Assignment #1 Usability Research Plan: Memrise App

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Background: Memrise is a popular app used to learn new vocabulary and other languages. The app uses the concept of [spaced repetition](#) to help users memorize terms more efficiently. The app has features where you can rank yourself against other users, practice pronunciation, and chat with a bot. When I used the app I found that advanced features are hard to find, you can not communicate with competition and I have to self check to use the pronunciation module. I will assess the usability of the memrise app and see if there is there a need to further advance mentioned features.

Research questions:
- Are users able to find the language courses?
- Are users engaged in memrise lessons?
- Are somewhat / inexperienced users able to find advanced features
- Do users find the pronunciation module useful and if not why?
- Are users able to easily find and understand rankings options and hierarchy?
- Would users like to have the ability to communicate with competition?
- How do users feel about the app?

Methodology: Conduct an in-person usability test of memrise on a phone. Each session will last approximately 20 minutes.

Participants: 3 language enthusiasts
- Range of demographic profiles
- Preferably IOS user although Android user is ok
- User must know how to use a smartphone
- Speaks 2 or more languages at least a [level 1 on the ILR scale](#).
- Have limited use or never used Memrise before

Recruitment: Participants will be asked in a cafe or class to participate in a 5-minute research study. Screening will occur verbally in person prior to participation. There will be no compensation for participation.

Screening

- Kennedy and I'm doing a usability study to test a language app. Do you speak any other languages?
- How long have you been studying another language?
- What is your proficiency (If English is the second language note proficiency)?
- (Analyze if user is using a smartphone)

If the user isn't learning another language and doesn't have at least basic knowledge of another language [level 1 on the ILR scale](#) then thank them for their time and let them know you'd love to continue further but it's targeted language learners and you appreciate their time.

Interview Script

Introduction
Thanks so much for participating in this study. We are testing the language app.
- We're going to ask you to complete a few tasks on the Memrise app. The whole session should take no more than 5 minutes.
- There are no right or wrong answers, and no trick questions. We're testing the app, not you. If anything seems confusing or difficult, it's not your fault. Don't worry about hurting my feelings—I didn't design the app, I'm just trying to learn how to make it better.
- It's helpful for me if you tell me what you're thinking as you complete the tasks. For example, it's helpful to know what you're trying to do, why you're doing that, and how you feel about what you're seeing.
- *(Optional: May I record the session?)*
- Do you have any questions before we get started?

Questions

- How did you learn a second language?

- What methods do you find most useful to acquire a new language?

- Have you ever used an app to learn another language?

Tasks

- Find a language to learn.
    - Find the official Mandarine Chinese / Spanish course on Memrise
    - Play 2 rounds normal mode.
        - What do you feel about your experience so far?
        - Do you have any suggestions?
    - Play using pronunciation mode.
        - Suggestions?
- View your ranking and other user's ranking on your current course?
    - Find the top user in your course for the week
    - Find the best user of all time
        - How do you feel about this feature?

- Do you have any suggestions?
- Review vocabulary
    - What words needs to be reviewed?
        - What are your thoughts about this feature?
- Find and explore options
    - Capture and object

Wrap-Up
- How do you feel about this app?
- What changes would you suggest to this app?