ANKIAPP
POWERFUL, INTELLIGENT FLASH CARDS
LAUNCH EXPERIENCE

PROS:
- Immediate Sign-up
- Clean design
- Simple interface with traditional flashcard app elements.
- Lacks excitement which might be preferred for studying

CONS:
- Only manual sign up, no additional log in extensions.
- Sign up and log in boxes are small and cramped
- Short onboarding: hidden instructions in pre-made deck
- Does not ask for interests or provide flashcard deck suggestions
NAVIGATION + SETTINGS

PROS:
- Intuitive icons in a frozen footer
- Ability to change design scheme & display options
- Concise profile with relevant info displayed
- ‘My Decks’ lists all downloaded and personal decks for easy access

CONS:
- Design scheme does not save. Must re-change for each use.
- Must re-click on menu or exit icons to minimize options. Cannot click anywhere on screen
- Dashboard is uninspired. Little call to action
DECK STUDY & CREATION PROCESS

**PROS:**
- Use of ‘good, easy, hard’ buttons to categorize proficiency
- Score recap after deck completion w/ animated graphics
- CTA button starts the deck over
- Ability to see deck history for selected days
- Shows last grade for each deck studied
- Wide range of pre-made decks
- Full range of FC editing tools (i.e. font, image, color, etc.)

**CONS:**
- ‘Tags’ are given preference over card layout (i.e. F > B)
- Cards per session must be fixed within settings and apply to all decks
- Reviews per day are counted by # of cards, instead of # of decks
- Flashcard text editor is awkward, menu scrolls down but not back up
- Compressed interface for editing, elements are touching and feels squished
Summary

Overall feeling of boredom when using this product: unexciting and bland interface.

AnkiApp offers many special elements that many competitors don’t. However, they are not featured in the most logical way.

Lots of bugs and oversights make the app feel unfinished.

AnkiApp could be improved by creating more CTA opportunities through the ‘Dashboard’ and ‘My Deck’ section. Installing a more purposeful design and fixing small mistakes would give this site the extra polish it needs.

The app gives users access to a wide range of decks over a myriad of subjects with a free subscription. The paid subscription seems to feature a jazzier interface. But the $25 price tag appears disproportionate for the service.
PIMPED
A MEDICAL FLASHCARD APP
LAUNCH EXPERIENCE

PROS:

Features two sign up extensions through Facebook and email.
Can select an interest/specialty that pertains to a specific field of study.

CONS:

Splash design is not engaging.
Sign up is small and featured at the bottom.
No walk through, only instruction is through a YouTube video with no sound and re-written directions underneath.
NAVIGATION + SETTINGS

PROS:
- Dashboard is simple and has an engaging chart.
- Features most pertinent and useful info.
- Ability to change rotation is readily available.
- Interface is friendly and features intuitive icons and options.
- Ability to choose professionally written decks of varying medical subjects.
- Interactive button animations.

CONS:
- Profile/menu navigation not available on every page.
- Oversights and mistakes found throughout app.
- No buttons to edit personal info, not intuitive to click and edit your info.

1.1: COMPETITIVE ANALYSIS | PIMPED
DECK STUDY PROCESS

PROS:
- Option to edit number of cards reviewed per round before starting
- Interactive card animations
- Numbered system for comprehensive testing
- Full card view option to read over entire deck
- ‘I’ve been pimped’ option to phase conquered cards out of review

CONS:
- No flashcard creation, professional input only
- No option for note taking or deck editing
- Does not count how many cards you have left on the progress bar
- No ability to change how card is viewed (i.e. front > back, back > front)

Deck Study Process

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Summary

Information is well researched and put together. Info feels trustworthy, that students are reviewing accurate and credible knowledge. Good use of organization of medical subjects and their sub-categories. The subjects are listed thoroughly without being overwhelming.

Great study experience with engaging animations and layout options. Full deck option is helpful to review cards all at once.

Professional yet friendly app for a difficult profession. The objective of preparing med school students for ‘pimping’ questions is clear. It is successful with access to multiple, professionally written decks and the “I’ve Been Pimped” option to phase out certain questions.

User experience could be improved with a card editing option or note taking. This option could be for personal use only as to not compromise the integrity of the cards for other users. This could help students improve their comprehension and be active in their learning.
LAUNCH EXPERIENCE

PROS:

- Engaging, colorful splash and sign in
- Multiple sign up options through Apple, Google, and email
- Interactive onboarding - asks your preference to start by finding or creating flashcards
- Instructional onboarding continues organically as you move through the app with pop ups and glowing elements

CONS:

- Manual email sign up had awkward type justification
- Deck creation instructions are messy and confusing. Criss crossing arrows, overlapping elements, etc.
NAVIGATION + SETTINGS

PROS:
- Access to multiple decks from peers and industry professionals
- Can link and share with Facebook friends. With access to global leaderboards for a competitive learning experience
- Interactive dashboard with scrolling headers, listing personal stats
- All classes listed under header for easy access
- ‘Smart Study’ option to combine all classes for a mega flashcard review
- Offers objectives and detailed descriptions for each deck to understand the contents

CONS:
- Promo message notifications do not delete after viewing, must be deleted manually
- Too many menu options that are not relevant to the user
- Profile could be more prominent and accessible
- Class section can become too long as every category and sub-category is listed on your dashboard
- ‘Smart Study’ combines all classes, unrelated or related. The option to choose which classes would be beneficial
DECK STUDY & CREATION PROCESS

**PROS:**
- Ability to set # of cards per session is featured at the beginning of every round.
- Progress bar with #/total.
- Can 'star' special questions during study session.
- Automatically repeats trouble cards.
- Score review after each session with before and after stats to view improvement.
- Interactive Help for card creation.
- Easy access to back and front toggle when editing.

**CONS:**
- After onboarding review, card editor is difficult to find. No direct option, must go through the search option.
- Awkward placement of buttons in deck editor. General flow is compromised.
- Editor is not interactive enough, must press small buttons to edit.
- No option to edit text design (i.e. weight, font, color, etc.).
SUMMARY

Brainscape has engaging design that’s both intellectual and friendly. However, the interface and its options could be condensed for a more streamlined and straightforward experience.

There is an adequate onboarding experience but should be more thorough to decipher users specific interests. There are many decks both professional and peer made, suggestions would be helpful.

Card editing could be improved by adjusting the placement of editing tools. This could enhance the flow of card creation, saving the user time.

The flashcard study experience has great elements that should remain (i.e. star, numbered progress bar). However, the lack of layout options makes the experience feel restricted.

The additional menu options feels elementary and tacked on. Certain options should be prominently featured within the main study space for easy access.

There are too many subscription based perks that should be offered in the free version.