

# **FLASHCARDS APP**

**LEARN VOCABULARY  
EVERYWHERE**





## **/ABOUT**

Flashcards are a powerful tool helping to memorise vocabulary of the foreign language, as they enable our long-term memory thanks to the testing-effect. This method becomes more and more popular, that's why it has successfully moved from the analogue form to the digital space.

## **/THE PROJECT**

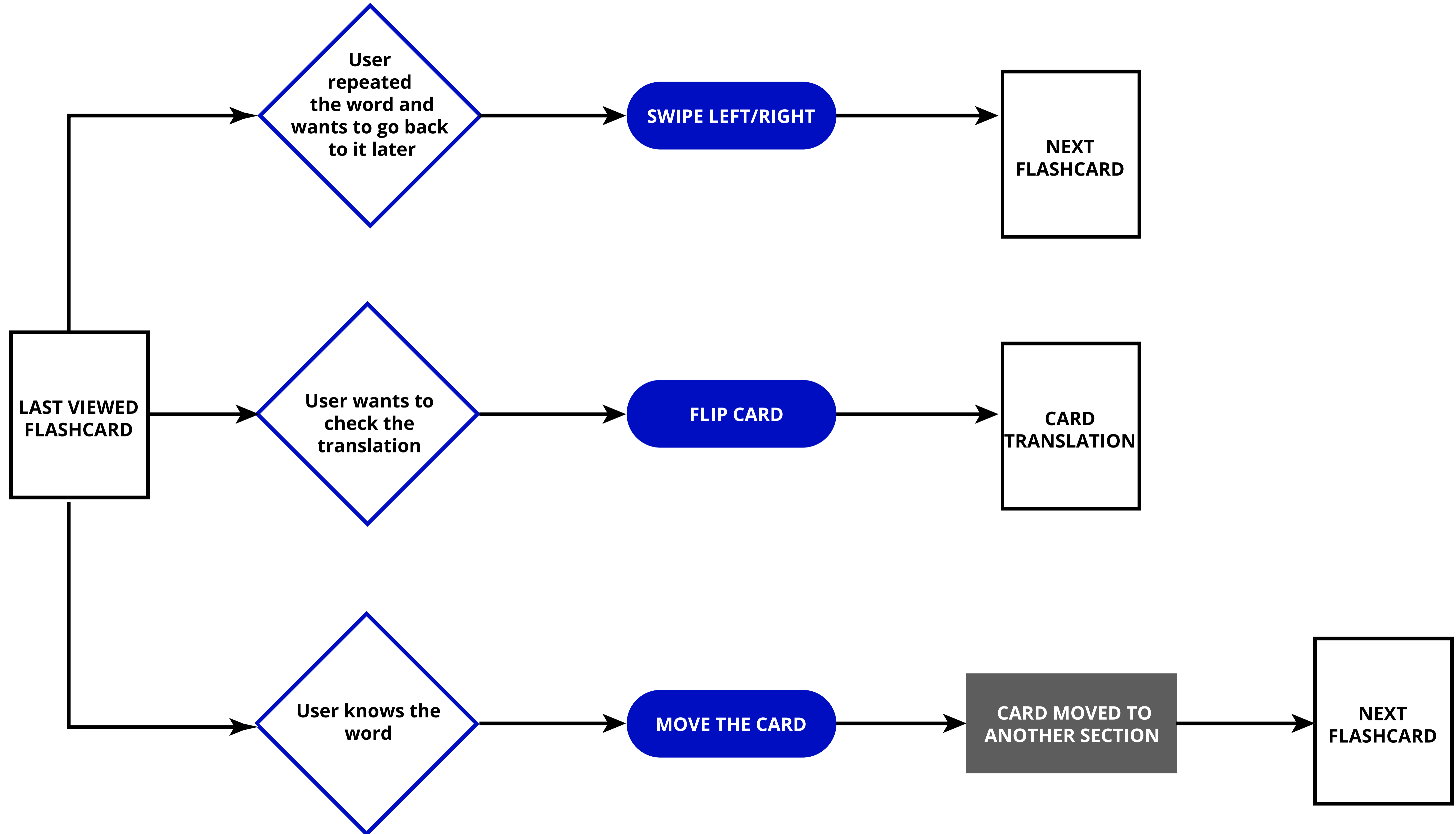
I was contacted by a group of marketers and developers willing to create and sell their own product – flashcard App. I agreed to participate in this project and take care of the UX research and UI design. My main goal was to create a user-friendly product and stay in line with the main marketing goal: maximum simplicity of usage.

## **/THE PROBLEM**

**HOW CAN WE MAKE THE PROCESS OF LEARNING VOCABULARY EASIER AND MORE EFFICIENT TO THE USER?**

# USER FLOW

## /PRIMARY ACTIONS - LEARNING VOCABULARY





LAST VIEWED  
FLASHCARD

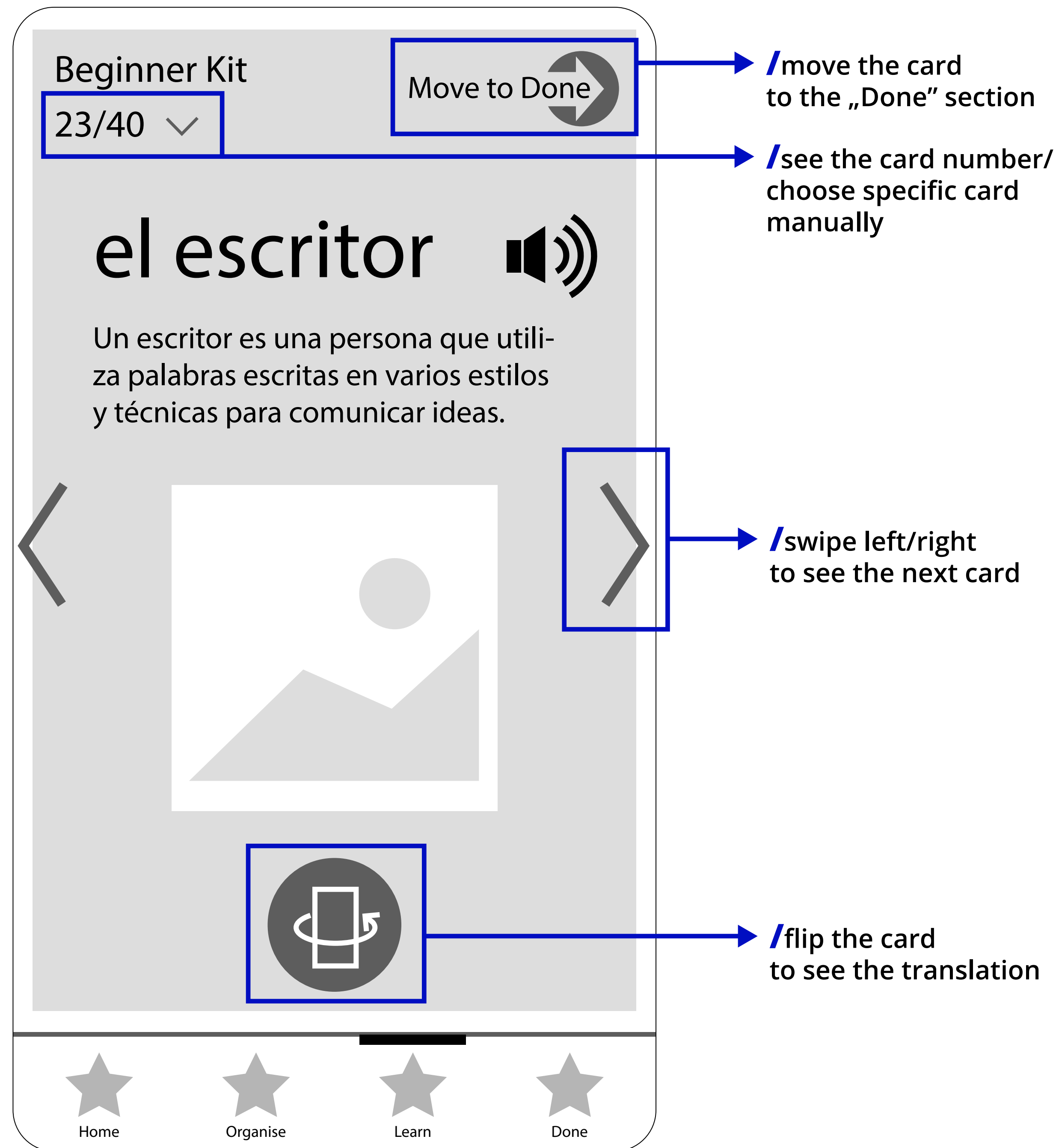


NEXT  
FLASHCARD



CARD  
TRANSLATION





Statistics

Settings

567

words learned

Last week: 7

Last month: 78

70%

Beginner Kit

30%

Animals

0%

Plants

Home

Organise

Learn

Done

Statistics

Settings

Show new cards in my  
mothertongue

Home

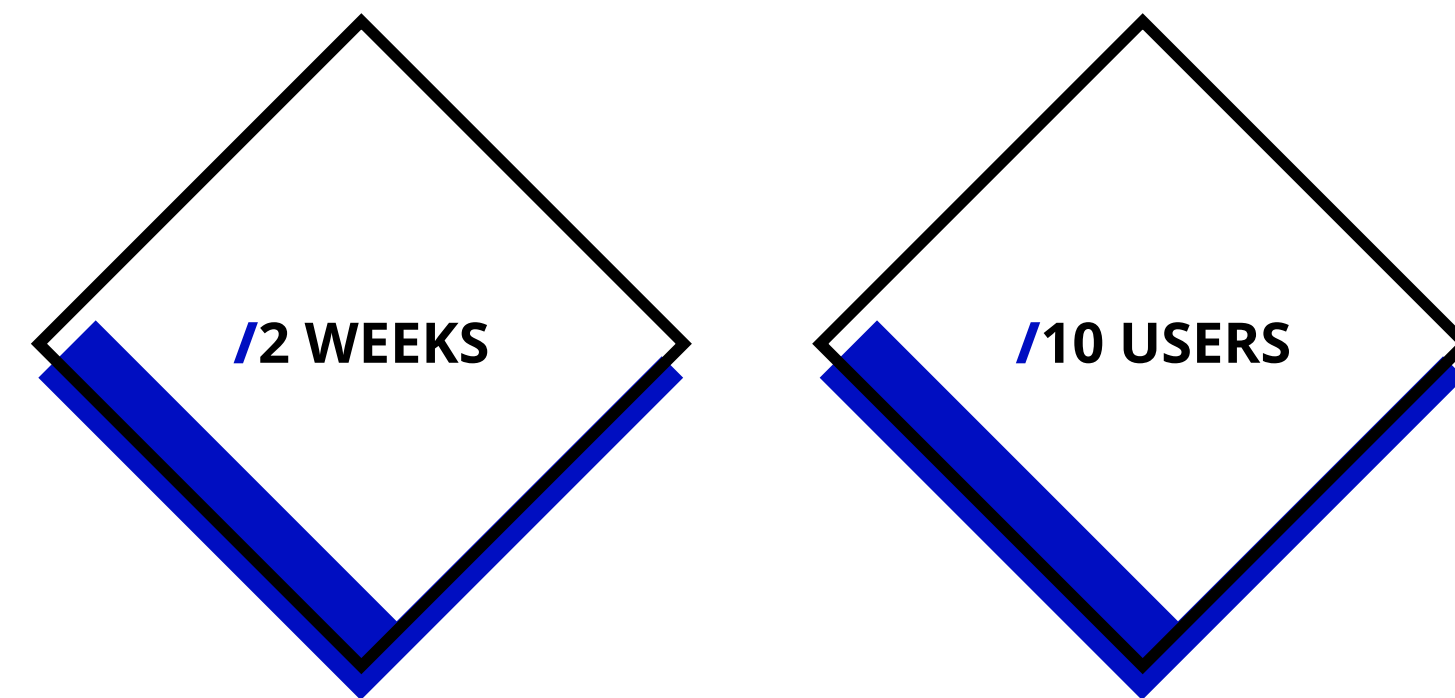
Organise

Learn

Done



## /TESTING



We decided to test the users in the **daily life context**: in the bus, while waiting in line etc. We assumed that our App might be in use in between everyday responsibilities.

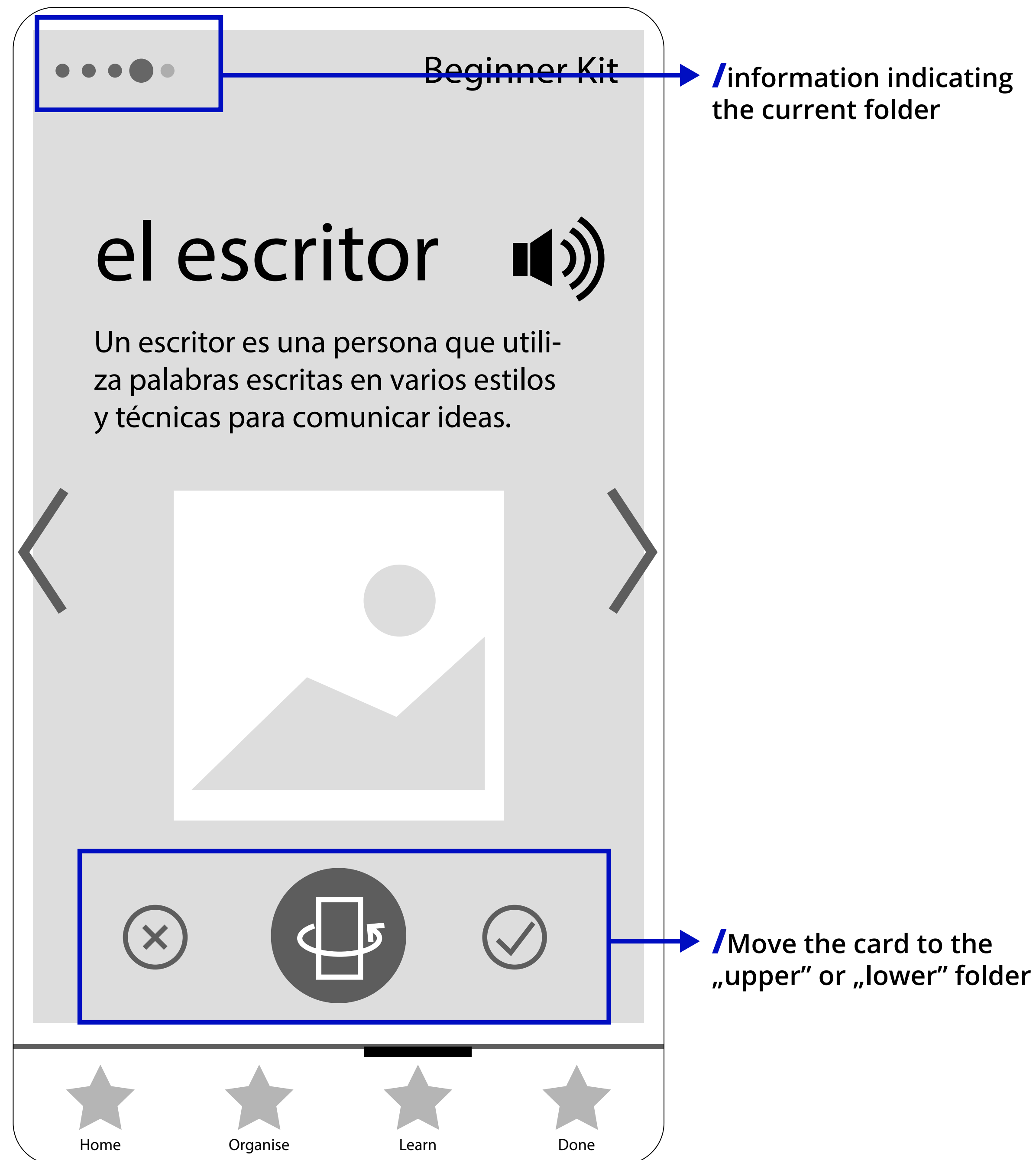
During this phase we found out that the solution we provided: moving a flashcard from the “learning” to the “done” section, wasn’t intuitive.

Firstly, the **button placement** wasn’t clear for our users. They didn’t expect to find the button at the top of the viewport. They assumed it should be somewhere in the bottom part of the screen.

The **thumb reachable** placement was crucial for the users who operated their smartphones with one hand. It was especially important in the context of everyday life – sometimes they needed to keep one hand free.

Secondly, when we decided to gather some more insights on this topic, we discovered that users expected to follow the same process they knew from the traditional, paper flashcards. They didn’t wanted to get two stages only: “learn” and “done”, but they **anticipated some phases** - “folders” in between these two. They imagined that after learning a word, they can move it to the “next folder”, go back to this word later, check if they can remember it, if yes – move again and again to the subsequent folder.





## /ITERATION

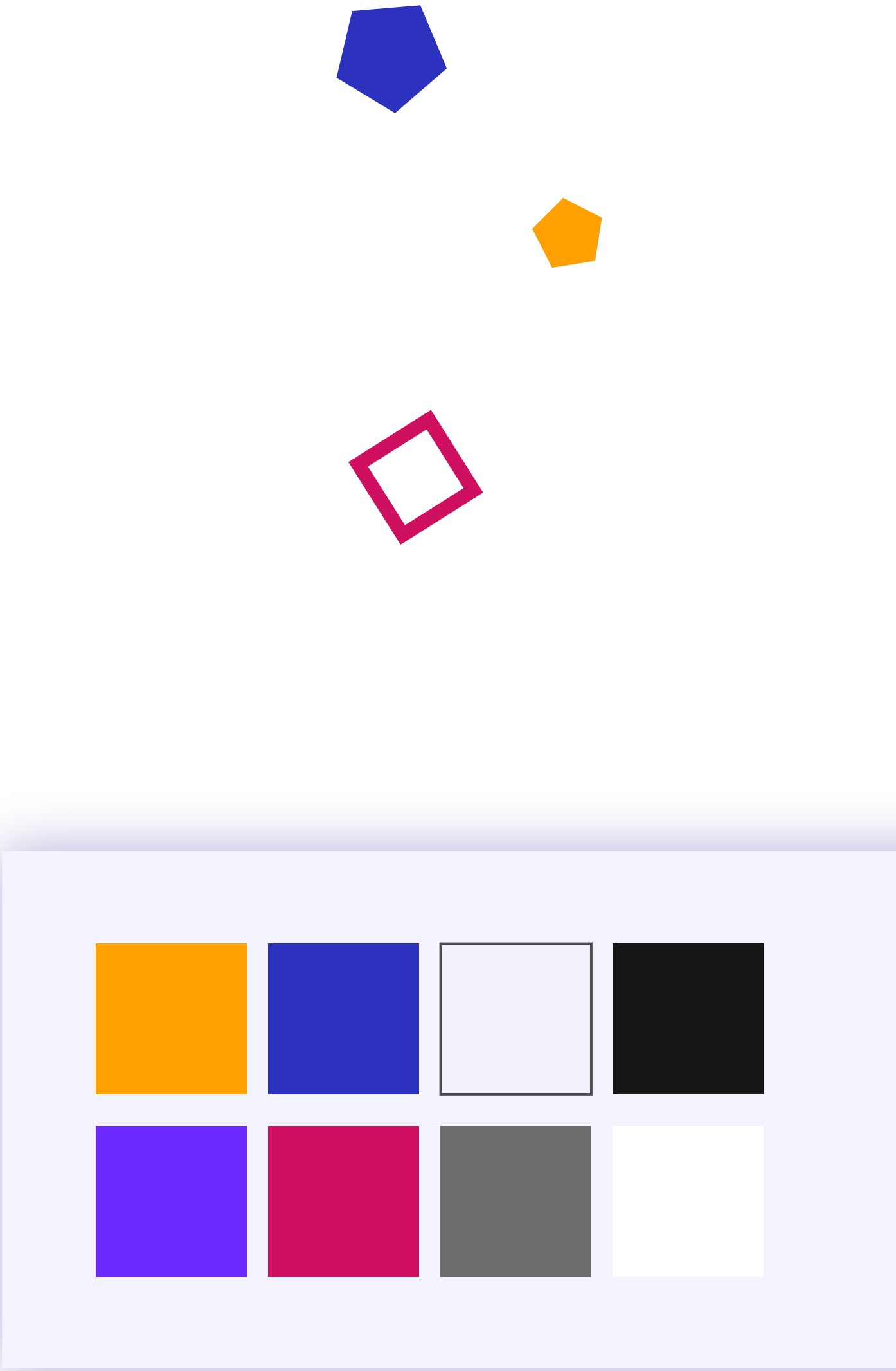
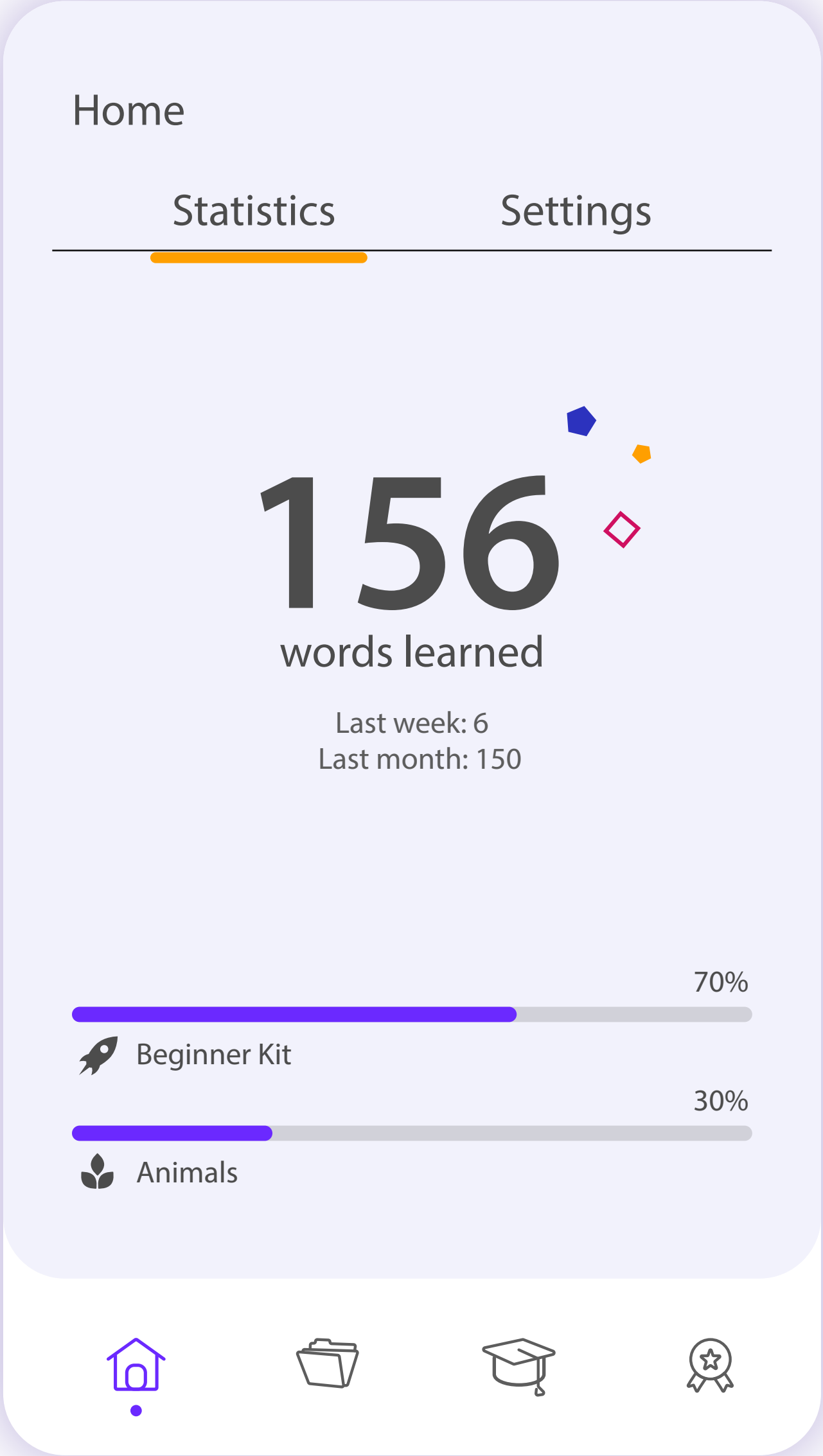
Following the usability testing results, we decided to introduce gradation and let our users move the card from the initial folder to the three subsequent folders (reflecting better and better knowledge of the word) before reaching the “done” section.

We placed a check mark and x mark within the thumb-reachable space. Check mark allows to move the word to the “higher” folder, x mark does the opposite. Circles in the top-left corner indicate which folder we are currently in.

At that point we needed to decide on the approach we were going to adapt. We could either let the user choose the specific folder they want to revise the words from, or program an algorithm that does it for the user.

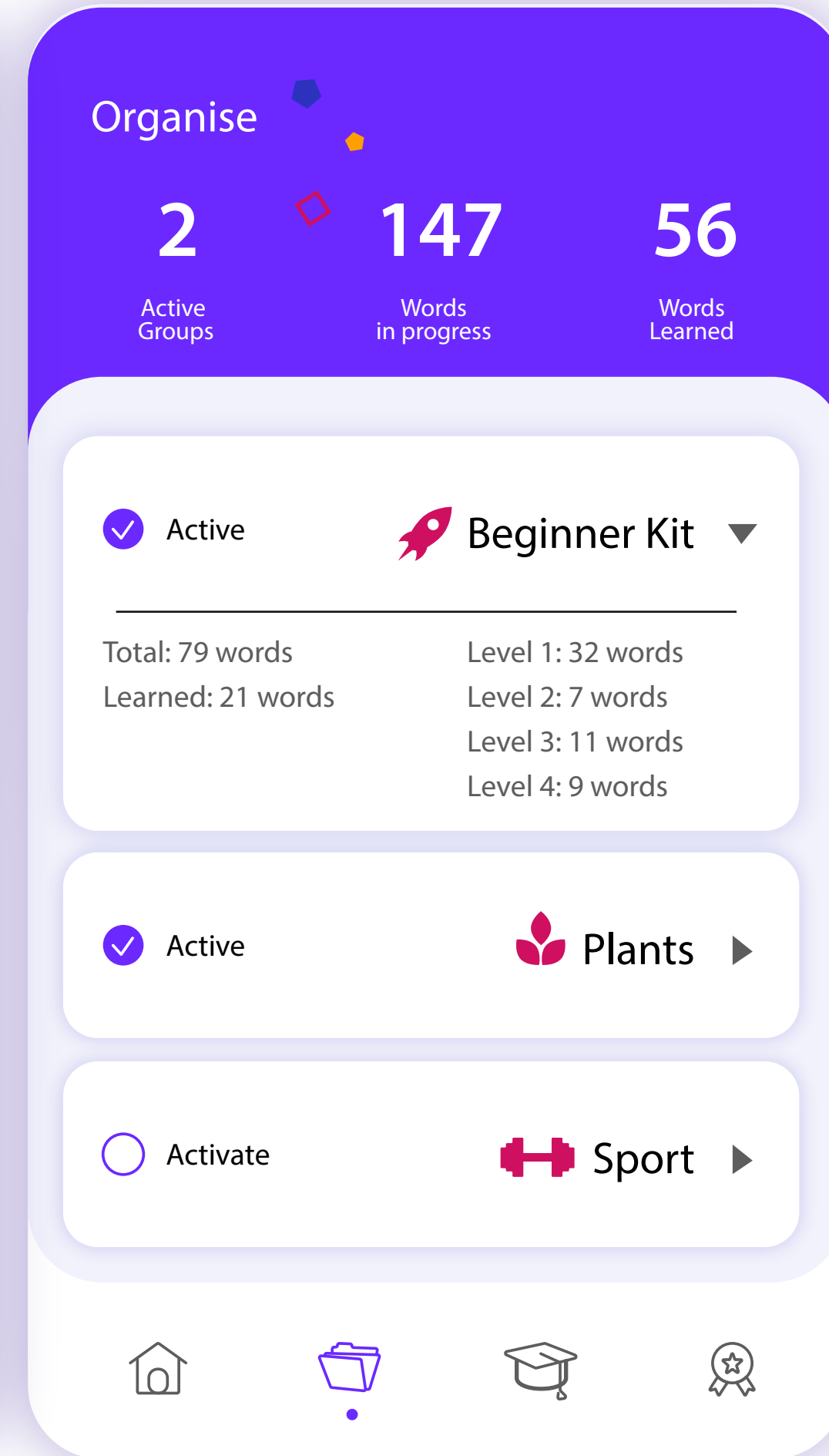
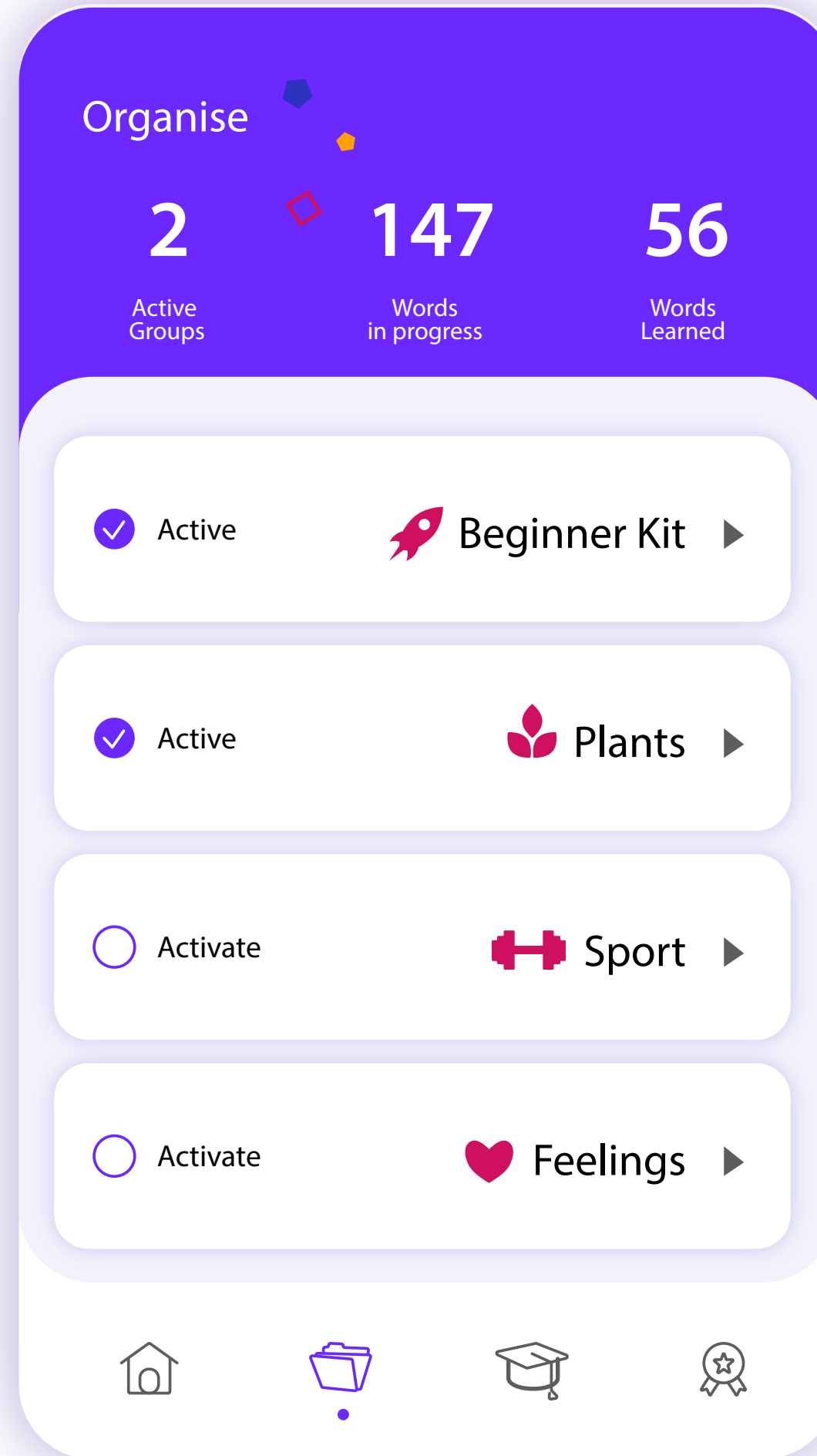
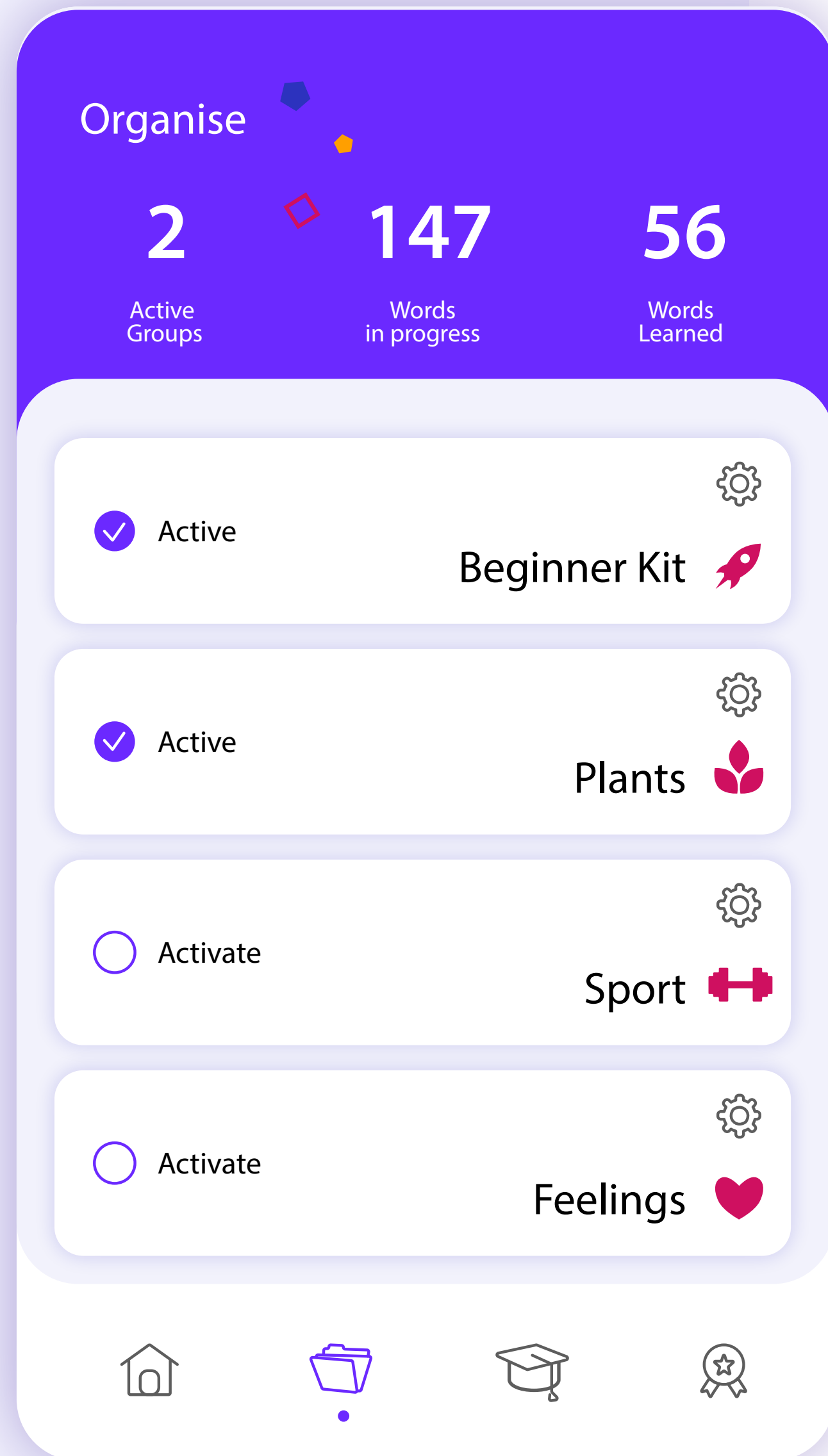
In order to follow our initial idea to make the App as simple as possible, we’ve chosen the second option. User swipes right to see the next word and gets the card from one of the four folders. The algorithm decides when to display a specific card (ex. the word moved to the next folder will appear again after 5 days, as breaks are crucial to memorise the vocabulary better). We were aware that some users might want to have more control over this process, but the simplicity and ease of use seemed to be a better choice.

Usability testing that followed this iteration confirmed our assumptions.





# HI-FI PROTOTYPE



While working on the hi-fi prototypes we needed to decide if we want to display the settings in the pop-up window or in the accordion. For the final prototype, we've chosen the second option.



# CONCLUSIONS



## /CONCLUSIONS

Our initial idea for the flashcard App was to make it very simple. Every decision we made in this project aimed to simplify the whole flow even more. Yet we had a lot of assumptions to validate and questions to answer. This project showed that even some very simple App can be really challenging in terms of UX and UI.