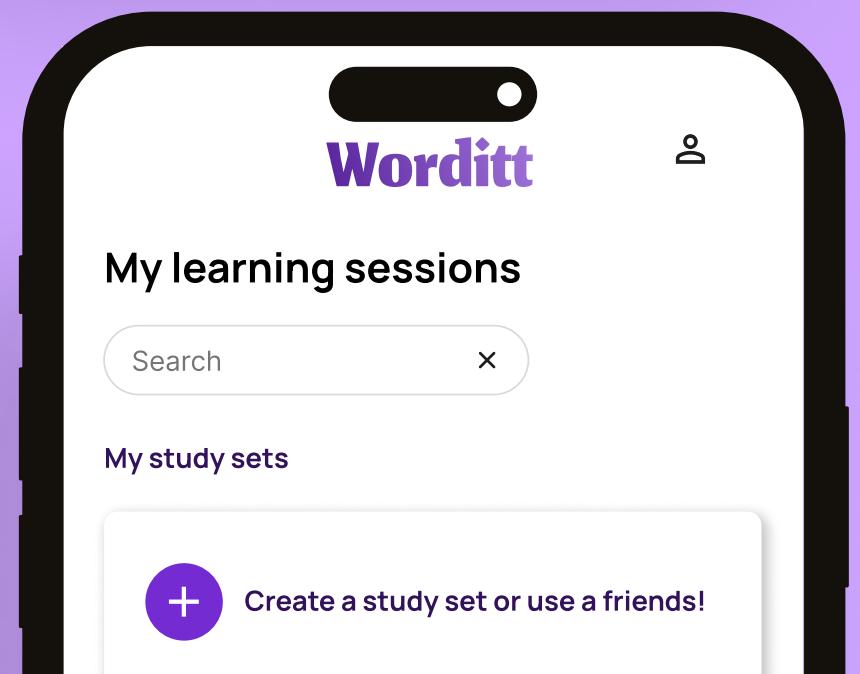
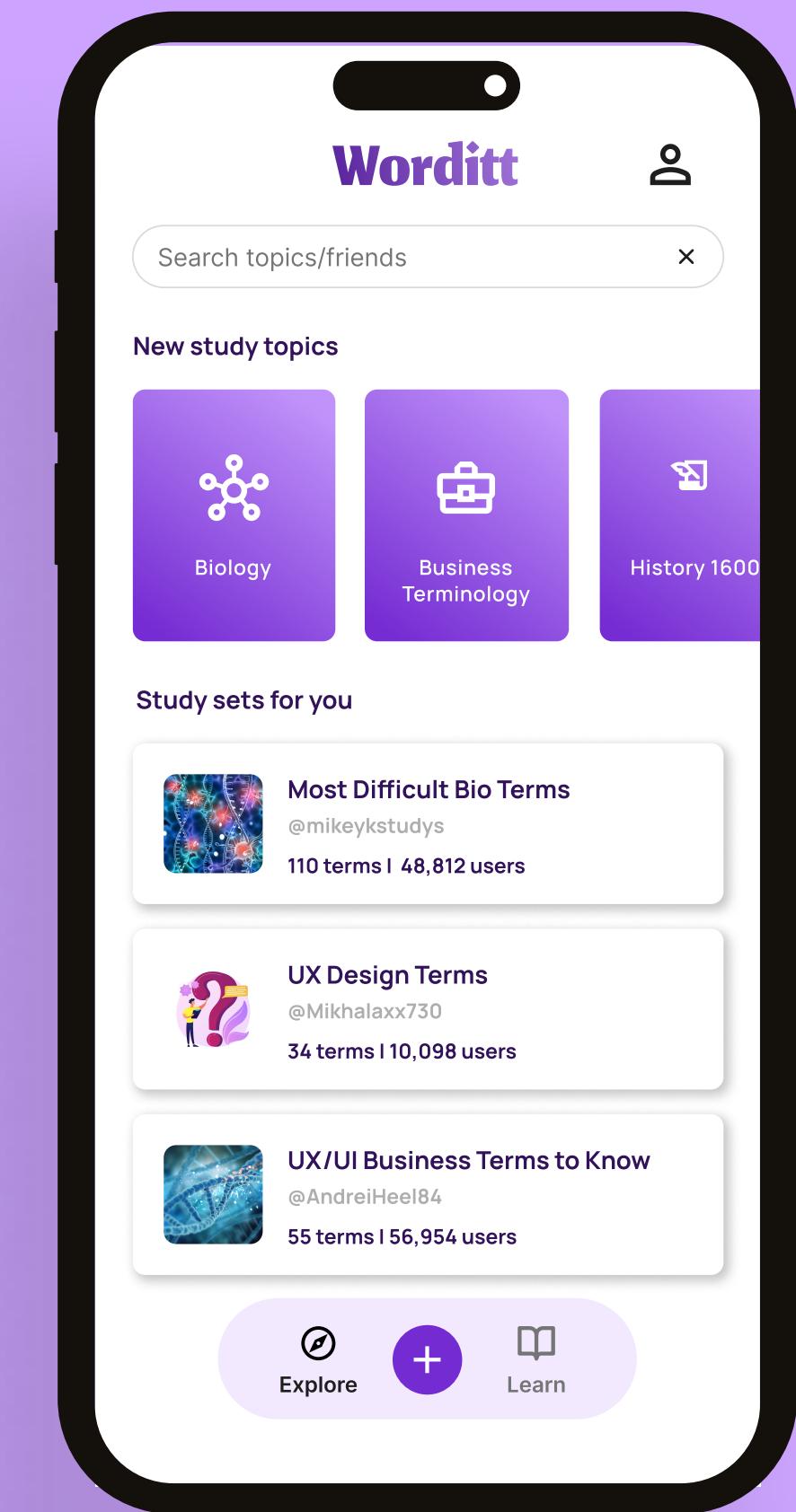
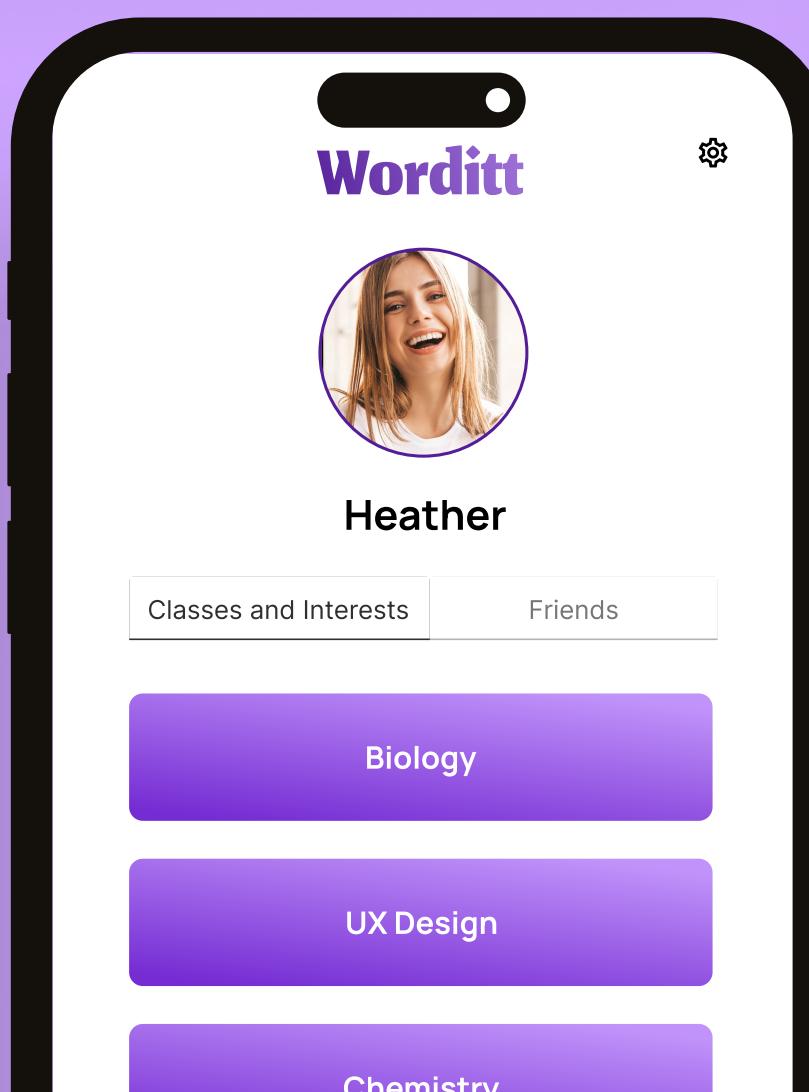


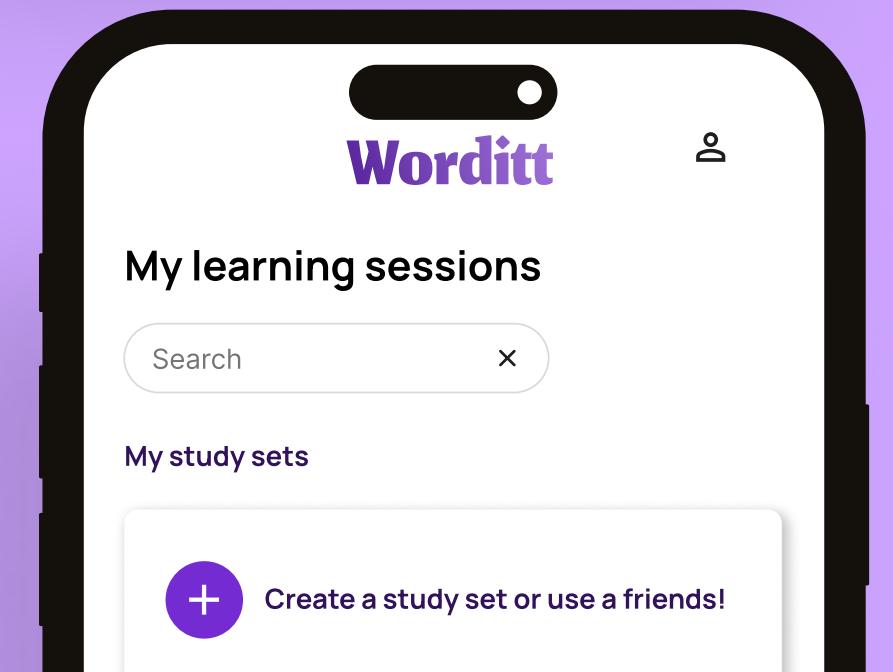
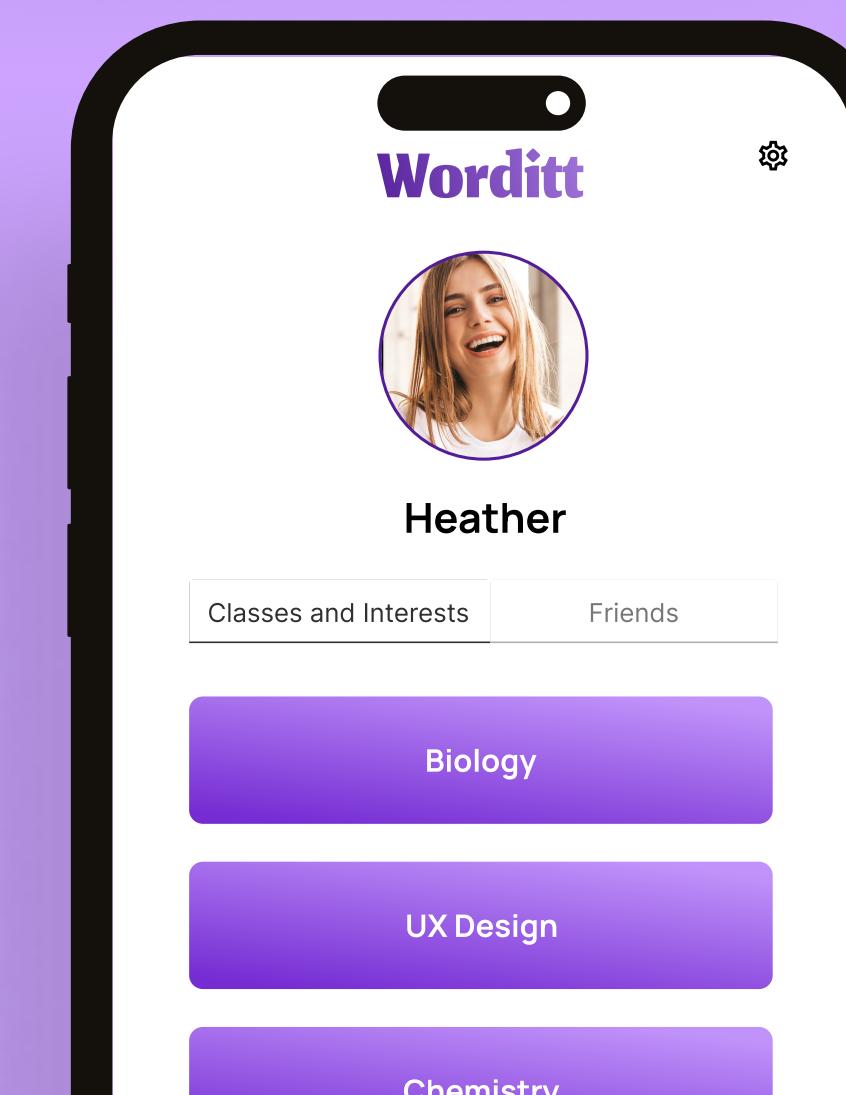
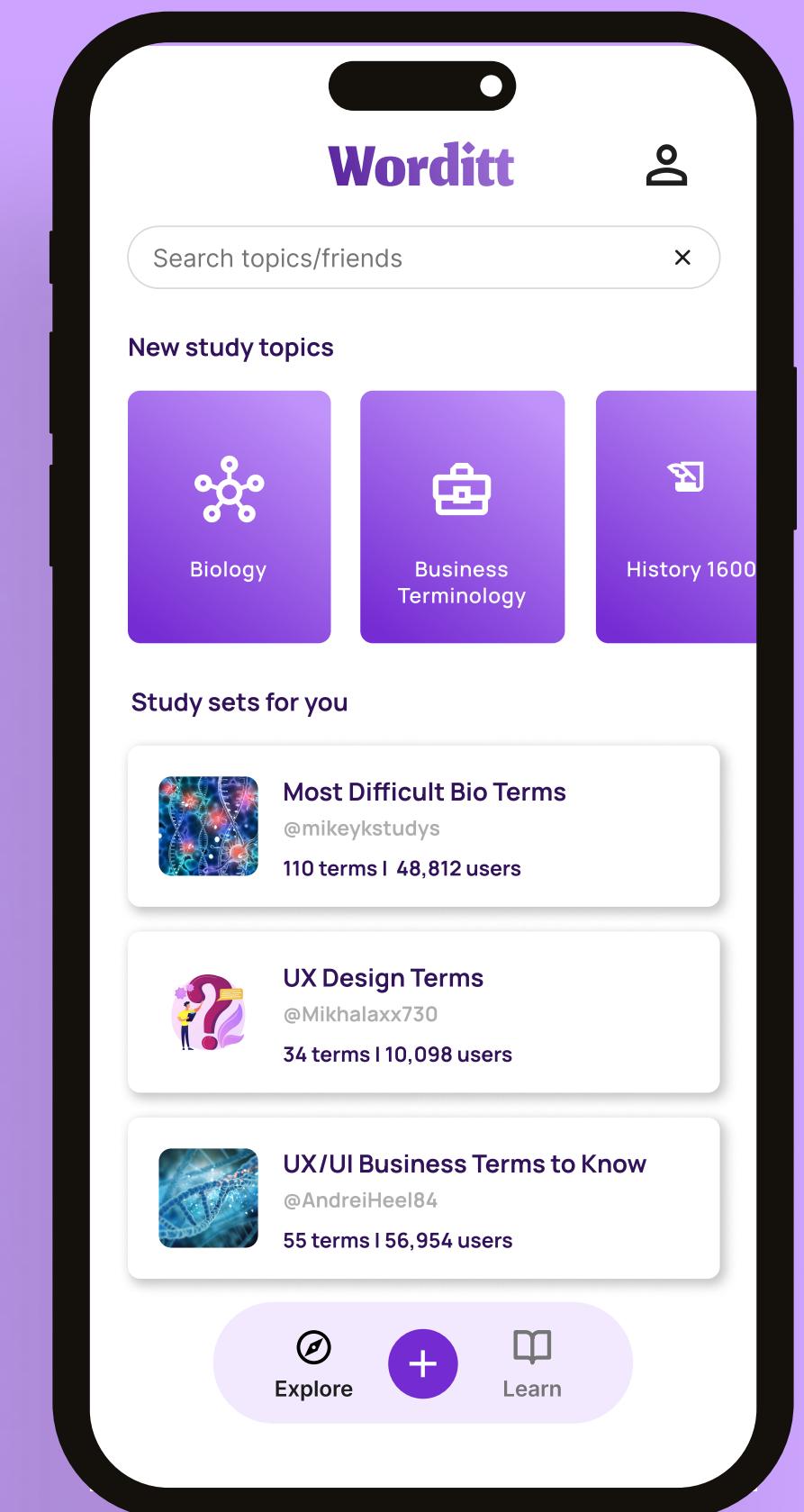
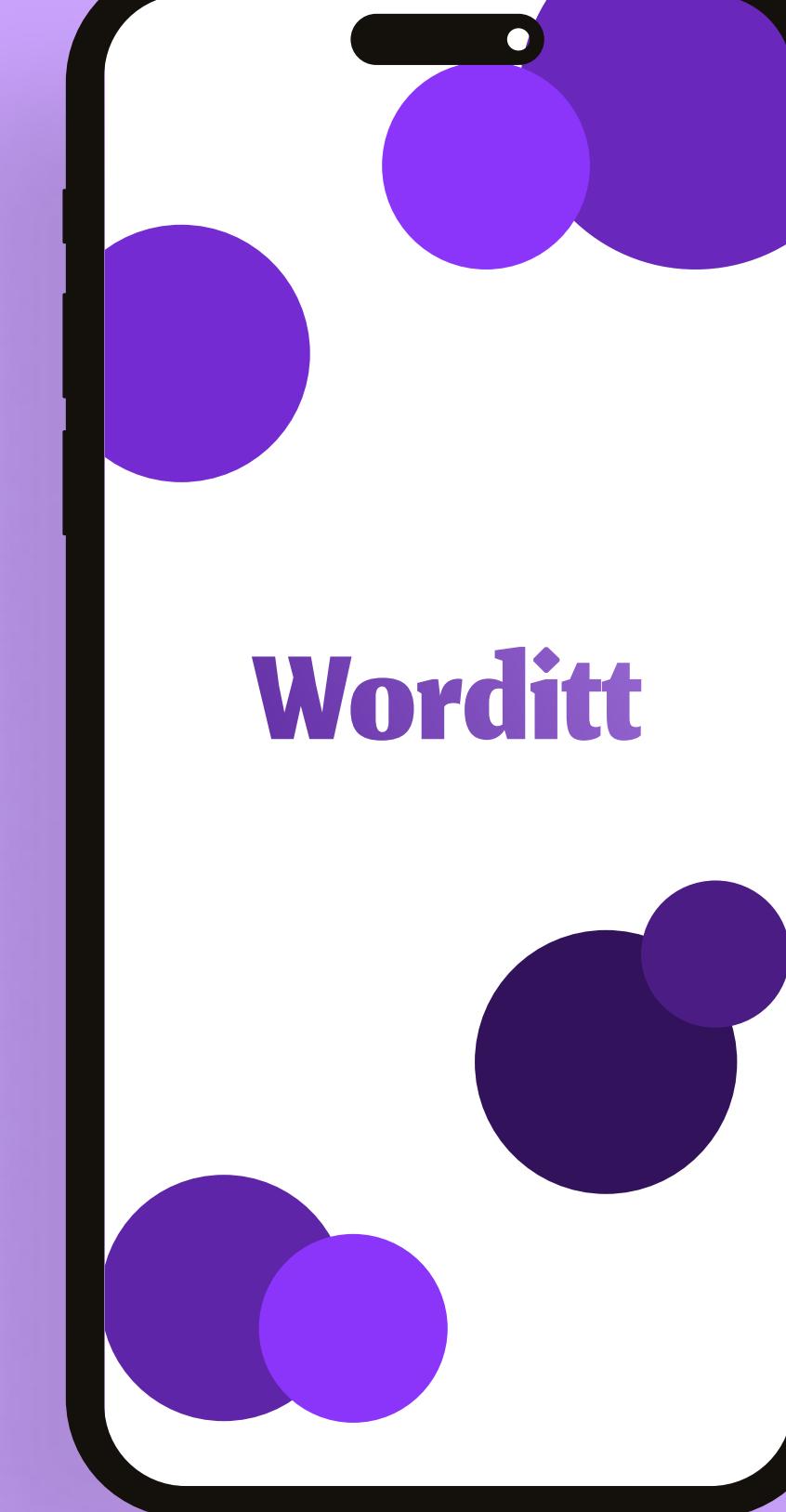
Worditt

Your go-to vocabulary app for
easy and effective learning



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Worditt

Overview

Worditt is a vocabulary learning app. It allows users to create vocabulary cards, find ready-made study sets, and study through the app.

Purpose & Context

Worditt was my first project that I worked on in my UX Design Course at Career Foundry. The project began with different methods of research and culminated in mid-fidelity wireframes.

Role

UX/UI Designer

Project Scale

5 weeks

Objective

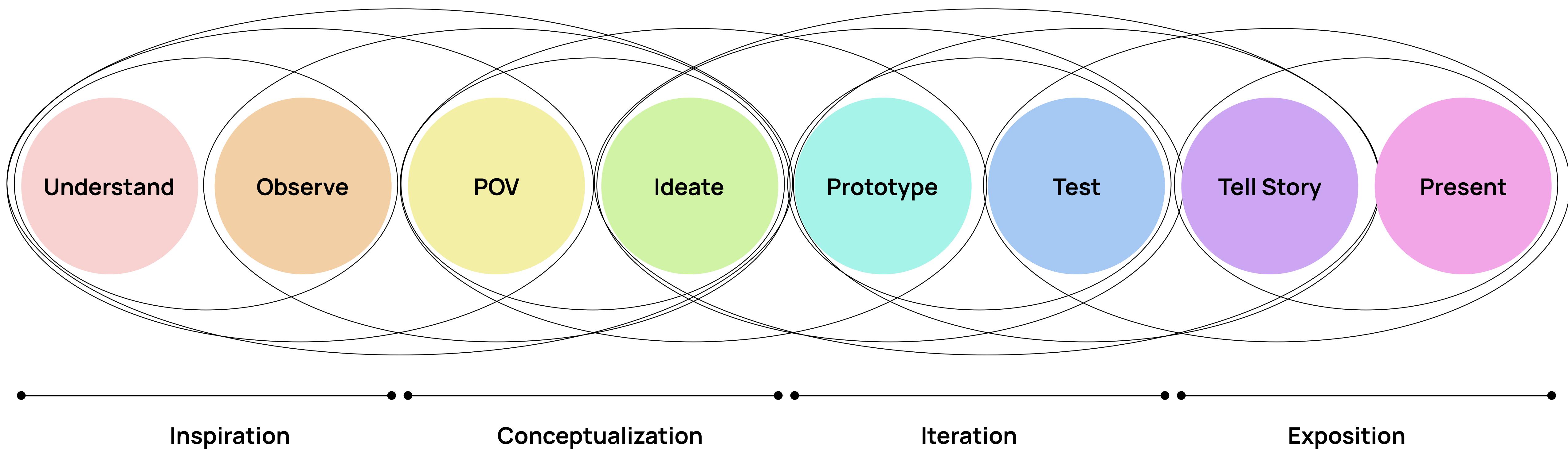
The main objective of this project was to understand the process of UX Design and implement design thinking into solving a realistic problem. In this case the problem I was looking to solve was to create a vocabulary learning app.

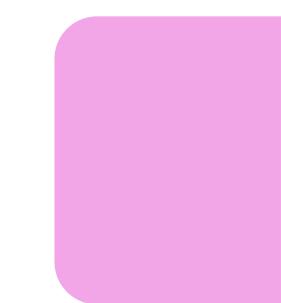
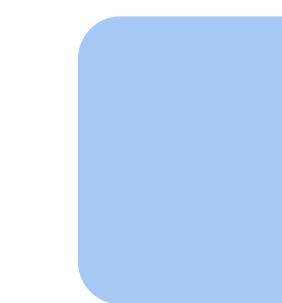
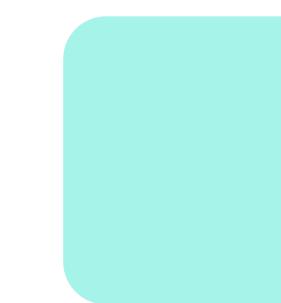
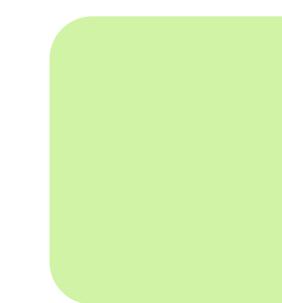
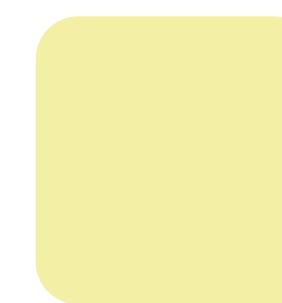
Tools



The Process

I used the design thinking process for this project. With its focus on ideation, I was able to really understand and define the problem in order to uncover a solution.





Insights from Competitive Analyses:

- The user should have a clear idea of what the app offers and its different features after onboarding
- the goal is to make it exciting and not boring to learn new words.
- A fresh, clean interface can lead to a more exciting feeling when learning new words.
- Good apps personalize your experience based on the information you put in.
- Challenges like acing a set of vocabulary words in a certain amount of time is great user experience.
- The primary actions that user will take on the app should be easy for the user to locate.
- Make the process of creating flashcards quick and simple (automatic answer fill-ins)
- Include a variety of ways to study the words for maximum learning.
- Great feature- can edit the cards while in study mode- that way if you find a mistake, you can fix it right away.
- Make it easy to locate specific sets with a search function
- Once you make one flashcard, another one pops up. This makes it easier to create a complete set.
- Search within a set for a specific word
- Some apps didn't have an option to sign up which leads the user to feel very insecure- will the app remember my words next time I use it?
- It is disappointing when many of the primary functions are only available if you pay for a premium account.
- Apps that don't include onboarding leave a lot to the user to figure out on her own and she may not get the full experience.
- User should easily access the flashcards and study sets she created.
- App should offer an effective way to learn the vocabulary words
- Don't make ads disruptive to the user's experience.

Observe

User Interviews

Yocheved Lax

- I'm adjusting to life in Israel
- I learnt a routine to teach over in a gym.
- I make hints to remember new words.
- When learning new words, I look at the roots.

Sruli Schachter

- I learn new things every day in school.
- I learnt a new language when I was younger.
- I use a dictionary or ask my peers when I don't know a new word.
- I write the definition above a new word .

Malky Krausz

- I'm trying to get my BA.
- I'm learning new subjects in college.
- I make acronyms and storylines to help me remember new information.
- I spend up to 2 hours a day studying.
- I look up words that I don't know.

Rina Lipsky

- I work a lot but I enjoy being busy.
- I studied using Quizlet before.

- Writing down steps to a routine is the best way for me to learn.
- It is easy for me to learn a new word when I see it being used.
- The best way to learn is with a teacher.
- Review is key in learning anything new.

- Having a study partner to challenge your ideas is the best way to learn.
- Learning with someone else forces you to speak out your thoughts methodically.
- Flashcards are very effective,
- The best way for me to learn is if I write the word down with the definition

- I believe rewriting classes and reading them aloud is the best way to learn.
- Learning vocabulary is not enjoyable for me.
- I think it's annoying when definitions are hard to understand.

- Writing over information in shorthand helps me learn it.
- Looking over at the context helps me understand new words.
- Learning new words is an excellent tool to express yourself.
- I like that there were ready-made lists on Quizlet.

- I feel ready to teach a routine when I've practiced at least once.
- It's hard for me to study for more than an hour at a time.
- I can remember new words if I review them often.
- Teaching things to myself isn't easy for me.

- I understand a concept when I speak it out.
- Studying words accumulatively helps me remember them.
- I feel fine learning for 12 hours a day.
- I feel ready to erase the definition once I see the word along with its meaning a couple times.
- Learning vocabulary is enjoyable.

- I don't feel overwhelmed when I come across terms I don't recognize.
- I feel like I understand a word after I look it up and then reread the sentence.
- I don't feel like learning vocabulary is hard.

- I love learning.
- If I am interested in a topic, I could study it for 4-5 hours at a time.
- I'm not afraid of looking up new words.
- Using the word in its context is a good way to learn new words.
- I feel impressed by people who use high vocabulary.

Persona



Heather

- 👤 22 Years Old
- 🎓 Online College Student
- 📍 NYC

About

Heather is in her 3rd year of an online college program. She loves to learn and is always looking for new ways to help her study. Being in an online college program, it can be challenging to stay motivated to study for long periods of time.

Behaviors

- Busy with college and social life.
- Prefers to take notes and review to cement new learning concepts.
- It's challenging to study for more than an hour at a time.
- A visual learner.
- Loves to learn and improve her sophistication
- Prefers learning in an interactive environment.

Needs/Goals

- A study platform to create flashcards in an organized and visually appealing way.
- A method to take notes while learning in one cohesive platform.
- A variety of testing options to help me study quickly and review in a fun way.

Technology Usage

- Mobile
- Laptop
- Social Media

"As a young and eager student, I'm looking for fresh ways to broaden my knowledge and experience."

Problem Statement

Heather **needs a way to** study and learn new terms in a quick and enjoyable way **because** she is a busy student who is interested in broadening her knowledge base in fresh ways.

We will know this to be true when Heather can learn efficiently in an easy way that will last.

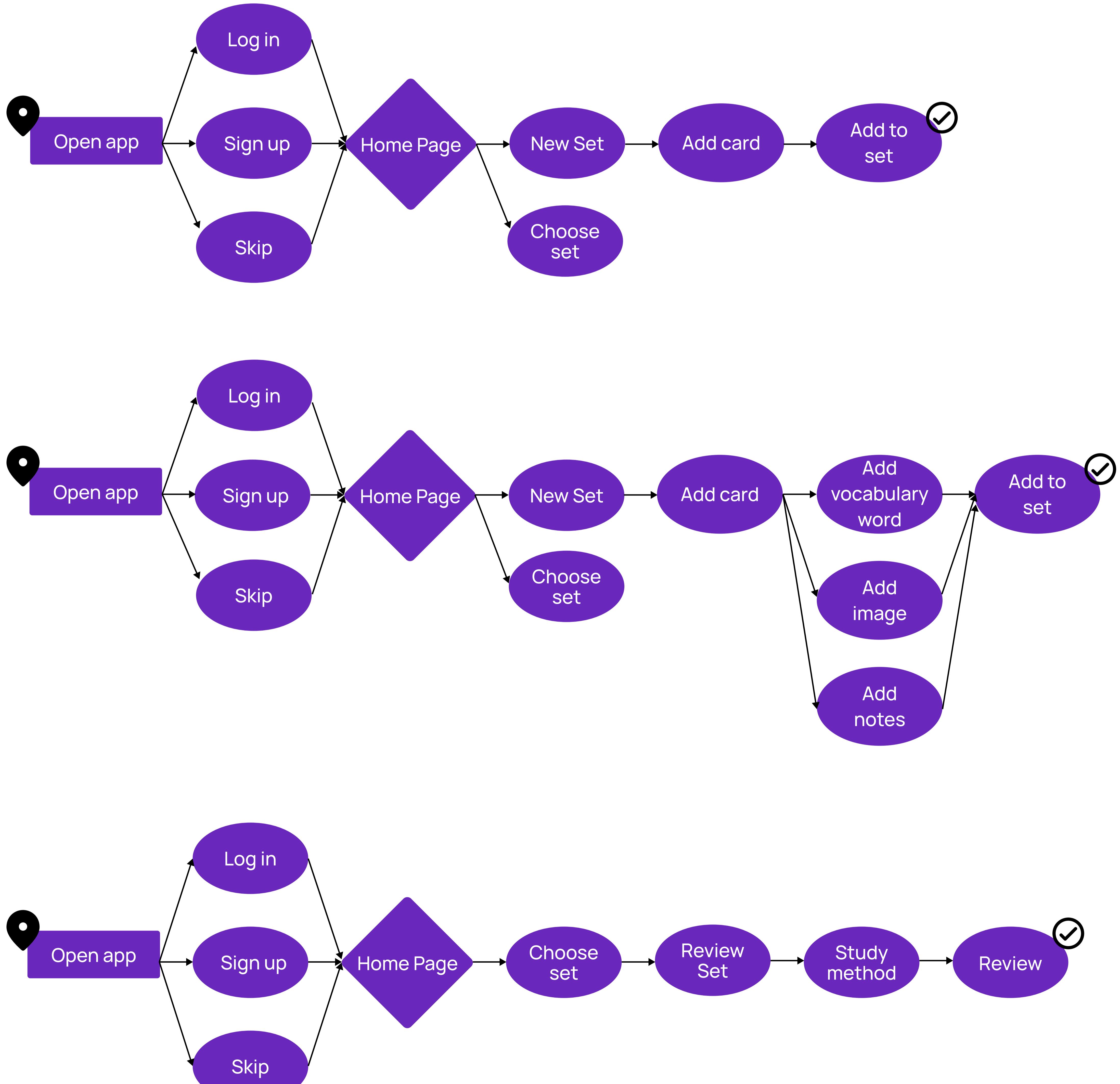
Hypothesis Statement

We believe that by creating an app where you can create custom flashcards and test yourself in a variety of ways, Heather will learn in a quick, efficient, and enjoyable way.

As a **very busy person**, I need a **platform to create my own digital flashcards** so that I can **study in quick doses in a simple and enjoyable way**.

As a **visual learner**, I need a way **to take notes and add my own definitions and examples** so that I can **integrate these words into my vocabulary seamlessly**.

As a **young student**, I need **different methods to review and study** so that **I can learn efficiently with variety**.



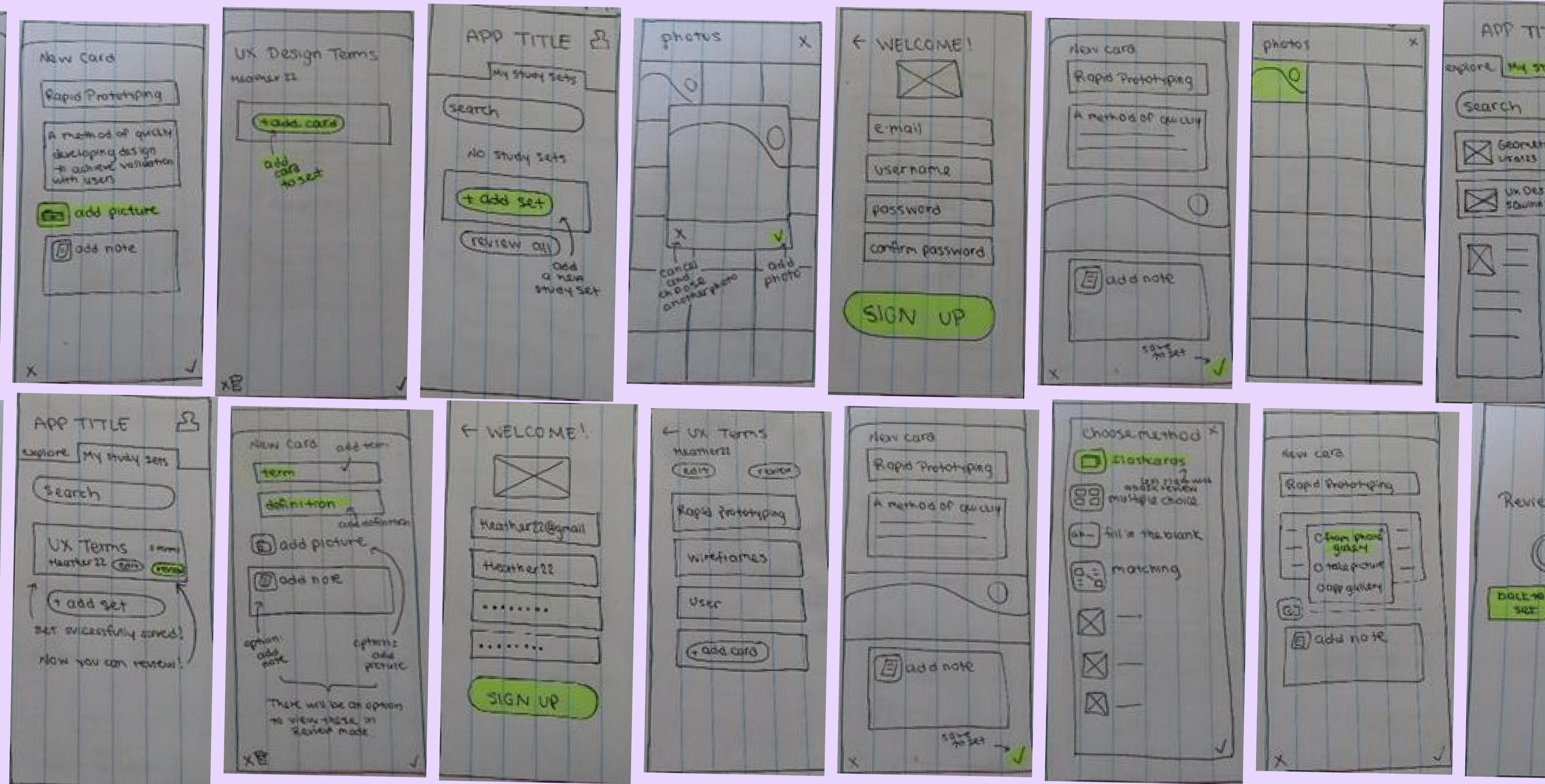


Wireframing and Prototyping

Ideate

Prototype

Low Fidelity Wireframes





Mid-Fidelity Wireframes



Usability Testing

Usability Test Plan

Scope

I am testing Worditt- a vocabulary learning app where users can create their own sets of vocabulary words, study in a variety of ways, and explore/share sets with other users.

Schedule

The participants will meet me in person on June 20-21.

Sessions

I will be testing 4 participants in total and each session will be between 10-15 minutes in length.

Equipment

I will be using my laptop to test the prototype on the participants. I will not be recording any of the sessions.

Metrics

I will be using Jakob Nielson's error severity rating scale:

0=I don't agree that this is a usability issue

1=Cosmetic problem only: need not be fixed unless extra time is available on project

2=Minor usability problem: fixing this should be given low priority

3=Major usability problem: important to fix, so should be given high priority

4=Usability catastrophe: imperative to fix this before product can be released

Direct Tasks:

1. Open Worditt and create an account.
2. Create a study set.
3. Review a study set.
4. Find another user's study set and save it to your study sets.

Participants:

- **Shoshana Bernfeld**- 21 years old, studying Special Ed
- **Sruli Schachter**-25 years old, Student
- **Yocheved Lax**-22 years old, Personal Trainer
- **William Schachter**-21 years old, Student

Key Observations:

- The app needs **to indicate when an action is completed**: adding a card, following another user, getting an answer wrong, etc.
- The use of **text onboarding** loses the user. Opt for **icons** as much as possible.
- Make the **study process as useful as possible**. If a user doesn't know a certain word, have them come up again and again.
- Include **autofill** for vocabulary words based on the topic.
- Use **language** on the app that is more **user friendly**. Instead of "find users," try "find friends."



Test

Retrospective

The initial goal of this project was to design an interactive app for vocabulary learning and studying. I wanted to create a platform that stood out from its competitors. An app that was more sophisticated than standard flashcards apps yet more streamlined than an app like Quizlet which offers study guides, textbook solutions, games, etc.

The biggest challenge I faced was achieving that balance to create a platform that is needed. Being that this was my initial project in my UX design course, my skills and knowledge were still growing and I learnt how to build a design solution that fits the needs of actual users.

I enjoyed the user interviews and creating personas as it provided a guide throughout the whole design process and it gave me an understanding of how to truly design with users in mind.

This intro course project required a final deliverable in the form of wireframes, so the next steps would include developing a higher-fidelity prototype to create a more realistic product for test users. That would require creating a full UI design system for the app.

Tell Story

Present



Finishing Touches

About a year after the completion of this project, I set out to create a high-fidelity prototype with UI elements and visuals using Figma.

The image displays a grid of 20 mobile phone screens, each showing a different feature or screen from the Worditt app. The screens are arranged in five rows and four columns. The first row shows the main landing screen, followed by four sub-screens: Study, Create, Explore, and another Study screen. The second row shows the Welcome screen, Create account screen, Welcome back screen, and another Create account screen. The third row shows the New study topics screen, Search screen, and two different Study set screens. The fourth row shows the My learning sessions screen, Create a study set screen, and two different Edit study set screens. The fifth row shows the Choose Review Method screen, Flashcards mode screen, and two different Review mode screens. The sixth row shows the Review Complete screen and the Nice! You got this! screen.