

Persona

Who is your persona?



Timothy Lazar

Finance professional

“I’m a visual person. Yes, it is quite frustrating when I don’t understand the definition & context”

Goals and Motivations

- Aiming to have appreciable vocabulary base
- Likes to feel confident and smart while interacting with officials
- Always looking to advance in his career personally & professionally
- Feels easy to understand things visually than verboseness

Problem Brief

What problem are you solving?

Timothy tries to learn new words especially spanish/finance while at work or chatting with friends, but he is unable to communicate fluently with his friends and international clients (spanish) he meets and find it hard to understand too complex spanish/finance terms

Problem Statement

Timothy Lazar **needs a way to** understand the context and pronunciation of vocabulary(spanish) **because** he needs to have appreciable vocabulary base to interact with international clients in spanish and finance, and communicate well with his friends to have a enjoyable conversation (spanish)

Challenges Faced by Persona

What challenges do your personas face when working with the problem you are trying to solve?

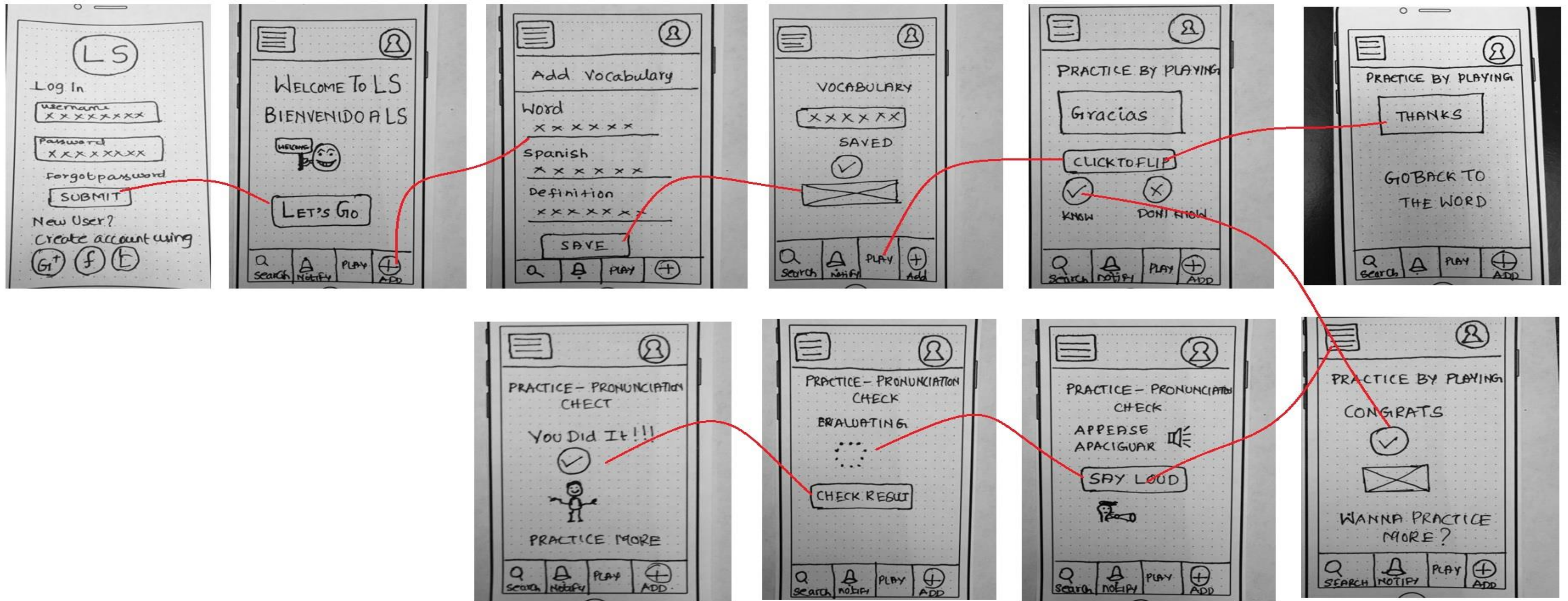
Timothy tires to learn new vocabulary but he gets frustrated when he doesn't understand appropriate usage of the vocabulary, and a way to practice to remember and pronounce it correctly

Quote:

“I search the vocabulary online and I get frustrated when I don't understand the definition and appropriate usage of the vocabulary”

Prototypes

Show wireframing/prototyping process



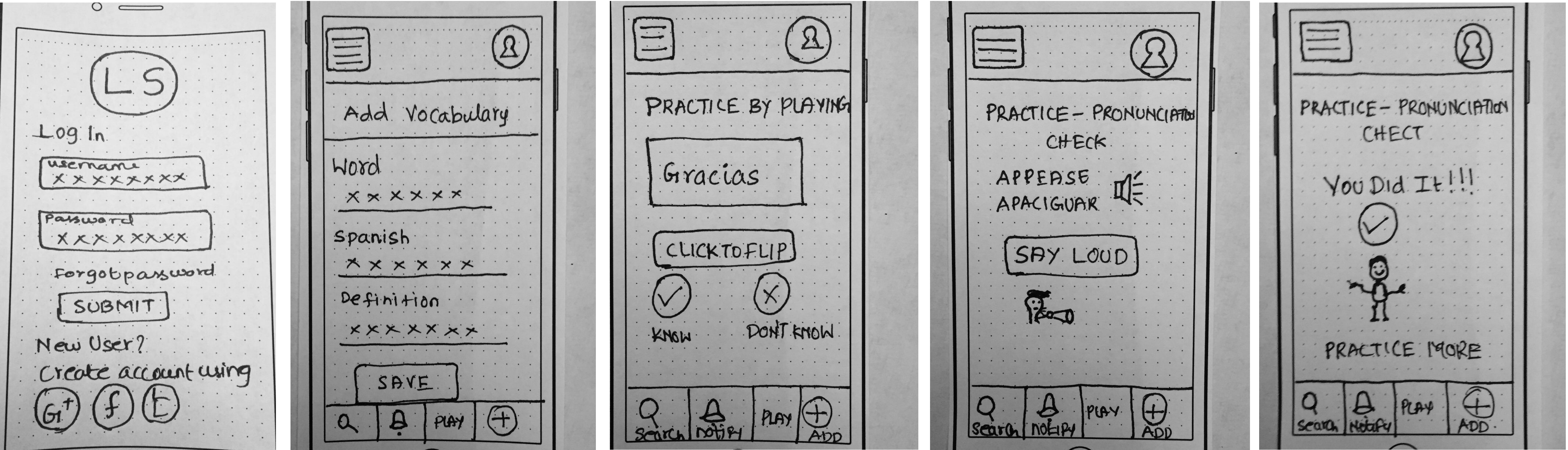
I followed the 20 minute process of sketching ideas and then mapped the screen according to the tasks. This is a final version before the usability test.

Usability Test Plan

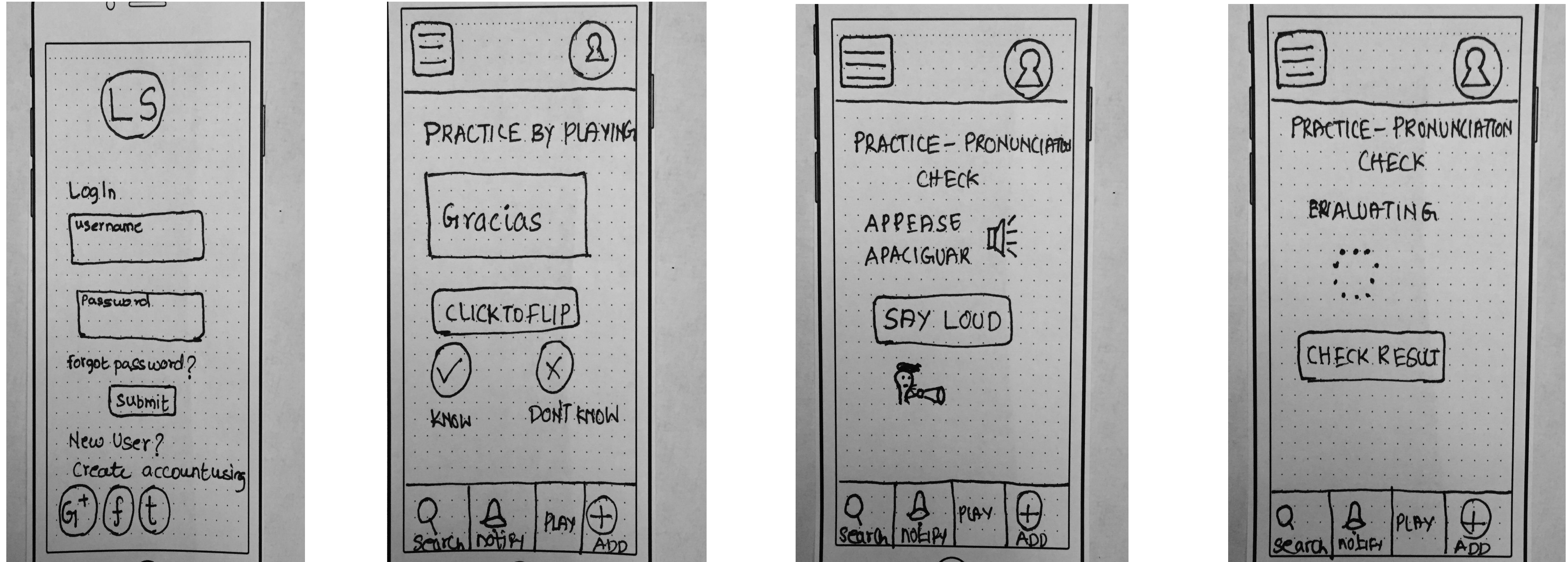
What did you decide to test, and why?

As the main goal is to learn new vocabulary by practice, I asked participants to 1) Log into the app 2) Add new vocable and search it in the app, 3) Flashcard Practice 4) Pronunciation check practice 5) Optional: Change password to test the usability of the app and see if users were able to learn new vocabulary by practice

Main Image(s)



Early Prototypes



What failed, and how do you think you can fix the issues?

Login page, Register form option for the new user should be provided; Flash card, three options seems to be confusing and should be provided fewer options; Pronunciation check, say loud button seems to be misleading user to practice pronunciation & check result button makes user impatient at times

Improvements

What have you improved (or plan to improve) as a result of usability testing?



Quotes:

Included a "Register" option for new users (image 1)

Removed Know and I don't Know options and added loud speaker to listen in flash card option (Image 2)

Removed Say Loud button and replace id with a mic image and added text say "Touch me to say" (Image 3)

Next Steps

What will you do next to improve your prototype?

Feedback, frustrations, and user expectations collected from usability testing is the focus. The focus will be on the usability catastrophe issues

Login:

- To create a “Register” form for the new users (if user selects Register option, the user will be directed to the form)
- Once the registration or creating account through Google/Facebook/Twitter a simple text/message will be displayed below the top bar to notify user account creation/registration is done

Flash Card:

- Both I know & I don't know options will be removed and just “click to flip” option will be added and if the user click flip the respective english translation will be shown with a loud speak to listen. A go back option will be provided to play more vocabulary

Pronunciation Check:

- The check result button during evaluation will be removed as it might make users impatient (extra click) and pause, try again option during pronunciation of the word (mic) will be provided
- Based on the pronunciation result , feedback section will be displayed with a loud speaker to listen appropriate pronunciation

Over All:

- The search option at the bottom bar will be moved just below the top bar to make it more accessible and visible
- The notifications icon will be moved to top bar and the bottom bar will have flash card practice, pronunciation check, add vocable, saved vocabulary option
- The consistency of menu and profile icon will be addressed