Vocabulary Learning App

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Project	My role	Timeline	Tools
Vocabulary Learning App	UX/UI Designer	4 weeks	Adobe XD

Project Overview

To design an app that can help people to learn new words
by creating flashcards on the go and learn a new language

Who?
Whenever the users find free time

What?
Anybody who is trying to learn a new language or vocabulary

When?
When they are on the go or when they are on a break

Where?

5 Ws

How?
A mobile application to learn new vocabulary using flashcards

Possible Solution

Create an app that would provide the users an effective way to learn the vocabulary by taking features like daily lessons, flashcards, and fun elements to make the learning experience better and joyful.

The Process

Inspiration → Conceptualization → Iteration → Exposition

#01 Inspiration

Who are my potential competitors?

To understand the competitors and the market, I conducted a market research and found out that there are many vocabulary learning applications and did a positive survey about the features they provide. I analyzed the top 3 competitors based on their strengths, weaknesses, opportunities, and threats.

Strengths

- Applications are easy to use
- Applications are available in multiple languages
- Users can create flashcards
- Users can set goals

Weaknesses

- Adds interrupt the users
- Only a part of application is available for free
- Apps are loaded with information that users want to go without creating an account

Opportunities

- Easy user interface
- Useful features
- Fun elements set learning
- Frequent upgrades

Threats

- A lot of new apps in the market
- Users are hard to traditional learning methods
- Not completely ok all the devices
- Network can be a barrier

What are people saying?

I conducted one survey and a few user interviews to understand what people think about the existing vocabulary learning applications in the market.the insight gains were:

- Understand user's behaviour towards existing vocabulary learning applications
- Identify the features that they like or the current app that they use and what they think is missing
- Understand the users expectations and pain points in a vocabulary learning application.

"I find vocabulary applications need to start adding fun features along with learning."

"I find learning languages is a very useful hobby."

"I find setting a daily or a weekly goal helps to be consistent."

"I personally can spend more time on applications as I have a lot applications come in handy."

#02 Conceptualisation

User Persona

Priyanka Bulla

Age : 21
Profession : Data Analyst
Region : USA

"I feel it is extremely important to learn a new language when you are in a foreign country"

Needs

- To be able to learn the language from anywhere
- To be able to learn pronunciations and with images of the words
- To be able to see the daily created with friends

Goals

- To participate in German secondary school exchange program and start until 2022
- To succeed in speaking

Frustrations

- Not being able to communicate when it is extremely important
- Not being able to practice the vocabulary that she learnt

Krishna U

Age : 29
Profession : Software Developer
Region : India

"I see a timeline / vital information of a person sometimes an event and other times to cover the gap between what I would love to have an app that can help me in learning the language."

Needs

- Be a pro-friend in visualization scenarios
- Be able to communicate with co-workers on a daily basis
- Be confident in speaking

Goals

- Be proficient in visualization scenarios
- Be able to communicate with co-workers on a daily basis
- Be confident in speaking

Frustrations

- Learning a new language is a slow and boring process
- Not being able to practice the vocabulary in a daily basis
- When I need to enter my personal data

User Flow

Start a lesson

Lessons → Language → Lesson → Exercises → Lesson

Home → Flashcards → Lesson → Exercises → Lesson

Add a flashcard

Flashcards → Add a word → Add a word → Add a word → Add a word → Flashcards

Home → Flashcards → Add a word → Add a word → Add a word → Flashcards

Site Map

Splash screen

Log in → Sign up → Home

Home → Settings → Notifications → Categories → Report → Profile

Profile → Change name → Change password → Change email → Change language → Change theme → Change avatar → Change level → Change goal → Change time → Change avatar → Change level → Change goal → Change time → Change avatar → Change level → Change goal → Change time