'SpeakIt'

PROJECT NAME: Vocabulary Learning Apps

YOUR NAME: Gülperi Öztan Günenç

Persona

Meet Angela

32 years old.
from Turkey.

Divorced.
Accountant and barista.
Not working at the moment.
Lazy, curious, hopeful.

Her Goals and Motivations

Needs to remember easily what she learnt.

Needs a categorisation like cooking, painting, traveling, countries, coffee, humor.

Struggling to keep herself motivated.

Her goal is to learn English as the native speakers, with their jokes, cultures,

jargons and behaviors.

Problem Statement

Angela needs a way to learn english as a native speaker with conversational phrases, jargons and vocabularies because she wants to enjoy the communication with people from other nations. We will know this to be true when we see when we see Angela is online on the app, progress day by day, uses the categorization and connects with other users.

Challenges Faced by Persona

Challenges

Limited time to learn English

Easily distracted

Specific sets of vocabulary

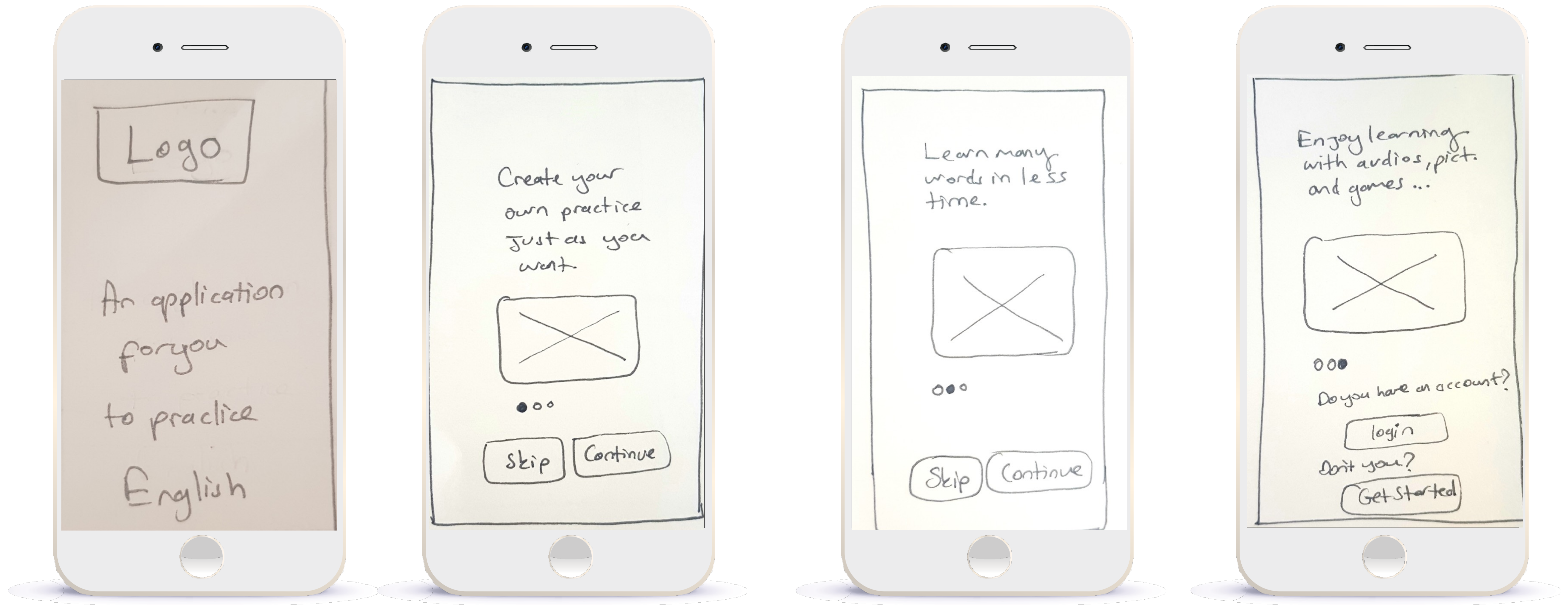Speaking emphasized

Enjoyable usage

Interaction with other users

Quote:

She says; "Life is too short. I want to travel, meet new people and cultures. It is better for me to learn more words to communicate with my future surroundings."
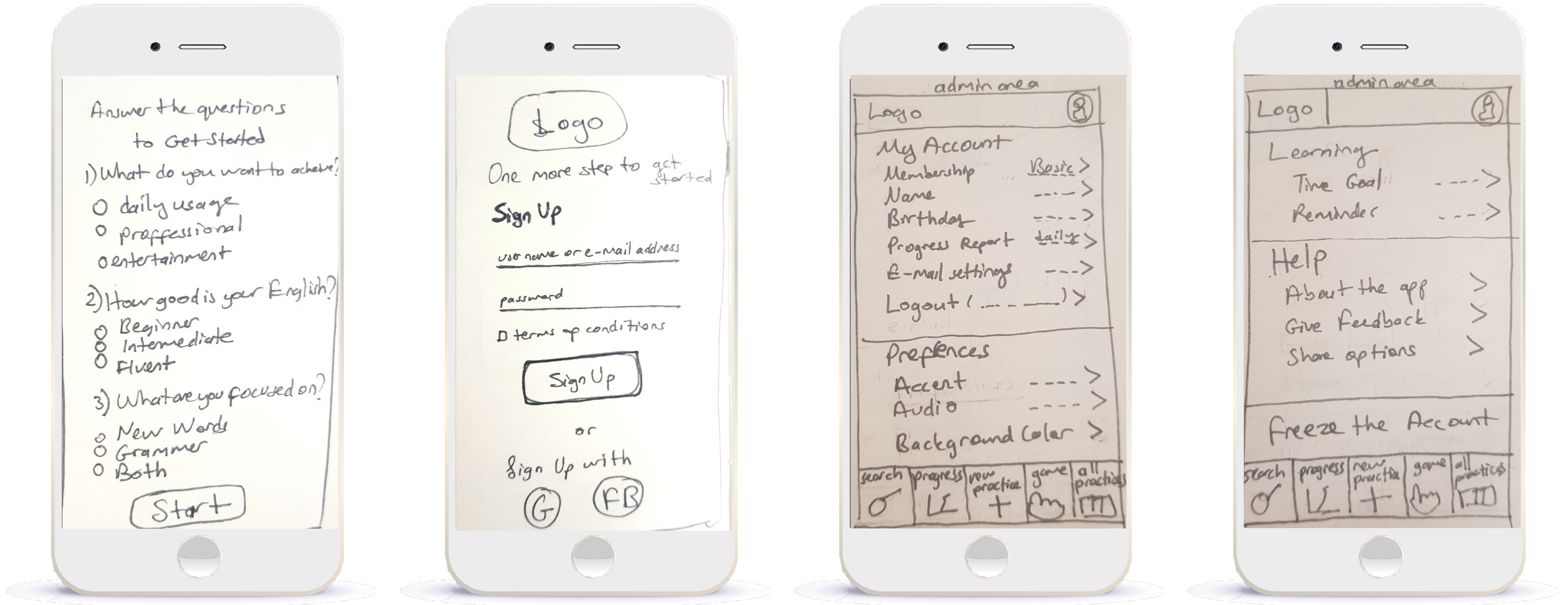
Prototypes

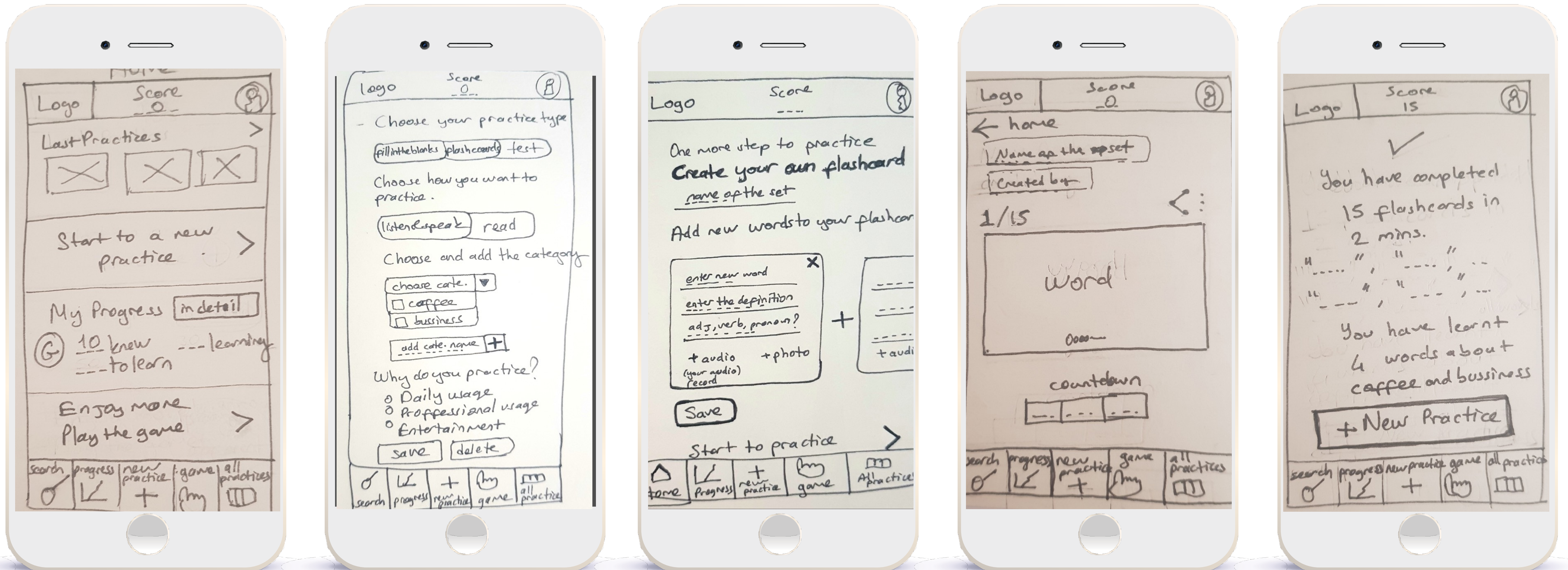## Wireframes : Low Fidelity - Splash Screen & Onboarding Process

Logo

An application for you to practice your English

Create your own practice just as you want

Skip | Continue

Learn many words in less time.

Skip | Continue

Enjoy learning with audios, pict. and games ...

Do you have an account?

login

Don't you?

Get started

Prototypes

Wireframes : Low Fidelity - Sign Up & Admin Area

Screen 1:
Answer the questions to Get Started
1) What do you want to achieve?
O daily usage
O proffessional
O entertainment

2) How good is your English?
O Beginner
O Intermediate
O Fluent

3) What are you focused on?
O New Words
O Grammer
O Both

Start

Screen 2:
Logo
One more step to get started
Sign Up
user name or e-mail address
password
☐ terms of conditions
Sign Up
or
Sign Up with
G   FB

Screen 3:
admin area
Logo
My Account
Membership ..... Basic >
Name ----->
Birthday ----->
Progress Report daily >
E-mail settings --->
Logout (..._____) >
Prefences
Accent ----->
Audio ----->
Background Color >
search | progress | new practice | game | all practices

Screen 4:
admin area
Logo
Learning
Time Goal ---->
Reminder ---->
Help
About the app >
Give Feedback >
Share options >
Freeze the Account
search | progress | new practice | game | all practices

Prototypes

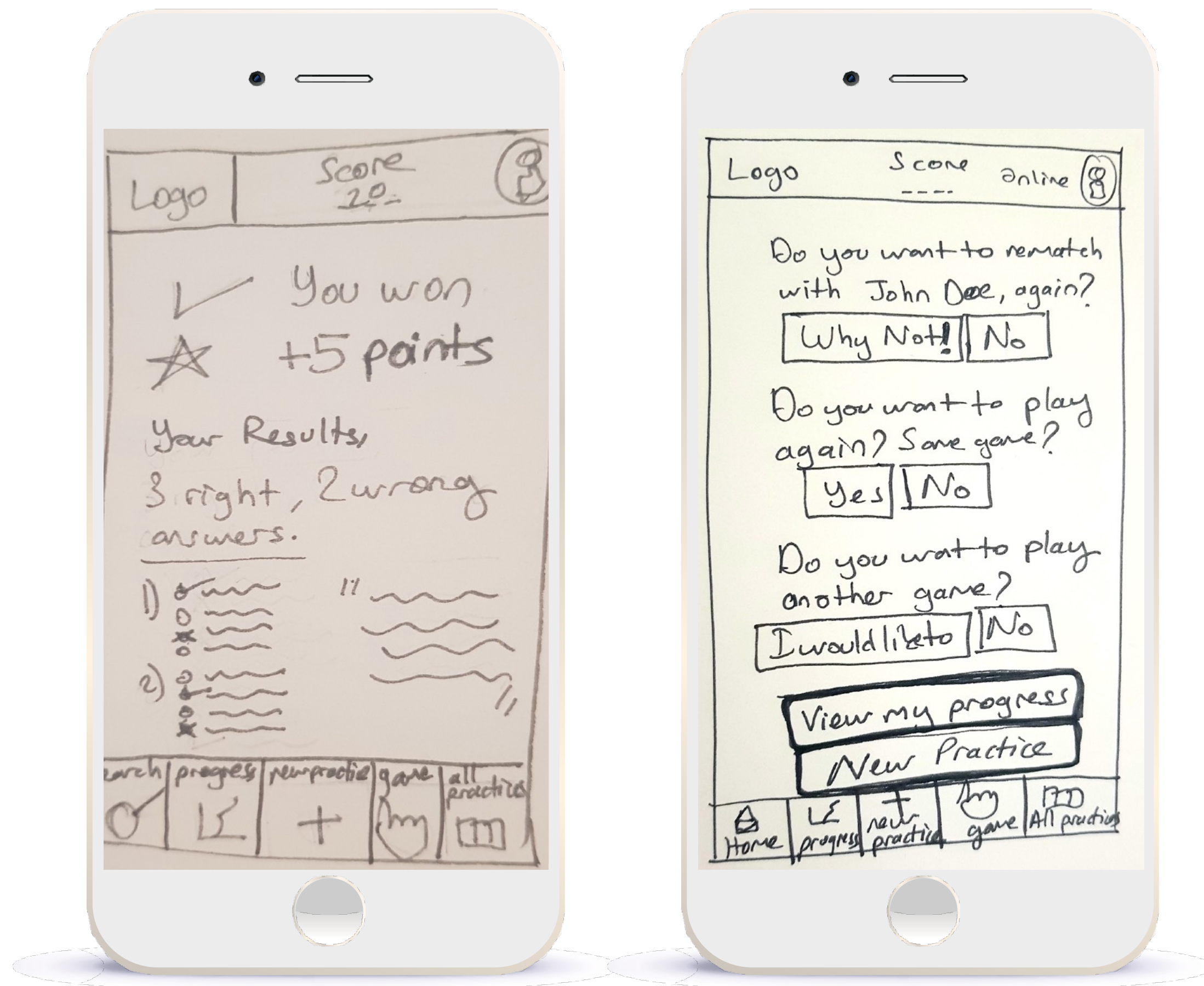## Wireframes : Low Fidelity - Home & New Practice + Creating a Flashcard + Result

Prototypes

Wireframes : Low Fidelity - Home & Game

Wireframes : Low Fidelity - Game Result & Call to action
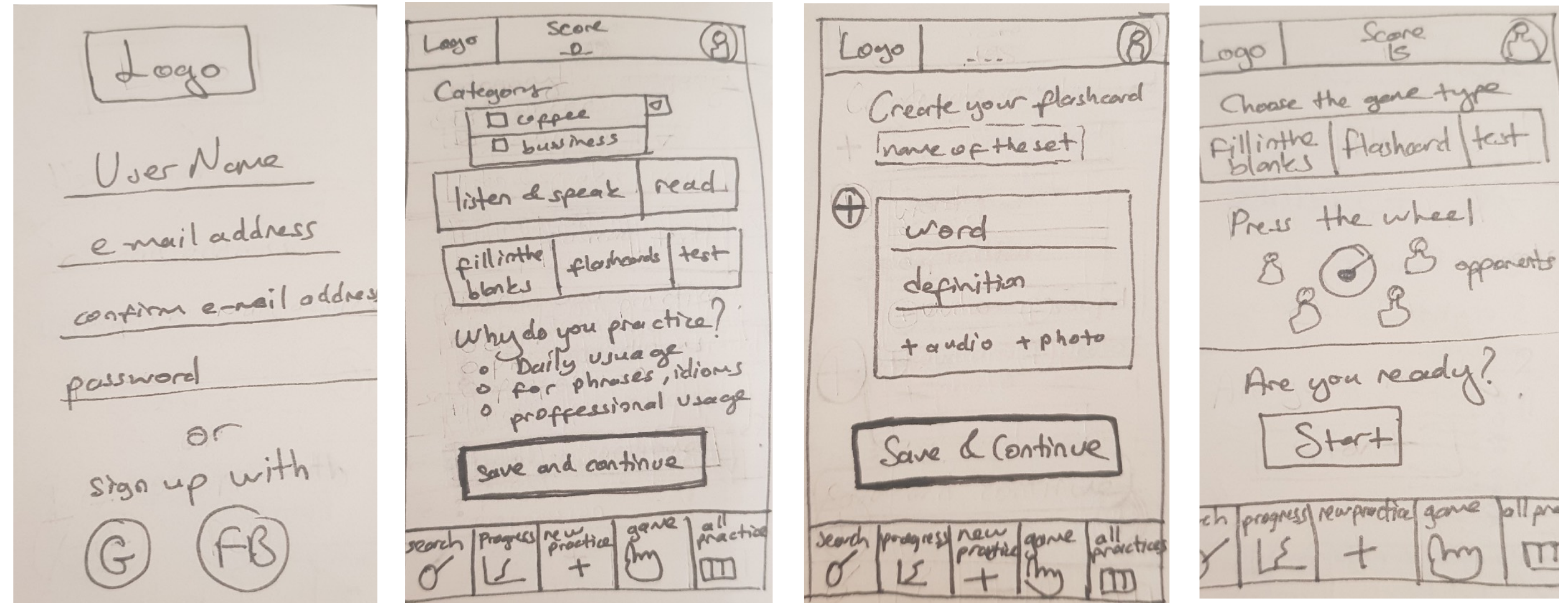
Usability Test Plan

The Usability test;
Conducted 15 minutes sessions with each 3 participants.

What is decided to be tested;
Testing signup and onboarding flow,
creating a new practice,
creating a flashcard,
Interacting with the opponents of
'Speak It' Application.

Because;
These steps are the most important feature of the app according to Angela's needs.

Direct Tasks:
Follow the onboarding process and sign up to get started.
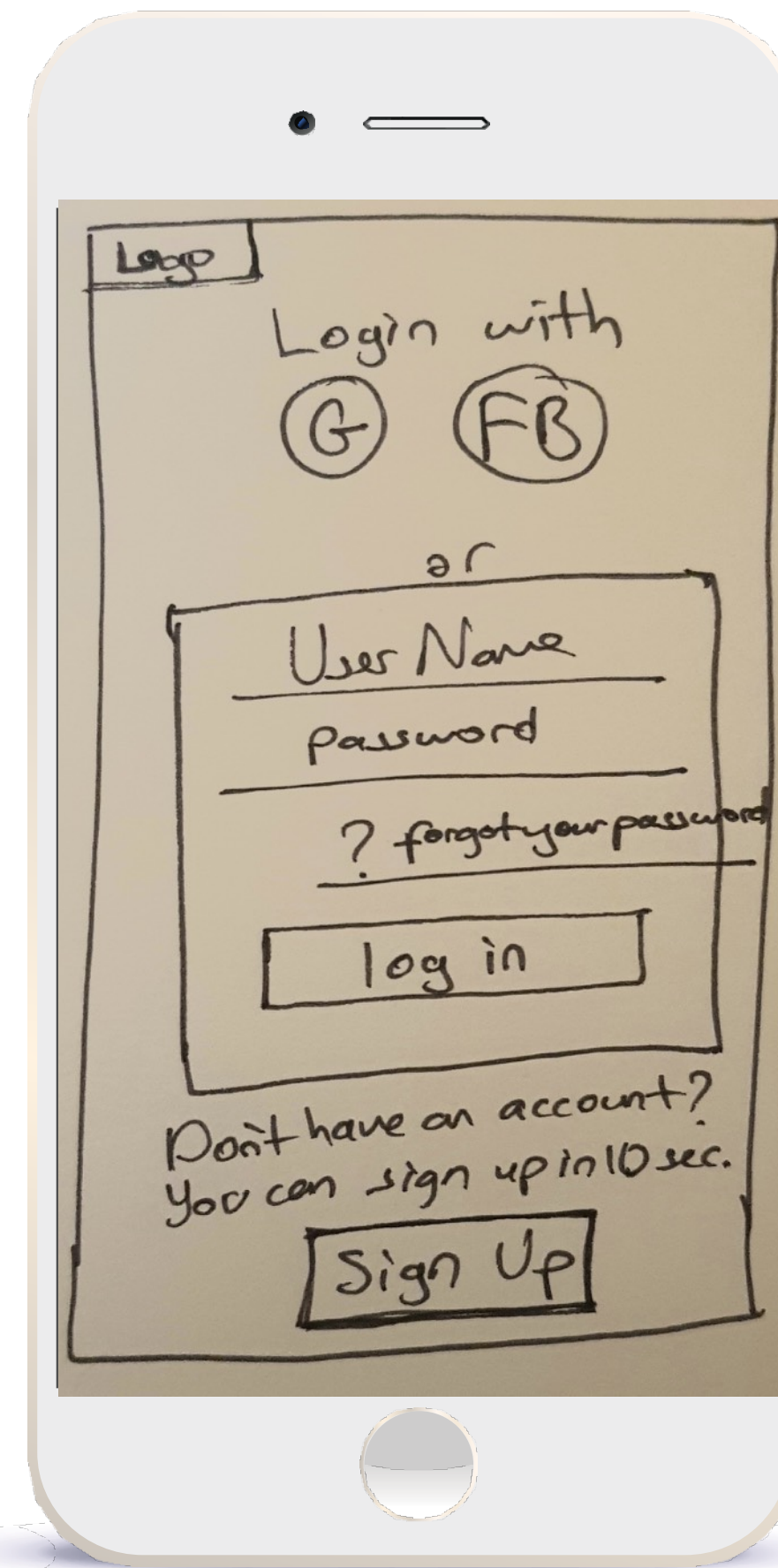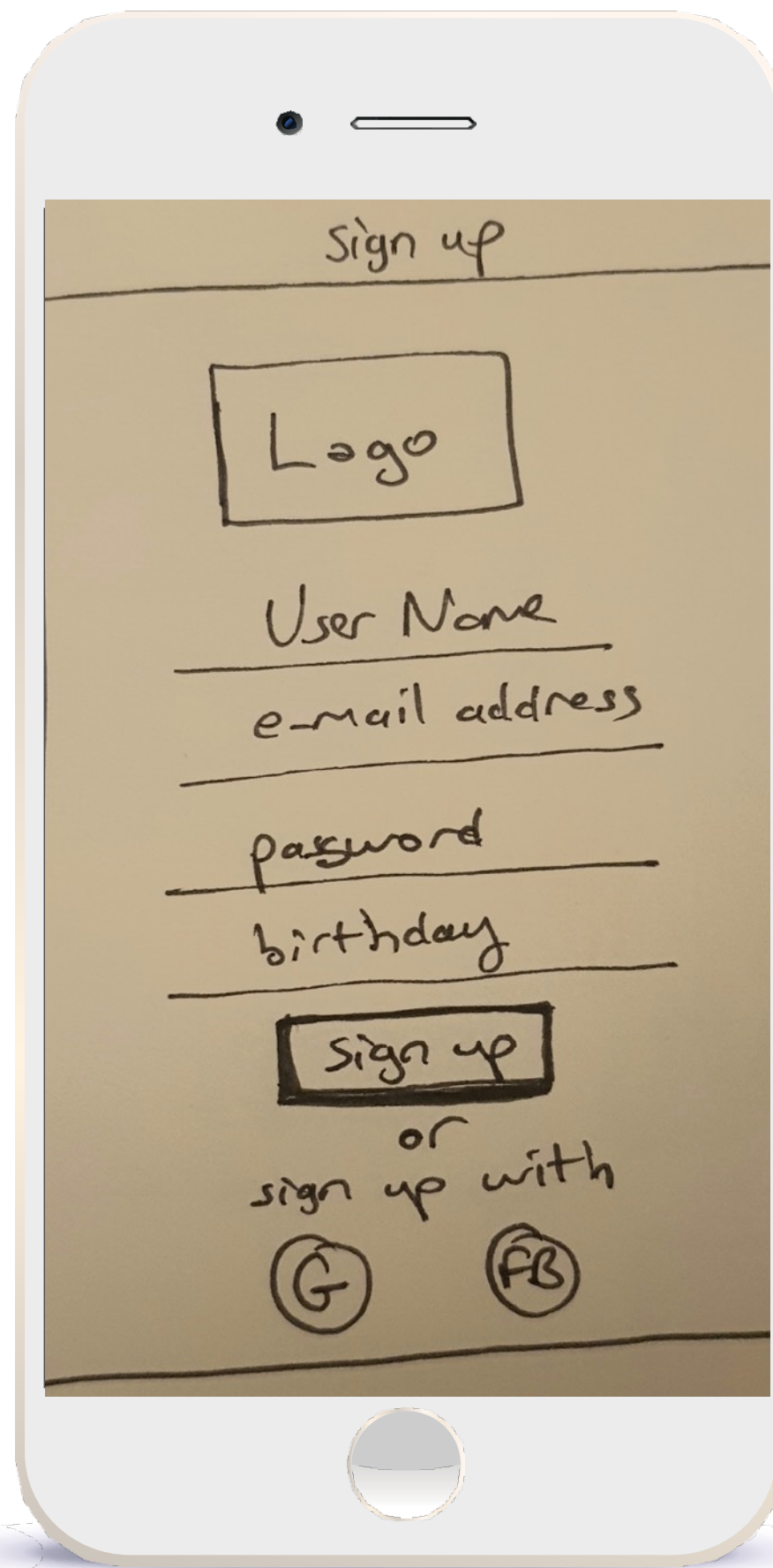Creat a new practice
Create your flashcard.
Play the game

Early Prototypes

Wireframes : Low Fidelity - Splash Screen & Onboarding Process

Logo

An application for you to practice English

Create your own practice Just as you want.

Continue

Learn many words in less time

Continue

Enjoy learning with audios pictures and games

Get Started | Login
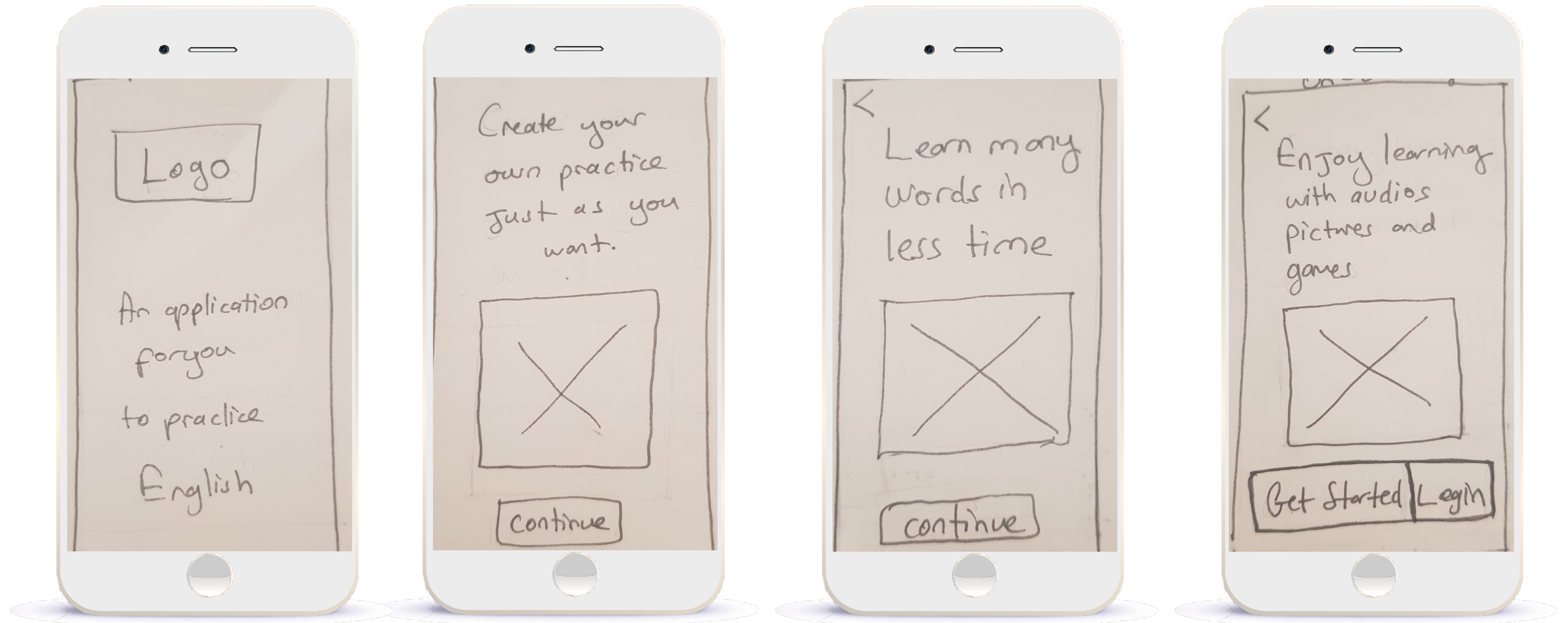
Early Prototypes

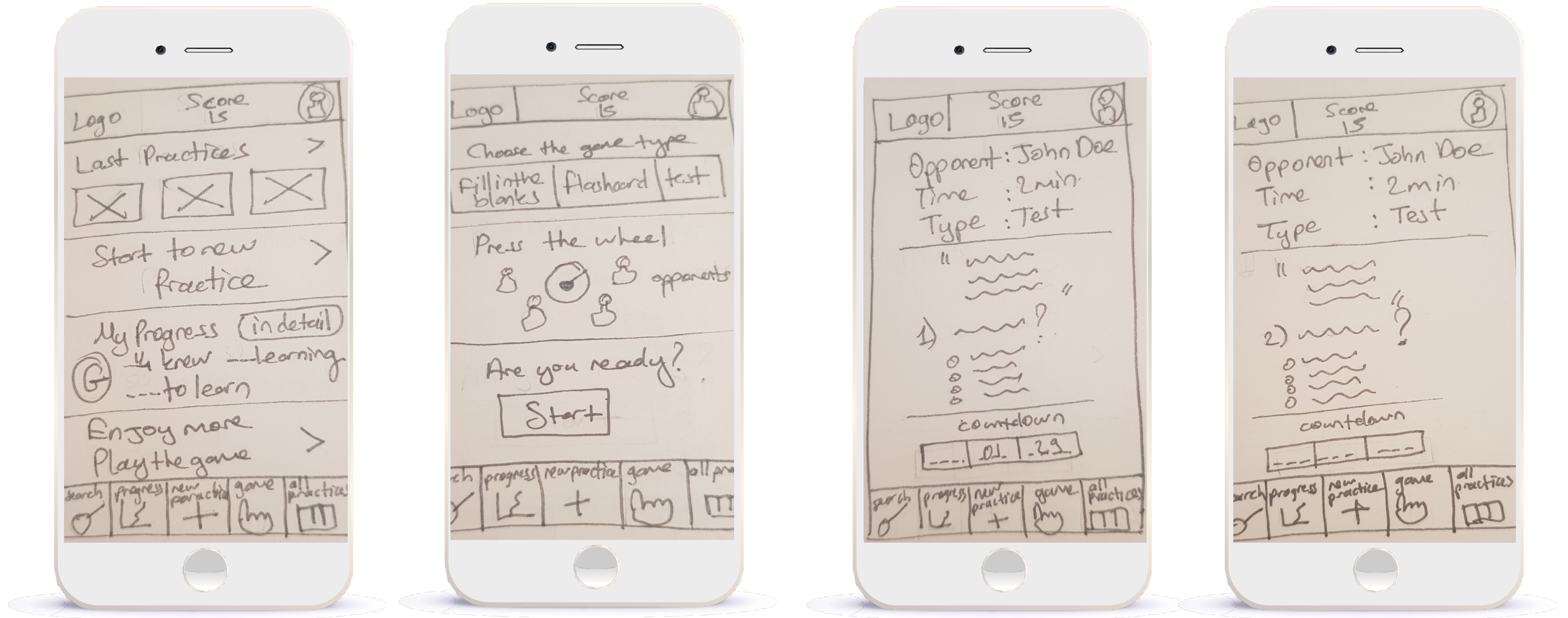## Wireframes : Low Fidelity - Sign Up & Admin Area
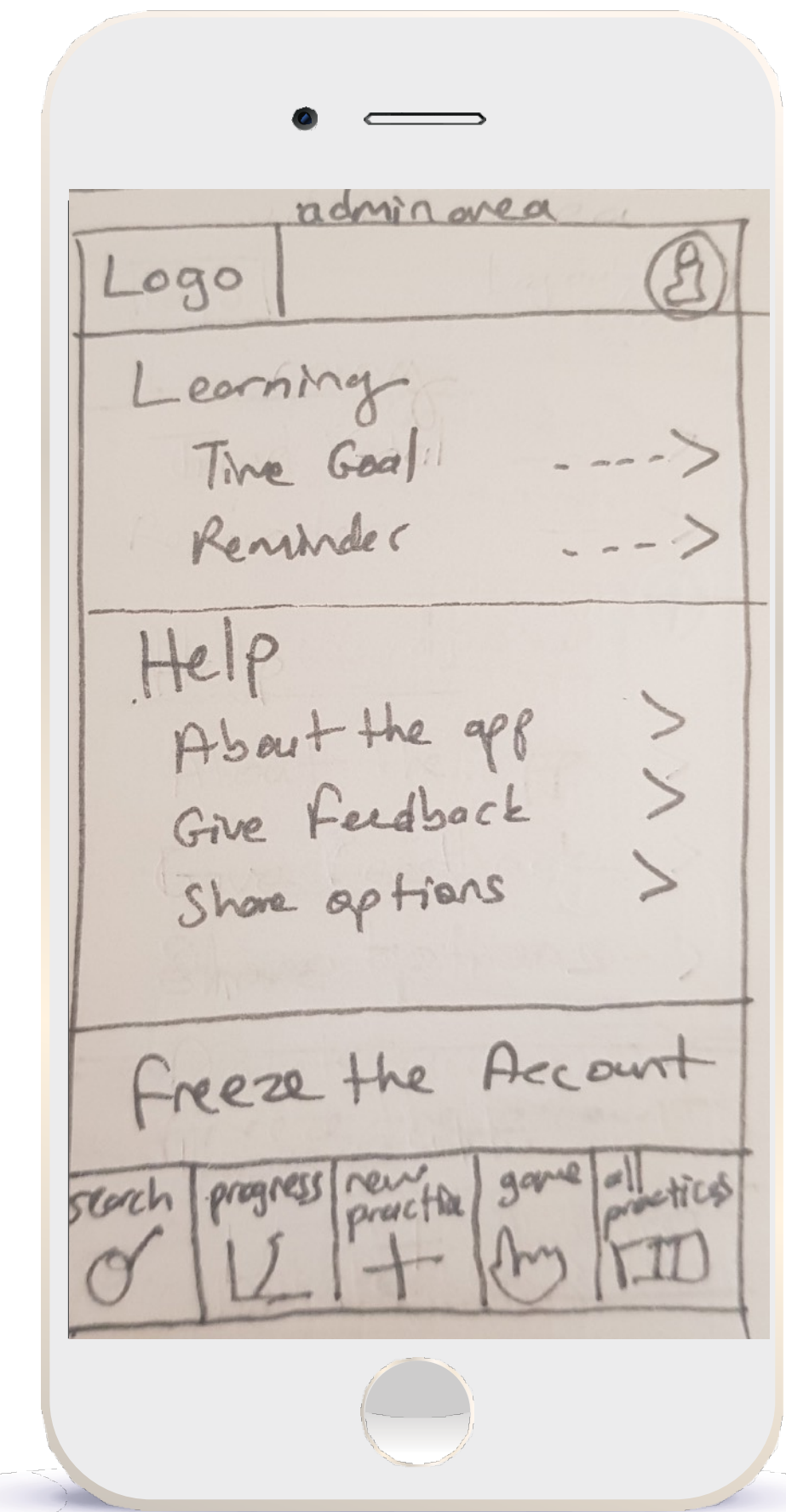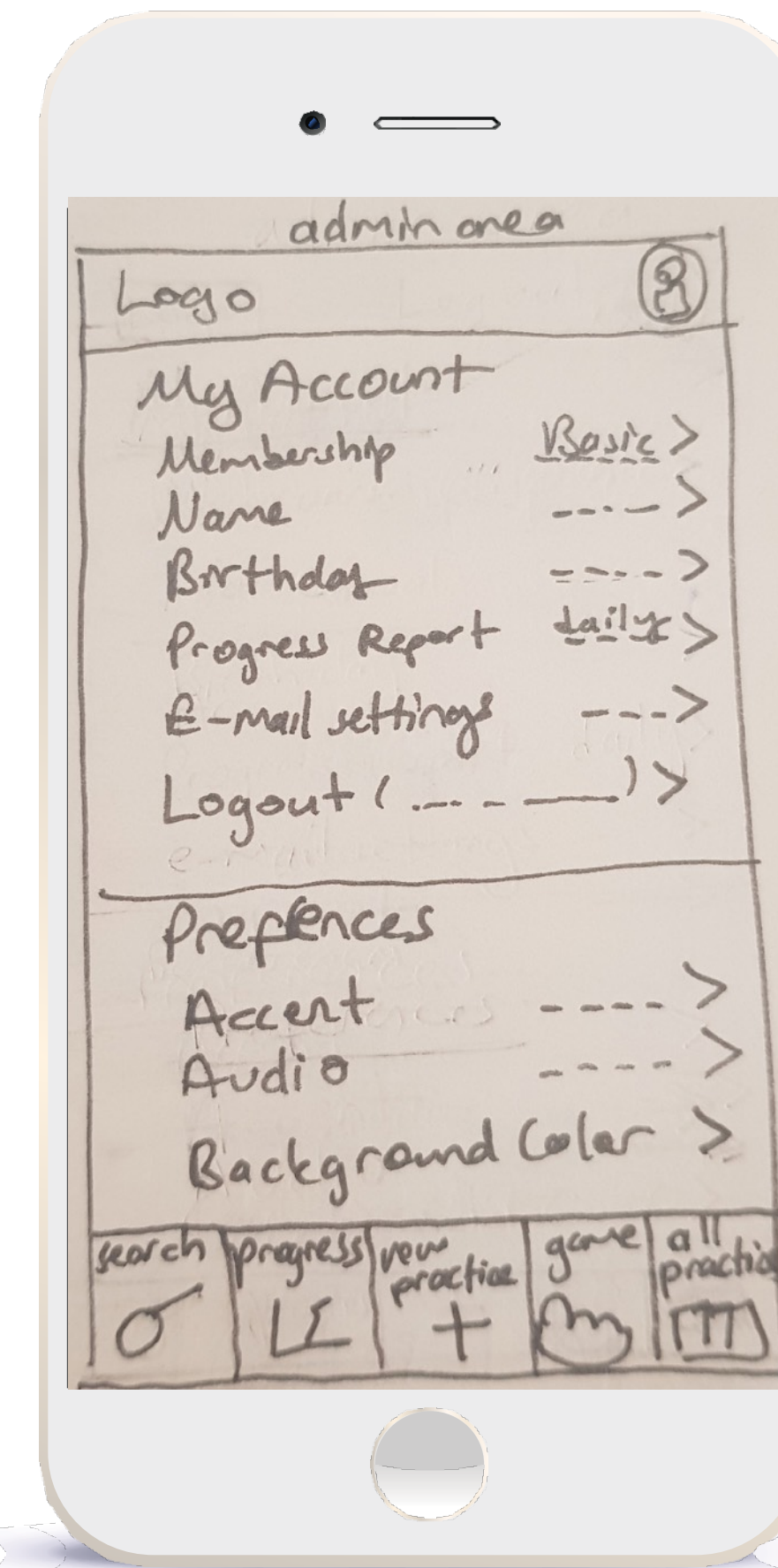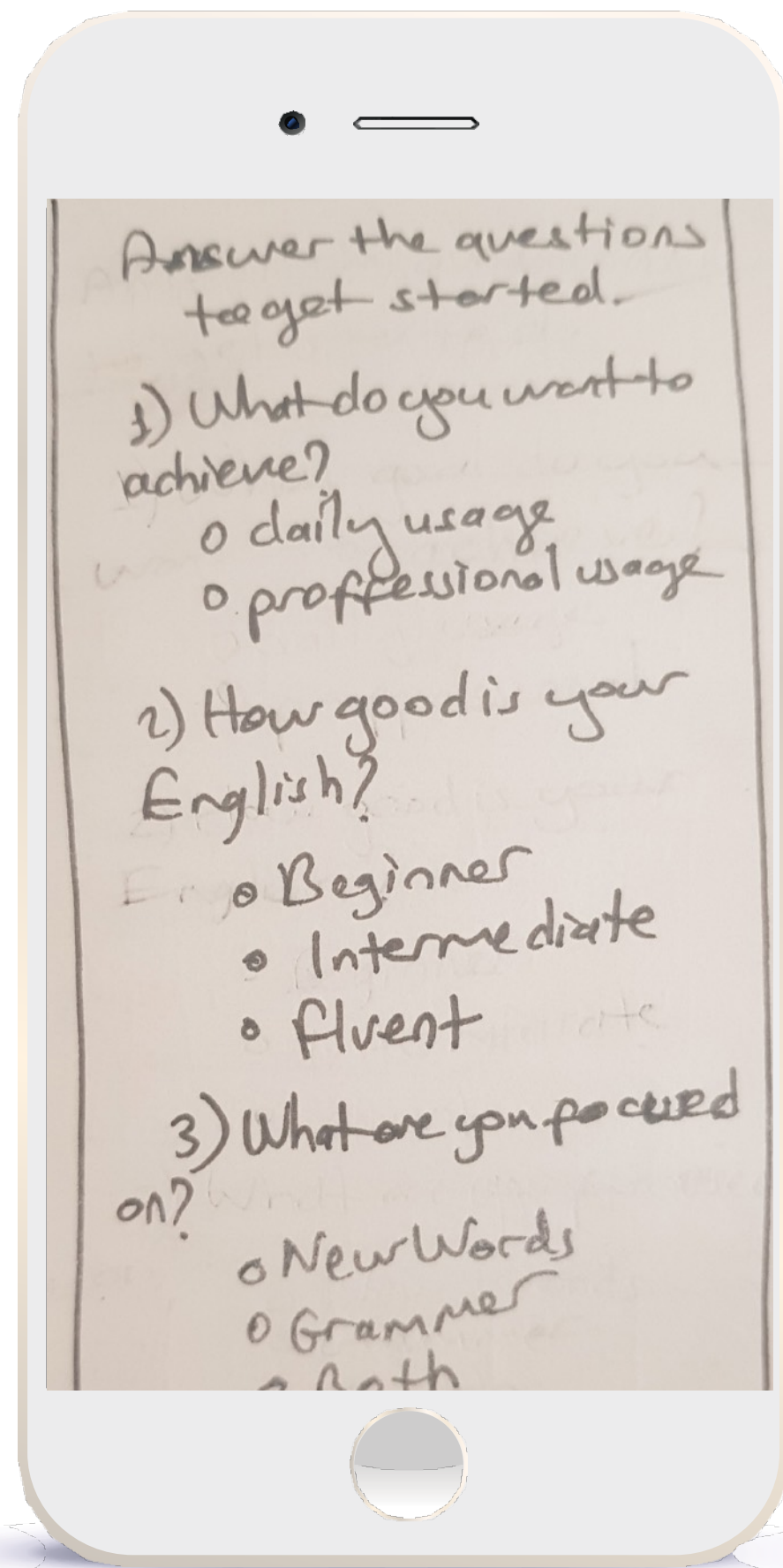
Early Prototypes

Wireframes : Low Fidelity - Home & New Practice + Creating a Flashcard + Result
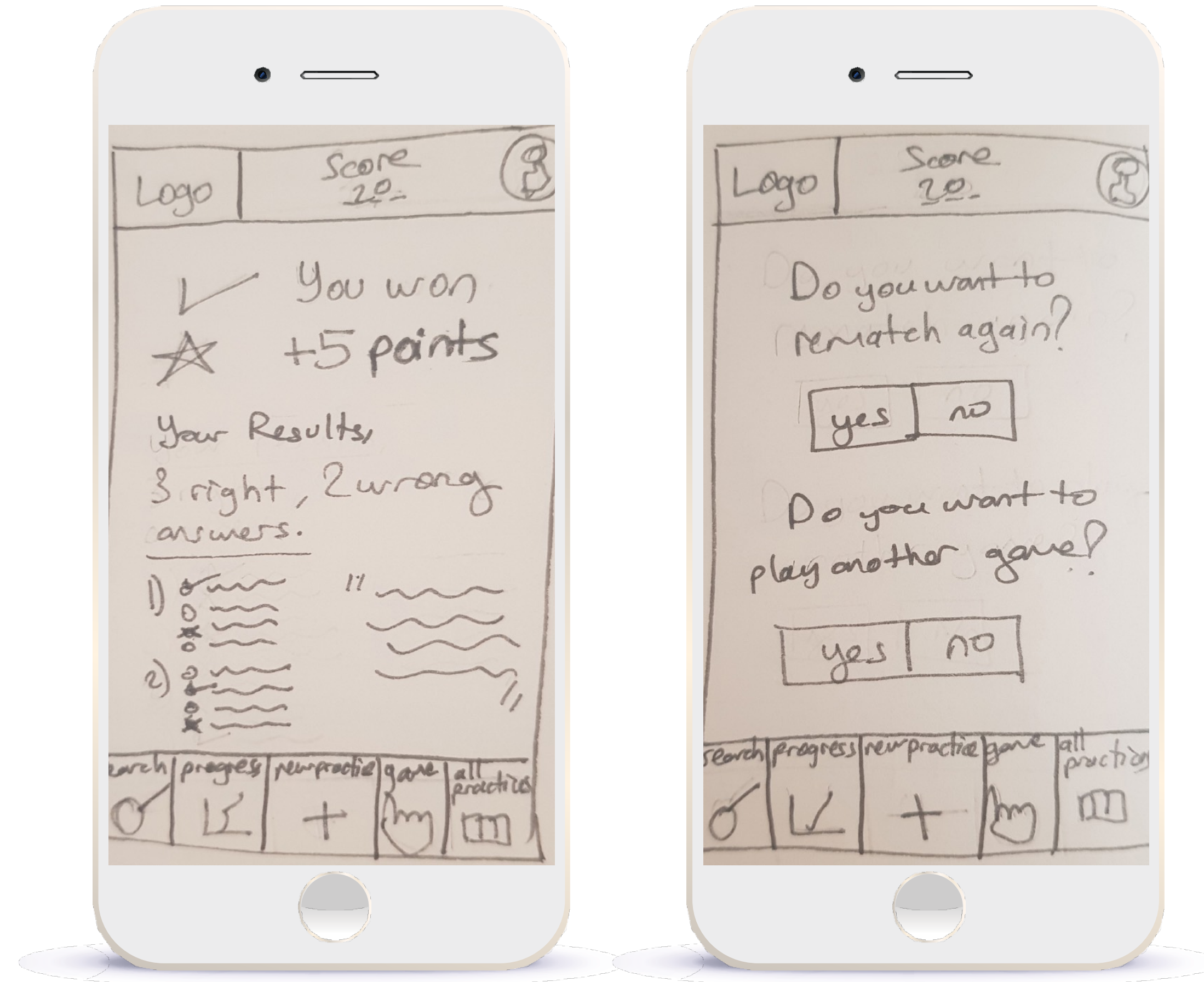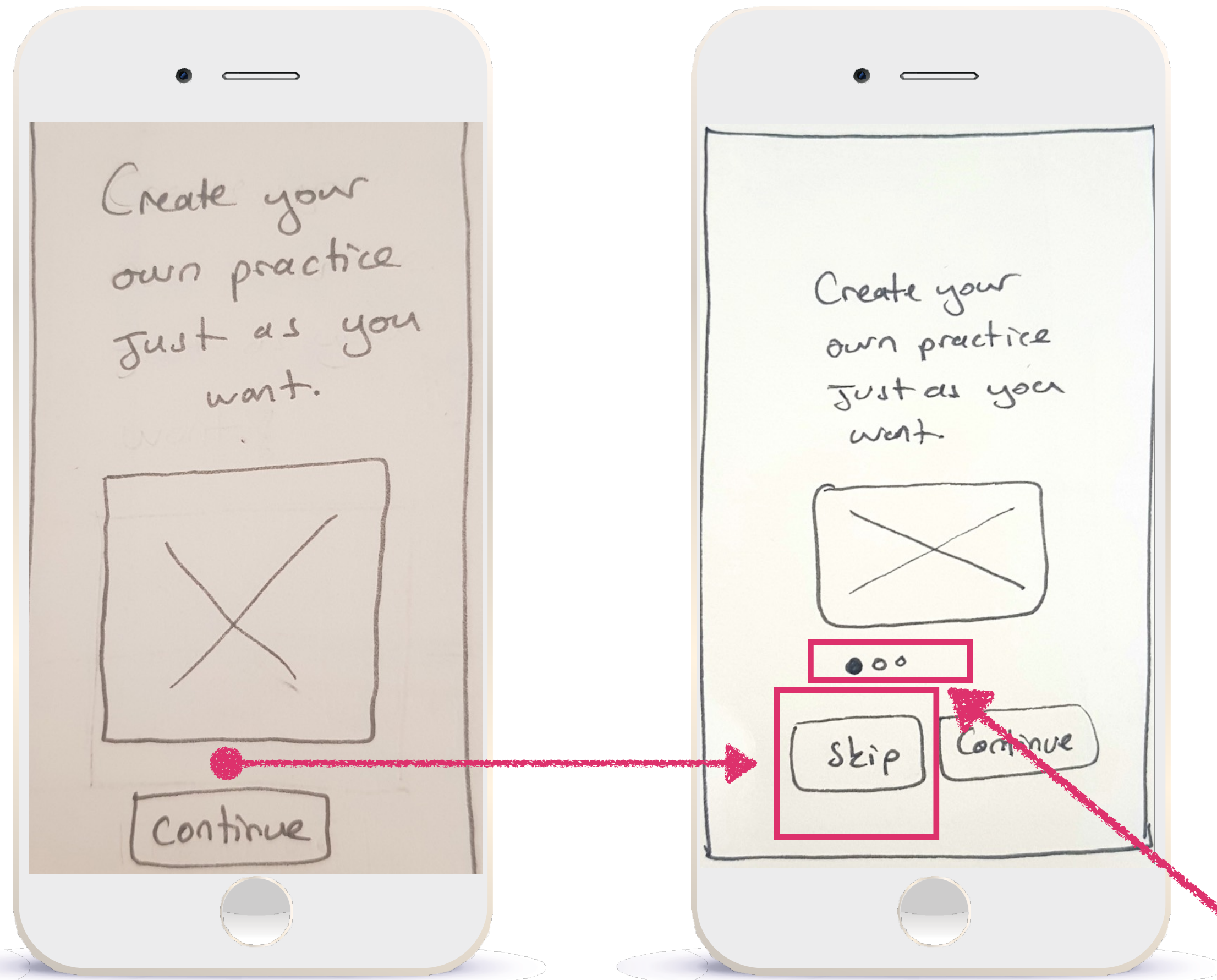
Early Prototypes

Wireframes : Low Fidelity - Home & Game

Early Prototypes

Wireframes : Low Fidelity - Game Result & Call to action

Improvements

'Onboarding'

As a result of usability testing, I realized that 'skip' button is needed to pass through to the 'sign up' step.

Also, better to put some progress bar to show the user how many screen s/he will see (read or pass)
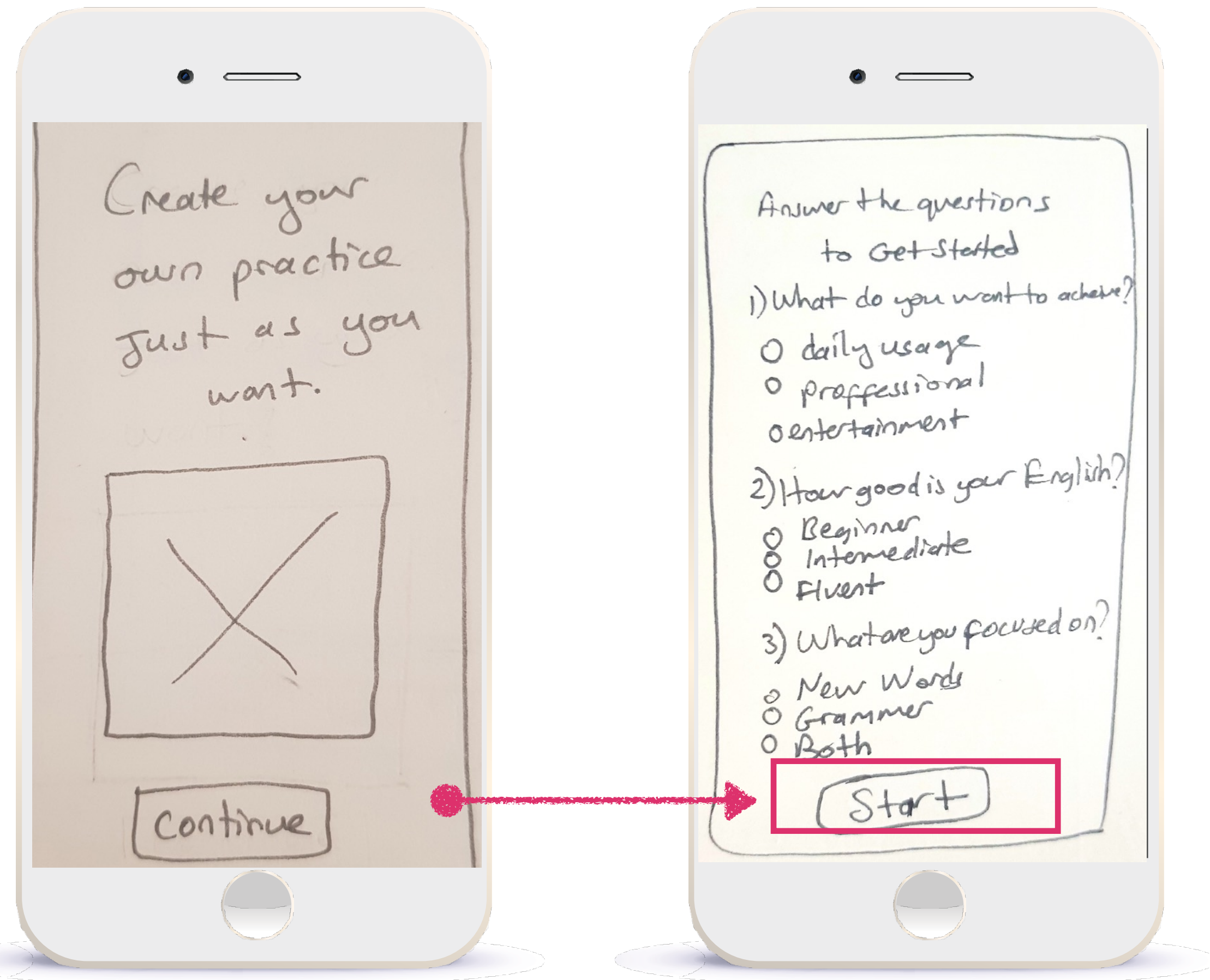
Quotes:

'During the flow, I could have skipped it.'
'I usually pass. I'm not even reading these screens'
'later we could include here a progress bar with bullets'

Improvements

Create your own practice just as you want.

Continue

Answer the questions to Get Started
1) What do you want to achieve?
   O daily usage
   O proffessional
   O entertainment

2) How good is your English?
   O Beginner
   O Intermediate
   O Fluent

3) What are you focused on?
   O New Words
   O Grammer
   O Both

Start

'Get started'

As a result, 'start' button was lack. It is needed to go on with the procedure.

Quotes:

''Here we need a button, a Call to action to move on. "Start"

Improvements
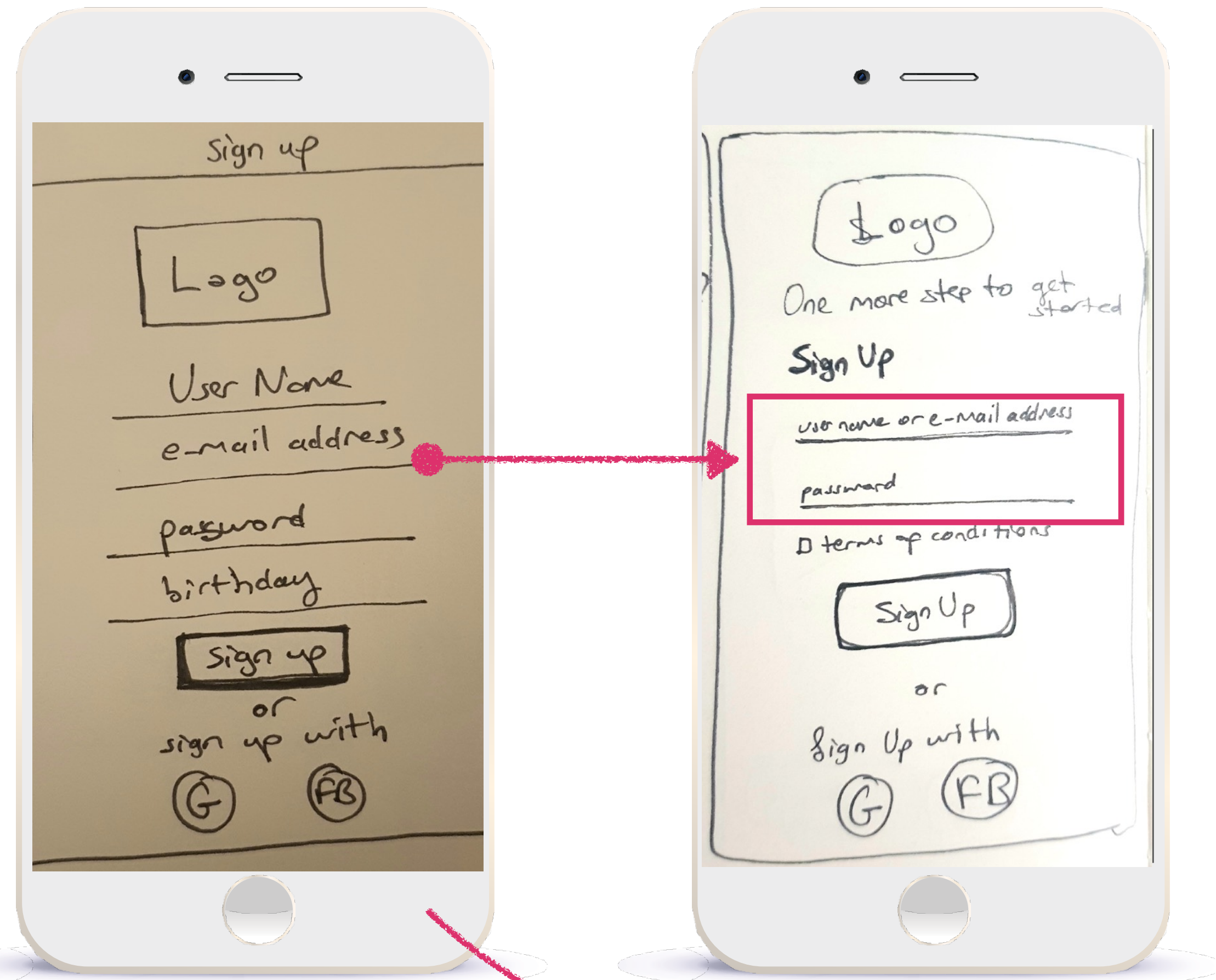
'Sign Up'

As a result, 'birthday' info removed from the sign up screen. User name and e-mail address are in one input area, this way user can choose either registering by e-mail or username.
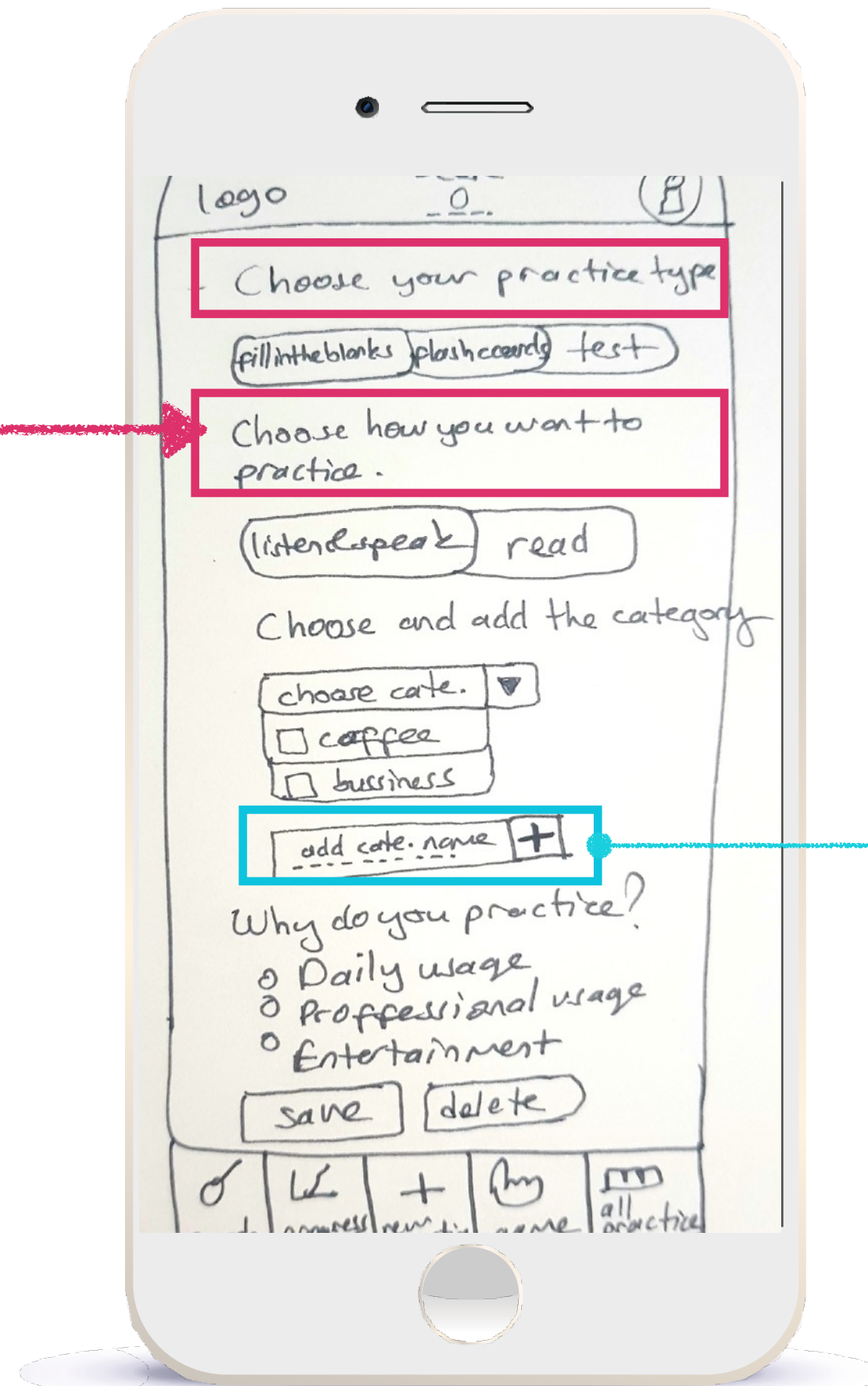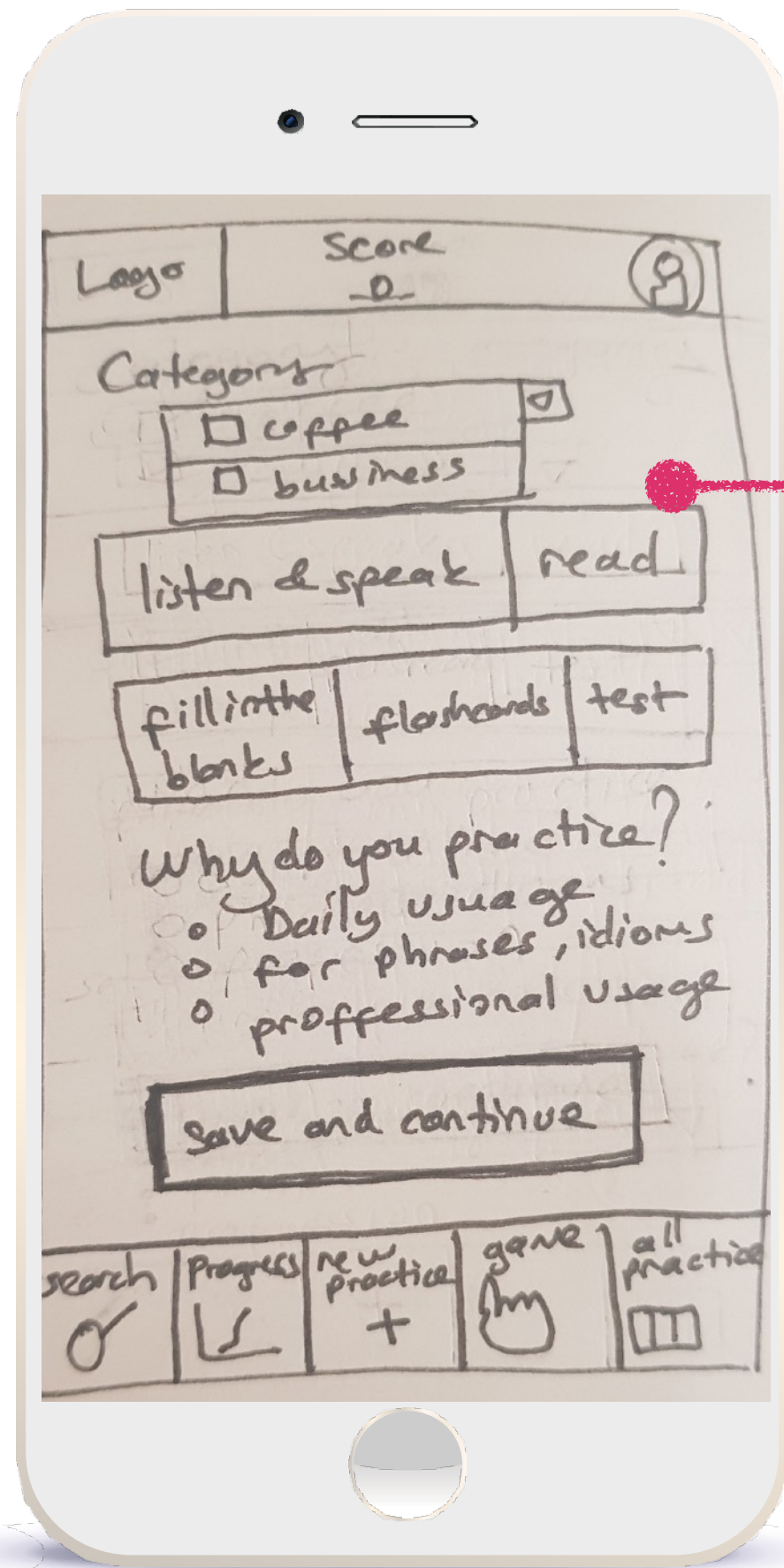
In addition to usability test, an explanatory sentence and 'terms of conditions check box' are added.

Quotes:

'why does the sign up demands my birthday information? It may be optional.

'why am I giving my private information. It can also only email /pass word or user name /password. '

Improvements

'New Practice'

As a result, to choose the practice type, categories, how to practice and why, It was needed to add some referral sentences. It is better now with the changes.

Giving names to the themes, cases was also needed, so that users can add their own category names. Input area is added.

Quotes:

'Customization screen can be step-by-step or with referral sentence.

Improvements
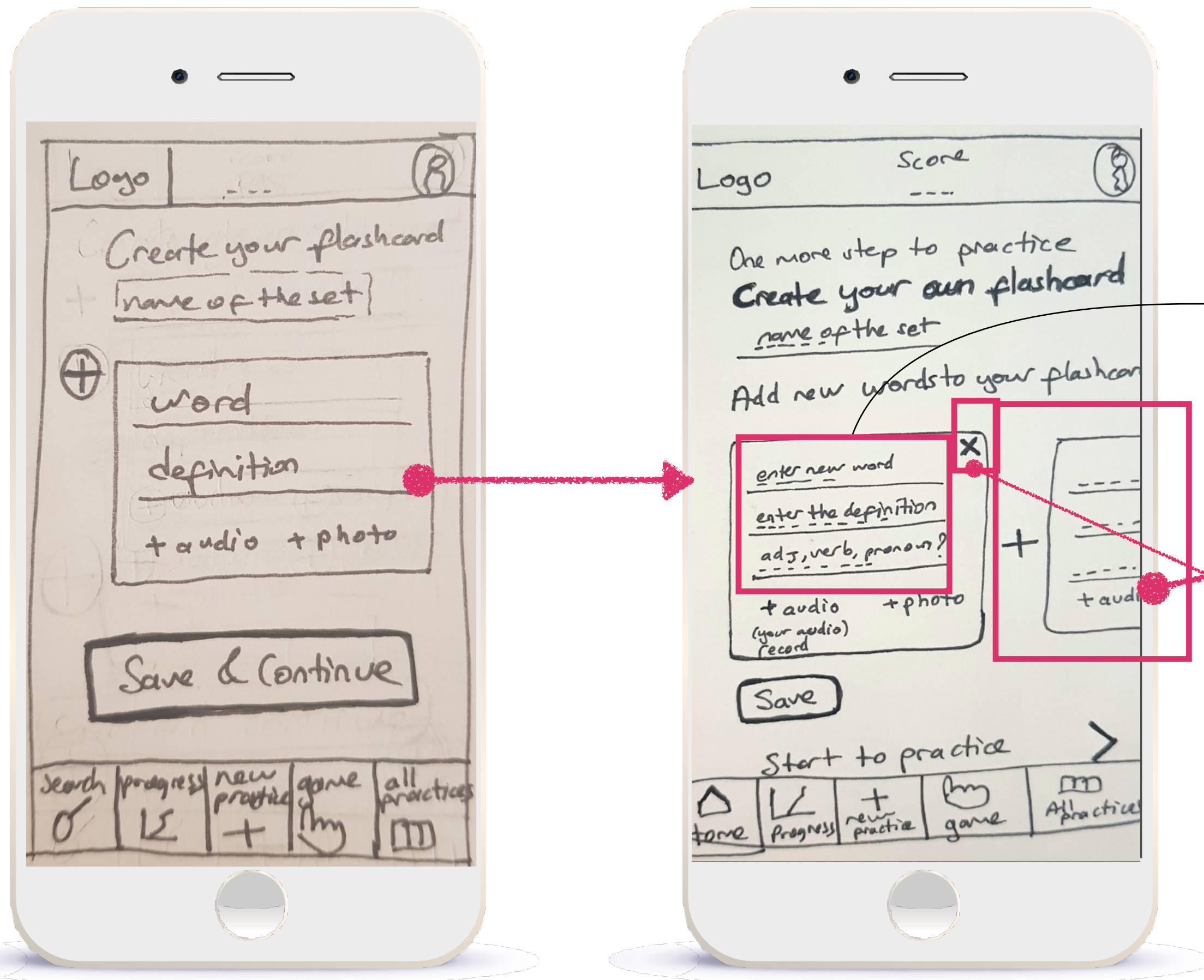
'Creating flashcard'

As a result, input areas are more visible and have a better look, now more understandable. Also, 'adj and verb' input area is added.

One of the users didn't like the '+' sign's place so It is changed from left to right and whole design has changed.
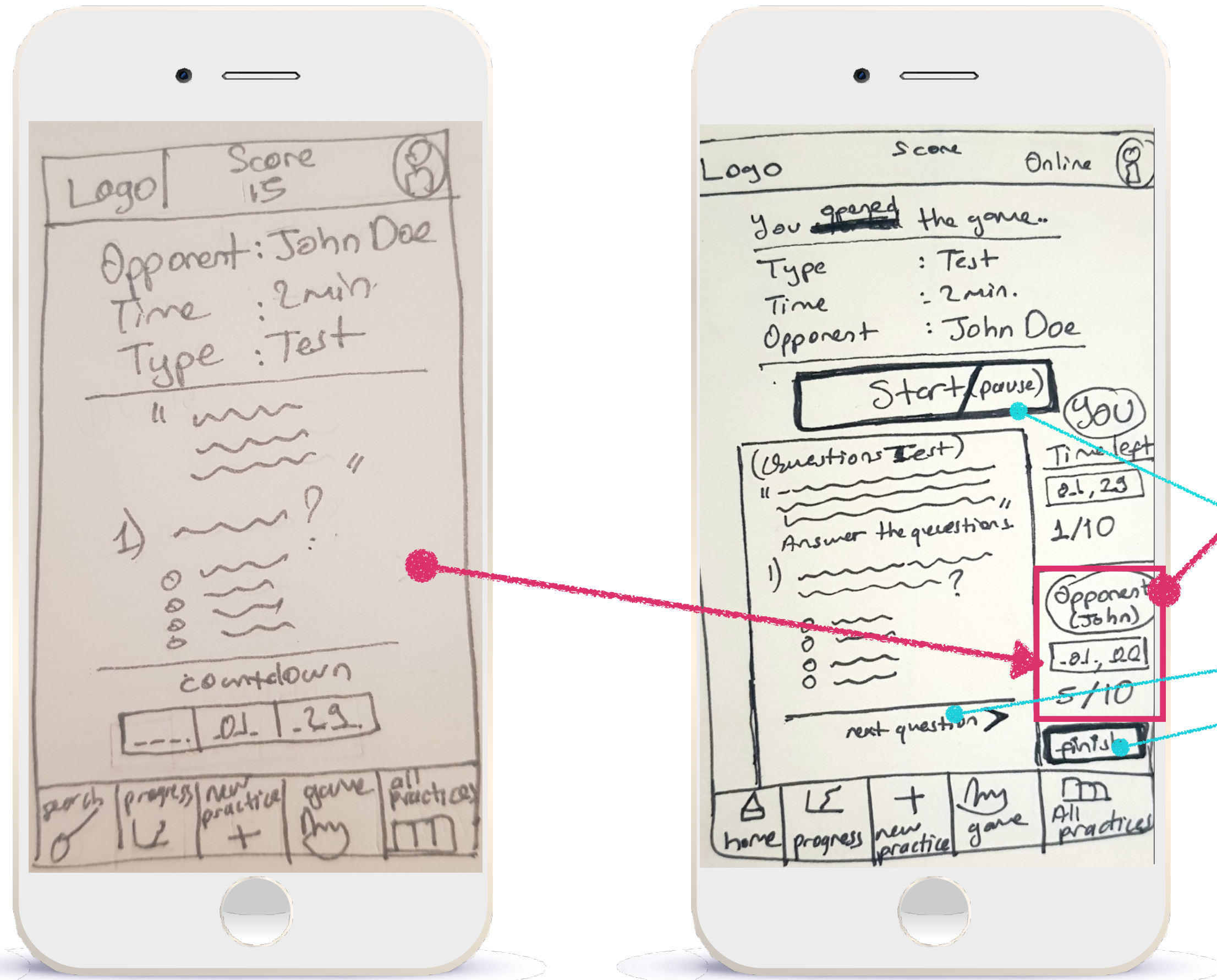
Also to delete the card, an 'x' button is added.

Quotes:

'Better to have a 'delete button' and input place for explanation as 'adj or verb' , plus (+) new word or add another word for flashcards, Redesigning is better with the input areas.'
'I didn't realize there was a place holder there. '

Improvements

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

'Play the game'

As a result, during the usability test user were comfortable with the procedure, only they wanted to see opponent's achievement on the game while they are playing. Which is a great idea, it was missing on the previous version. Now it is added.

Also, some changes like 'start' and 'finish' button, players left time and ex. count, 'next question' button are added. The missing parts were understood by the designer while the interview is going on.

Quotes:

It might have been more fun for me to see which card or question or time your opponent had while I was answering.'

Improvements

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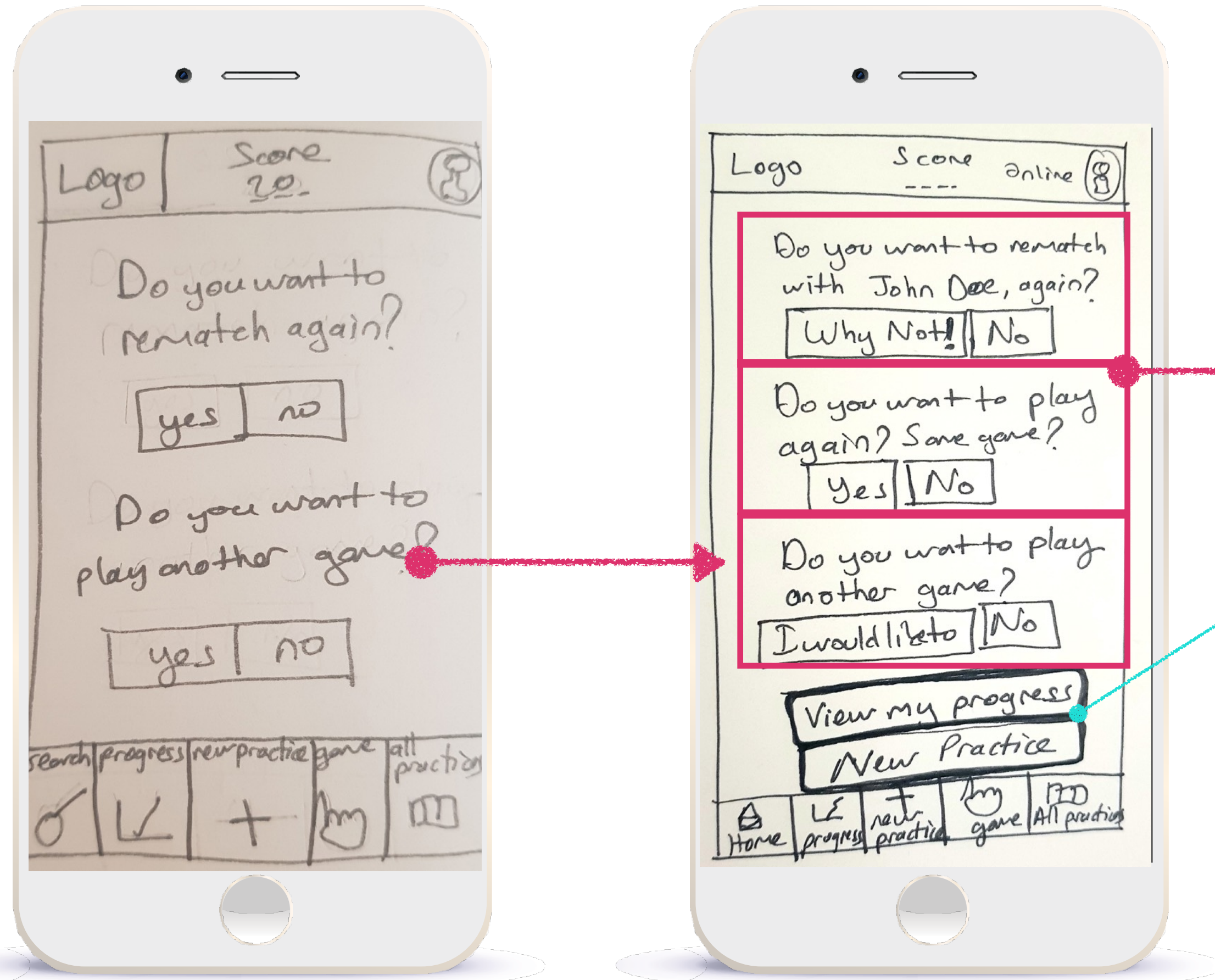
'Result Page'

As a result, button labels are changed. Question sentences are rewritten.

Also another 'call-to-action' is added to continue to exploring the application.

Quotes:

'When I saw 2 'yes no' buttons, I felt the need to read it again.''

'Do you want to rematch with what? Another game also felt like I should find an opponent . Am I going to play the same opponent's different game?'

Next Steps

I will do more search about other applications, how they design the layout.

I will do more search about what an opponent need in a game like this, what kind of details can be added, or reprocedure the navigation to make it more simple.

I will conduct more usability test after my improvements, and design the rest of the screens to understand what users need more.

After everything is alright with the prototype, I will pass to mid fidelity wireframe.

Learnings

User interviews and Usability tests are extremely valuable and progressor.

Always read the brief!

Keep in mind that as designers self ideas are not important. The user-oriented solutions are important.

Always dig in the process.

At first the design will not be perfect. Admit it!t

Try digital platforms and search for other materials don't stuck with the same equipments.