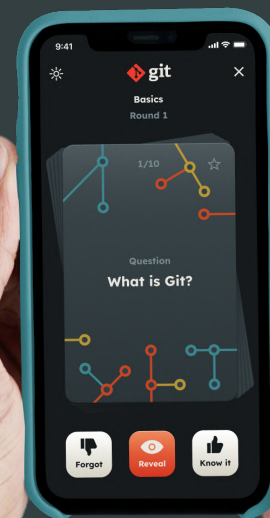




A flashcards app for IT education

Anna Reklińska



Project overview



The product:

FiszkIT is an app created by a Poland-based organization focused on education. Their goal is to help people learn about various branches of the IT industry in a simple and fun way. The app is especially addressed to people just starting their careers in the industry.



Project duration:

May - June 2023



Dark and light mode of flashcards screen

Project overview



The problem:

The strategy team at FiskIT has identified a lack of apps that help you learn about various branches of the IT industry in a simple and fun way. It is especially true for people just starting their careers in the industry.



The goal:

Help people learn new things easily and especially to help newcomers at the beginning of their journey in the IT industry.

Project overview



My role:

Product designer designing an app for **FiszkIT** from concept to delivery.



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was young adults who newcomers or are about to start their careers in IT industry.

The feedback received through research made it very clear that users would be open and willing to learn new topics if they had access to an easy-to-use tool to help guide them.

Persona 1: Sarah

Problem statement:

Sarah is a busy professional who needs to change career because current job leaves her unfulfilled and unhappy.

Persona 1 - Sarah: Busy architect who wants to change industry



Sarah

Age: 27
Education: Master of Architecture
Hometown: Katowice, Poland
Family: Engaged
Occupation: Architect

“Opportunities don’t happen, you create them.”

Goals

- To successfully change her career.
- To have easy to use tool to learn new topics in nice visual way.

Frustrations

- “I don’t have background in technology.”
- “It’s really hard to find time to learn systematically with my busy schedule.”

Sarah is an architect with a busy and demanding schedule. After few years in construction industry, her job has left her feeling unfulfilled and she wants to make a change. After many talks with her fiancé, she decided to try IT industry. With her background in design, she would like to become UX/UI designer.

Persona 2: Michael

Problem statement:

Michael is a student starting his career who needs to develop more knowledge, skills and abilities because competition is tough and it's important to increase job opportunities.

Persona 2 - Michael: student starting his career in the industry



Michael

Age: 22

Education: Bachelor of IT

Hometown: Warsaw, Poland

Family: Single, lives alone

Occupation: Student

"If it scares you, it might be a good thing to try."

Goals

- To learn as much as possible about the world of technology.
- To increase job opportunities and salary potential.

Frustrations

- "Some courses are really expensive, especially for a student."
- "Sometimes it's tough to balance my education and his social life."

Michael is a student finishing his studies and about to get his bachelor's degree. He plans to pursue a career in IT industry, but he knows that competition is tough, so he wants to develop more knowledge, skills and abilities. Michael is looking for a flexible app that will allow him to balance education and busy social life.

Competitive audit

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

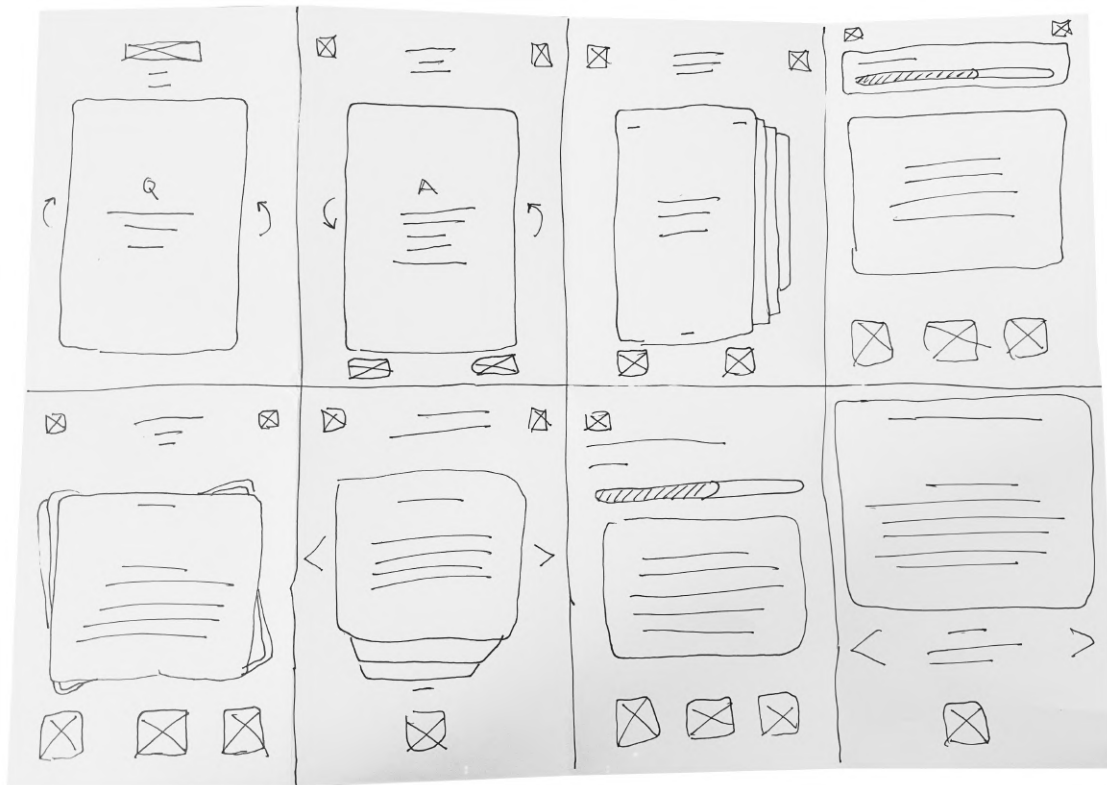
Competitive audit	Competitive audit goal							
	General Information							
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition
Quizlet	direct	Worldwide	Variety of different topics	Free, pay-in app additional	https://quizlet.com/pl	large	Young adults and millennials	Big variety
Fizskoteka	direct	Poland	Variety of different languages	Free, pay-in app additional	https://fizskoteka.pl	small	Children and young adults	Product for schools
Duolingo	indirect	Worldwide	Variety of different languages	Free, pay-in app additional	https://www.duolingo.com/	large	Working adults and millennials	A path

First impressions				Interaction		LUX <i>(rated: needs work, okay, good, or outstanding)</i>
Desktop website experience	Mobile website experience	Features	Accessibility	User flow		
OKAY + Visually appealing - Feels dense and overwhelming in places	OKAY + Fully responsive - Menu is hard to read	NEED WORK + "Create account" feature + Payment that remembers payment info - No loyalty rewards program	NEED WORK - Not even basic accessibility functions - Only polish language	GOOD + Easy and useful order and payment processes + Straightforward user flow - Not memorable		
OKAY + Easy to navigate and find information - Outdated design with no character	OKAY + Fully responsive - Menu is hard to read	OUTSTANDING + "Create account" feature + Payment that remembers payment info + Loyalty rewards program	OKAY + Basic accessibility functions - Only polish language	GOOD + Easy and useful order and payment processes + Straightforward user flow - Not memorable		
OUTSTANDING + Website is well-designed and easy to use + Elegant design with clear branding	GOOD + Fully responsive + Menu is easy to read	GOOD + "Create account" feature + Payment that remembers payment info + Option to send flowers to a lot of countries - No loyalty rewards program	OKAY + Included English language - Not even basic accessibility functions	GOOD + Easy and useful order and payment processes + Straightforward user flow - Not memorable		

Navigation	Visual design		Content	
	Brand identity	Tone	Descriptiveness	
GOOD + Easy basic navigation + Clear indication of clickable elements	OUTSTANDING + Clear color scheme, font, and art direction + Nice use of interaction and animation	Fun and indirect	OUTSTANDING + All key info is present - Drawbacks	
GOOD + Easy basic navigation + Clear indication of clickable elements	NEEDS WORK - No brand identity at all	Friendly and direct	OUTSTANDING + Easy to follow + All key info is present	
GOOD + Easy basic navigation + Clear indication of clickable elements	GOOD + Clear color scheme, font, and art direction	Serious and direct	OUTSTANDING + Short + Focused on info relevant to target audience	

Ideation

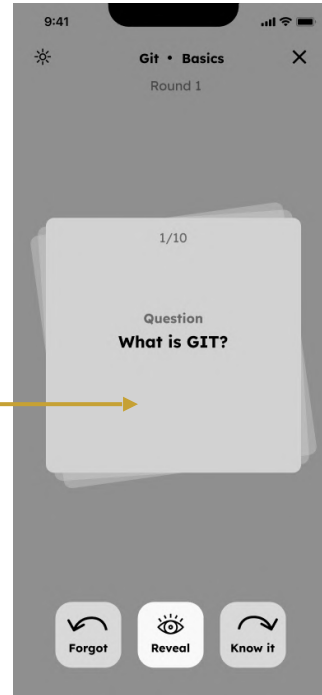
I did a quick ideation exercise to come up with ideas for how to address gaps identified in the competitive audit. My focus was specifically on **lessons path and flashcards** features.



Digital wireframes

After ideating and drafting some paper wireframes, I created the initial designs for the **FiszkIT** app. These designs focused on delivering the best flashcards experience to users to make education fun and easy.

Big centered flashcard that is the main function of the app



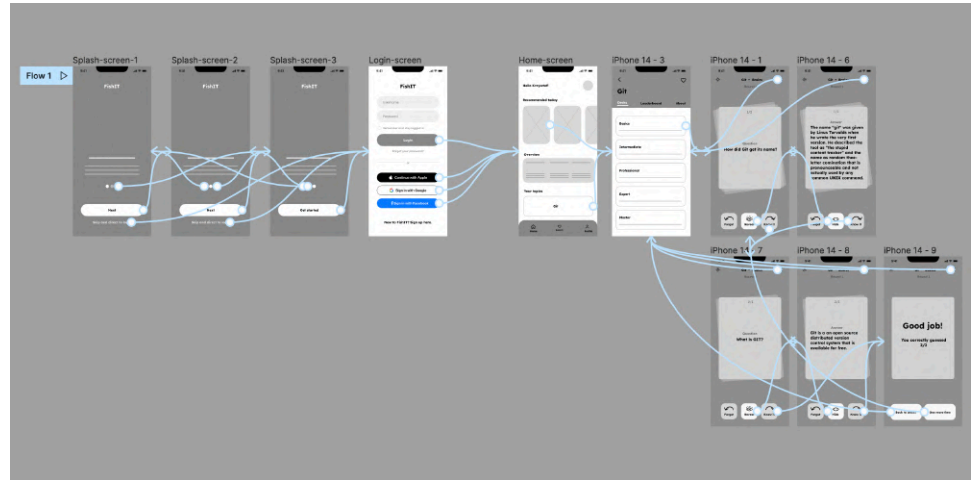
Use of Lexend - specially-designed font, which create an immediate improvement in reading performance.

Large, simple buttons for easy access

Low-fidelity prototype

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow of viewing an item about to expire and using it in a recipe.

View [FiszkIT's low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Poland, remote



Participants:

5 participants



Length:

10-15 minutes

Usability study: findings

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

1

Icons

Some users found buttons with only icons confusing at times.

2

Sign-in

Most users wanted to sign in with different provider like Google, Apple or Facebook

3

Daily challenges

Some users wanted quick way to everyday lessons or challenges.

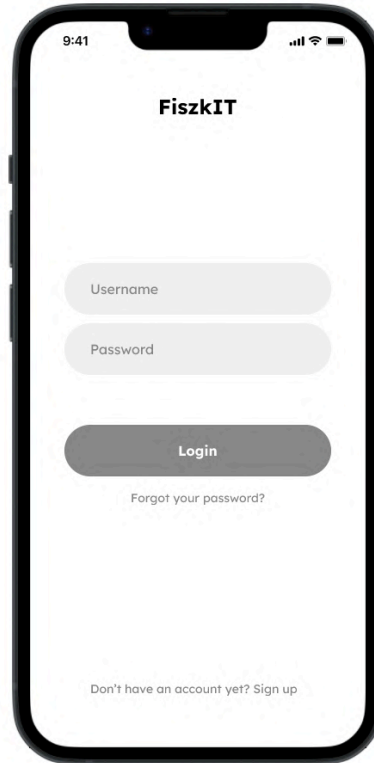
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

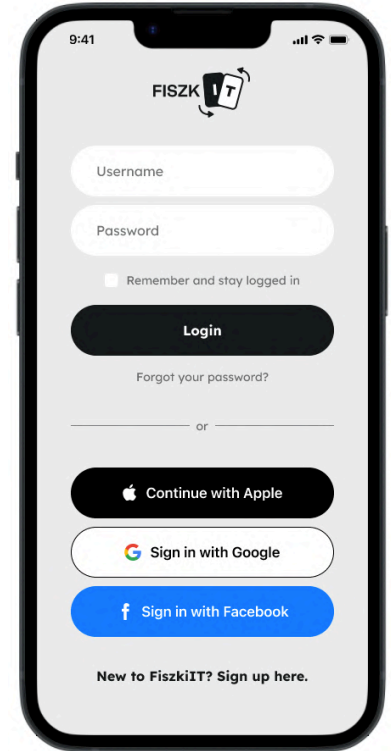
Mockups

Based on the insights from the usability studies, I applied design changes to sign-in screen like providing an option to sign-in with different provider like Apple, Google or Facebook and added option to stay logged in.

Before usability study



After usability study



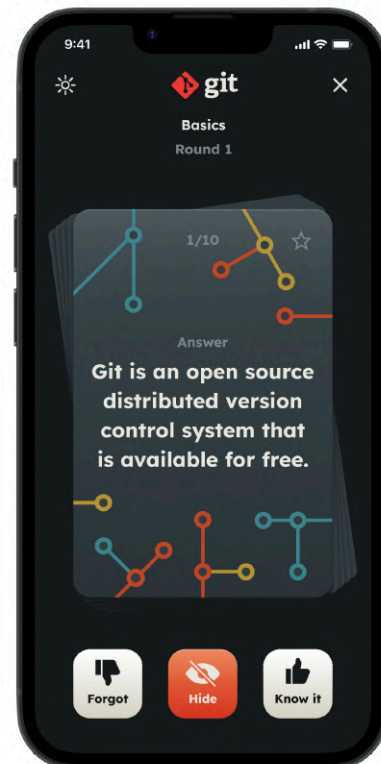
Mockups

Additional design changes included enlarging the text area on the flashcard screen to provide more space for longer texts - especially long answers and different icons for more clear message for users.

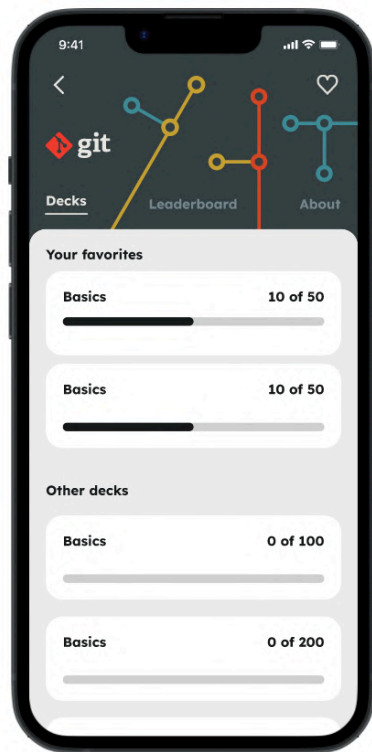
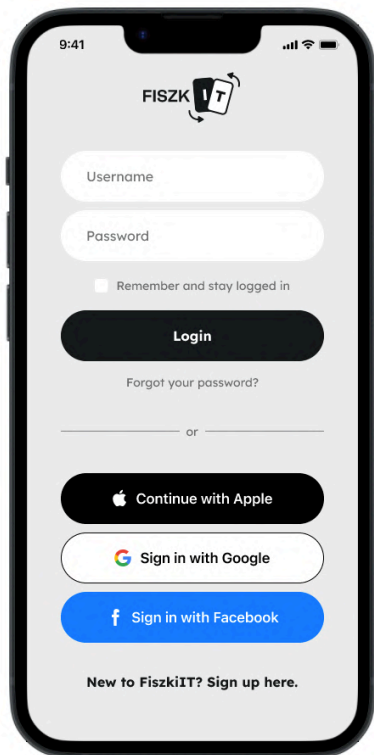
Before usability study



After usability study



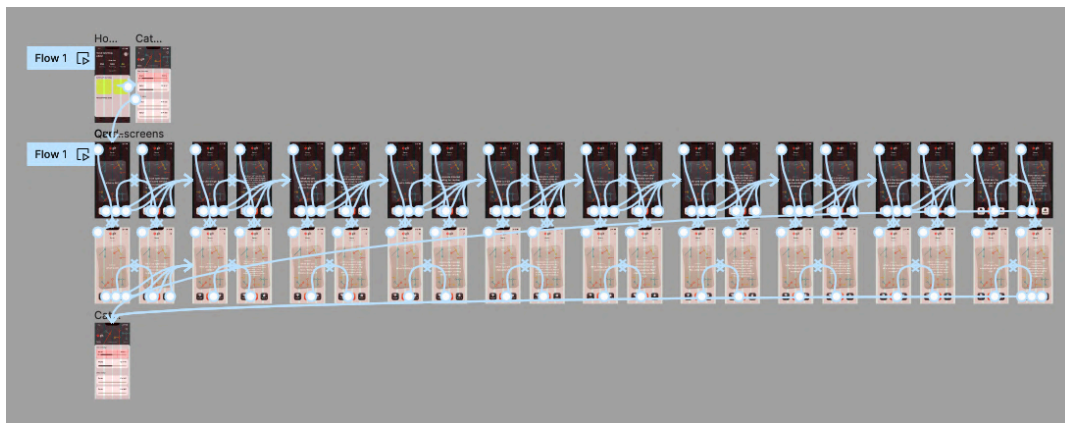
Mockups



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 [FiszkIT's high-fidelity prototype](#)



Accessibility considerations

1

Icons should be paired with texts under it to make actions clear for all.

2

Flashcards should be bigger to accommodate longer texts legibly.

3

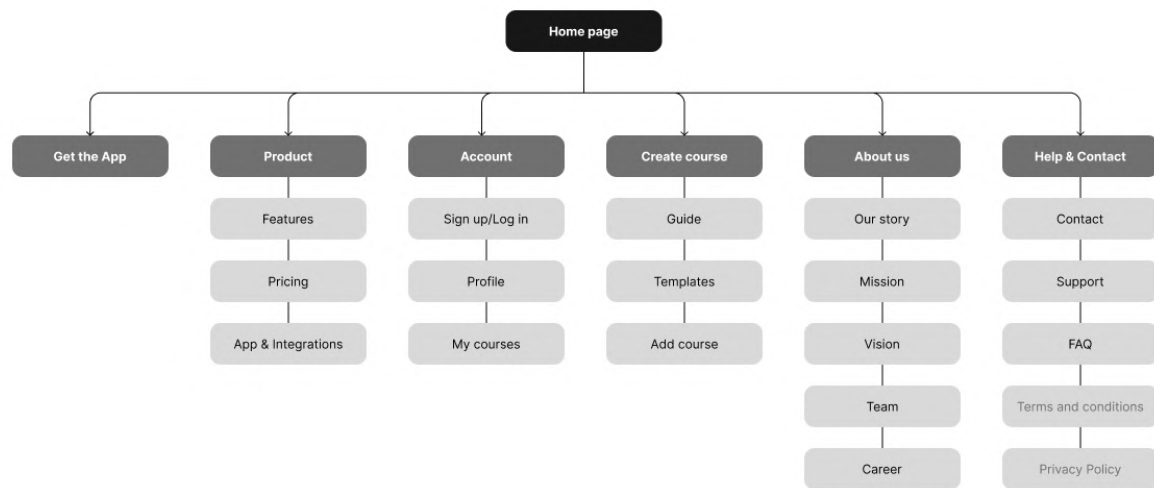
Initial focus of the home screen on daily lessons and challenges to help quick access for users.

Responsive Design

- Information architecture
- Responsive design

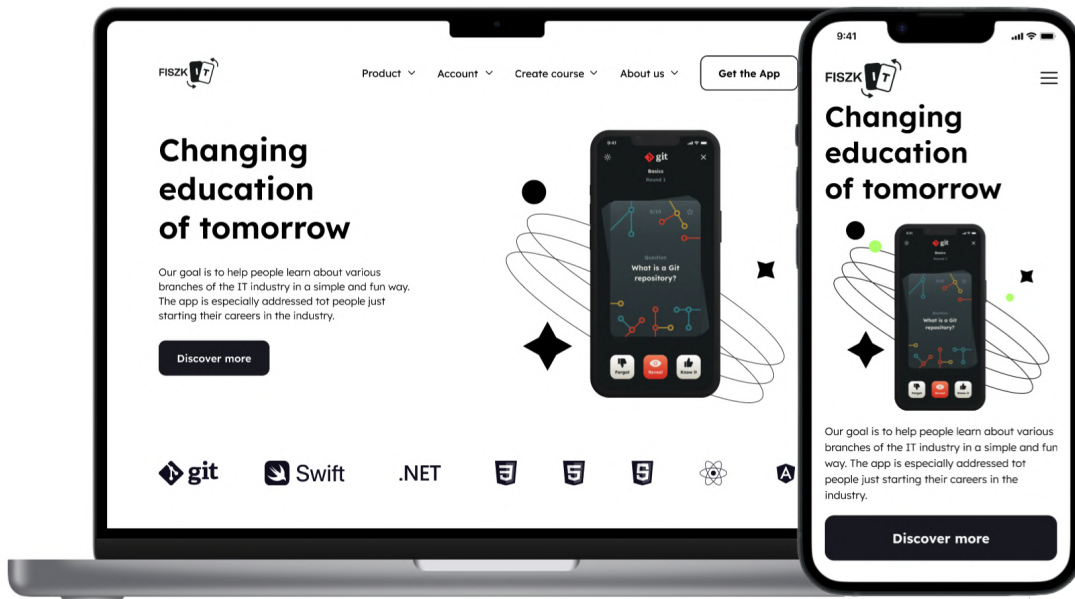
Sitemap

With the app designs completed, I started work on designing the responsive website. I used the FiszKIT sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.



Responsive designs

The designs for screen size variation included mobile and desktop. I optimized the designs to fit specific user needs of each device and screen size.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

We've created the **FiszkiIT** app to help people learn new things easily and especially to help newcomers at the beginning of their journey in the IT industry.

One quote from peer feedback:

“The app made it so easy and fun to learn I would definitely use this app as a go-to for learning new things, but also for fun and challenges!”



What I learned:

While designing the **FiszkiIT** app, I learned that the first ideas for the app are only the beginning of the process. There are a lot of steps needed to complete the complex project that includes mobile app and website.

Next steps

1

Connect with companies from IT industry and add more educational resources for users to learn.

2

Provide incentives and rewards to users for successfully learning, especially for users starting their way in the industry.

3

Conduct research on how successful the app is in reaching the goal to help educate people about different IT topics and also conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the **FiszkIT**.
If you'd like to get in touch, my contact information is provided below.

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