

COMPETITIVE ANALYSIS

VOCABULARY APPS

ANALYSIS OF THREE COMPETITOR VOCABULARY APPS

- ▶ The following 3 different mobile vocabulary apps were analyzed with regards to the user experience:
 - ▶ Vocabulary - Learn New Words
 - ▶ Vocabulary Builder
 - ▶ Word of the Day - Vocabulary Builder
- ▶ Each application claimed to assist its users with learning new words and increasing one's vocabulary. This analysis considers how the users' experience with each app affects that outcome.



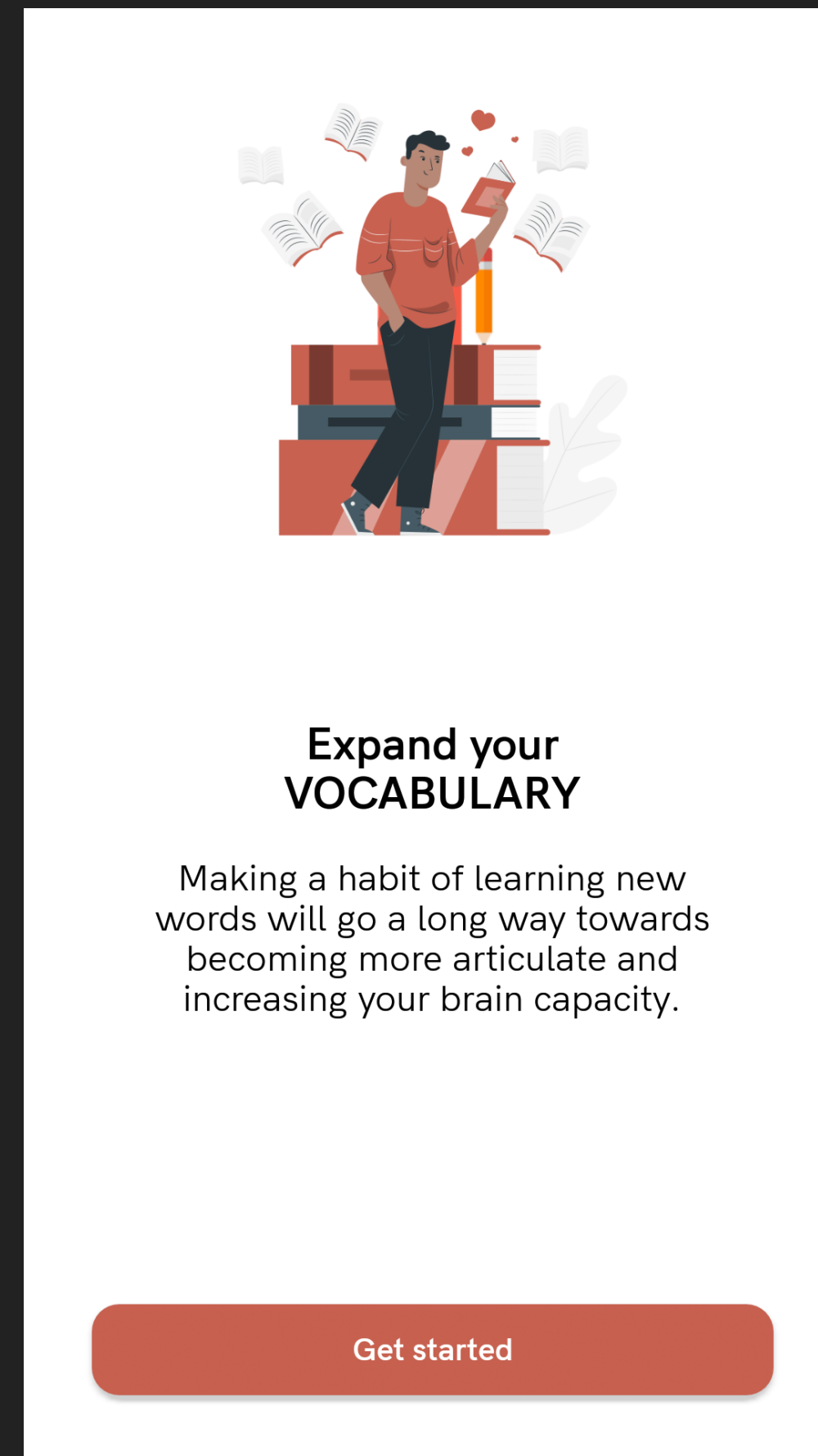
APP 1

**VOCABULARY – LEARN
NEW WORDS**

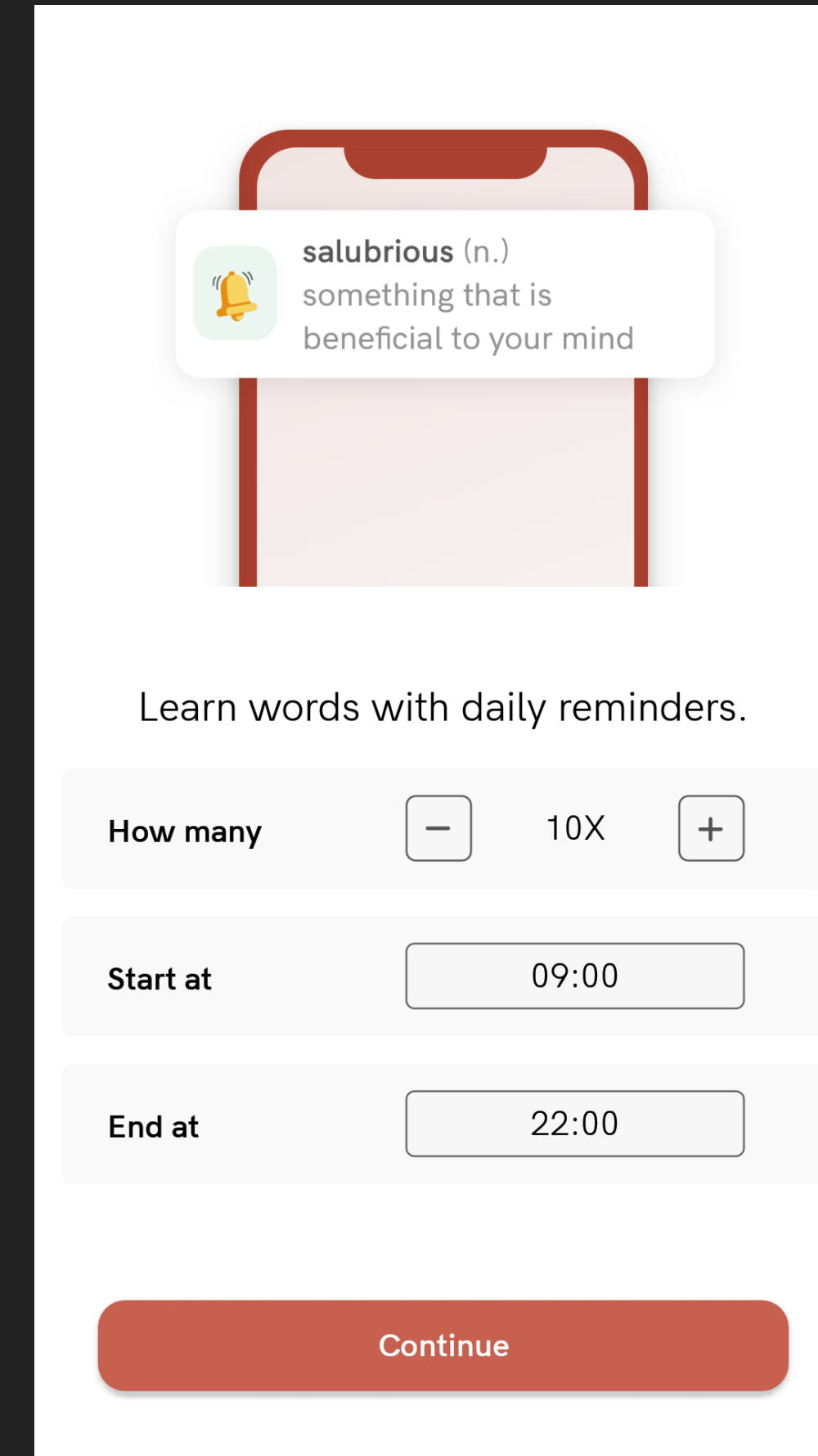
APP 1: VOCABULARY - LEARN NEW WORDS

PROS

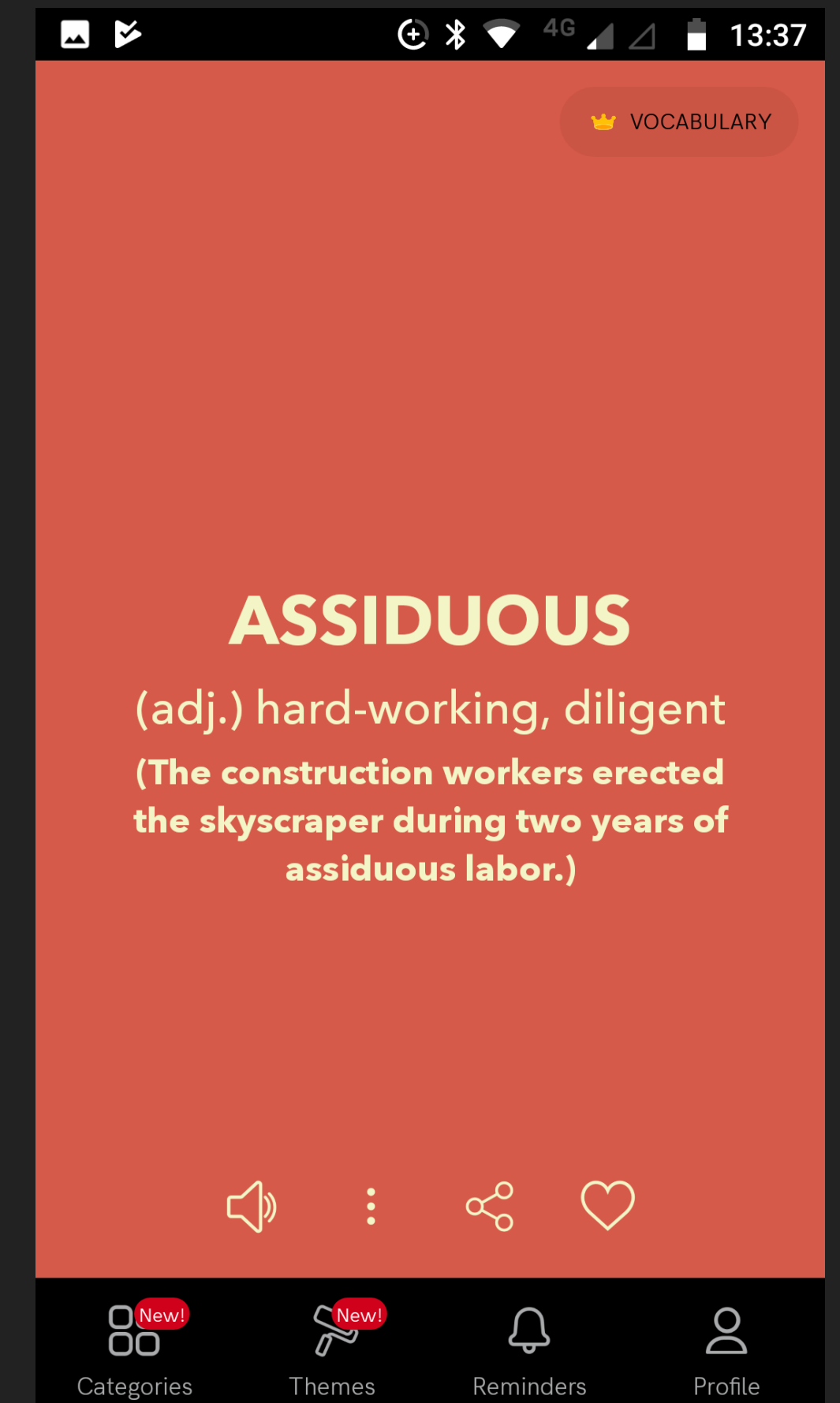
- ▶ During onboarding: shows the value the user will get from using the app and allows for setting a learning schedule.
- ▶ Simple interface. One word per page, easy to scroll up/down for additional words.
- ▶ Clear buttons below word: hear the word spoken, share, favorite (although is the 3 dot menu necessary?).
- ▶ Works offline.



Onboarding 1



Onboarding 2

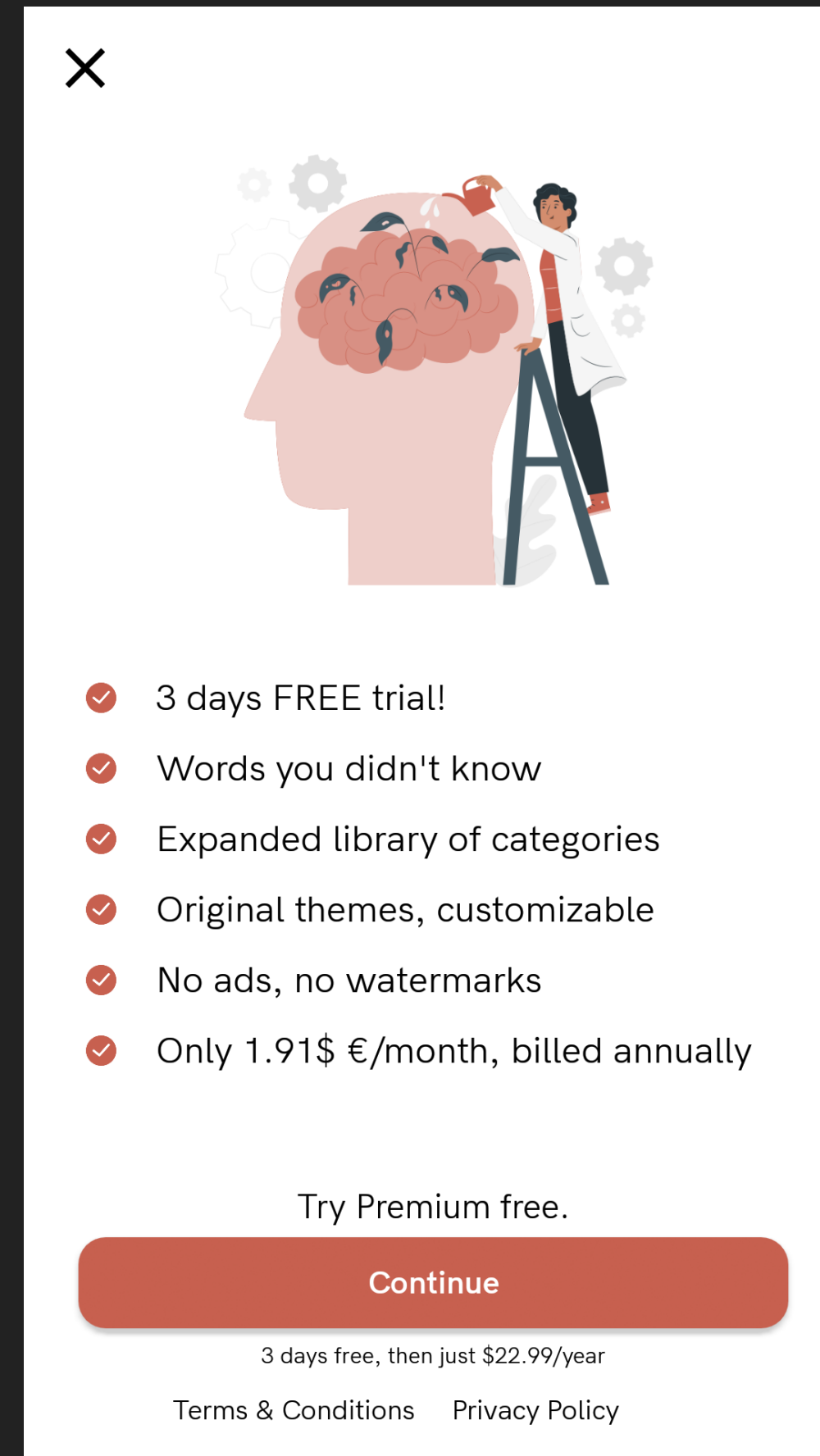


Main interface

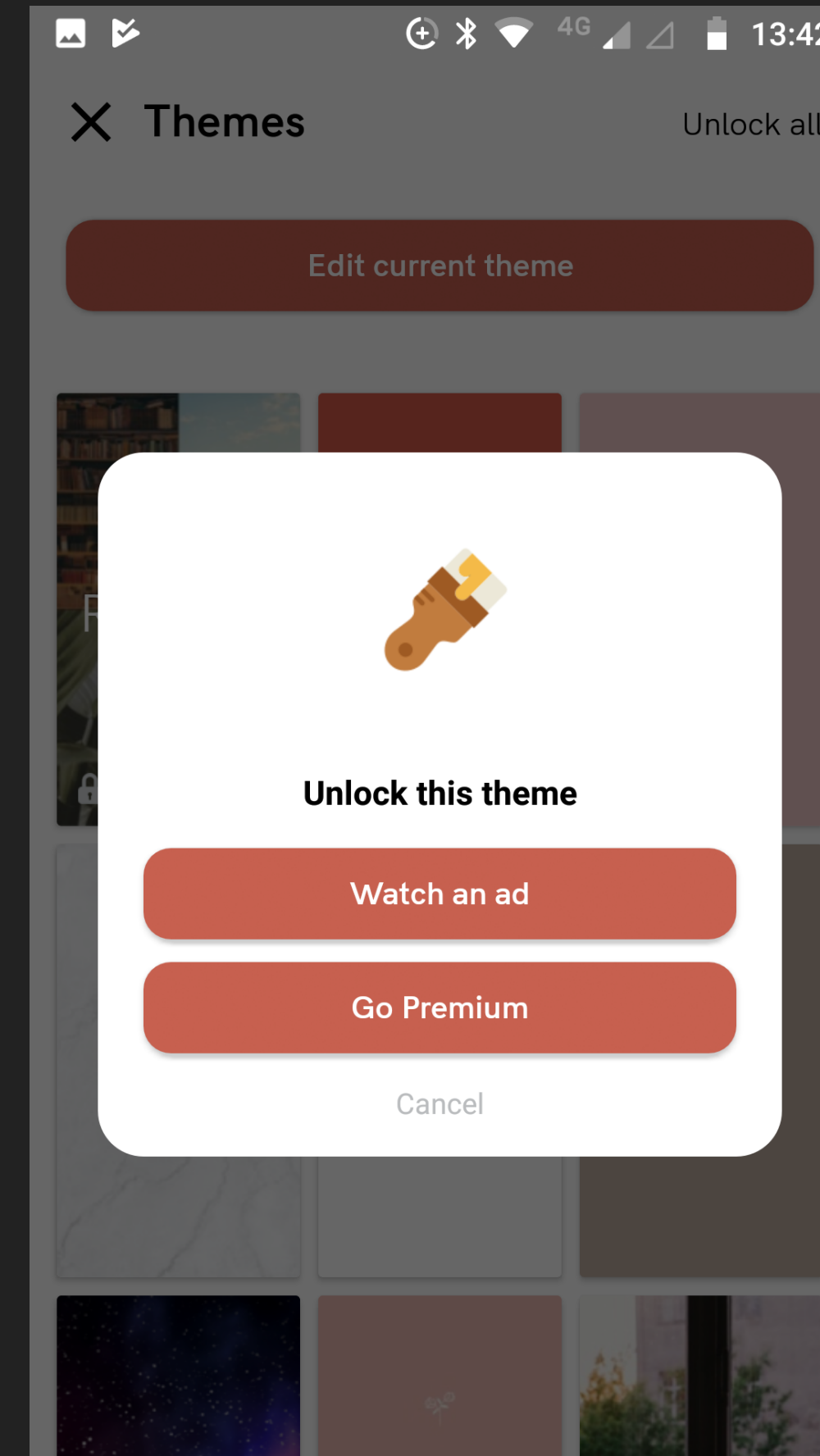
APP 1: VOCABULARY - LEARN NEW WORDS

CONS

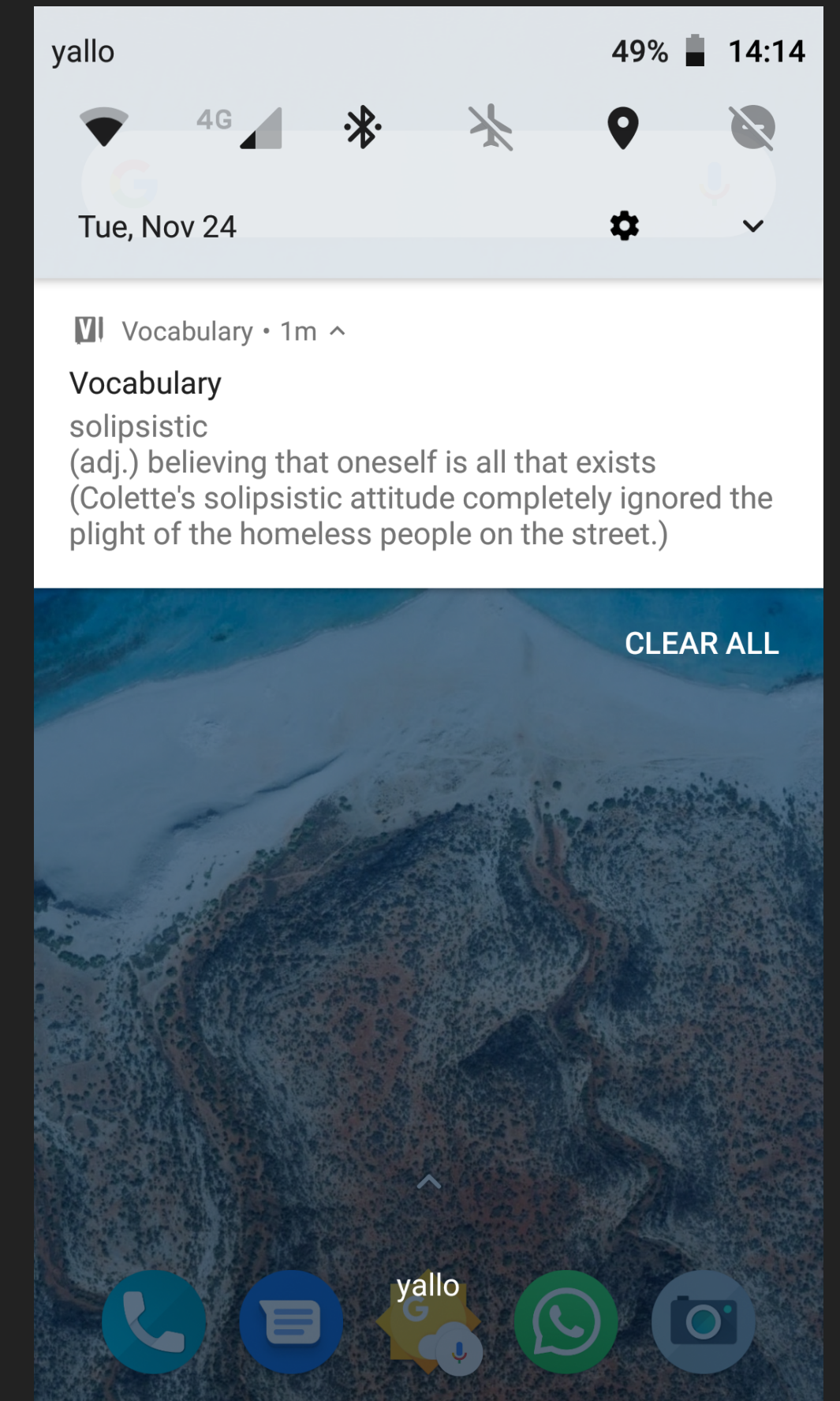
- ▶ Third onboarding page attempts to get user to sign up for the premium service. The "continue" button is misleading because it's the same wording used on the previous onboarding page.
- ▶ Many functions are locked unless user signs up with a credit card for the 3 day free trial.
- ▶ No quiz function to practice the words you've learned.
- ▶ The reminder function is interruptive and annoying. It sends you alerts multiple times per day with a new word each time. While the user can deactivate it, it's function, in general is interruptive and doesn't allow the user to learn on their own schedule.



Onboarding 3



Pay or watch ad to unlock



Reminder alerts

SUMMARY

The overall interface is simple and effective. The app is generally easy to use. Simply swiping up/down moves to additional vocabulary words in a seemingly infinite scroll. The "listen" feature is good to help users understand the pronunciation and both sharing or saving favorite words is simple. However, the truly free version of the app is quite limited. Requiring users to sign up with a credit card for the "3 day free" version is a barrier. The reminder function interrupts the user randomly throughout the day and not necessarily when the user is free to study. Additionally, the reminders do not account for the words you've already done that same day.

SUGGESTIONS

The app is very close to being a great app, but the truly free release is a frustrating experience. The following suggestions are worth consideration:

- ▶ Allow for a fuller free/test experience without having to provide a credit card
- ▶ Rethink or eliminate the reminder function
- ▶ Do the themes really add value to the user or are they simply for aesthetics?



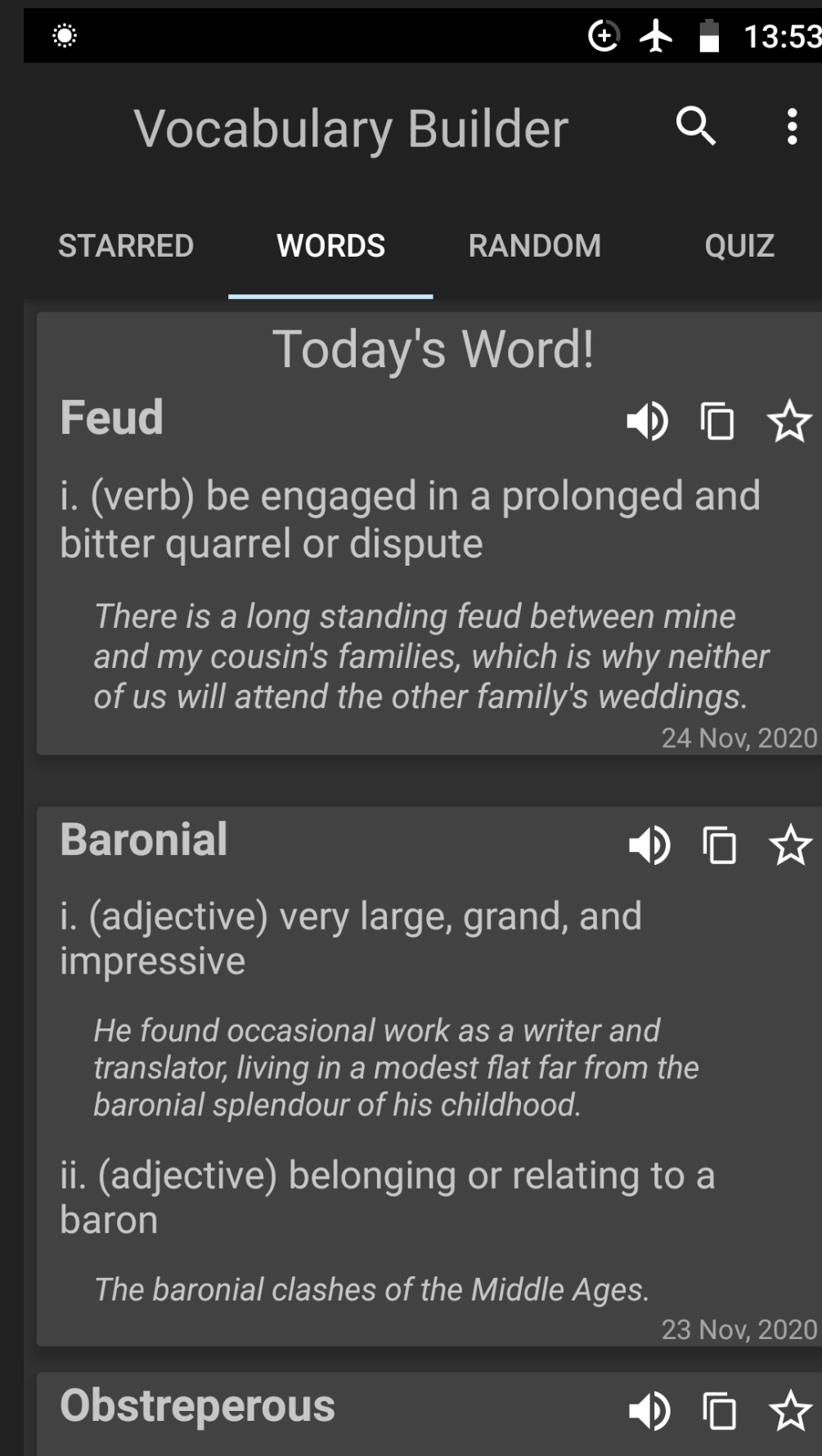
APP 2

VOCABULARY BUILDER

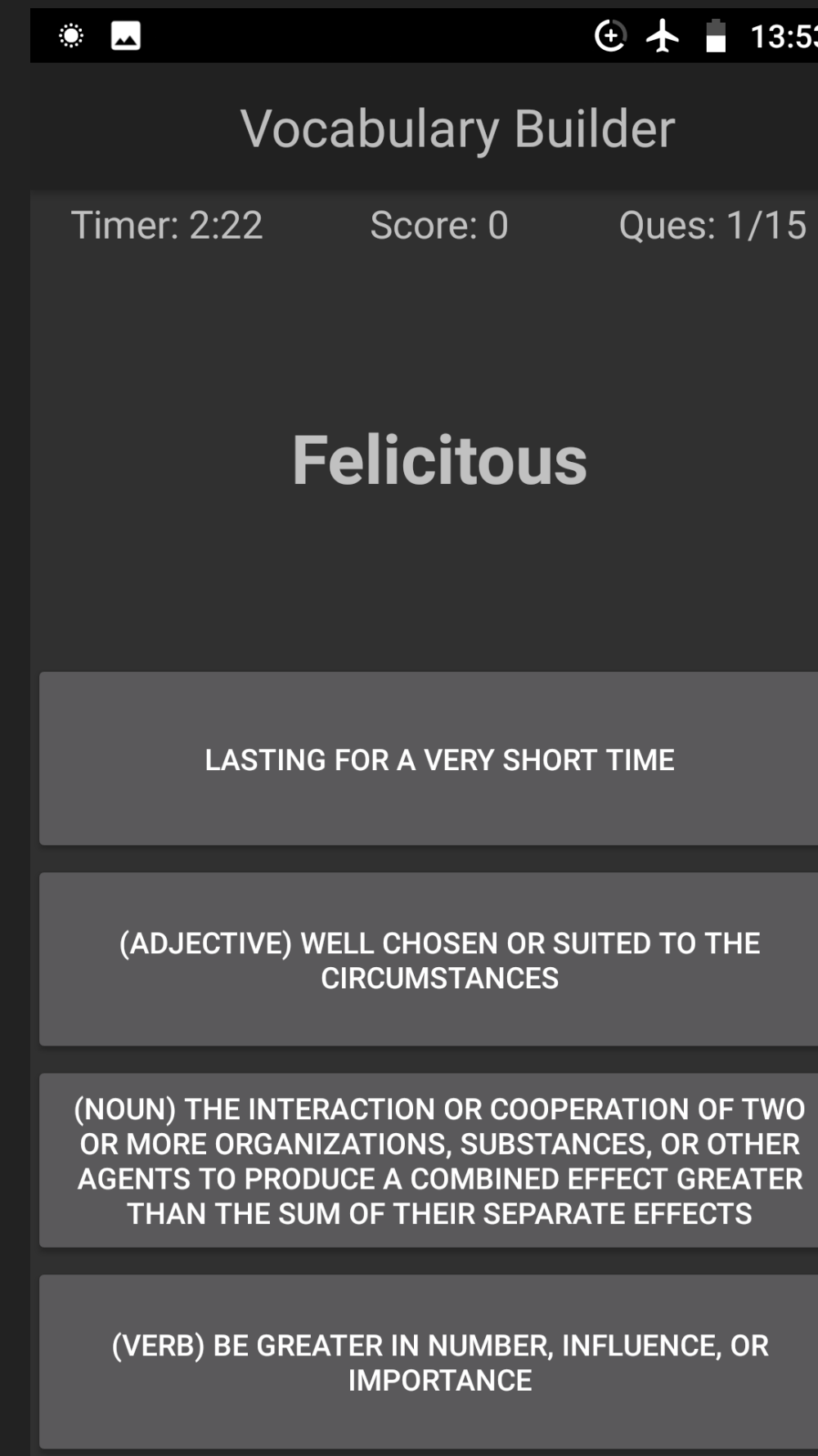
APP 2: VOCABULARY BUILDER

PROS

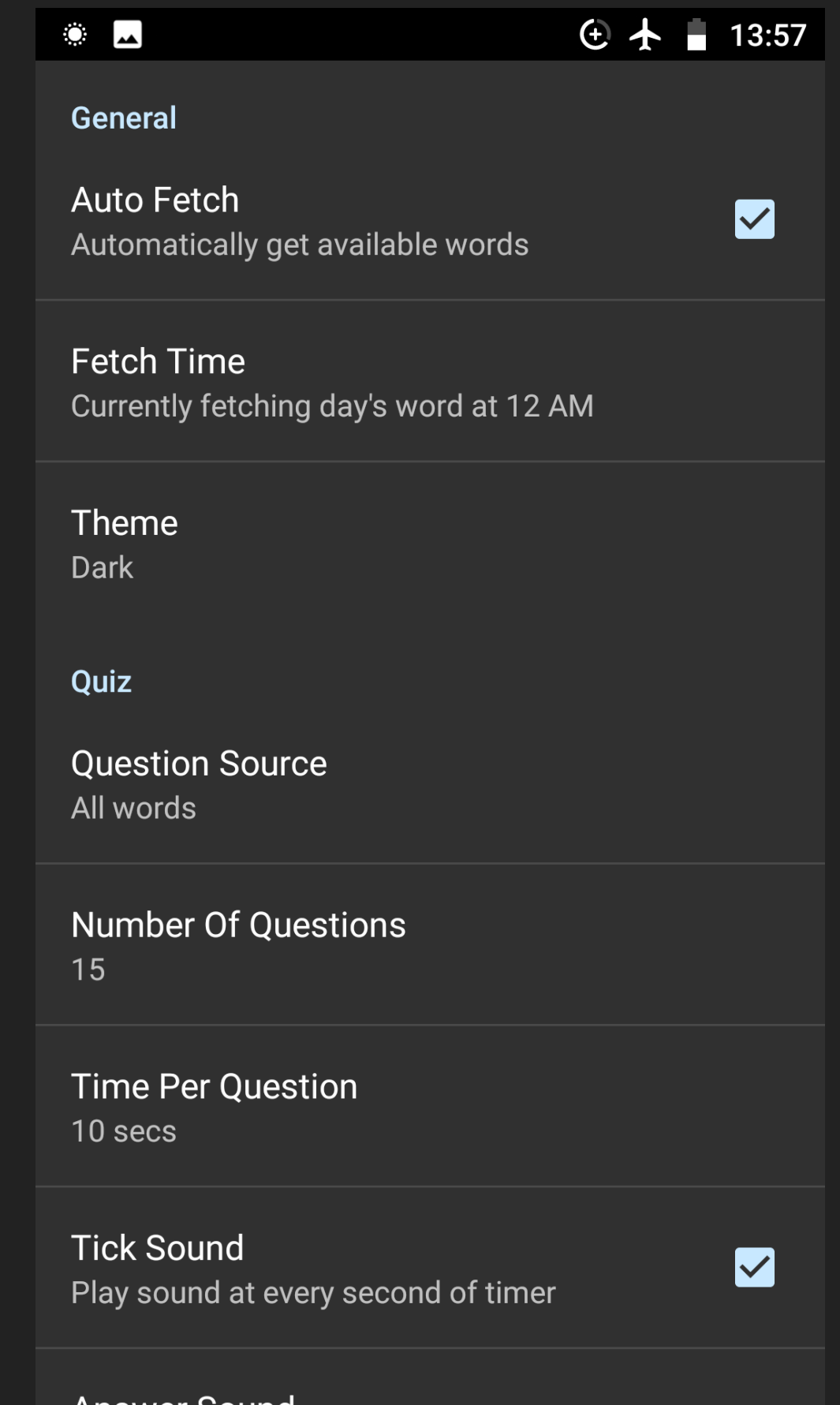
- ▶ Quick to use; no onboarding
- ▶ Easy to use: clear menu at top, simple scroll to find additional words
- ▶ Simple concept: learn 1 new word per day
- ▶ Fun quizzes with ability to review mistakes
- ▶ Customizable user experience within settings: change appearance as well as quiz difficulty
- ▶ Search function. Look up difficult words even if they are many years back in the chronological list
- ▶ Works offline



Main interface



Quiz



Settings

CONS

- ▶ App scrolls back to June 2016, perhaps the launch date, so the app is limited to roughly 1500 words
- ▶ With no onboarding there is a missed opportunity to introduce the app's features and benefits.

SUMMARY

The app is very simple and easy to use. There are not a lot of extra features, but it allows the user to focus on learning new words. The quizzes test a user's retention and add a fun element to the learning. Difficult words can be "starred" and studied separately or quizzed separately.

SUGGESTIONS

The app's simplicity makes it very easy to use, however the following suggestions are worth consideration:

- ▶ Add a brief onboarding experience to highlight the app's benefits
- ▶ Add a larger lexicon of words
- ▶ Would a share button add value to the user or is the copy function sufficient?



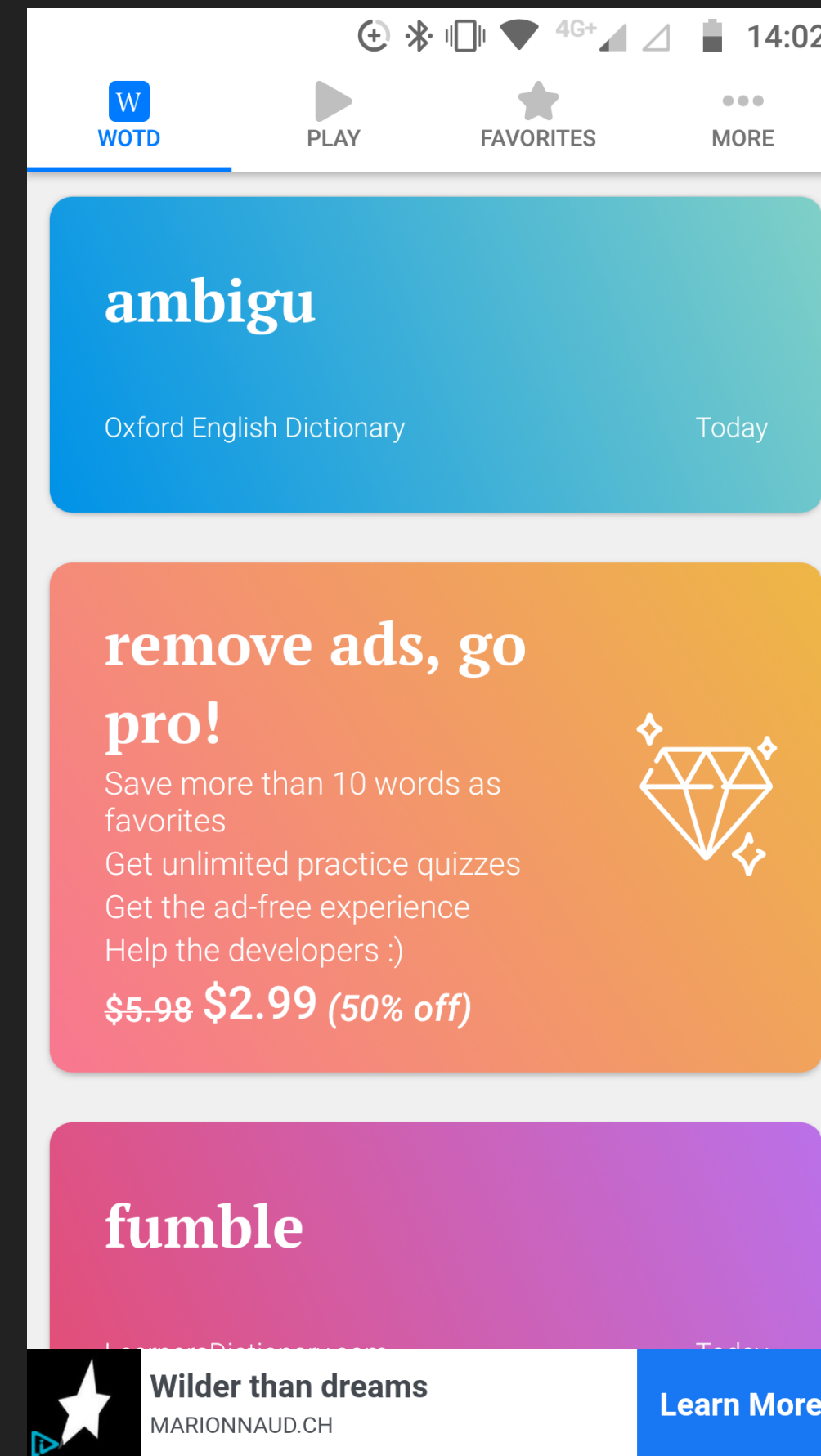
APP 3

WORD OF THE DAY – VOCABULARY BUILDER

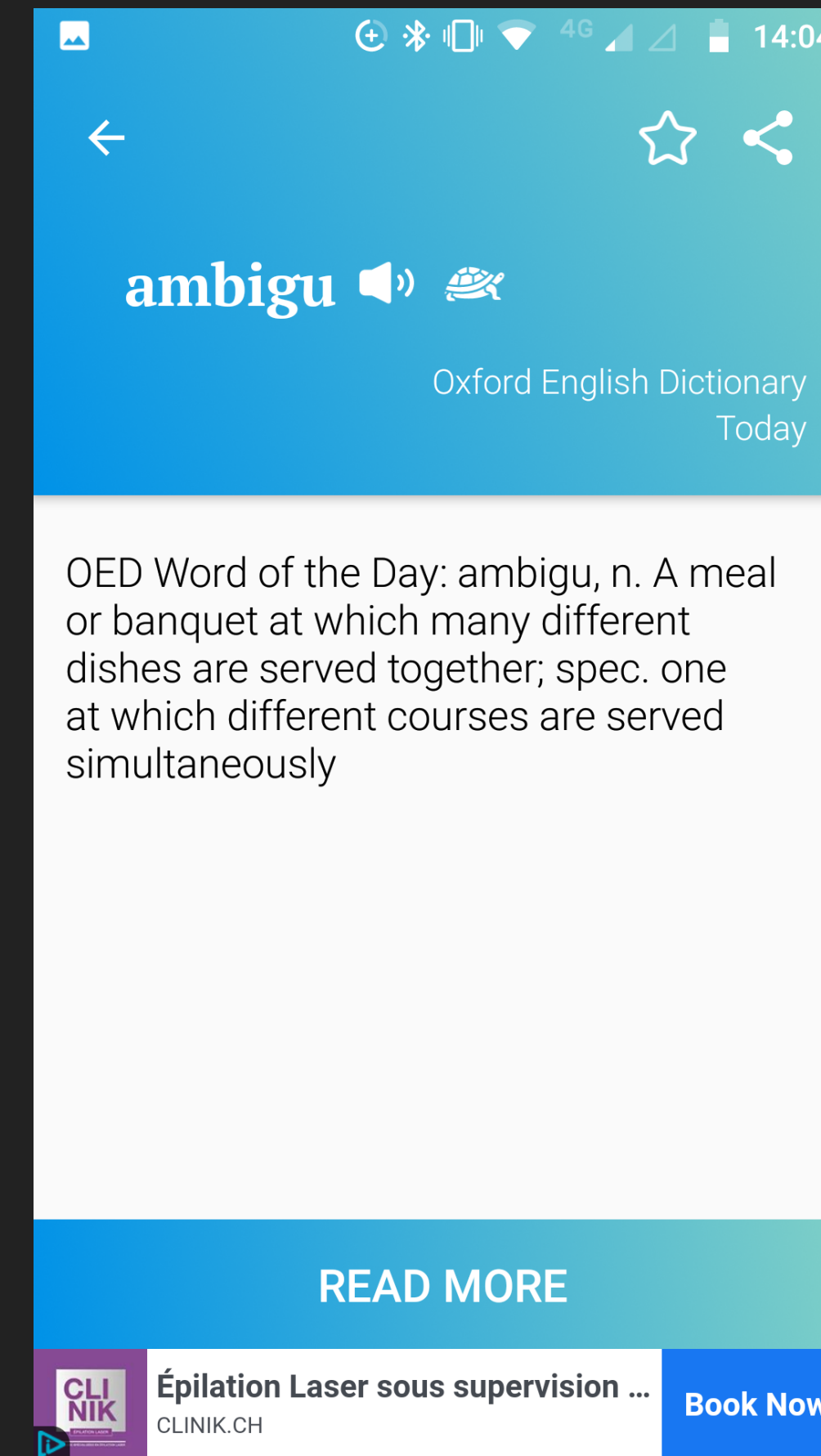
APP 3: WORD OF THE DAY - VOCABULARY BUILDER

PROS

- ▶ Seemingly infinite scroll of new words
- ▶ Definitions are clear and source is cited (e.g. Oxford English Dictionary)
- ▶ “Read more” links out to the definition source page, for users wanting a more in-depth knowledge of the word
- ▶ Allows a vocabulary widget to be added to the users home screen



Main interface



Definition



Definition source

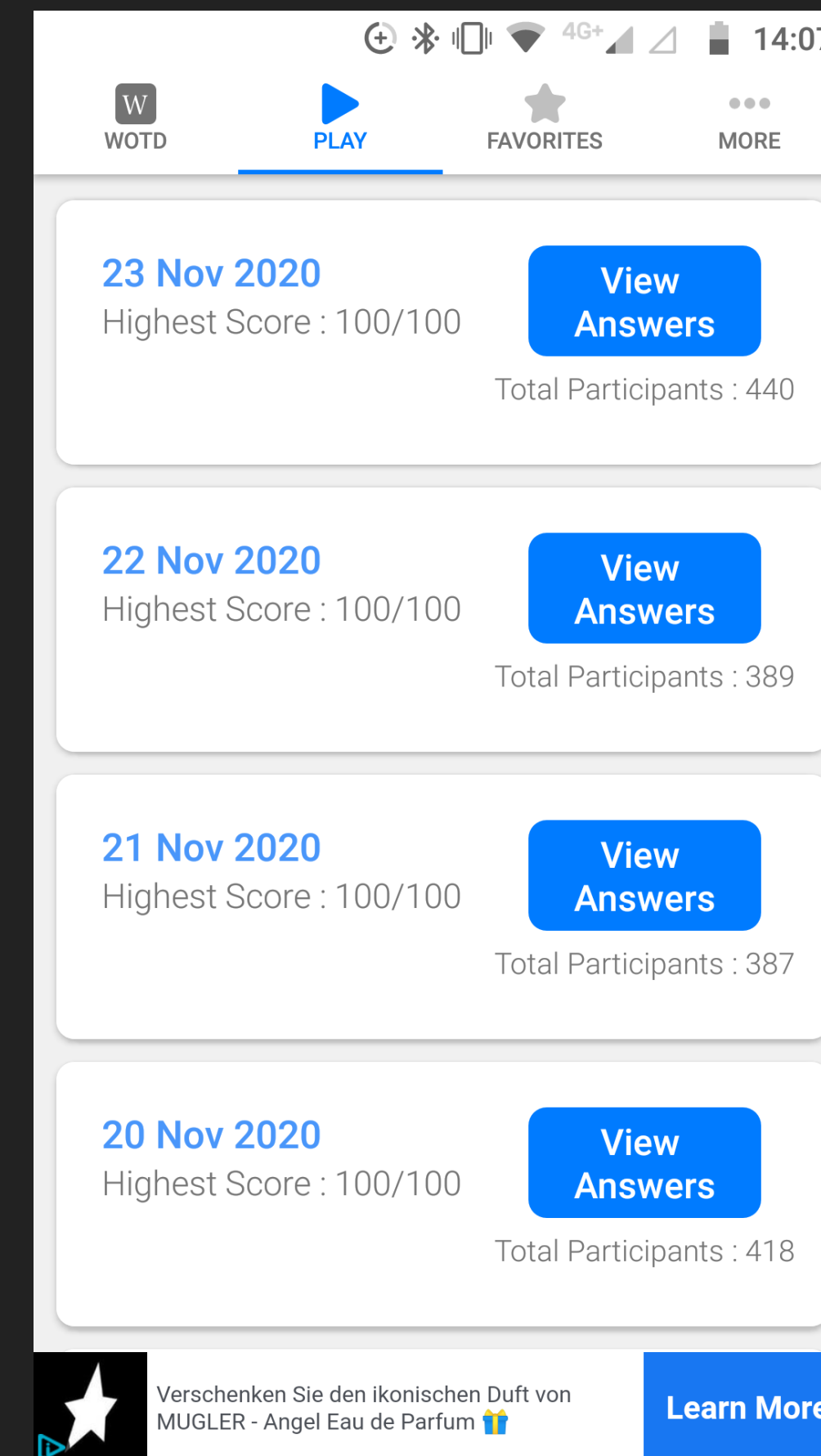
APP 3: WORD OF THE DAY - VOCABULARY BUILDER

CONS

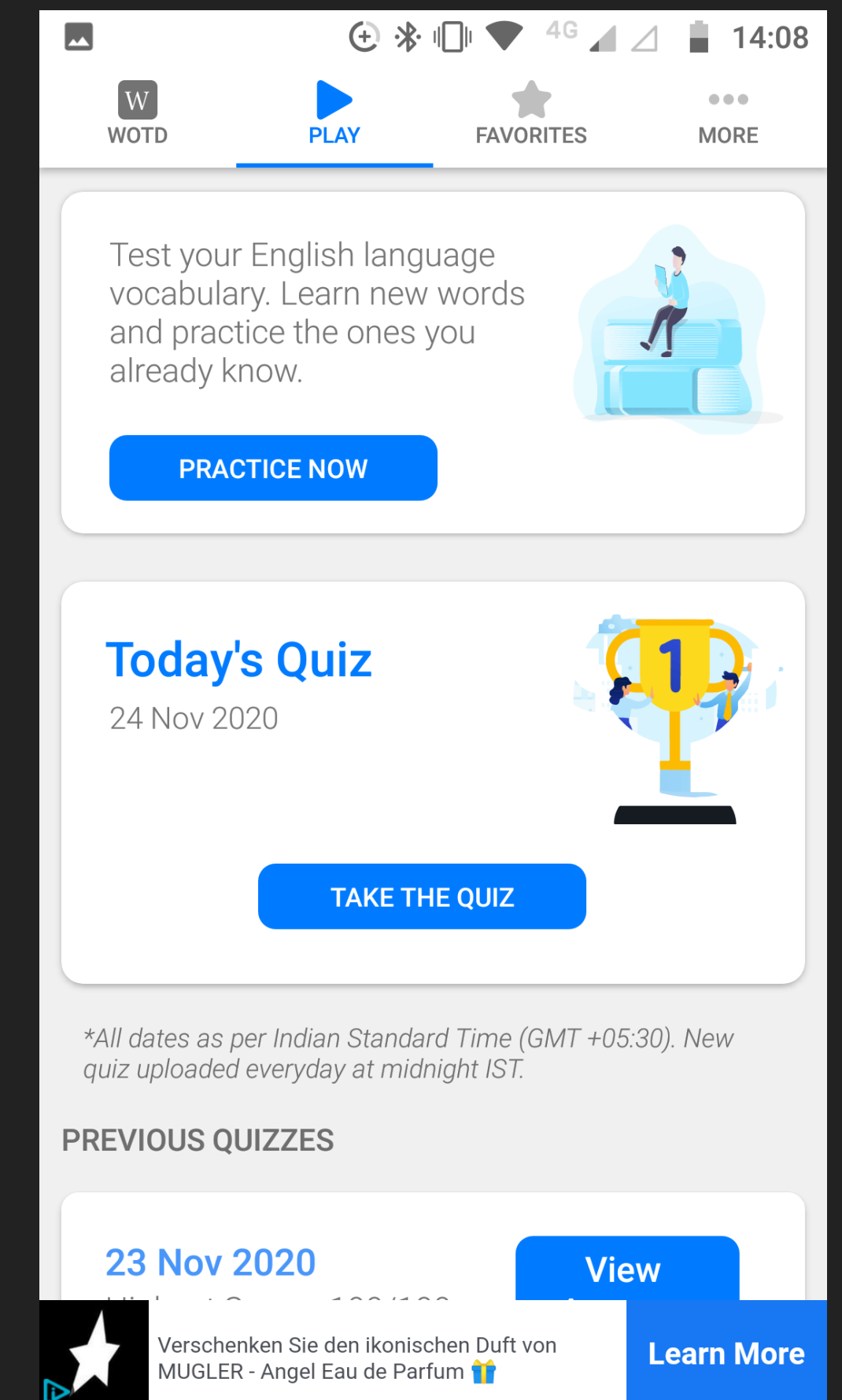
- ▶ The free version is so full of ads that it's very frustrating. In some cases the user has to watch 2 ads to simply go back to the previous page.
- ▶ Clicking the "Play" menu takes the user to the middle of the "play" screen. From here, it is unclear what the user is supposed to "play". The user must scroll up to come to "Today's quiz".
- ▶ The "practice" and the "quiz" seem almost identical in function BUT the user is not practicing the words that will be in the quiz.
- ▶ Requires internet connection.



Ads, ads, ads



Middle of Play menu



Top of Play menu

SUMMARY

The free version of the app is burdened with so many ads that it feels almost unusable. Furthermore, the user's journey through the app is not always clear. In particular, the "Play" menu directs to the middle of the "Play" page, requiring users to scroll up before taking the quiz or practicing.

SUGGESTIONS

This app needs significant work to become more user friendly:

- ▶ Reduce the amount of interruptive ads
- ▶ The "Play" menu should open at the top of the page, not the middle.
- ▶ Rename "Play" on the menu. "Quiz" might be more appropriate.
- ▶ Have the practice quiz relate to the words on the actual quiz
- ▶ Provide settings for the quiz. Allow users to choose which words they want to be quizzed on (e.g. their favorites).