Learn To Read In A New Language App and Responsive Website
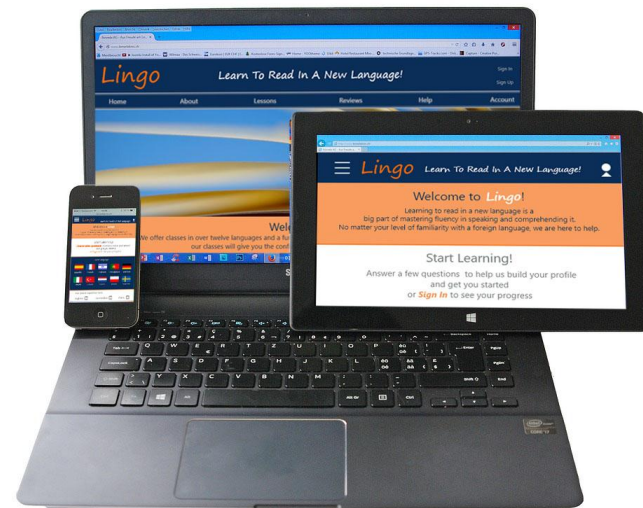
Lala Guseynova

Project overview

The product:

Lingo is an educational app/website that teaches to read and write in a foreign language. It targets a wide variety of users, from school and college students to older adults, as a curriculum supplement and a hobby support.

Project duration:

June 2023 - July 2023

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Project overview

The problem:

Learning new language can feel intimidating, and classes require time commitment and could be expensive. The stress of signing up for courses might stop a person from trying to learn a new language.

The goal:

Design an app that will help people learn how to start learning a new language without hesitating and stressing over time/finance commitment.

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Project overview

My role:

UX designer leading the app and responsive website design from conception to delivery

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, determining information architecture, and responsive design.

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Understanding the user

- User research
- Personas
- Problem statements
- Competitive audit
- Ideation

Google

User research: summary

Most interview participants expressed a great desire to learn a new language, but admitted to hesitating due to financial or time constraints. The feedback received through research made it very clear that users would be open and willing to start learning if they had an easy-to-use free app to guide them through.

Persona 1: **Name**

Problem statement:

Terry is a working middle-aged adult who needs an easy way to start learning a new language because they are not sure if they can stick with demands of a college-level course.

"I've always wanted to learn a new language, but I don't have the time."

Terry
Age: 55
Education: Masters Degree in Engineering
Hometown: Novi, MI
Family: married with two children
Occupation: Engineer

Goals:
Learn basics of a new language

Learn on my own schedule

Frustrations:
Lack of time

Hesitant to start not being sure of ever becoming fluent

Terry is a working professional with a full social schedule, a hobby, and physical activities.
She'd love to learn a new language, but not sure if she can fully commit and see it through.

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Persona 2: **Name**

"I'm thinking about taking a foreign language class some day, but want to learn some basics without deadlines and for free."

Problem statement:

Mike is college student with a part-time job who wants to learn a foreign language basics because he doesn't have time to sign up for a full college course.
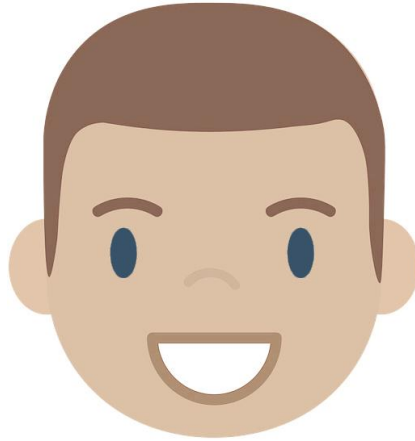
Mike
Age: 23
Education: High School
Hometown: Detroit, MI
Family: single
Occupation:part-time barista

Goals:
Learn basics of a new language

Learn on my own schedule and for free

Frustrations:
Lack of time

Financial constraints

Mike is a college student with a part-time job.
He knows that the earlier a person starts learning a new language, the faster they become fluent. He doesn't want to waste any time to start, but worried about his time/money constraints.

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Competitive audit

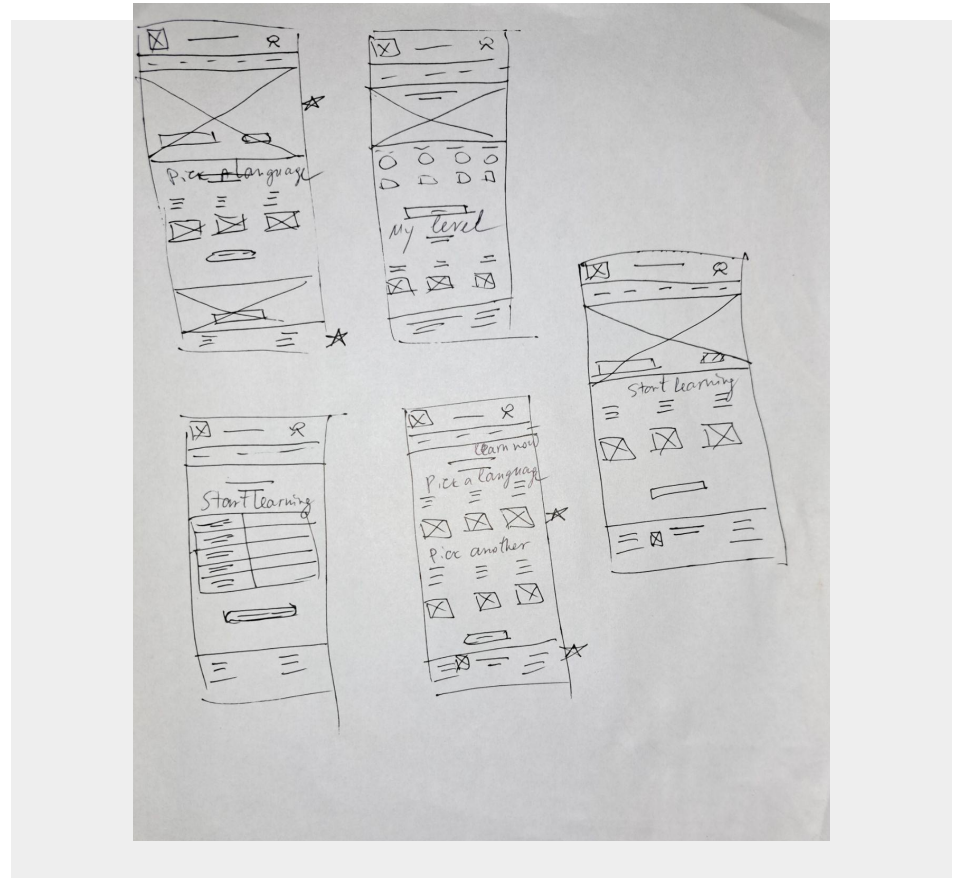An audit of a few competitor's products provided direction on gaps and opportunities to address with the Lingo App.

	A	B	C	D	E	F	G	H	I
4	Name	Competitor type (direct or indirect)	Location(s)	Product offering	Price ($ - $$$$)		Business size (small, medium, large)	Target audience	Unique value proposition
5	Duolingo	Direct	Online	App and website that teaches new languages	Free	https://www.duolingo.com/	Medium	Students, young adults, middleageg	"The free, fun, and effective way to learn a language!"
6	Babble	Indirect	Online	App and website that teaches new languages	0-$$$	www.babble.com	Large	Young , middleaged, elderly	"Your shortest path to a real-life conversation."

First impressions			Interaction	
Desktop website experience	App or mobile website experience	Features	Accessibility	User flow
Good + Strong, consistent branding + Easy to navigate - Lots of animation	Good + Strong, consistent branding + Easy to navigate + All features are useful	Great + Fun interactive lessons + Lessons for school teachers to use in classrooms	Good + Strong use of visuals + Use of color is accessibility-friendly - Distracting animation	Good + User can start from the home page without getting into all the details
Outstanding + Easy to navigate + Inviting design + Full of useful features + Responsive	Outstanding + Easy to navigate + Improved visual design compared to website + All usufull features yet uncluttered	Outstanding + Exciting lessons features + Fills user with confidence	Outstanding + Strong use of visuals + Use of color is accessibility-friendly + App and website are screen reader compatible	Good + Can pick a language from the top of the home page - Once you leave home page, not easy to figure out where to start picking a language

|	Visual design			Content	
Navigation	Brand identity	Tone		Descriptiveness	
Great + Useful informative pages - How to start picking a language is not intuitive unless you are on the home page	Great + Strong brand identify reflected throughout design + Consistently strong UI, including use of high-quality images	Inviting and fun		Great + Conveys information clearly + Descriptions are succinct and to-the-point	
Great + Useful informative pages - How to start picking a language is not intuitive unless you are on the home page	Outstanding + Brand identity reflected throughout design + Good use of high-quality images	Inviting, enthusiastic		Great + Descriptions are succinct and to-the-point - Information is not always easy to find	

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Ideation

I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **being able to jump to "start learning".**

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Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for Lingo app. These designs focused on fun and easy way to start learning a new language.
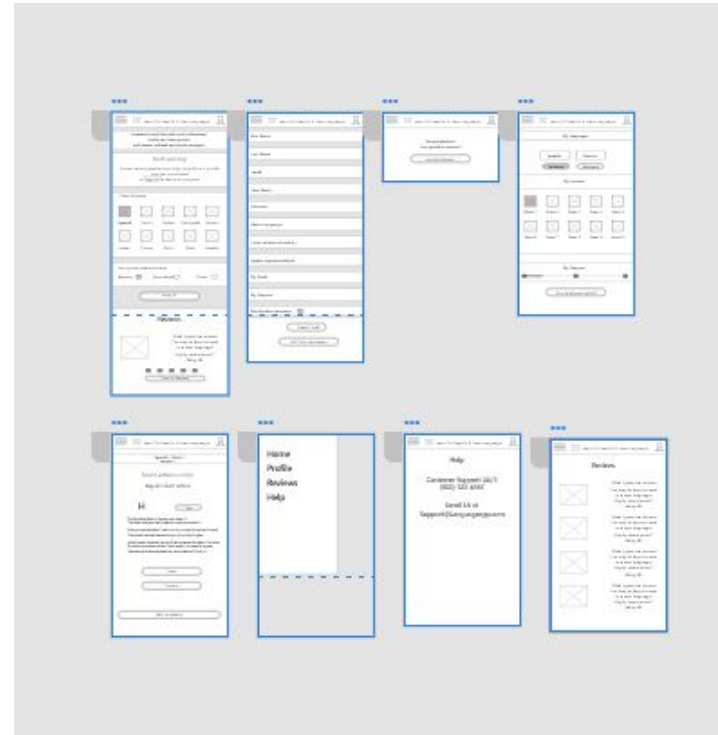
User can start learning as soon as they open the app for the first time.

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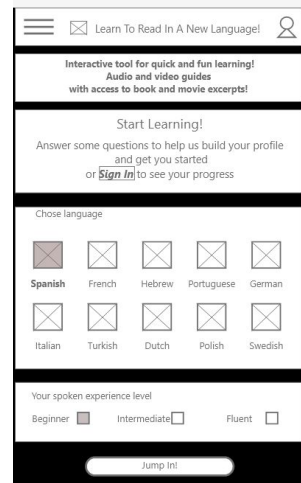
Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of choosing a language they want to learn, creating a profile, and stating a lesson.

View Lingo low-fidelity prototype.

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Usability study: parameters

Study type:

Unmoderated usability study

Location:

USA, remote

Participants:

3 participants

Length:

30-60 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users were unsure if they can learn more than one language at a time

2

Finding

Users were unsure if all lessons were free.

3

Finding

Users weren't sure if there are any timelines.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Based on the insights from the usability studies, I applied design changes like adding the word "free" and "your own timeline"to the welcome message.

Mockups

I added a clear "Add another language" to the account set up page.

Before usability study
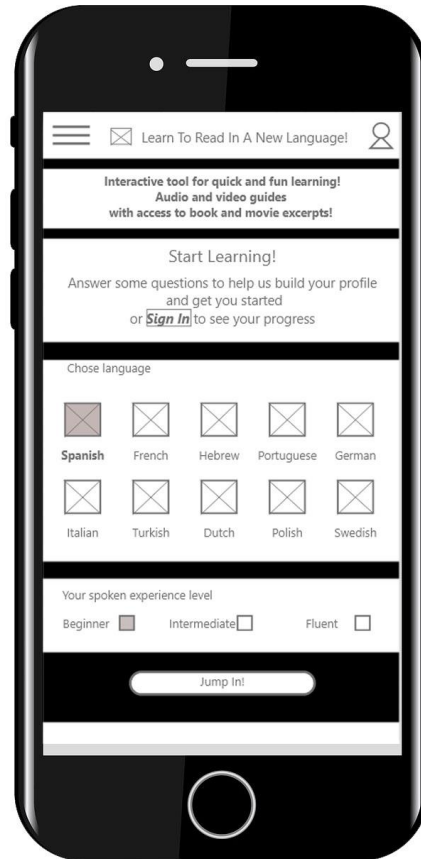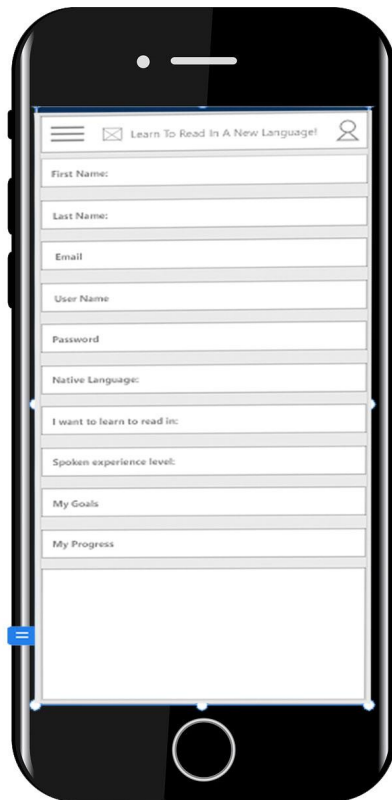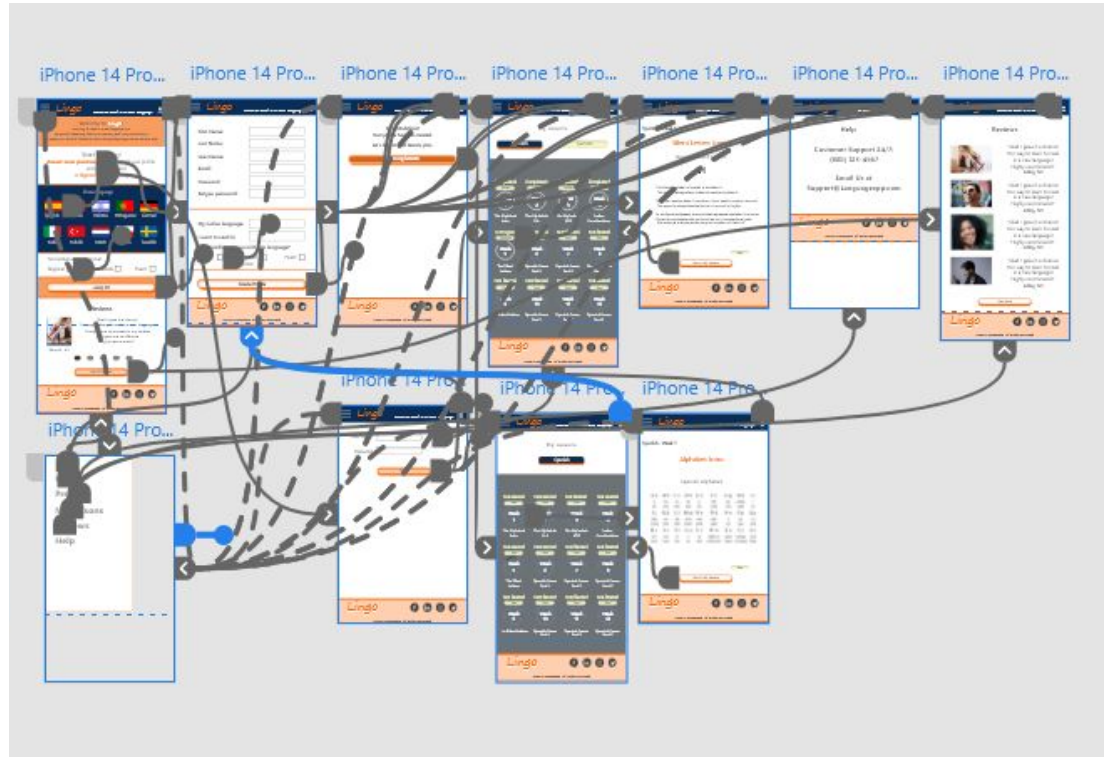
After usability study

Mockups

High-fidelity prototype

The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes made after the usability study.

View the Lingo high-fidelity prototype

Accessibility considerations

1
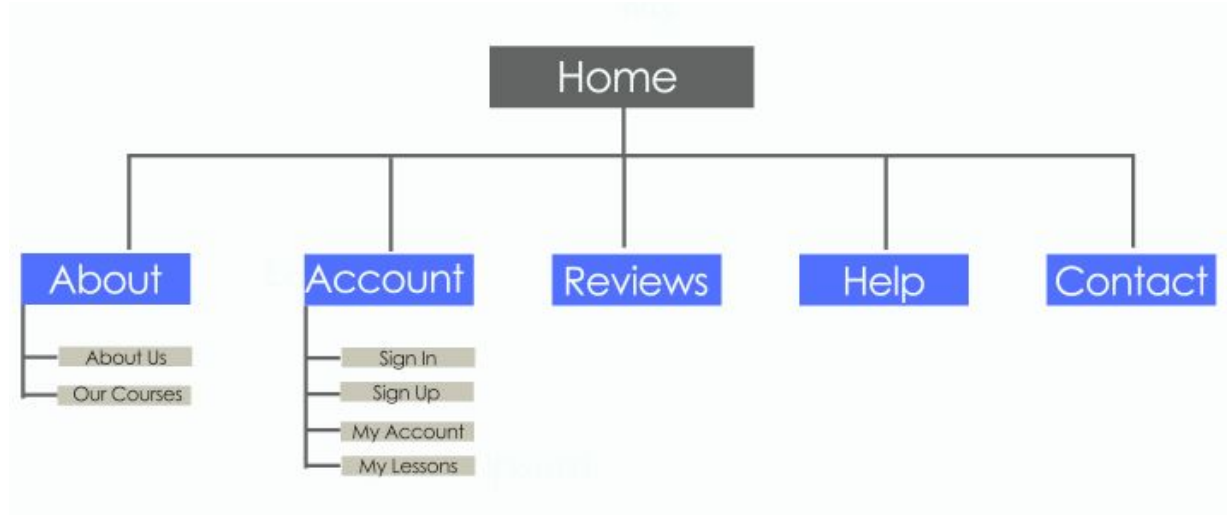
Contrast consideration were followed for readability.

2

Labels can be read by screen readers.

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Responsive Design

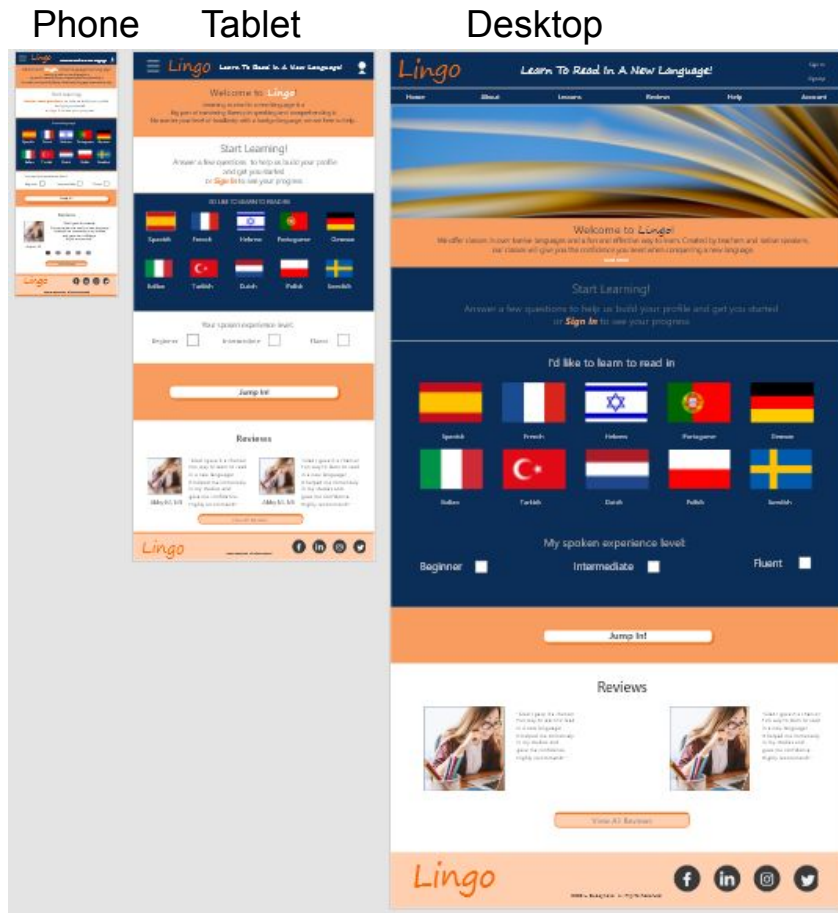- Information architecture
- Responsive design

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Sitemap

After completing the app design, I worked on the website design. The sitemap guided me through to create a cohesive user experience across devices.

Home

About — About Us, Our Courses

Account — Sign In, Sign Up, My Account, My Lessons

Reviews

Help

Contact

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Responsive designs

These are designs I created

for three main screen sizes.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The users seemed to be more willing to start learning new language on the app without hesitation or without being intimidated since it's free, lets the users create their own schedule, and is fun and engaging.

What I learned:

Having experience learning a new language doesn't mean I can create a perfect app without user testing: a few shortcoming I haven't thought of were pointed out.

Next steps

1

Finetune the designs for all three screens and repeat user testng.

2

Research competition further to possible get more ideas for added features I overlooked.

3

Double-check accessibility considerations for all three screen sizes.

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Let's connect!

Thank you for your time reviewing my work on the Lingo app! If you'd like to see more or would like to get in touch, my contact information is provided below.

Email: mywebgraphic@gmail.com
Website: www.mywebgraphic.com

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