

# VOCABULARY APP COMPETITIVE ANALYSIS

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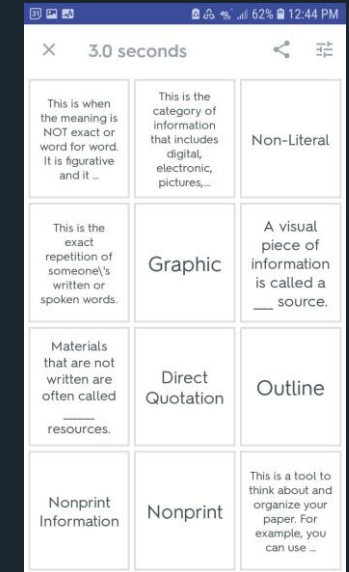
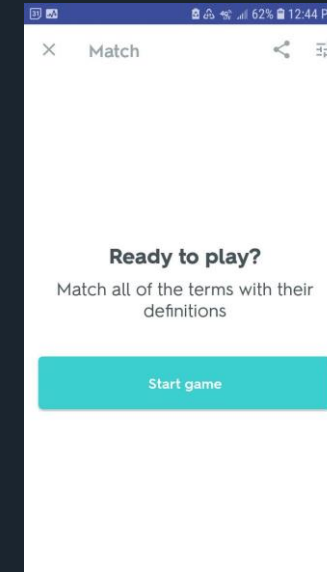
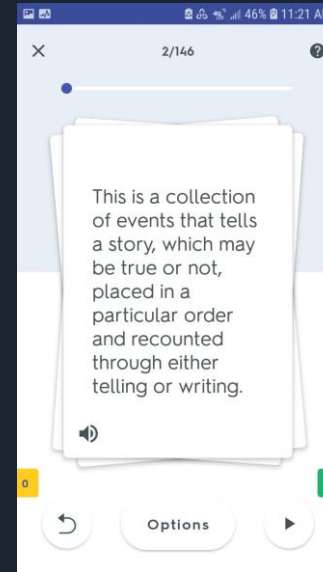
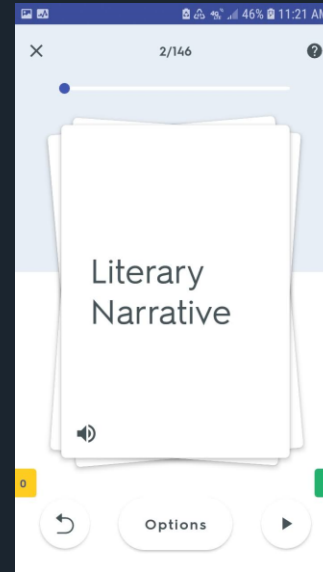
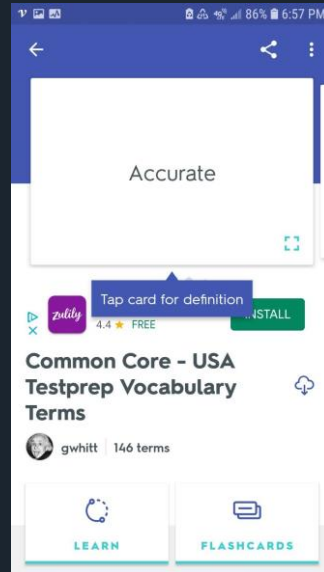
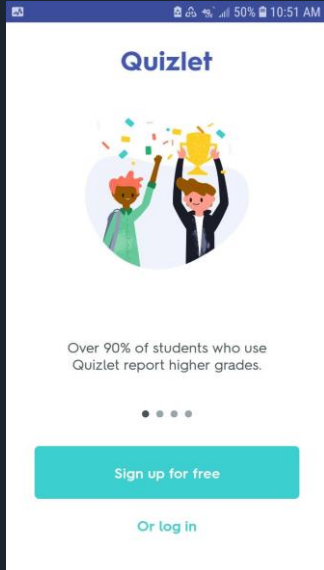
*Jay Lawlor*

*UX Design*





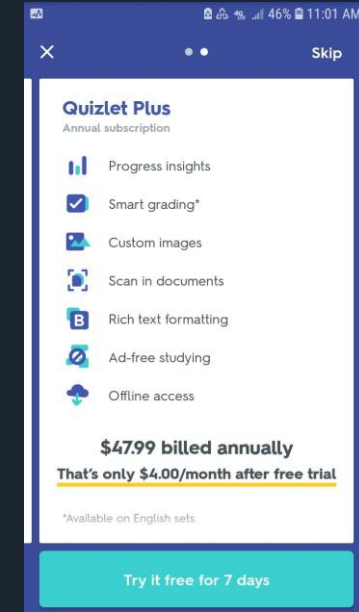
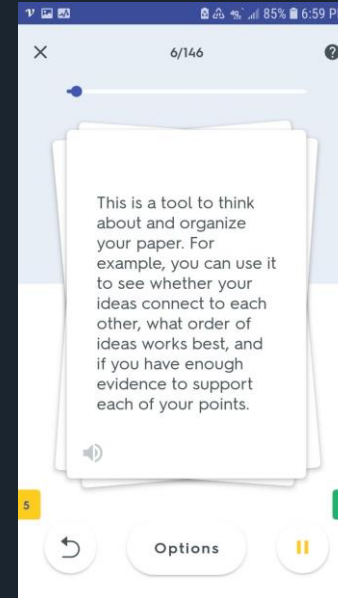
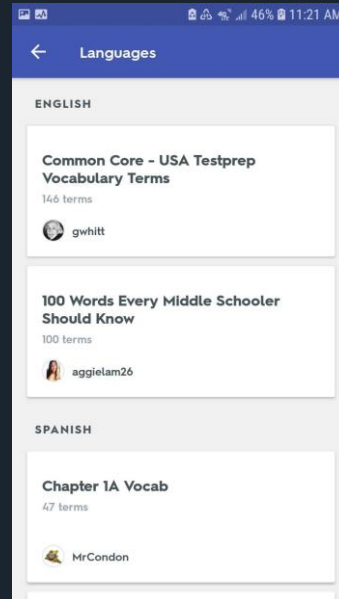
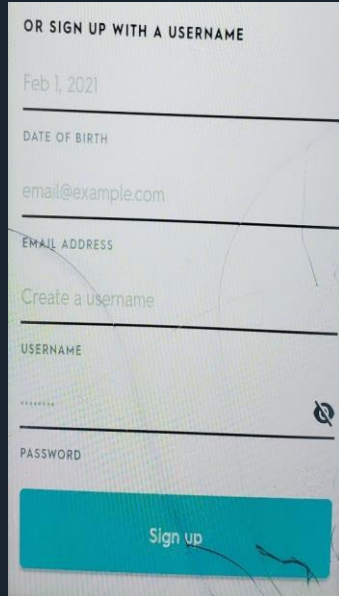
# Quizlet | Positive Attributes



- Attractive, modern, and simple UI throughout the application.
- The user can easily log in using a Google or Facebook account.
- Onboarding is quick with clear options for the user to select.
- Clear CTA buttons easily guide the user through the application.
- When the user first sees a flashcard, Quizlet offers a tutorial to tap the card for definition.
- Vocabulary words are nicely displayed with large text on interactive flashcards.
- A universal audio icon in the lower corner of flashcards provides audio that can assist with auditory learning.
- There is a matching game with simple squares that display easy to read terms and definitions.



# Quizlet | Negative Attributes



- If the user does not sign in with Google or Facebook, they need to sign up with Date of Birth, Email, Username, and Password.
- The English vocabulary options were limited to two sets: *USA Test Prep* and *100 Middle School Words*.
- Quizlet offers a play button for flashcards, but the cards moved quickly so it was difficult to read all the text for longer definitions. There was no apparent speed control, so many users are likely to abandon the auto play feature.
- User needs to upgrade to an annual paid subscription to unlock all features.

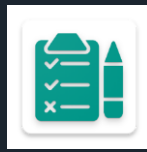


## Quizlet | Summary

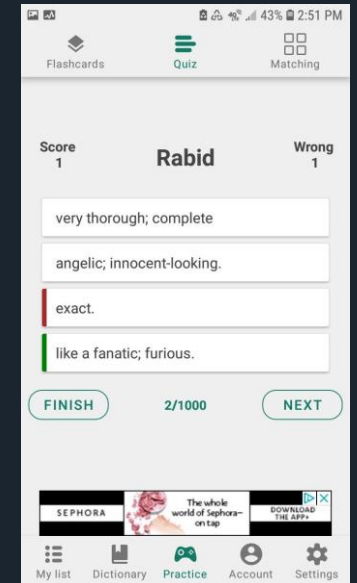
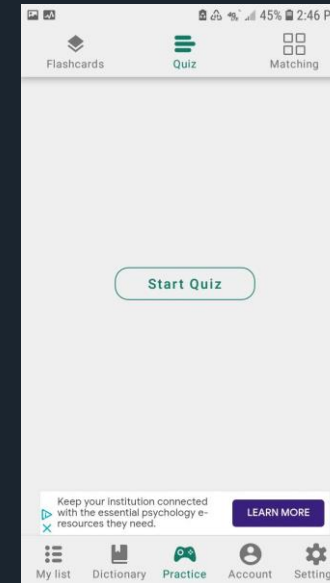
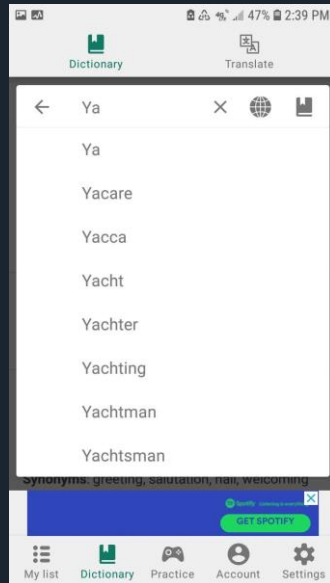
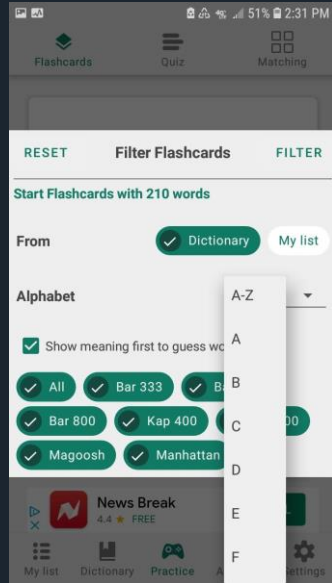
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Overall Quizlet is a useful application for learning and testing vocabulary across subjects. There is a clear onboarding sequence that quickly moves the user toward exploring subjects or searching vocabulary terms. The tutorials that pop-up over flashcards on first use provide easy-to-read instruction on how to use the flashcards. Quizlet has an attractive, modern, and simple UI throughout, and clear CTA buttons for the user to easily navigate around. The universal audio icon was a nice feature to provide an auditory learning option with a good AI voice.

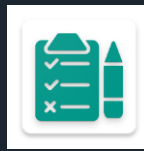
The few drawbacks of Quizlet were limited choices for those wanting English vocabulary lessons, needing to provide a lot of information for free access (if not signing in with a Google or Facebook account), and a lack of speed control for an auto play function. The auto play seemed an unnecessary feature, especially without the ability to control the speed at which the flashcards flipped. Quizlet also reserved full features for an annual paid subscription of \$47.99, which seems pricey for the additional features of what they call their Pro version.



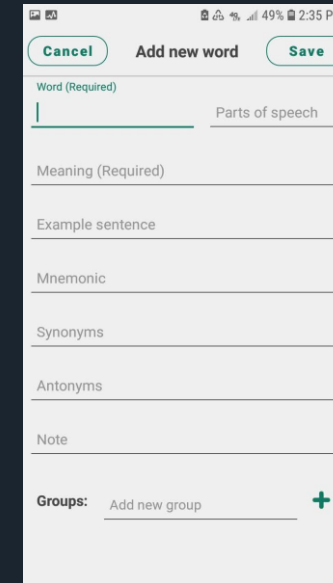
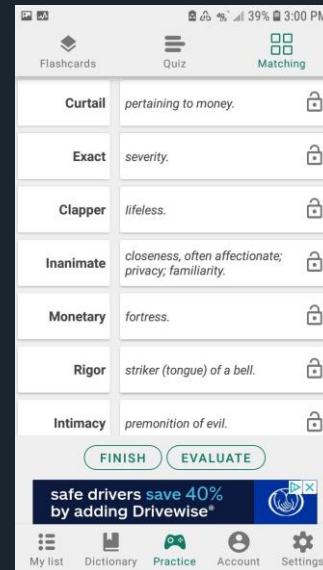
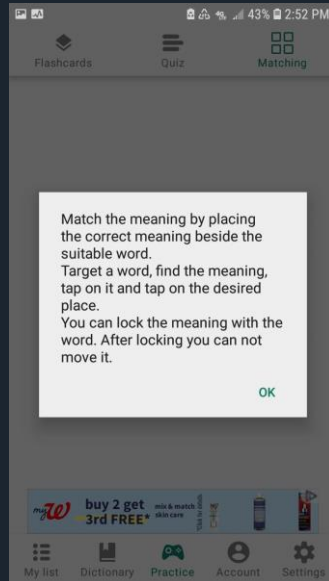
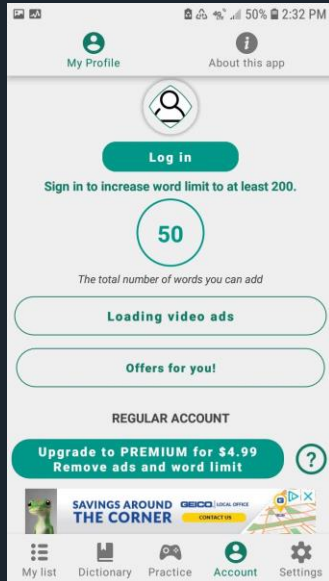
# Word Store | Positive Attributes



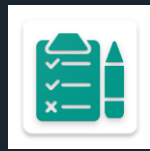
- Clean and simple interface with clear navigation.
- Immediate choices at top of screen to access Flashcards, Quiz, or Matching functions.
- Menu items were attractively and descriptively displayed at the bottom of the screen.
- Word Store had a nice filter function where the user could select vocabulary from an alphabet drop down scroll box. This had a familiar look and feel to many websites with drop down navigation sub-menus.
- A search box allowed typing in the first letters of a word and either selecting from a list or to complete typing in the word.
- Vocabulary definitions were provided in a familiar and descriptive dictionary format.
- Quiz function was intuitive with clear CTAs and provided a universal green indicator for a correct choice and a red indicator for an incorrect choice. If the wrong choice was selected, Word Store marked the correct answer.



# Word Store | Negative Attributes



- The free version of the app was limited to just 50 vocabulary words.
- Despite instructions on how the matching function worked, it was confusing and took some trial and error to figure out. The process of selecting and moving a definition was difficult and could have been more intuitive.
- Word Store has an Add New Word feature which was confusing. It was easily mistaken as a search function to find a vocabulary word's meaning to add to the user's list of words to study. The purpose was to add a new word with its meaning – which is counter to the purpose of the app as a learning tool.



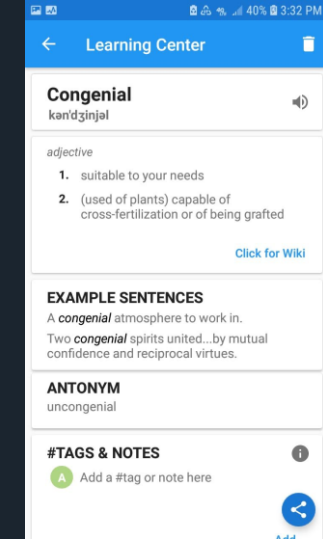
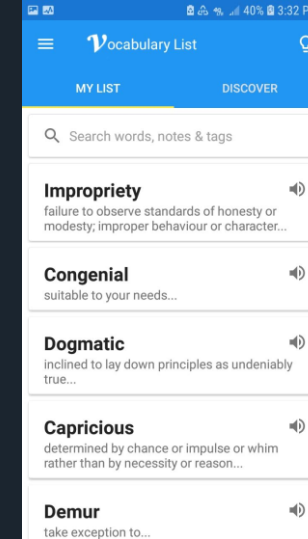
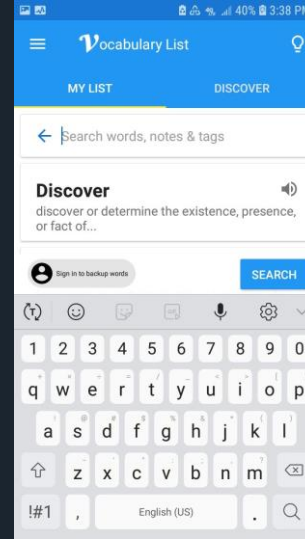
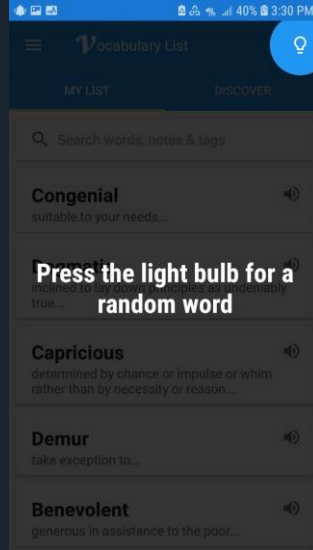
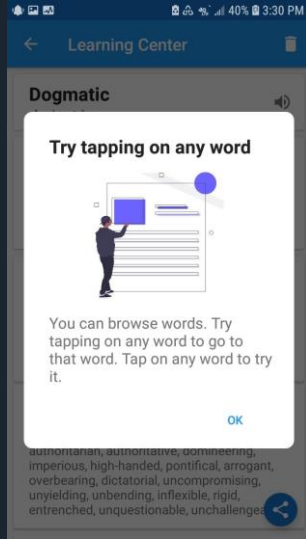
## Word Store | Summary

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Word Store performed well in allowing a user to search for vocabulary terms and their definitions. The app also had an intuitive quiz function to test vocabulary knowledge. The clean and simple interface allowed for an uncluttered user experience and easy navigation. Where Word Store fell short was the actual moving of definitions to match their term in the Matching function. It was not even close to being intuitive, and the instructions provided were little help. A user can figure it out with trial and error, but I could see many users getting frustrated and giving up on the Matching function. Another shortcoming was the free version limited the user to just 50 vocabulary words. The Add a New Word feature was misleading for a learning app as it was not to discover new terms and meanings but, rather, for someone to add terms and meanings from scratch.



# Vocabulary List | Positive Attributes

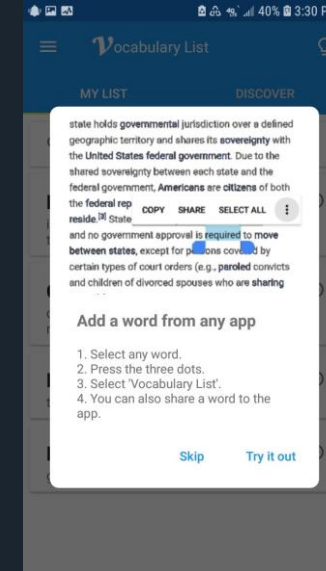
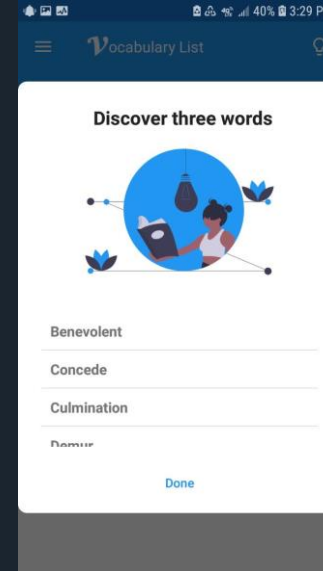
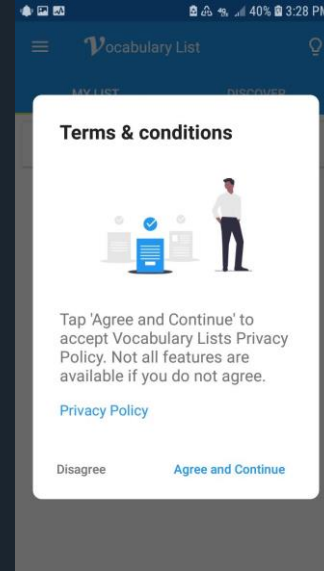


- Modern, clean, and intuitive interface with clear menu choices.
- Tutorial overlay on first use gives quick and clear instructions on how to use the app.
- Discover feature allows user to easily search for vocabulary words to add to their list.
- List function provides a clean list of bolded terms the user has added.
- A universal audio icon can be tapped for the proper pronunciation of the term.
- Tapping a vocabulary term opens a detailed dictionary-style definition, example sentences, and antonym.
- User has the option to add Notes to the bottom of a definition page.





# Vocabulary List | Negative Attributes



- User must accept Privacy Policy before any features are available. This may put some users off from wanting to try the app.
- There is no onboarding sequence, and the user is met with a screen to choose three words from a random vocabulary list.
- Vocabulary List did not provide flashcard or quiz functions for the user to test their knowledge.
- Saving any vocabulary words requires an in-app purchase of \$5.99 a year.



## Vocabulary List | Summary

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Vocabulary List was as its name suggests: a list of vocabulary terms and definitions. In that sense it was the most basic in functionality of the three apps tested. It performed well at searching for terms and providing meanings. In fact, it went beyond simple definitions by providing example sentences and an antonym. Those were the best learning features of the app. The overall design was modern and clean. Vocabulary List had an intuitive interface with ease of navigation and use of functions. Where Vocabulary List lacked functionality was in providing either flashcards or quizzes where the user could test their knowledge. While there were helpful pop-up overlay tutorials on first use, the app could have benefited from a proper onboarding sequence. Another downside was that a user would need to purchase a \$5.99 annual subscription in order to save any vocabulary to their list.