
Catchphrase

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Prototype Link:

[FIGMA DEMONSTRATION](https://www.figma.com/file/GD1eClsgwuzany2EiSpozi/Untitled?node-id=0%3A1)

<https://www.figma.com/file/GD1eClsgwuzany2EiSpozi/Untitled?node-id=0%3A1>

Project Introduction

- When visiting a different country there are a multitude of nuances associated with engaging in the country.
- While lots of people have exposure to learning other languages, the result seems to be rigid and impractical.
- Our team's initiative is to create an app that provides its users with realistic linguistics.

Our Goal

- Enable our users to travel in confidence, with the knowledge of local cultural customs. To empower our users feel like locals when traveling to other countries. Understanding the local way of communicating is a major factor in enjoying your vacation and not feeling like an outsider.

Target User Group

- Users within the age range of 18-26.
 - Users who are apt to travel.
 - Characteristics of our users would be social, interested in culture and authenticity of an experience, excited to travel, and have some experience and comfort with traveling.
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Generative User Research - Interviews and Observations

Research Question:

How can we help people better communicate while traveling?

Participants Demographics:

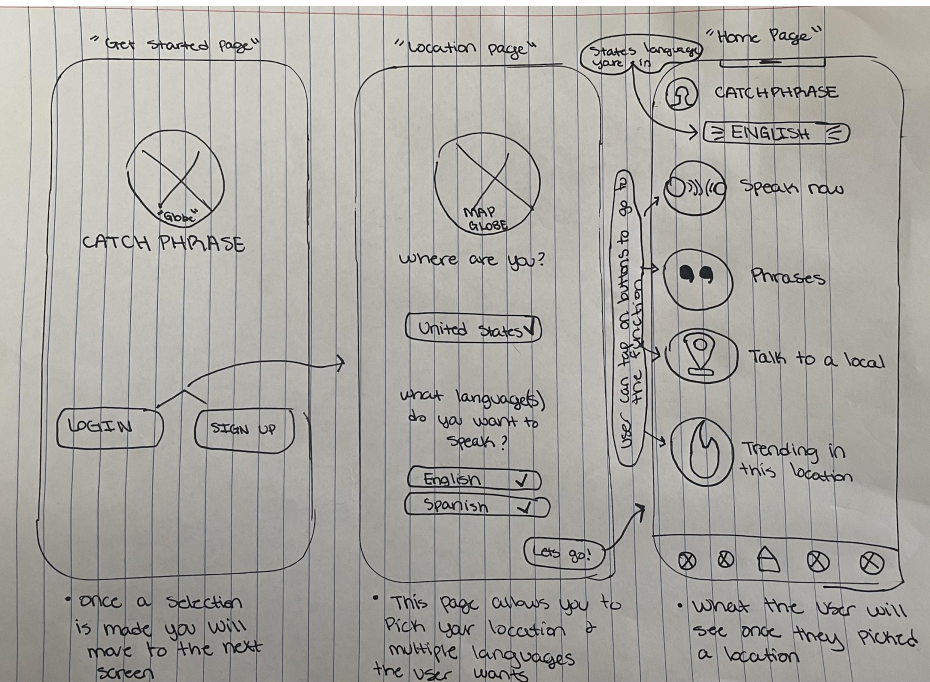
- Mostly IU students
- Around the ages of 18-25
- Those who have traveled abroad

Questions We Asked:

- How likely are you to travel to a country where they speak a different language? If not, what challenges have prevented you from doing so? If likely, what encourages you to do so?

Insights:

- Participants are more inclined to learn something that takes less effort than to overwhelm themselves with unnecessary tasks. When asked how the participants would learn to say something in another language in the country they're in, they would prefer to ask a local.
 - Duolingo is equipped with features and tasks that a demographic of users pay no attention to.
 - The app Duolingo, uses abundant gamification techniques and vivid illustrations to keep the user entertained.
-



Most modern & pretty design:
Winner!

1st Paper Page

Starting off with our application, our team designed a large smattering of different ideas. These designs and drawings pioneered the ideal content and use cases for our application, as well as aesthetics.

User Research / Design Feedback:

1. Best designs used logo images
2. Sectioning each option works
3. Designs were too different from each other

Insights / Main Design Choices:

- Look for sleek and developed designs
- Keep flow and functionality simple
- Be mindful of mental mapping!

Interview questions

1. Understand travel frequencies
 - o Have you ever traveled abroad, if so how often?
2. Determine language comprehension
 - o Do you speak any other languages? If so, did you have to speak them abroad? What was your experience?
3. Likeness to travel to a country where they speak a different language
 - o How likely are you to travel to a country where they speak a different language? If not, what challenges have prevented you from doing so? If likely, what encourages you to do so?
4. Mental capacity/Motivation to learn another language
 - o If you were to travel to a country where a different language is spoken for vacation, would you try to learn the language from scratch? Why or why not?
5. Determining whether participants prefers to start from scratch or learn along the way
 - o For a vacation trip, would you rather try to learn a language from scratch or learn local and common phrases to help you get by? Why or why not?
6. Getting by: understanding the participants' process of learning ways to say things in another country.
 - o If you were to learn different phrases in a country you were about to travel to, how would you approach that?
7. Seeing if the participants are aware of other language learning apps.
 - o Have you ever used any language learning app? Did you like it? Did you experience any challenges while using the app?
8. What types of features would you like to see in a language learning app?

Ideation

In order to find our market and discover what features would be the most beneficial features to our application, we needed to find out what our target audience would be interested in.

Ideas and Features:

- Travel Guides displayed on a Map
- Camera text translation
- Live speaking translation

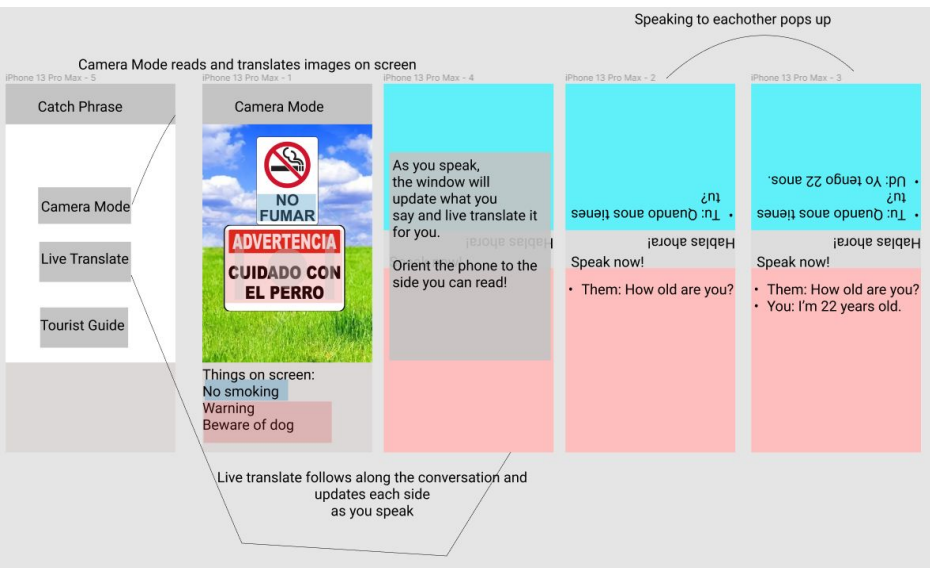
Figuring out how to implement this was no easy task! How did we begin to design these sorts of things?

Observation Tasks using the Duolingo app:

1. Download the Duolingo app and get started
2. Choose a language you would like to learn
3. Complete the initial trial of questions about the chosen language
4. Navigate around the app and get familiar with all the buttons and functions
5. Try to access your dashboard/homepage
6. Using the app, figure out how to say "If I had a dollar for every time" in spanish
7. Try to search for phrases in the app for that language
8. If task #7 was a success, try to save it somewhere in the app.

Early prototyping version

This shows a basic first level mockup of our application, focusing entirely on what features we would like to see. Prototyping a few of the more complicated choices lead to better iteration.



User Research / Design Feedback:

1. Tourist Guide option unimplemented
2. Conversation Mode was unclear
3. Camera Mode demonstration nonsensical

Insights / Main Design Choices:

- Keep functional design
- Add more usable options
- Expand demo for conversation mode

Old design prototypes:

- Similar features, but unclear
- Unpolished, rough design
- Functional focused - not usability

Catchphrase — Achird

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Bridging together the user testing with a heuristic evaluation has been our next steps in our design process. This innovative language app will provide users with the ability to use advanced features like no other language app. We have come together to create our prototype design for testing and more feedback. In this document, you will find our outlined plans to conduct user studies and a heuristic evaluation of our prototype to further improve the design as well as the actual heuristic evaluation and user studies conducted.

KEYWORDS

Heuristic, User, Testing, Design, Language

Prototype URL:

<https://www.figma.com/file/1KZNpFbmlstaadIFBT1NAD/Untitled?node-id=0%3A1>

Introduction

Our project Catchphrase is motivated to give users agency and empowerment to communicate and feel comfortable doing so while in foreign countries. Having quick and easy access to foreign languages is a lot more difficult as oftentimes, you might know what you want to say, but probably don't know how to say it. We seek to solve this obstacle and provide our users with the independence to learn where it meets their needs. We've decided to lean toward a language app that not only assists its users to communicate with locals of different countries but also gives the user the ability to become multilingual with little to no effort. We envision this application to become a game-changer in communication skills within different languages. How you communicate with people defines your character but what if the language barrier is too strong and you want to fit in with the crowd without knowing how to speak a different language?

Our team conducted testing and research on the Duolingo app to explore more about this area. We concluded that The app Duolingo uses abundant gamification techniques and vivid illustrations to keep the user entertained. This provides them with the motivation to keep them on the strict path that the app paves. There is little to no opportunity to deter or select an individual's own preferences. Users need easy and reliable access to an app that teaches them what they want to know. They should spend as little time as possible figuring out how to use this application. Users need to be able to access any information they want and not be forced to take tests on how well they did learning the alphabet. Quick and accessible information that immediately allows for at least short phrase communication is crucial. Being unable to fluidly communicate back and forth will only generate confusion between the user and communicator. While traveling abroad, depending on provider and cell service conditions it is not possible to have a constant stream of information sent to a wireless device. These findings were at the forefront of our designs as we worked through the design process.

Evaluations

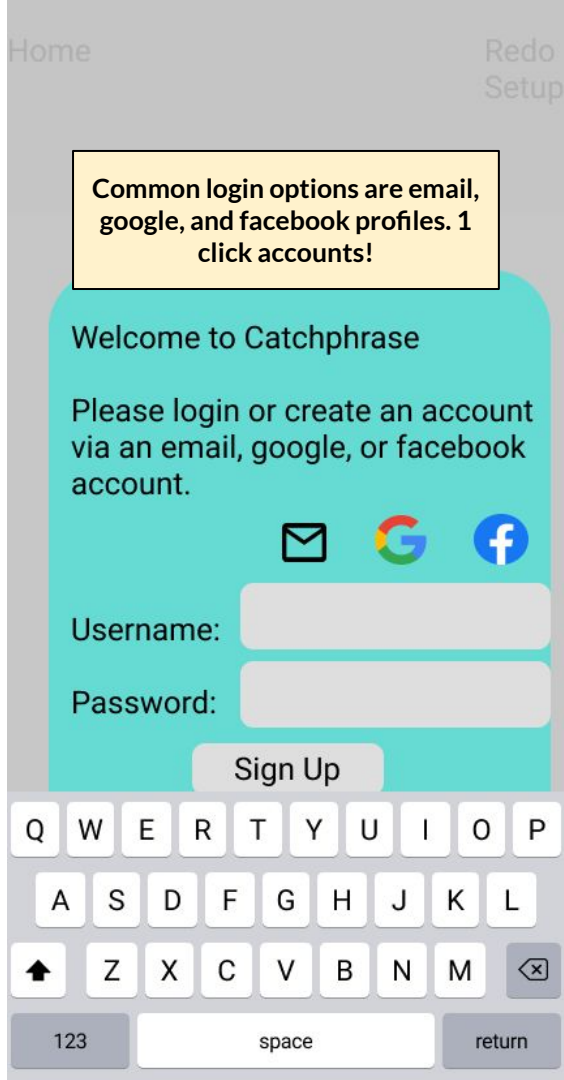
Many of our iterations were developed and evolved through iterations designed and constructed from our feedback. Here is the first page to our Heuristic review, which gave us goals to adapt toward.

User Research / Design Feedback:

1. Ensure all visible features are functional
2. Avoid things that look like 'buttons'
3. Be mindful of app pathing through tasks

Insights / Main Design Choices:

- Keep path choices like streams, not trees
- Have a way to return to the home screen
- Make language selection more broad



Welcome Screen

This is our welcome screen where users can sign up or log into their accounts

User Research / Design Feedback:

1. The text would say that you could sign up with email, google, or facebook but we didn't have those as options
2. All buttons on this screen should work (Keyboard would act as a button at times)

Insights / Main design choices:

- Changed sign up methods
- Allowed user to be able to sign up with different online applications
- Typing in the boxes will take you to language selection screen, while hitting sign up button will allow you to make account

Log
Out

Redo
Setup

Language Selection

Welcome to [app name!]

Please select default
languages and settings.

Your Language

English ▼

Default Translation

Español ▼

Drop down menu!

Shows off all
available languages

Returning to this
screen is possible at
almost any time

Language Selection Screen

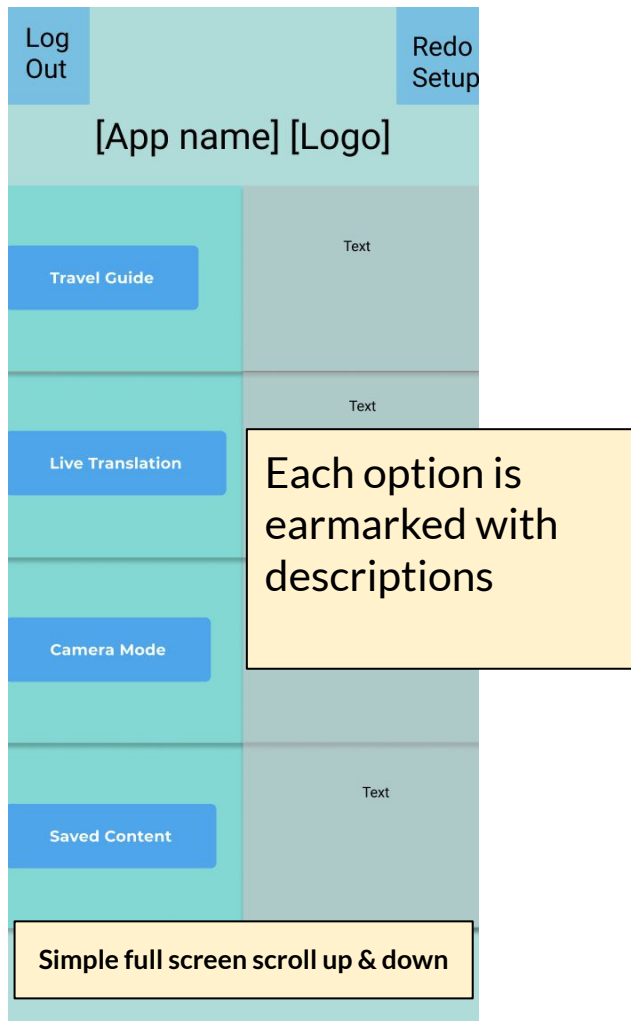
This is the first screen our users will see after logging in. We wanted to make it simple to select your language and the language of the location you are visiting.

User Research / Design Feedback:

1. Users prefer a simple language selection process
2. This screen must follow conventions that users are familiar with
3. Users prefer clear sections with defined tasks

Insights / Main design choices:

- Decided on a drop down menu
- Used different colors to create defined spaces
- Used simple and concise language and labels



Home Screen

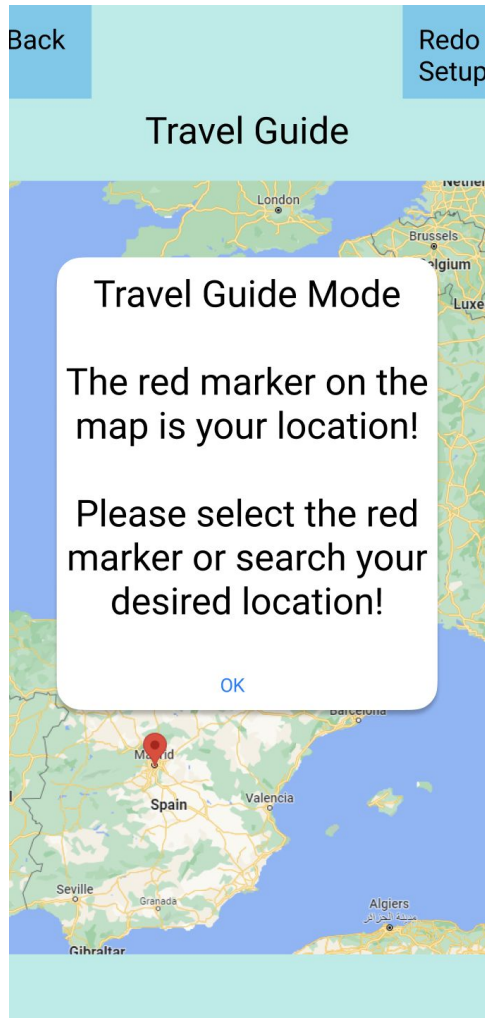
Once our user logs in they will be directed to this home page. We wanted to have a clear display of the four features that the user will have access to: Travel guide, live translation, camera mode, and saved content.

User Research / Design Feedback:

1. This screen must be simple
2. Users must be able to easily move from feature to feature
3. Users want easy access to saved content

Insights / Main design choices:

- Designed to have a clear layout with all features deployed at once
- Decided to add descriptive text to cut down on confusion



Travel Guide Screen

This screen allows our users to access travel guides for various locations globally. This was a vital part of our concept as it allows for the user to feel comfortable and prepared for the new destination they want to explore.

User Research / Design Feedback:

1. This screen must be intuitive
2. Users want to have a search bar
3. This screen needs a map display

Insights / Main design choices:

- We decided to have the map be movable and interactive
- We kept the conventional red marker to stay consistent with conventions

Back

Redo
Setup

Frequently Traveled ✈️



Granada
City



Bilbao
City



Valencia
City



Málaga
City



Alicante

By hosting options for different websites, hotels and restaurants, you can be as comfortable as a local

Frequently Traveled Screen

This screen was requested in our user research. We wanted to create a place where users could easily access travel guides from areas they were interested in. This provides them with education of areas that they might come in contact with during their travels.

User Research / Design Feedback:

1. Screen must be visual
2. Preference for a list format
3. Users wanted easy access to many travel guides at once

Insights / Main design choices:

- Designed a list format with labels
- We decided to show cities that were geographically relevant
- Included pictures to create user interest

Back

Redo
Setup

Scan Some Text



Both Google and Apple have APIs designed for text reading!

HAL 9000 would approve!

Scan Text Screen

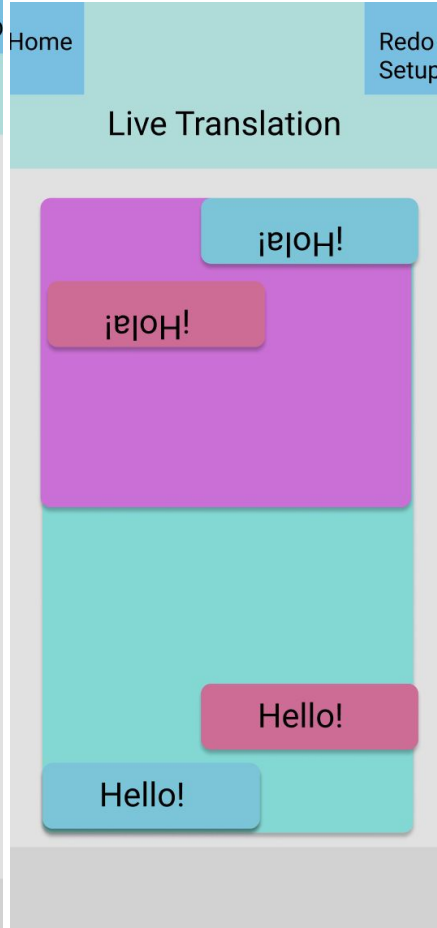
This screen allows our users to be making on-the-go interactions with their location.

User Research / Design Feedback:

1. This screen needs to have a clear connection with the text being translated and the description
2. Users wanted brackets around text
3. This screen must be interactive

Insights / Main design choices:

- Designed the white brackets with white bubbles to show translation
- Show translation on photo



Live Translation Screen

This is one of the most coveted features we wanted to be able to offer our users. Users can have live conversations with other people and get a real time translation.

User Research / Design Feedback:

1. This screen must be easy to understand
2. This screen needs to be accessible for two people
3. This screen needs to use conventions apparent with technological communication

Insights / Main design choices:

- Use of color coded sections
- Use of conversation bubbles
- Display of both the users speech in both languages

Conclusions and Future Work

Our Successes:

- Gaining a comprehensive understanding of our target user group
- Understanding the shortcomings of existing technology
- Coming up with new features to enhance a travelers experience
- Iterating our designs to make them easier and more intuitive
- Sticking to our overall goal to enable our users to travel in confidence

Thank you! :)
