



LEARN
YOUR
STUFF...!

Vocabulary Learning APP:
PersonalPedia

Ralph Tullie



I am dreaming of
SUCCESS
at my new job..!

My motivation..?

"I need to train my staff so they can make sure that the patients are getting the best treatments."

Gino Gonzales

51 years old

Clinical Social Worker

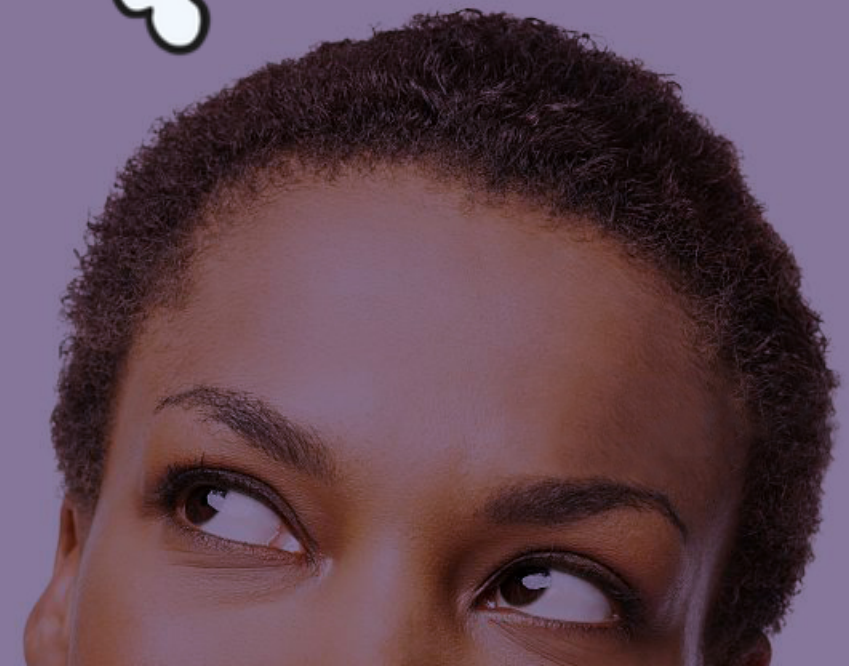
Gino is single and recently moved to Philadelphia to start a new job, is very social, and loves to travel



Defining The **PROBLEM BRIEF**

Gino needs to be **empowered** to
learn new vocabulary and jargon
so he can train his staff, who

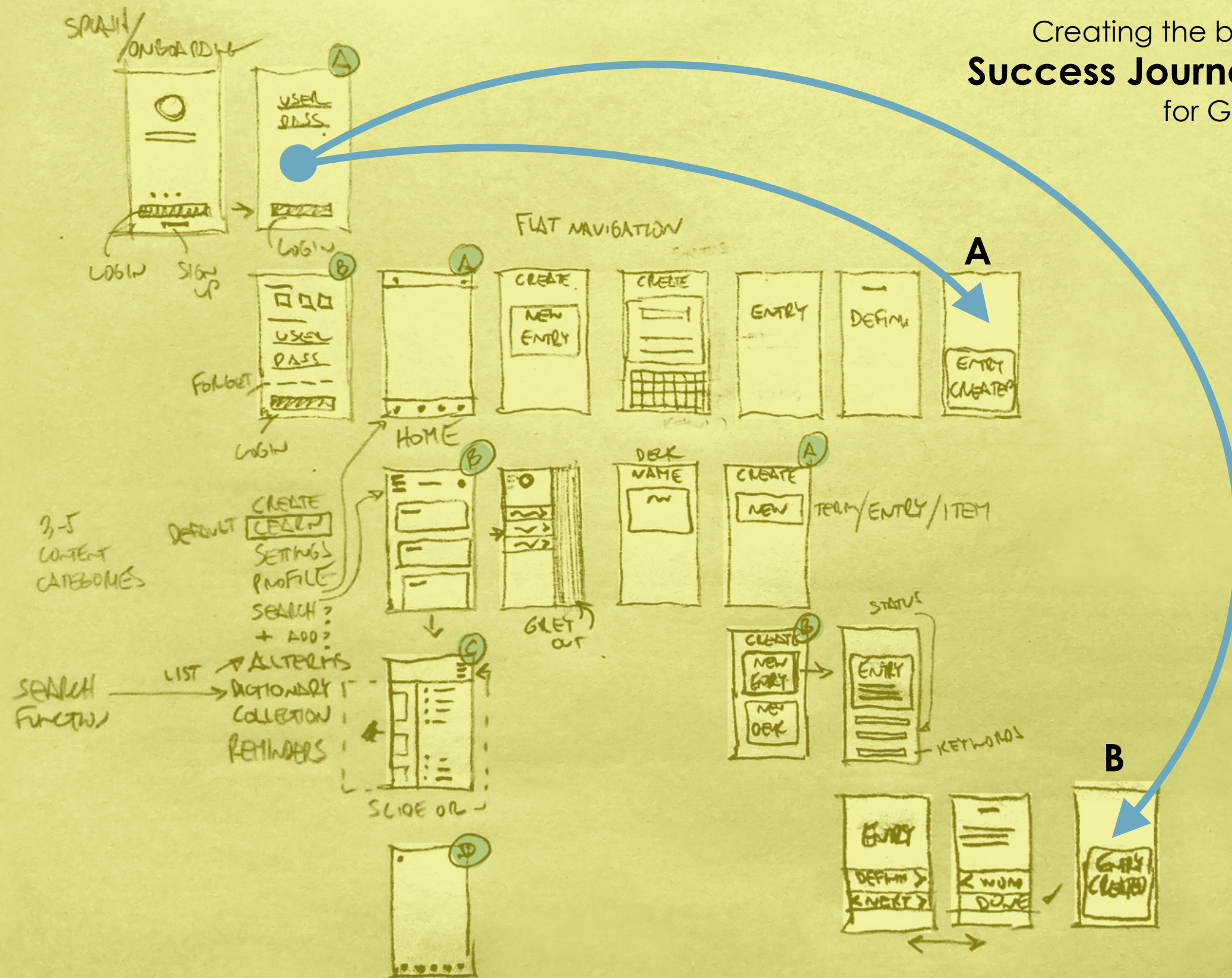
look to him
for guidance.



My Challenges With Learning

"A pain point is when I think I've memorized something, then realize that it **"didn't stick"**. Sometimes I need to hear a new term a few times before it sinks in."

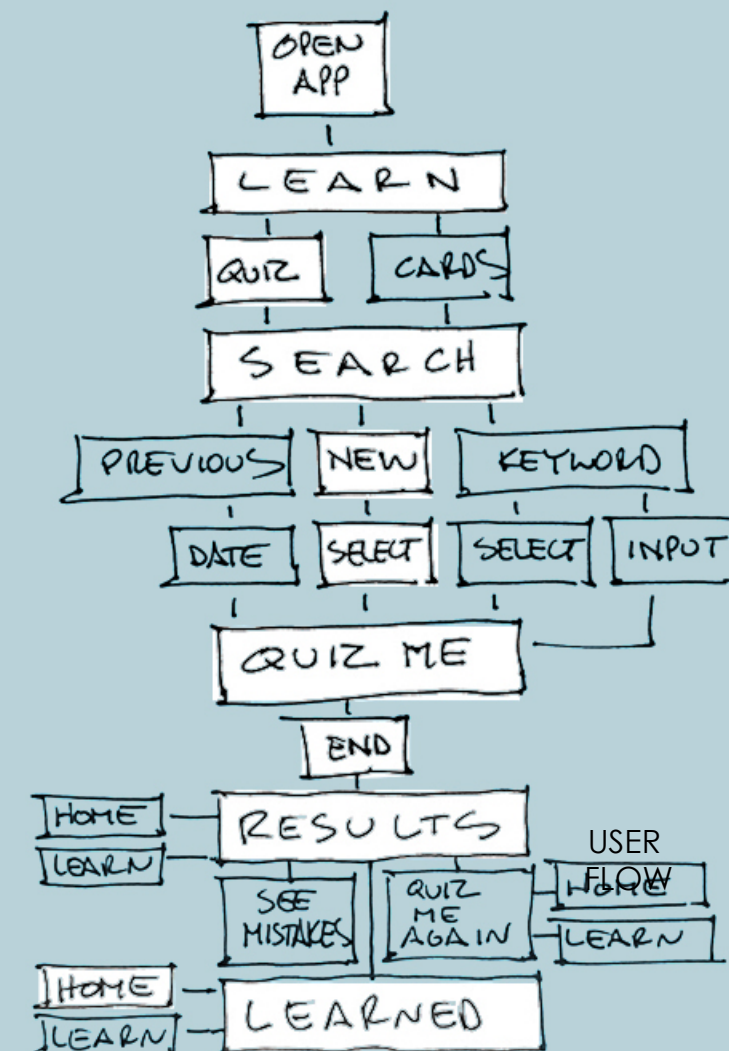
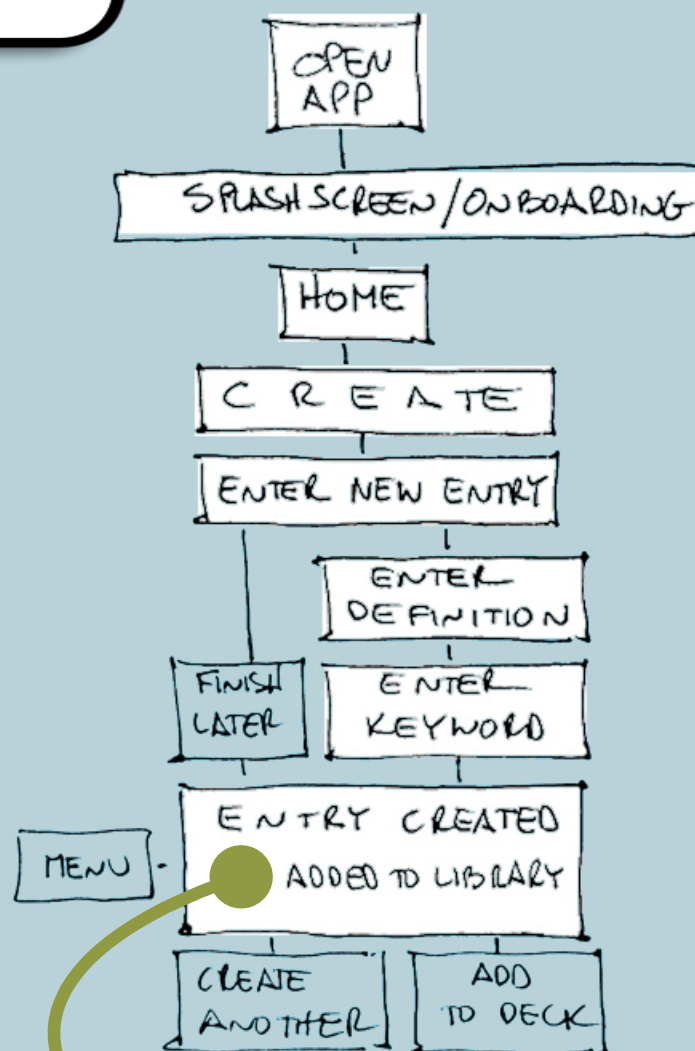
Creating the best
Success Journey
for Gino



I Have

Too many

flashcards..!



Let's connect these faster..!

My
Challenges
With Learning

The Prototyping Process

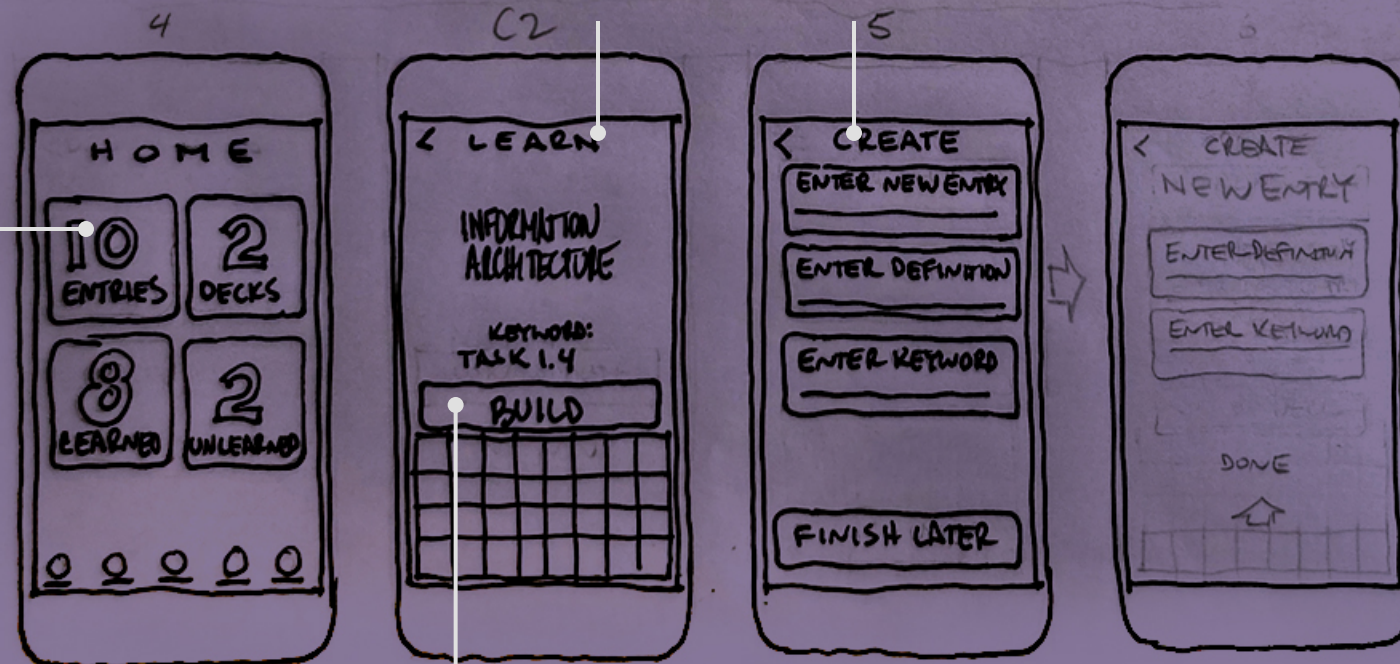
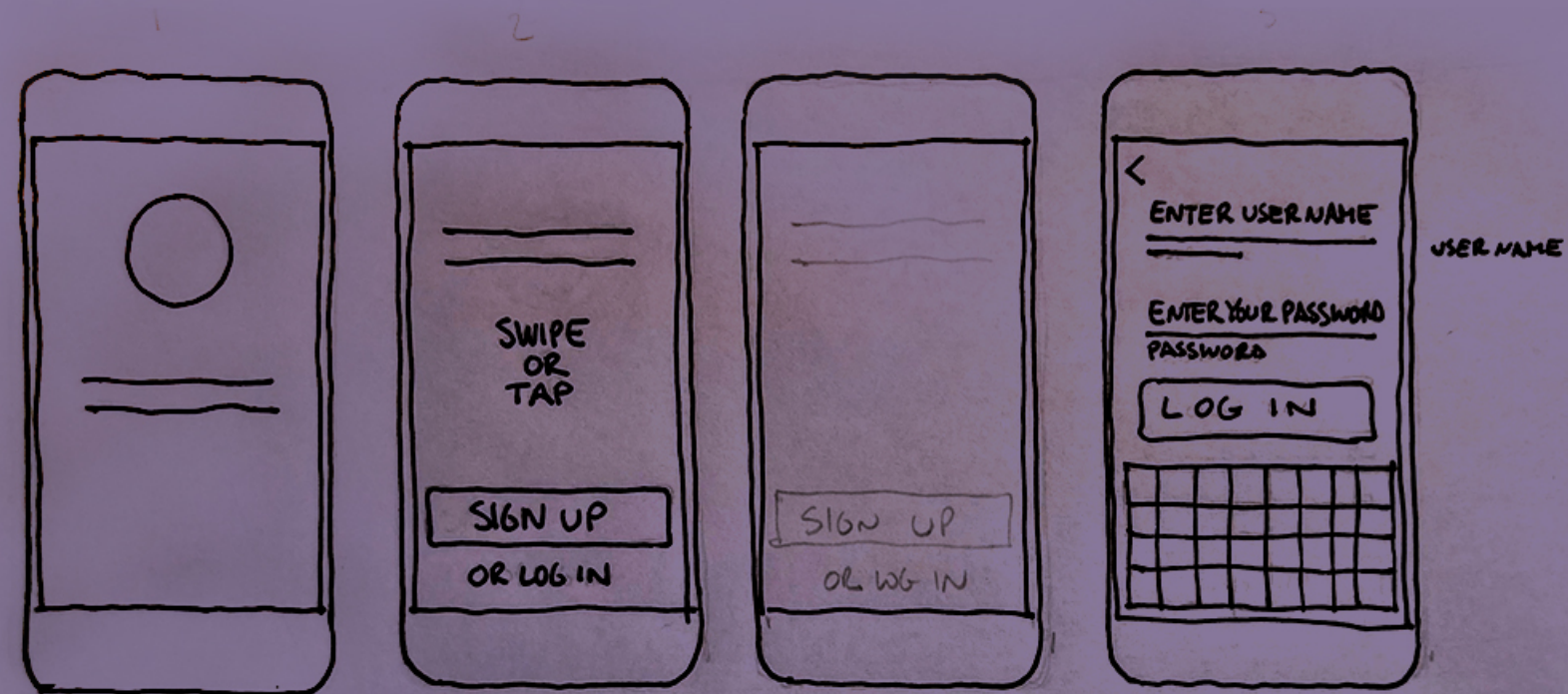
Low-Fidelity wireframes can quickly keep track of all of your ideas



Infographics

Keyword

Learn and Create are the two main functions



NOTES?

Testing

The Prototype
(for failure)

“What are these for?
Are they buttons?
This is so confusing..!”

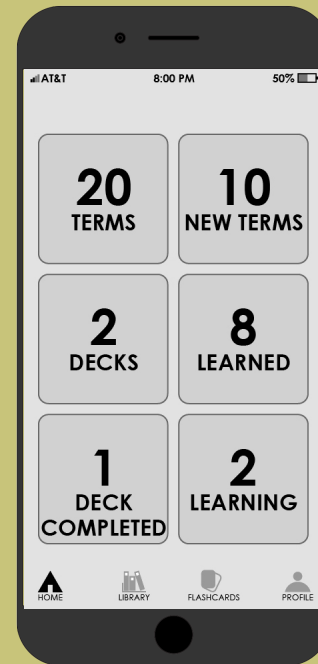


There were four participants

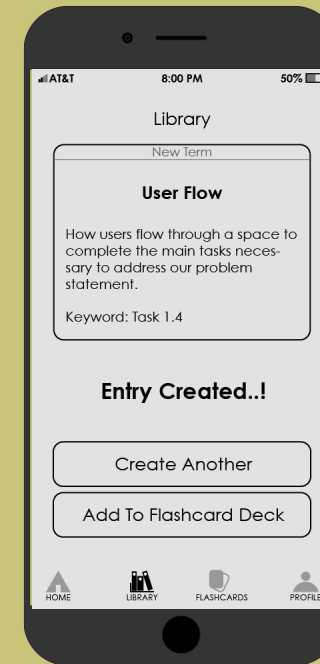
Is it **User-Friendly..?** Is it **Functional..?**



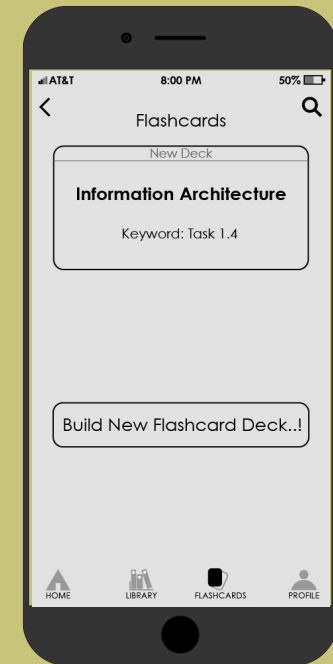
Clicking the
logo does
not advance
the screen



Infographics
appear to
be buttons



“Is it added
to the
library?”



“This button
is unclear”

Highlights of the Usability Test Report

“I want the onboarding screens to **excite me and motivate me** to make me want to learn”.

Task #	Observation <small>Organize and summarize notes and quotes.</small>	Severity	Recommendation <small>Write down tangible next steps for prototype.</small>
1	It doesn't say "Sign Up" or "Log In" soon enough	3	The Log-in and Sign-up buttons could appear on the bottom of the Intro screen while the user could still swipe through the 3 Marketing Messages accessed by the 3 slider dots, making this less of a "linear" progression.
1	The "Let's Learn" button is confusing since a new user hasn't uploaded anything to learn yet, I should create before I learn	2	For new users, this button should be changed to "Let's Create" or "Let's Build Your Library"
2	Not sure what to do at the Home screen, since the "Status" graphics look like buttons	3	Replace the "Status" buttons with a status list
2	Questioning if the title of the entry is the keyword. The function of the keyword has not been explained	2	This can be explained on an onboarding screen, then again on the home screen. Keywords could have their own line on the "Dashboard" screen
2	The first visit to the home screen does not tell you what you need to do with the library, how about adding a "+" to the categories listed, so you know that you can go right to it	2	For those not yet familiar with the navigation bar, adding a "+" to each of the listed categories would provide a secondary route to each section
2	I am not sure if the new term created has been added to the library	3	The phrase "Added to library" should be added
3	Questioning the word "Practice" for "Practice A Flashcard Deck"	0	The tester was not familiar with this term as it relates to the use of flashcards. Changing it to something more straightforward like "Test yourself with this deck"

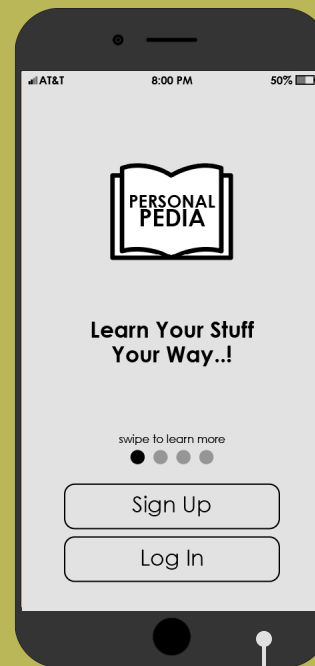
— makes sense..!

— great idea..!

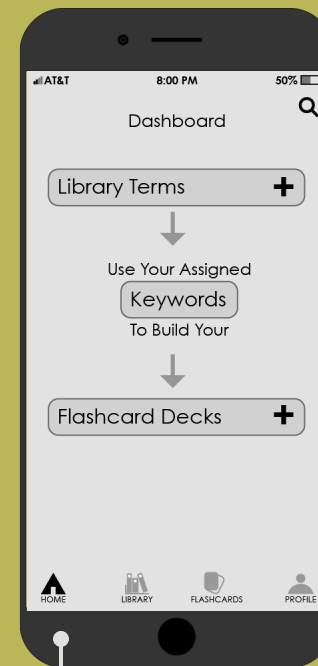
yes..!

Here is
The Fix..!

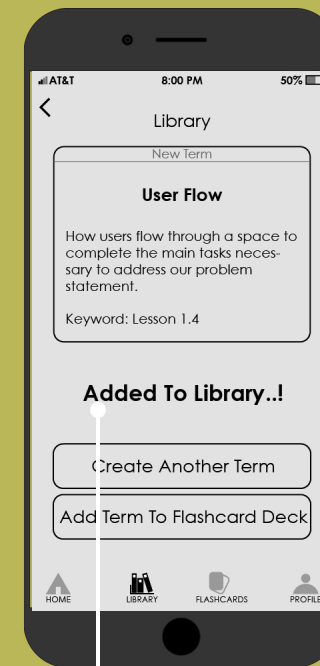
I have some **Ideas...**



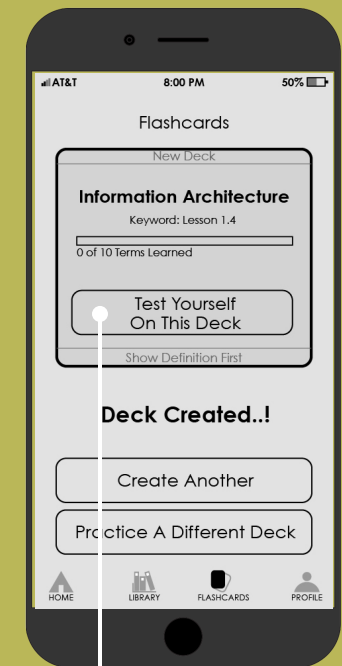
Combine the
Intro screen with
the onboarding
screens



Show how the
keywords relate
to the terms and
flashcard decks



Spell it out



Be more
clear



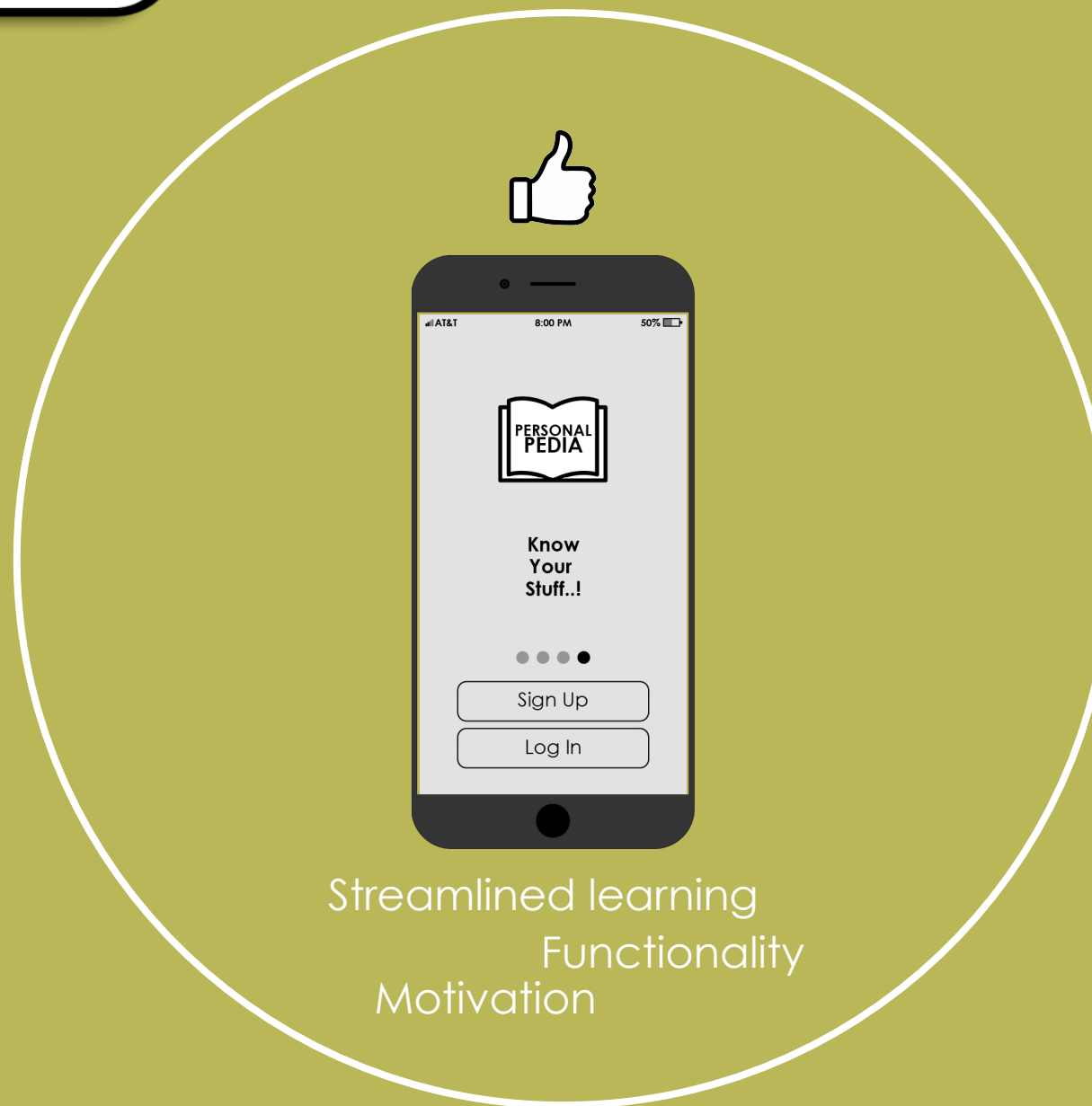
There's hope



I am
On My Way
To success..!

To Be
Continued...

Gino wants →



Add personality
Clear language
Better flow

→ **Next steps**

Project Recap

I really liked the
user research
phase

PRO

Next time, I'll
better- prepare
the participant
for the session

The prototyping process
was very tedious

CON

Next time, I'll move to Mid-Fidelity
wireframes sooner

*"I learned the importance of prototype testing,
since **user satisfaction** is the number one priority"*
– Me.....!