Vocabit

For Your Learning Habit

This project was my first UX challenge as a part of my *Intro to UX Design* course.

Given Problem Statement:

How might we design a mobile app that empowers people to learn new vocabulary?

Feature Requirements:

1) Onboarding
2) Sign-Up/Login
3) Menu/Nav
4) Upload Vocabulary and Definition
5) Means to Review/Study Vocabulary

Type Intro Course Project | Mobile App   **Role** Research | UX   **Time** 4 weeks   **Tools** Marvel

Meet Keslyn.

Female, 34 yrs

Providence, RI

African-American/Caucasian

Married w/child

Masters in Behavioral Science

Intervention Specialist

"I've always been a curious person and see myself as a life-time learner."

"With my full schedule it's important that I have a simple way to organize all the new information I want to learn in one place and practice committing it to memory from wherever I am."

Staying up-to-date on the latest behavioral research terms related to her field.

Learning new terms that allow her to connect and engage with a more diverse network of people.

She's Got Needs

Easily Accessible so she can save new terms and commit them to memory from *wherever she is*.

Habit Building so she learns faster and stays *motivated* when life gets busy.

Organized so she can *focus* on the categories she's most interested in and the info she struggles with the most.
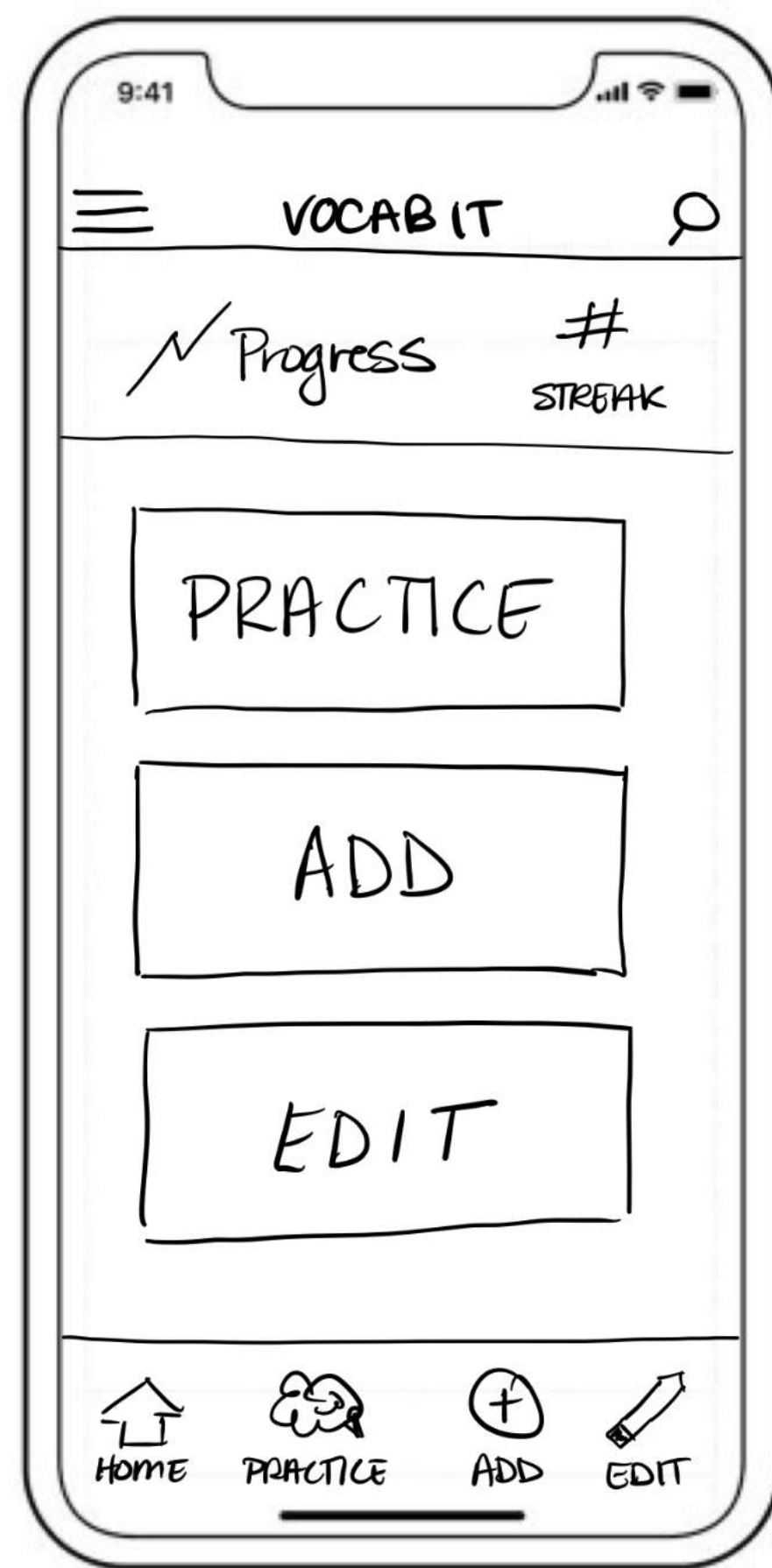
Simplicity so that she has *time* for everything else in her day.
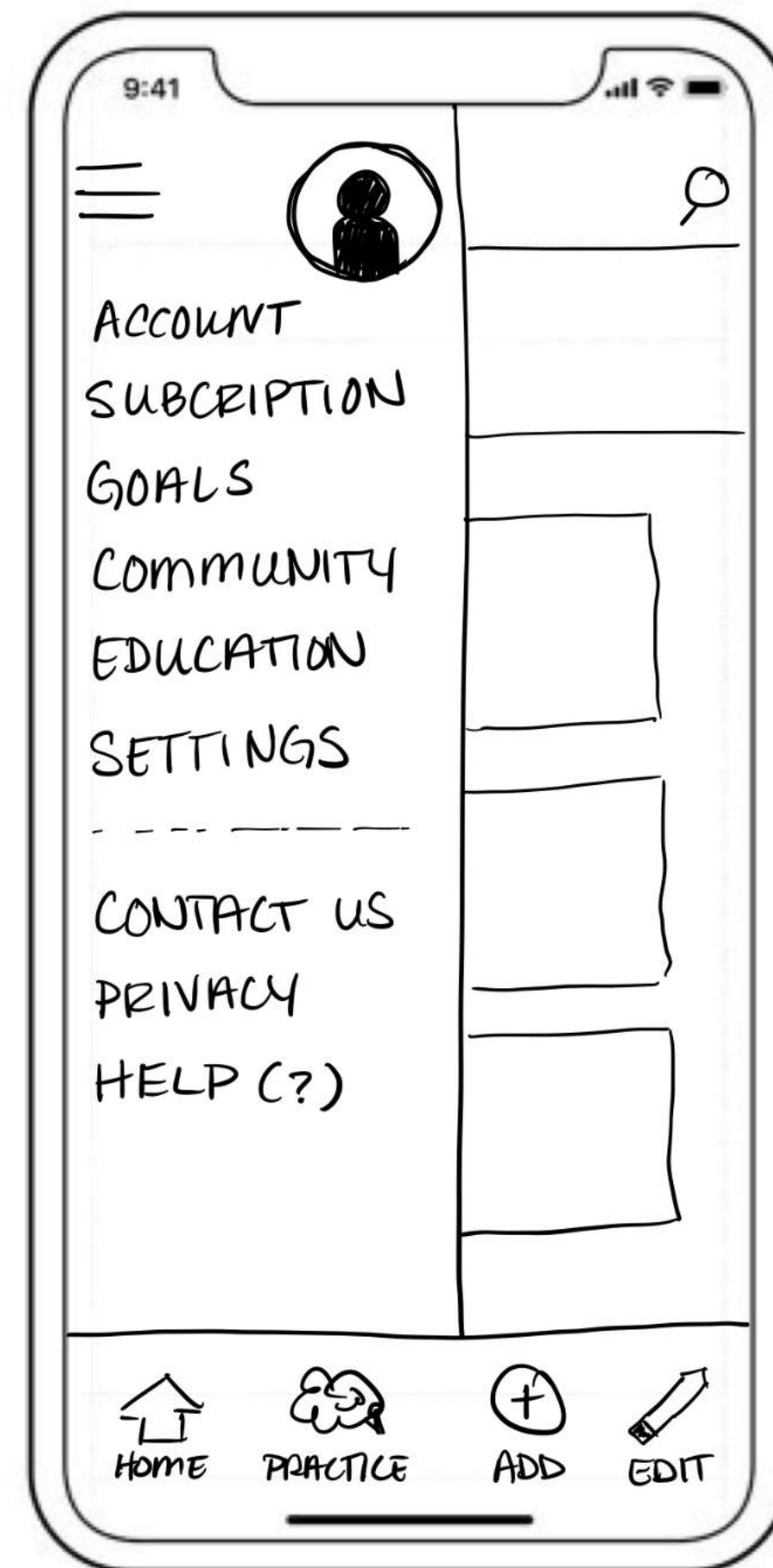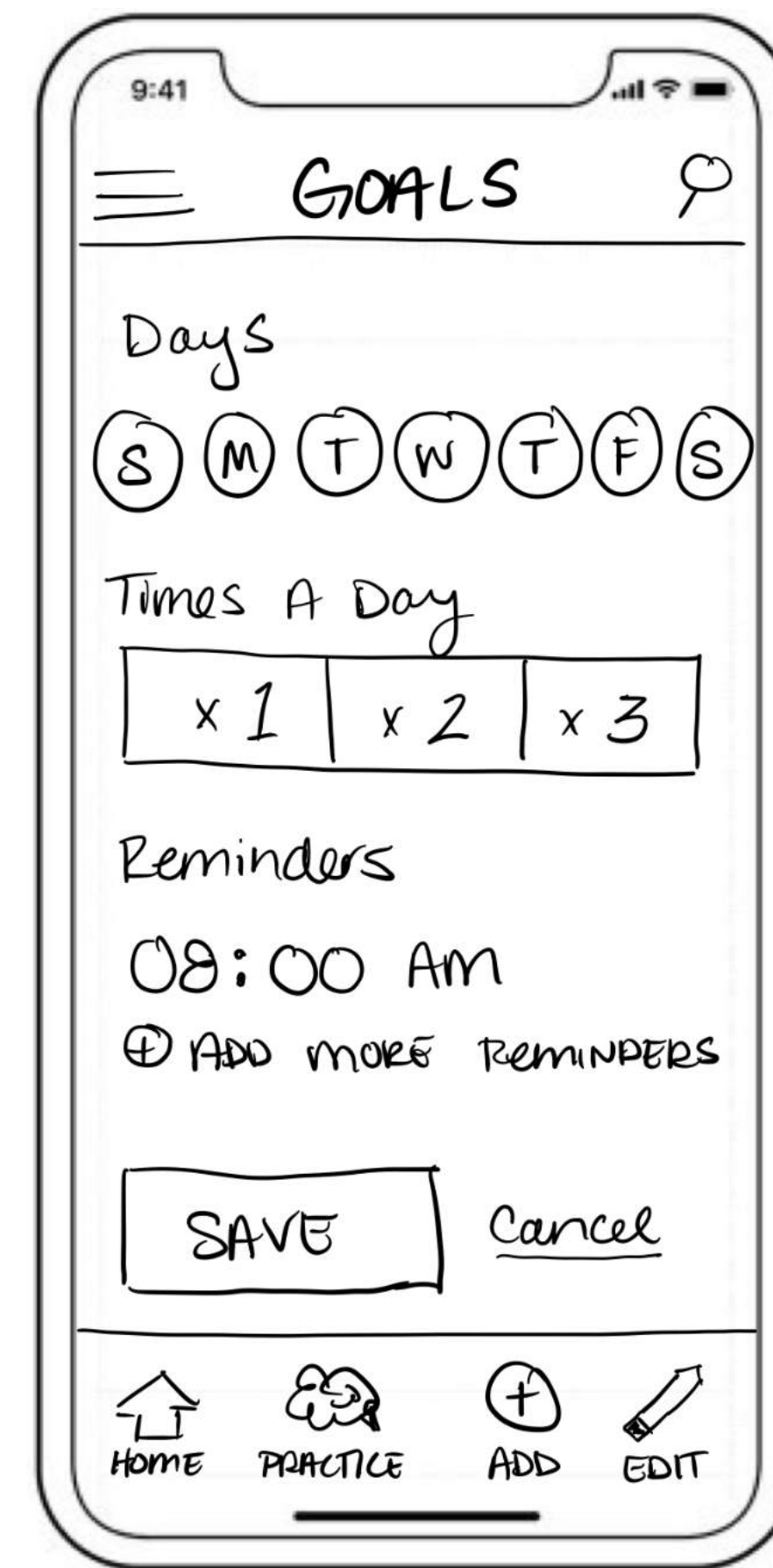
User Flows & Wireframes

Splash Screen

VOCABIT

Home

9:41

≡ VOCABIT 🔍

✓ Progress   #
   STREAK

PRACTICE

ADD

EDIT

🏠 HOME 🧠 PRACTICE ⊕ ADD ✏️ EDIT

Menu

9:41

≡ 👤 🔍

ACCOUNT
SUBCRIPTION
GOALS
COMMUNITY
EDUCATION
SETTINGS
- - - - - -
CONTACT US
PRIVACY
HELP (?)

🏠 HOME 🧠 PRACTICE ⊕ ADD ✏️ EDIT

Goal Setting

9:41

≡ GOALS 🔍

Days
Ⓢ Ⓜ Ⓣ Ⓦ Ⓣ Ⓕ Ⓢ

Times A Day
| x1 | x2 | x3 |

Reminders
08:00 Am
⊕ ADD MORE REMINDERS

SAVE   Cancel

🏠 HOME 🧠 PRACTICE ⊕ ADD ✏️ EDIT

Add/Edit Card

9:41

✗ CARD ✓

Term
Dog

Definition
Perra, Perro

⊕ AUDIO   ⊕ IMAGE

Hint
animal, furry

Current Difficulty
| HARD | GOOD | EASY |

🏠 HOME 🧠 PRACTICE ⊕ ADD ✏️ EDIT
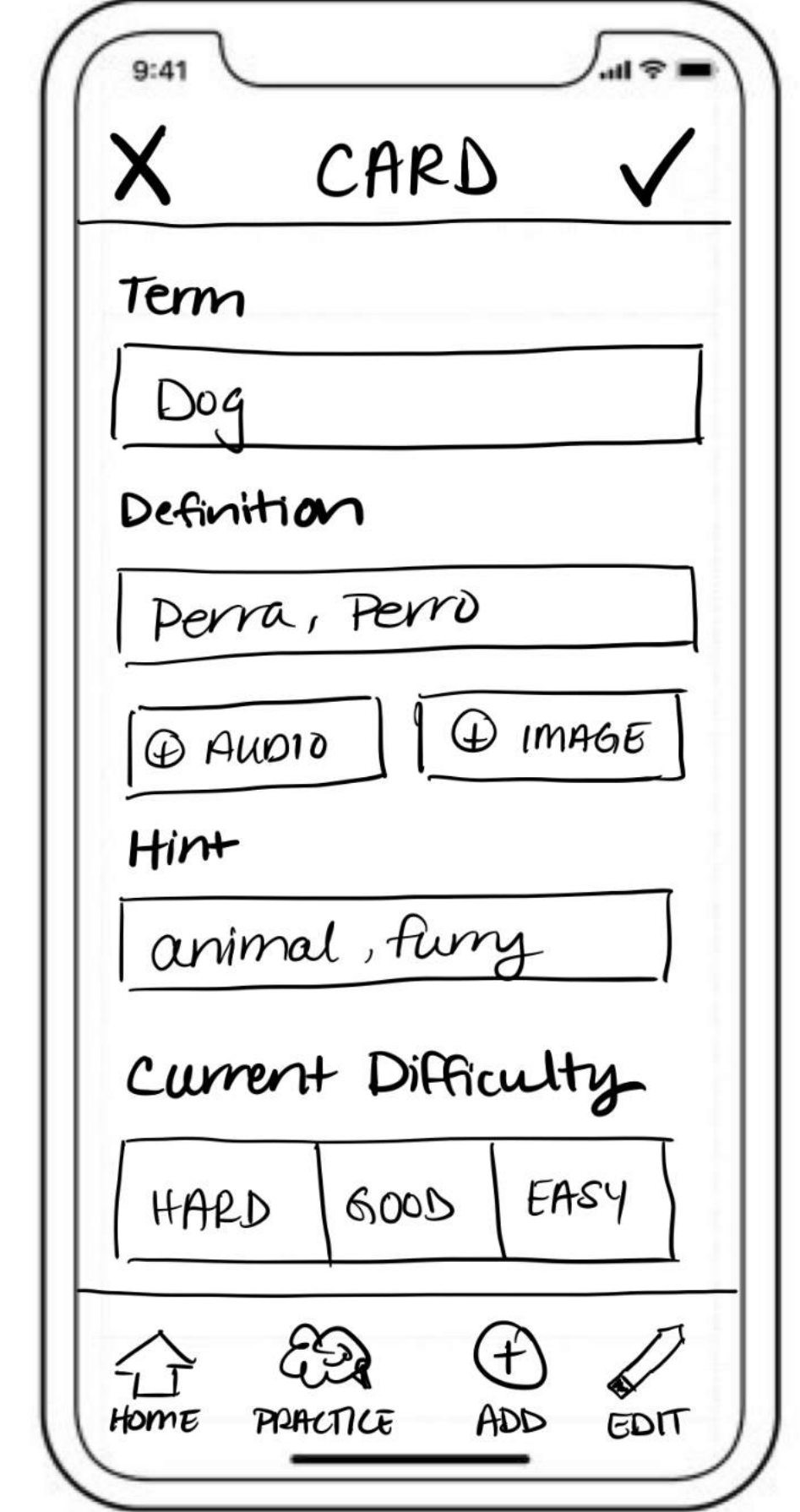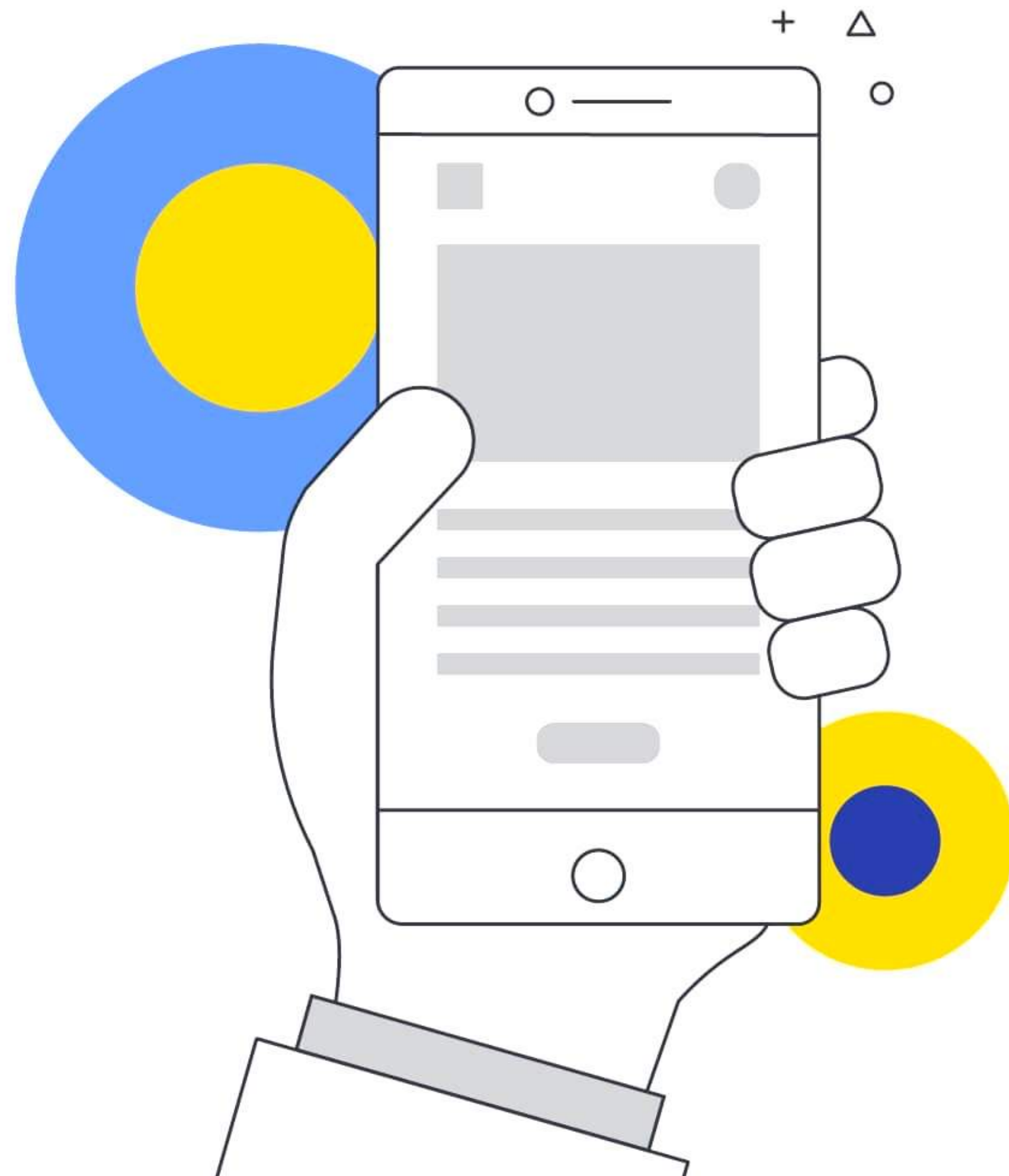
"I'm learning faster than I expected."

Usability Testing

Testing Basic Functionality

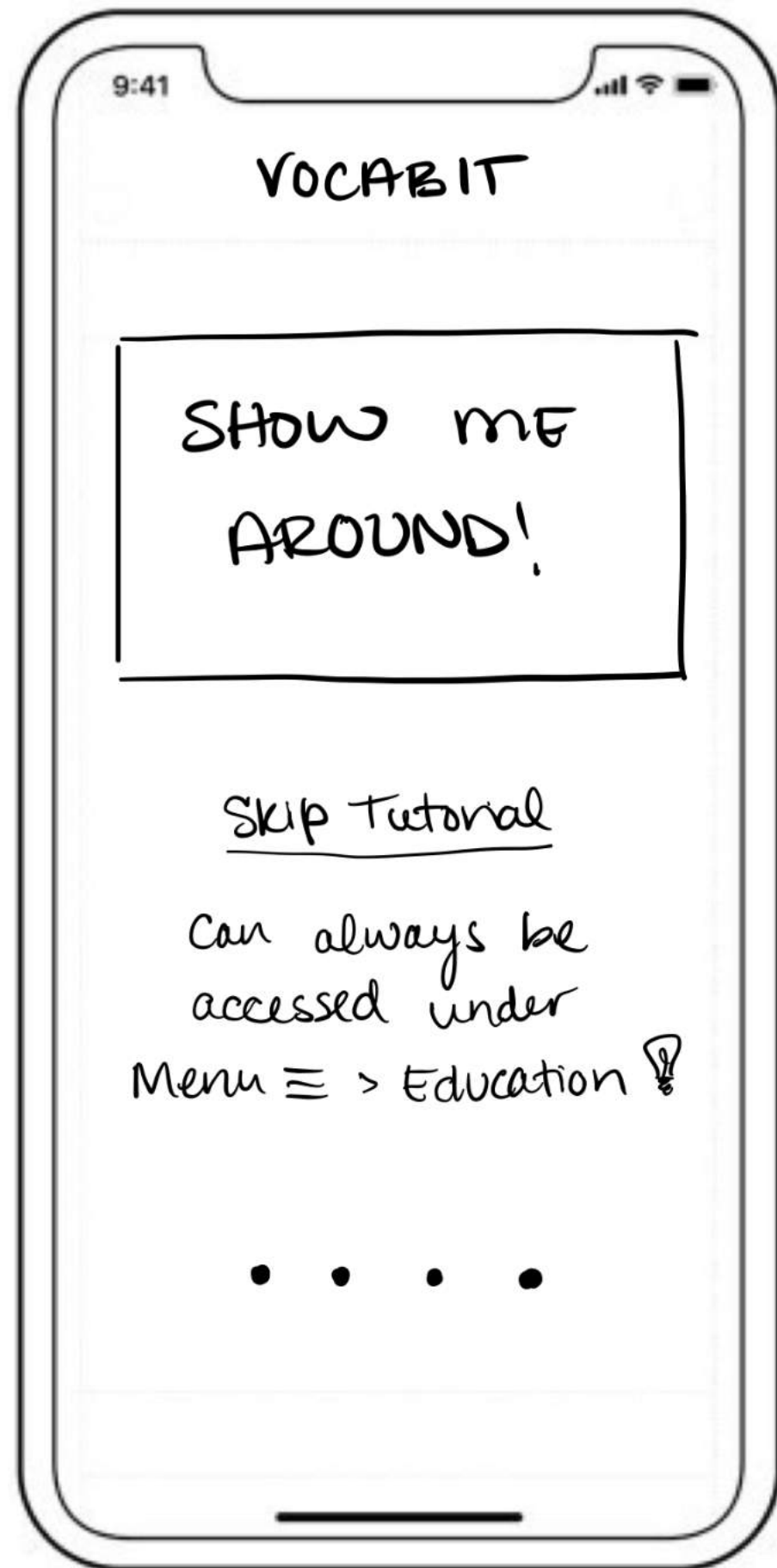*Four (4) Usability Sessions with target audience of 20-45 year olds engaged in educational activities.*

1) **Onboarding Process**

2) **Adding a Card/Organizing**

3) **Practice Session**

4) **Editing Card information**

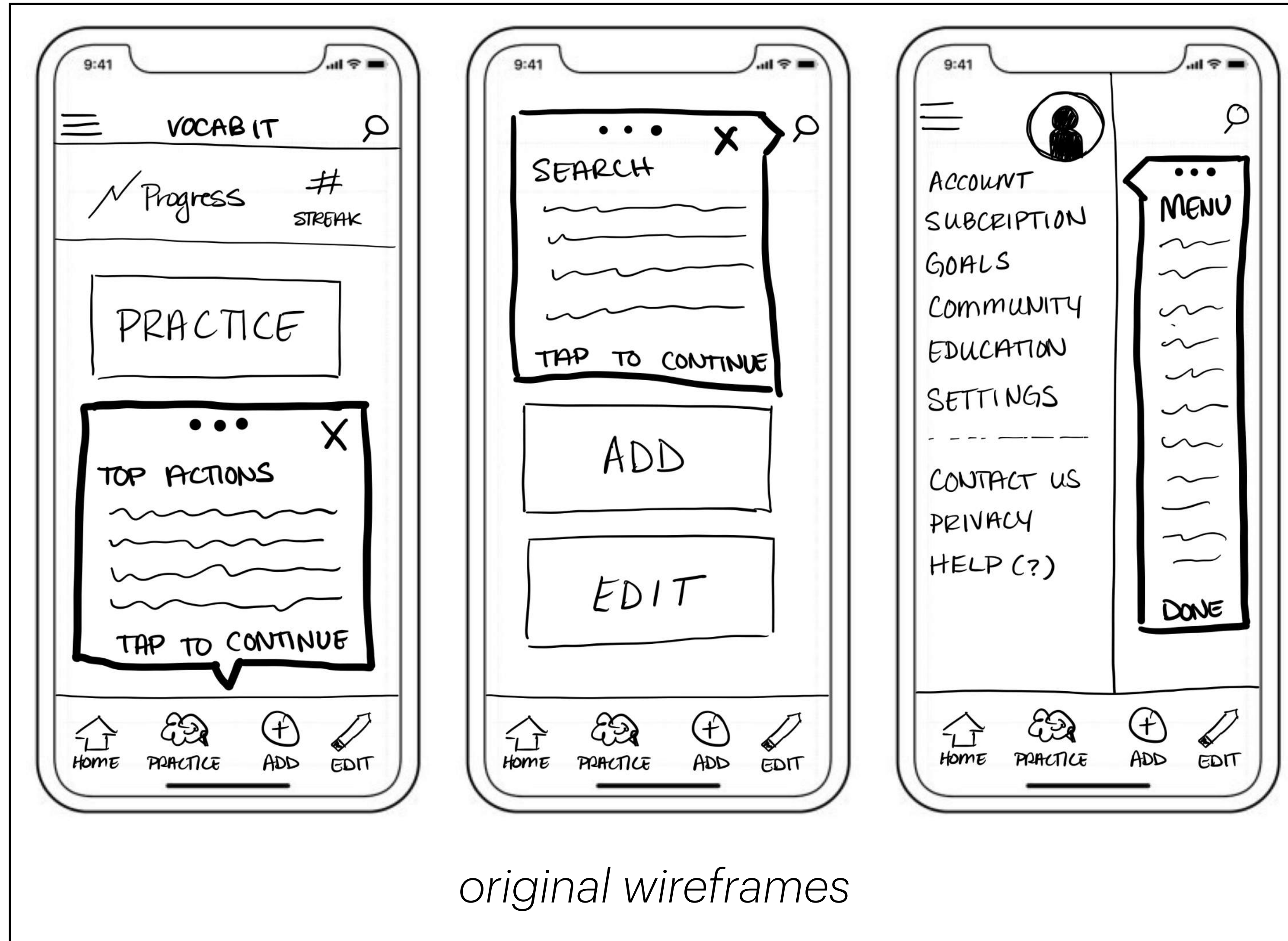5) **Editing Goals/Reminders**

Link to full Prototype

Usability Test Report

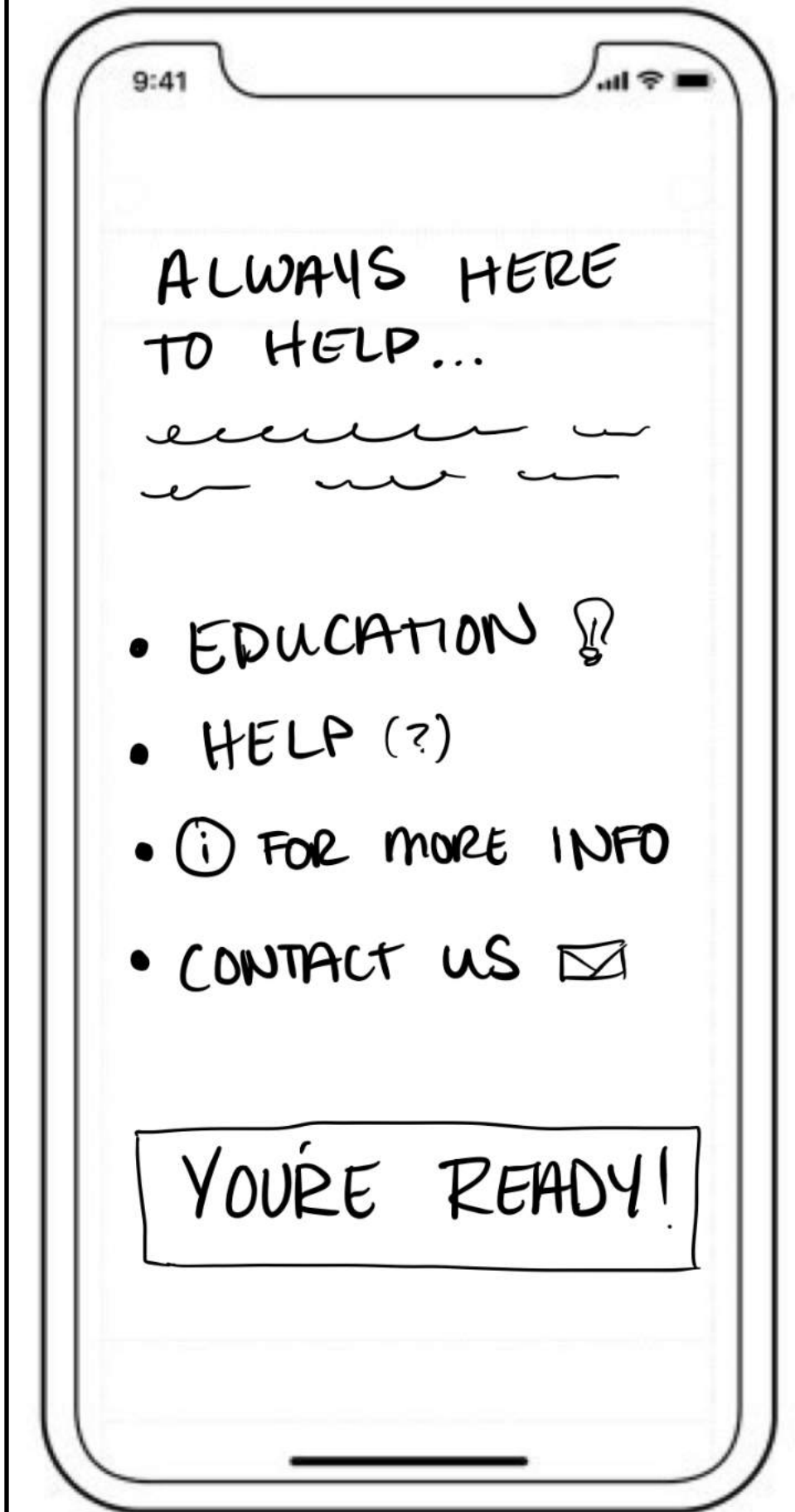| Task #	Observation	Severity #	Recommendation
#1	*Most participants did not understand they were in a tutorial and typically weren't sure what they were supposed to click next.*	*3*	*Visuals that draw your focus to the tutorial box and add intro to tutorial as well as letting them know onboarding is done.*
#2	*Unclear how Category, Subject, and Stack were organized/fit into each other.*	*2*	*Add small 'info' icon that can always be clicked to explain as well as try new wording options.*
#3	*Did not understand what Hard, Good, Easy selections meant when practicing Flashcards.*	*2*	*Add small 'info' icon that can always be clicked to explain as well as try new wording options.*

Tutorial Improvements

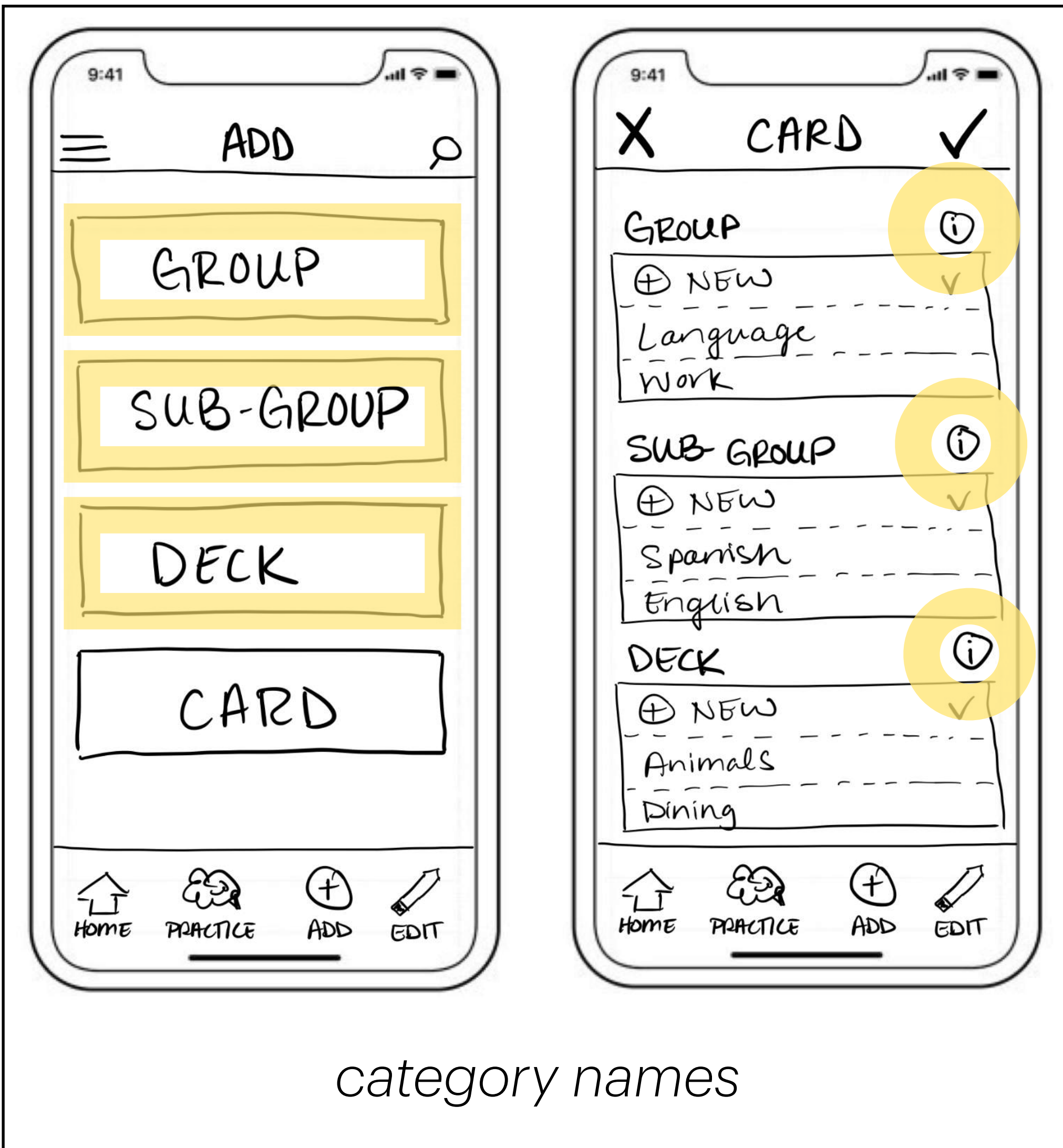**new addition**

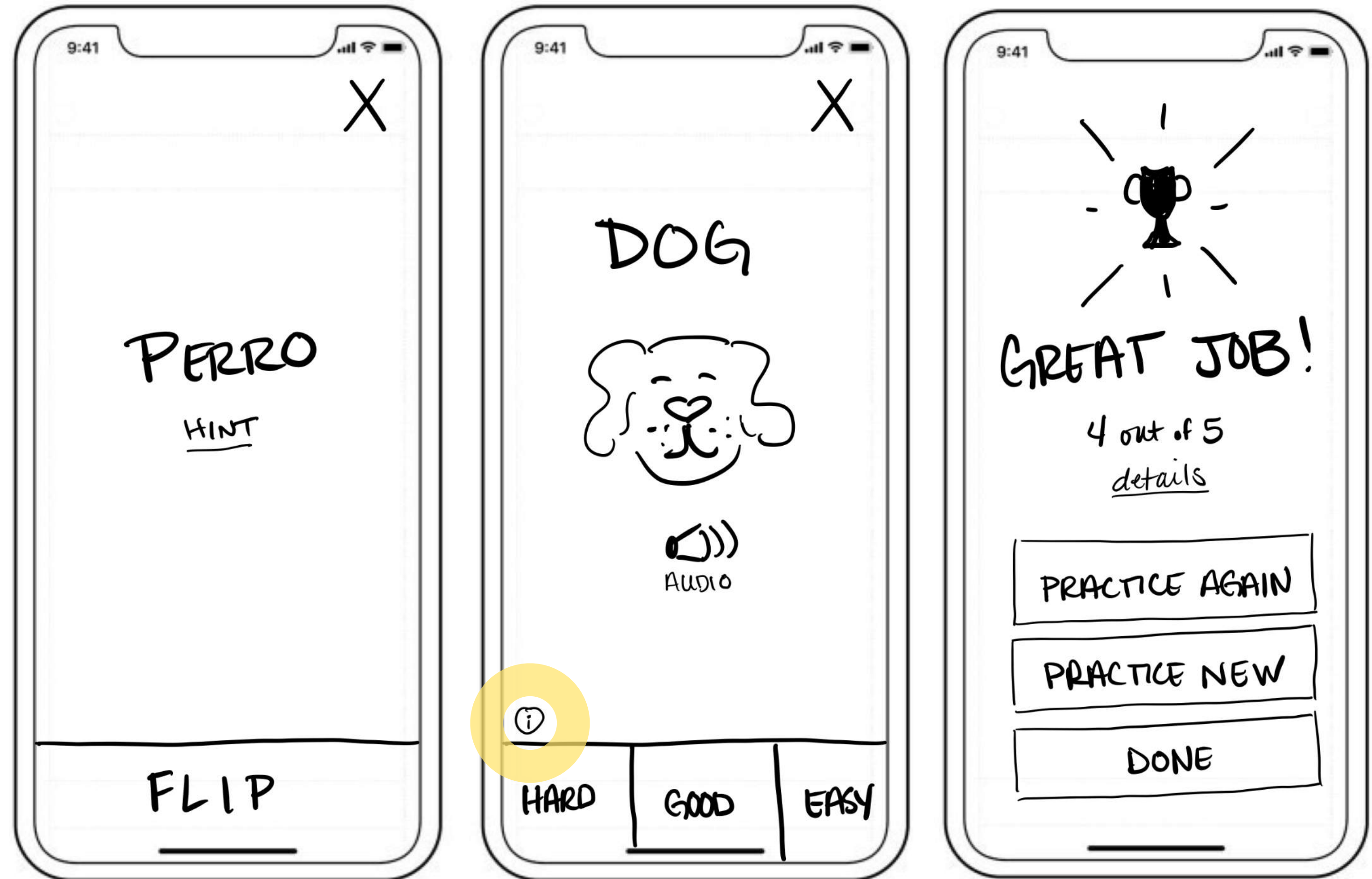**original wireframes**

new addition

More Improvements

category names

More information icon

Keslyn can now...

Stay competitive in her career as well as better serve the at-risk children she works with.

Surprise her grandmother by speaking to her in her first language.

Most importantly, connect with interests she hasn't felt she's had time for in a long time.

Next Steps

It's functional, next we make it competitive with the BEST flashcard apps...

Then test some more.

Habit Building

Cues

Incentives / Streaks

Variety / Newness

Positive Affirmations

Psychology of Habit Building

Community

Forums for Questions

Meetups for Speaking

Find PPL w/Similar Interests

Shared Decks

Thank you.

Link to full Prototype