

# Capstone Project – 2

## Introduction:

FluencyPro Voice Monitor is an app designed to enhance users' communication skills by providing a comprehensive analysis of voice fluency and temperament. Seamlessly integrating into users' daily lives, the app offers a user-friendly dashboard displaying recorded sessions with insightful charts and percentages. Users can effortlessly navigate through personalized sessions, effortlessly record new ones, and receive real-time feedback on their speaking proficiency. With a focus on user engagement and continuous improvement, FluencyPro Voice Monitor empowers individuals to refine their vocal skills and elevate their communication effectiveness.

## 1. Idea Generation and Exploration

Survey Link: <https://forms.office.com/r/gtsRP9GC7Z>

Through the survey, I have discovered a fascinating openness among users to leverage voice analysis mini-apps for understanding their current voice modulations and enhancing overall fluency. The insights gathered shed light on a shared interest in harnessing technology to not only gain insights into one's vocal patterns but also actively improve communication skills. Users' curiosity about exploring features that offer a deeper understanding of their voice dynamics, reflecting a growing enthusiasm for tools like FluencyPro Voice Monitor. This newfound willingness among participants to embrace technology for personal development underscores a promising trend in the realm of voice analysis applications.

## 2. Concept Development and Planning:

The proposed app, designed for a straightforward user experience, begins with a seamless login and authorization process, leading users to an intuitive dashboard. Within the dashboard, users can effortlessly access a log of their previously recorded voices, each accompanied by detailed insight. A prominent feature is the 'Create New Session' button located at the bottom of the dashboard, providing users with a quick start to recording their voices. Upon

completion, the app generates a comprehensive overview, presenting fluency percentages, temperament analysis, and graphical representations. This valuable feedback not only offers insights into users' current voice modulations but also serves as a tool for improvement.

## User Flow:

### User Registration/Log-in:

- User opens the app and is prompted to log in or register.
- New users complete the registration process, providing necessary details.
- Returning users log in with their credentials.

### Dashboard Overview:

- Users land on their personalized dashboard displaying a chronological list of previous voice recording sessions.
- Each session entry includes details such as date and time.

### Initiate New Session and Recording Voice:

- Users locate and select the "Create New Session" button.
- App prompts users to start recording their voice by tapping a dedicated button.
- Users record their voice for a predefined duration.
- After recording, users have the option to review or re-record before proceeding.

### Analysis and Feedback:

- The app automatically analyzes the recorded voice for fluency and temperament.
- Users are presented with a detailed overview, including fluency percentages and temperament insights.

## 3. Design and Development:

I have made a simple prototype using Figma software.

Link to Figma board:

<https://www.figma.com/file/tLWlQKRzCC5er2jrOQHf6j/Prototype?type=design&node-id=0%3A1&mode=design&t=CqITG1K4T4oaRFH1-1>

#### 4. Testing and Iteration:

The Figma prototype presented above is the culmination of an iterative and collaborative process, marked by diligent rectifications of glitches and continuous positive refinements. While working independently without a sizable team or direct access to a supervisor, I've strived to create an enhanced prototype through thoughtful design choices.

#### 5. Launch and Market Introduction:

After successfully developing a prototype of our application, our next strategic move is to launch an impactful marketing campaign. We can plan to captivate our target audience through a multi-faceted approach that includes engaging content creation, Influencer partnerships, launch events etc. The core value proposition would encapsulate this vision: 'Empowering users to master the art of effective communication effortlessly. With real-time analysis and personalized insights, our application not only refines your vocal skills but also provides a seamless experience that fosters confidence in every spoken word.'

#### 6. Post-Launch Monitoring and Optimization:

After the application has launched and customers are providing insights, we can analyze user engagement data, optimize the app based on usage patterns, and plan for future updates.

Few metrics to track after launch would be:

User Acquisition: Measure the number of new users who download and install the app. This metric helps measure the effectiveness of the marketing efforts and the app's initial appeal.

Retention Rate: Tracking how many users continue to use the app over time. A high retention rate indicates that users find value in the app, while a low rate may suggest issues with user experience or features.

Session Duration: Monitoring the average time users spend within the app during a single session. Longer session durations typically indicate user engagement and satisfaction with the app's features.

User Feedback and Ratings: Paying attention to user reviews, ratings, and feedback on app stores and other platforms. Positive reviews contribute to a favorable app reputation, while negative feedback provides insights for potential improvements.