WordTrainer Fraus
UX case study
Who we are

Adam Jelínek

Project manager - web based education
Responsible for new web based project focused on web based educational resources and LMS technology. Specialization in Service and User Experience design.

Online marketing coordinator of Fraus Group
Responsible for development and implementation of online marketing strategies. Qualitative and Quantitative evaluation of online marketing and optimization for greater effectivity.

Josef Holík

Marketing manager - Fraus Media
Responsible for online marketing strategy and online presentation in Fraus Media. Also responsible for creating a social media strategy, PPC campaigns and Public Relations - creates Press releases, plans events and works with PR agency).

Cooperates with Drive magazine on content strategy and social media strategy.
Intention of app

- Simple yet powerfull app for expanding students vocabulary
- Modern design trends - Flat design
- Clear flow with fast learning curve
- Good performance on low-end devices
- Adding value to our language oriented products
To-Do list

- Selecting software developer
- Formulating our requirements
- Heuristic evaluation of design concept
- Prototyping UX - flow, wireframes,
- Hardware testing
- Usability testing
First thing to do...
Reasonability

VS

VS
Preparation:

Heuristic evaluation, wireframes and 1:1 modeling
From wireframes to 1:1 model
UX testing
Usability testing

• Large part done inhouse
• Testing of basic purpose - fliping card
• Testing of key scenarios - buying new words, deleting words, creating own words etc.
• Testing of overal feeling - fluidity, response times
Into the future...
Future plans

- Direct linking to vocabulary pages in books = QR code?
- Planer integration - calendar vs planner...
- Gamification - achievements?
- Hardware adaptability
And what about marketing and bussiness...
Planner

- Feature that help user and support return to our app
- Easy interface for setting reminders and goals
- Two concepts:

![Calendar planer](image1)

VS

![Quick planer](image2)
higher effectiveness = less development
  time = less money needed

• Clear UX vision means less time needed for analysis
  and less "garbage" functionality
• Heuristic evaluation at beginning means less design
  errors
• Instant VYSIWYG for editors and executives
• Effective testing = less handling with coders
• UX friendly app means happy customer willing to pay
  for service
our progress in UX
Early 2013
Early 2014

KEIKENDO MATUREY MODEL

1. Unintentional
   - Level: UX
   - Incorporated elements: UX
   - Barriers: Unawareness, rejection
   - Tools to reach next level: Training

2. Self-referential
   - Discourse: UX
   - Limits of time, cost and resources
   - Usability tests

3. Expert
   - Discourse: UX
   - Techniques: Formalization, deepening, expansion
   - Quantification

4. Centralized
   - Discourse: UX
   - Techniques: Processes, scalability
   - Correlation with KPI's

5. Distributed
   - Discourse: UX
   - Business, Processes
   - Culture

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Wrap-up

- Excellent content without good design is losing too much value
- UX designer in team cut cost and simplify development process
- The primary goal of UXman is happy customer