STUDY 15 HRS / WEEK' button, a 'SET STUDY SCHEDULE' button, a tip about reaching 15 hours, and an 'ATTENDANCE' button.
- Add class schedule:** Displays a weekly spring schedule for 'Eng 102'. It shows the days of the week (M, T, W, T, F) and times (3:00 pm to 4:20 pm). Buttons for '+ ADDITIONAL CLASS TIMES' and 'Save' are present.
- Set attendance goal:** An 'Attendance Goal' screen asking 'Half the battle is showing up. How many of the 9 classes a week do you plan to attend?'. A slider is set to 8 classes/week.
- Check in to class:** A 'Class Check-in' screen for 'Biology 201' on 'MONDAY, APRIL 8'. It includes buttons for 'PRESENT!', 'MISSSED CLASS', and 'CLASS CANCELED'.
- Track attendance:** A monthly calendar for April 2017. It highlights 'STUDIES' (red dots), 'DEADLINES' (pink circles), and 'CLASSES' (grey boxes). Specific entries include 'Biology 201' on April 8 and 'Eng 102' on April 23.

PENDING NAME FOR A HIPSTER FISHING STORE

Study Shift 1.3 - Release & iterate

- ◆ ~93% of users adopted the new version [Fabric], ~554 active users on it [Appsee].
- ◆ Onboarding completion ("Macro Goal Capture") improved from ~60% to ~70%. We've seen an uptick in session length and average screens per session.
- ◆ 146 users have engaged with Attendance onboarding, which is approx. 21% of active users this version (681 users). 10 were new users.
- ◆ 64 users got to the end of Attendance onboarding and set a goal.
- ◆ 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.

See **UX Analytics Sample** in my portfolio for more

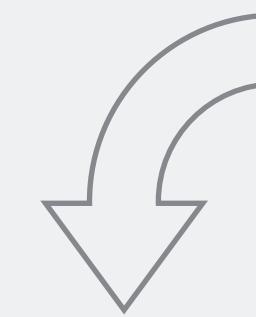
LOVE the idea! Esp.the estimated hours based on credits! But it takes soo long to set up a week & it doesn't really have a good "set up" for the weekly hours & goal tracker (or the timer-which i don't use :p). Really looking forward to ur future updates!!

Maybe add like a way to keep you off of other apps while you're studying?

Reminders should have pictures of dogs. Lol

It would be helpful if the app can track class subjects and notes too.

Just that I really love the premise and the execution of this app. I think that displaying the "goal" during study time would help.



Survey responses of what users love or want to improve about the app