



Seagull

Brainstorming: Let's Learn a Language!

translate
word to
unlock phone
or ipad

Intelligent (adapting)
vocabulary help in
e-book reader

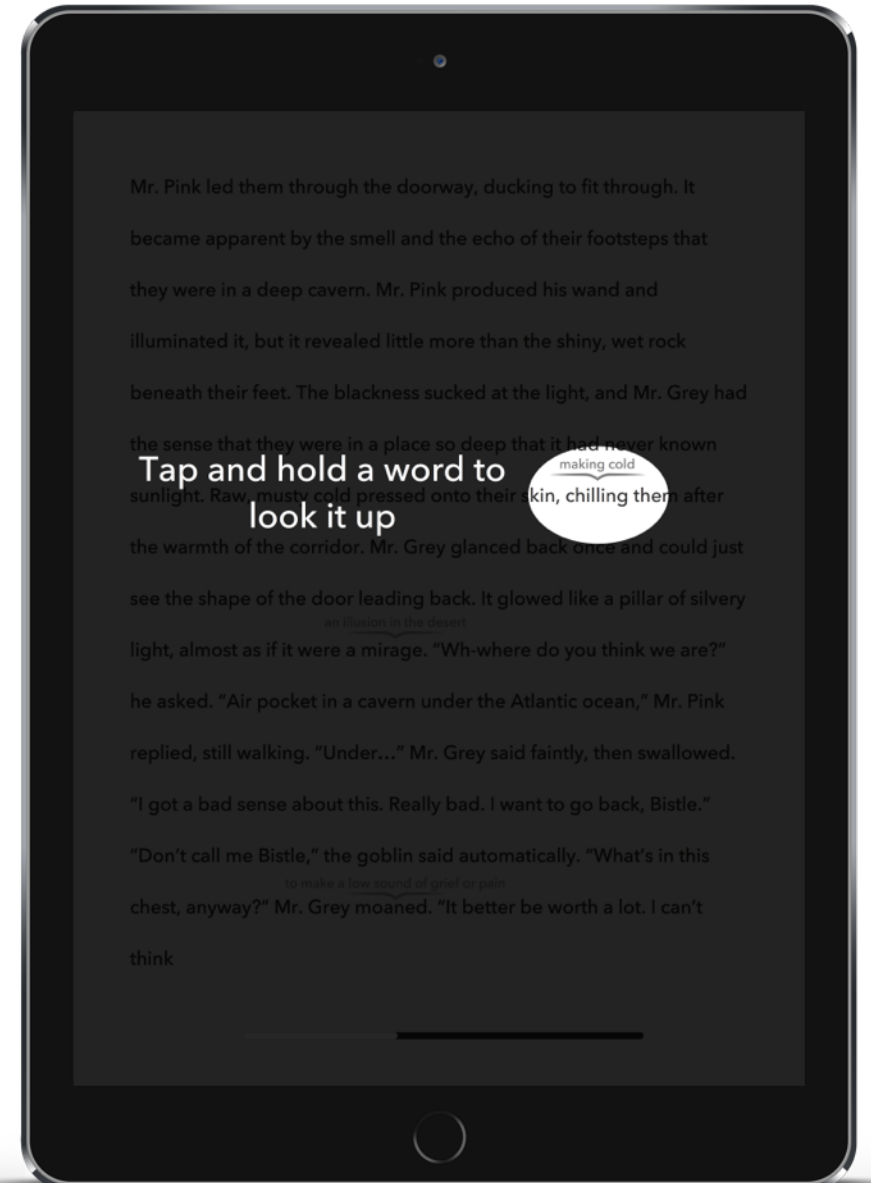
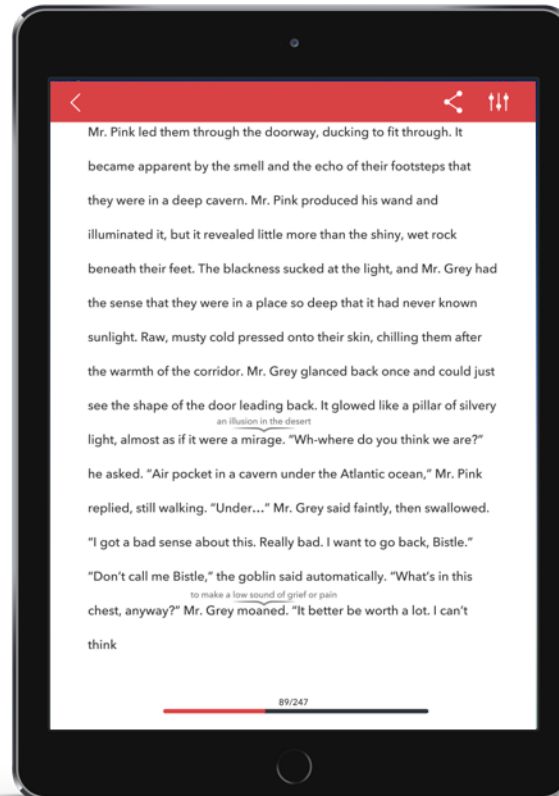
Gamification?
ASL?
Programming Languages?

The Idea Behind Seagull: Learning By Reading

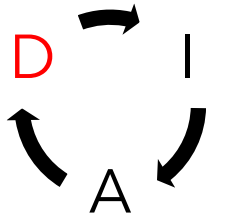
Who?

What?

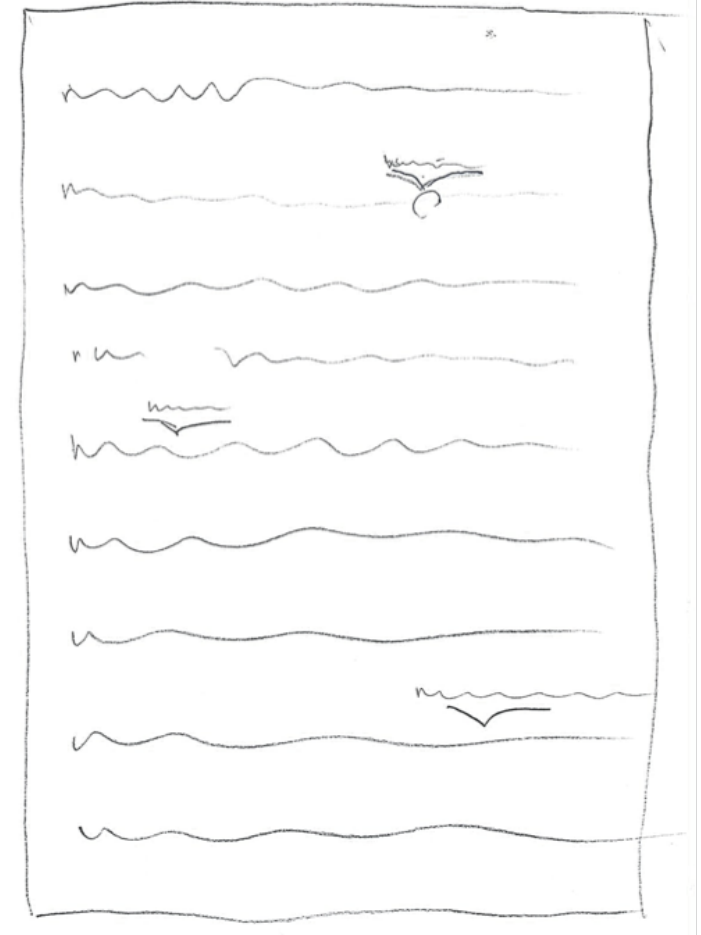
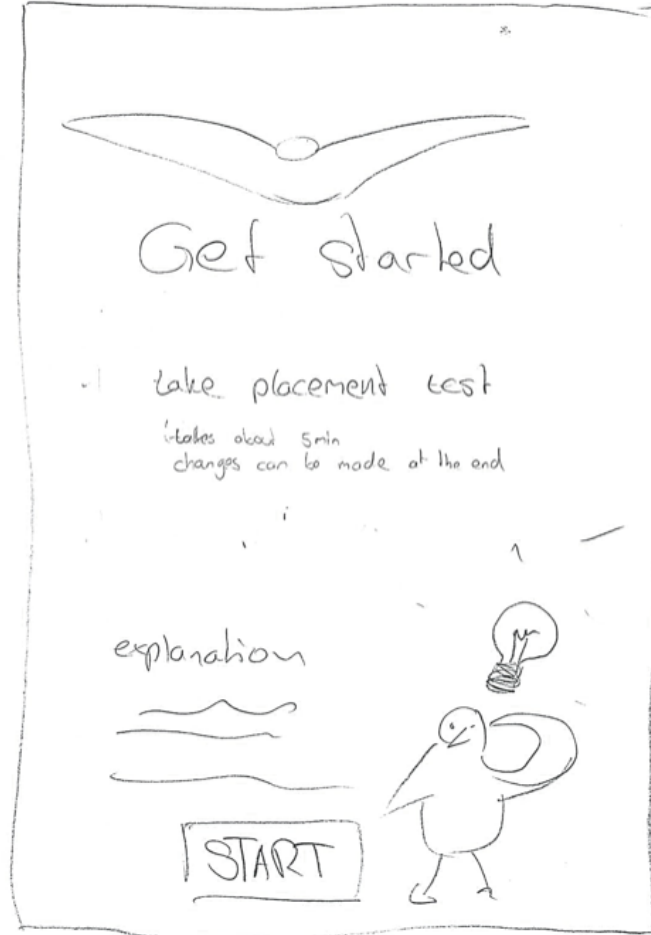
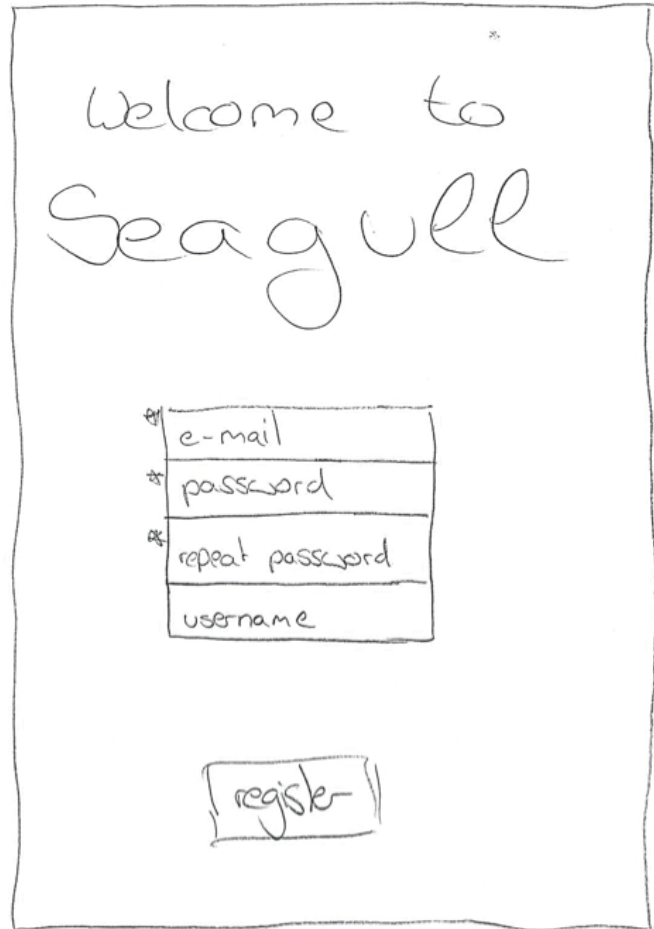
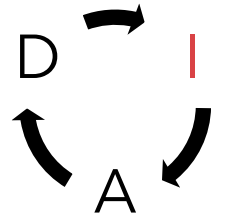
Where?



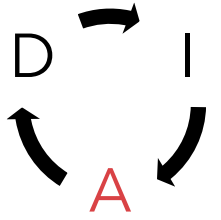
Project Iteration I: Designing the Paper Prototype



Project Iteration I: Designing the Paper Prototype



Project Iteration I: User Interviews



Welcome to
Seagull

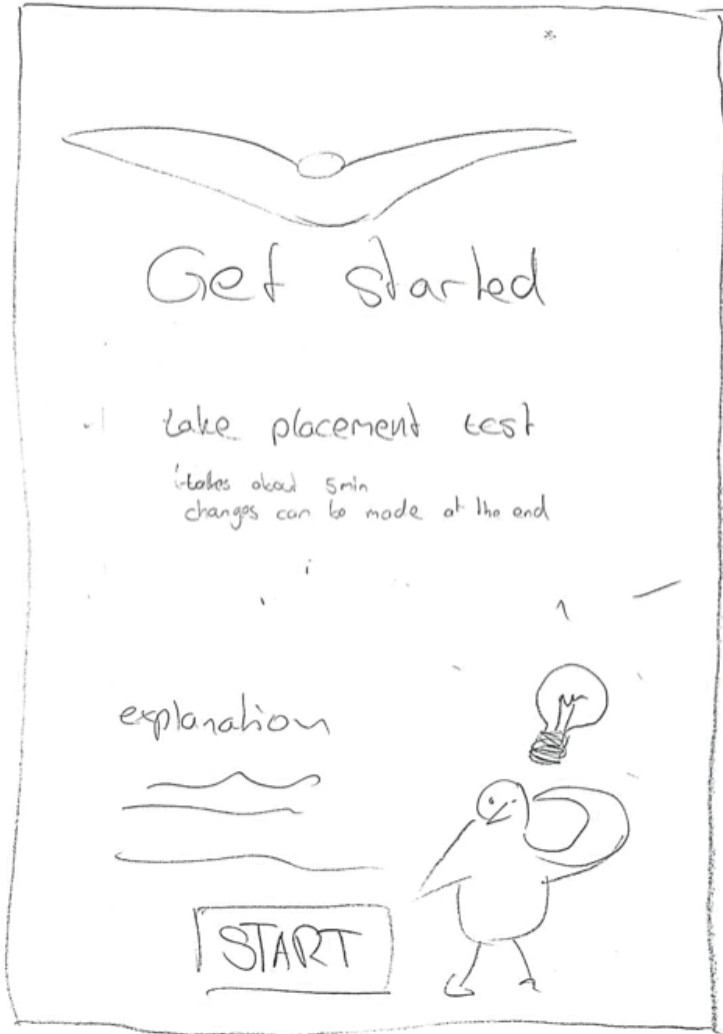
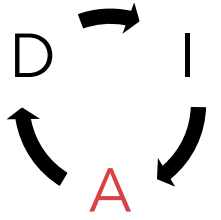
| |
|-----------------|
| e-mail |
| password |
| repeat password |
| username |

register

„Why do I need a user name?“

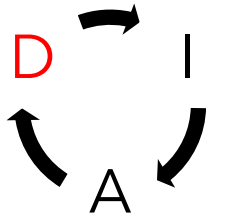
„I like it when I only have to give apps my e-mail address.“

Project Iteration I: User Interviews

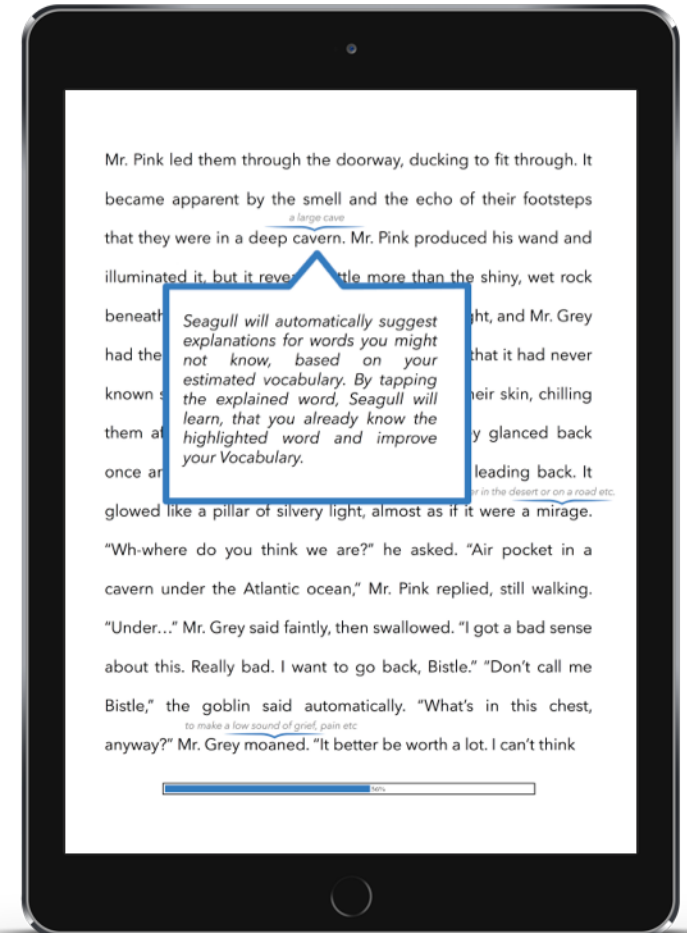
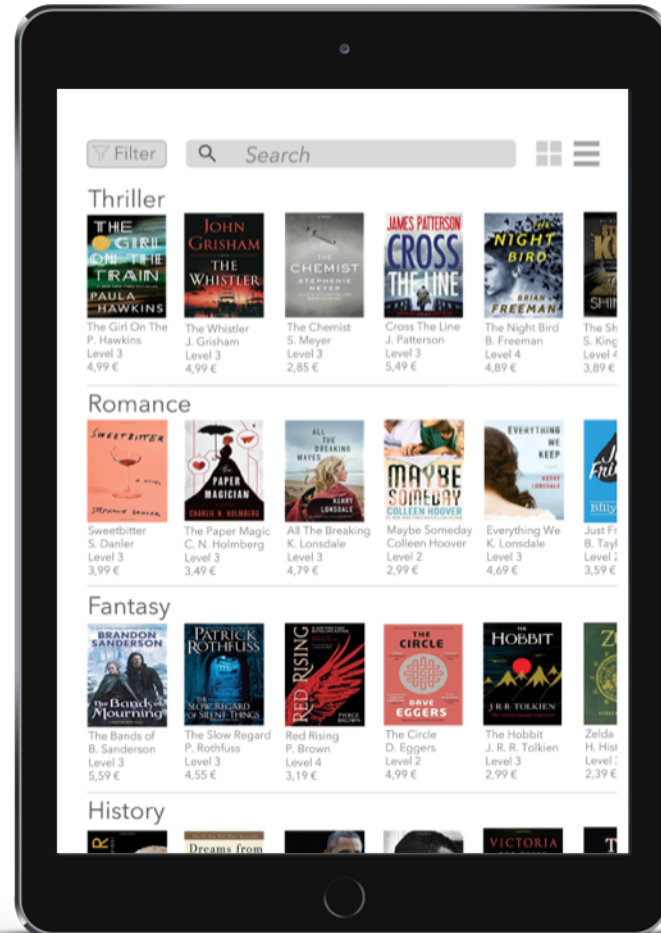
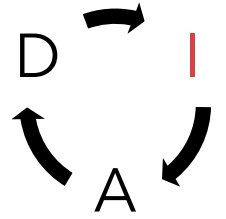


„I wouldn't read the explanation upfront anyway!”

Project Iteration II: Redesign and Medium-Fidelity Prototype



Project Iteration II: Redesign and Medium-Fidelity Prototype



Project Iteration II: Design Decisions

