TANDEM

Final Project Presentation

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Project idea

- Mobile App
- combining fun and language learning
- learning with a partner and native speaker
- focus on vocabulary
  - Visual (drawing) and textual (describing) learning
- learning through reward

  → achieve more points (karma)

Persona: Jojo

Background
- 17, female
- high school

Motivations
- get good results
- table tennis
- mobile games

Frustrations
- learn vocabularies
- foreign languages

- Jojo goes to high school, Math and Physics are her strong subjects. She enjoys playing mobile games like Quizduell and competing with friends.
- What she doesn‘t like is stubborn learning by heart and German (because it‘s too complicated).
- She spends some time on instant messengers like Whatsapp and Snapchat, and wants to keep in touch with all her friends.

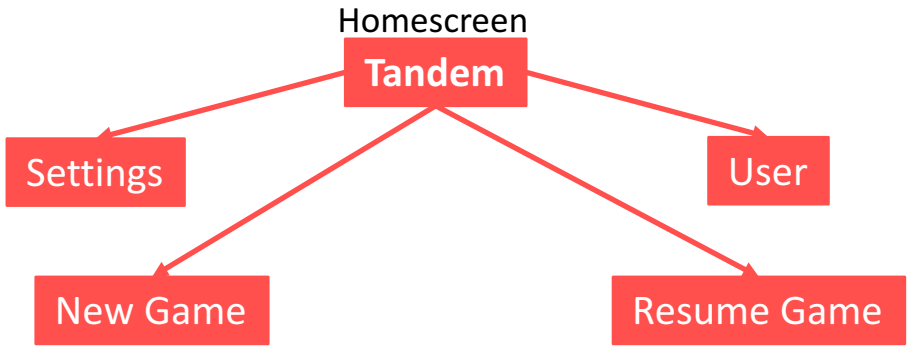
Vision

Improving language skills:

- fun
- motivation
- easy everywhere and any time
- contact/interaction with native speakers
- „join a community“

Game Iteration

Player 1



Game Iteration

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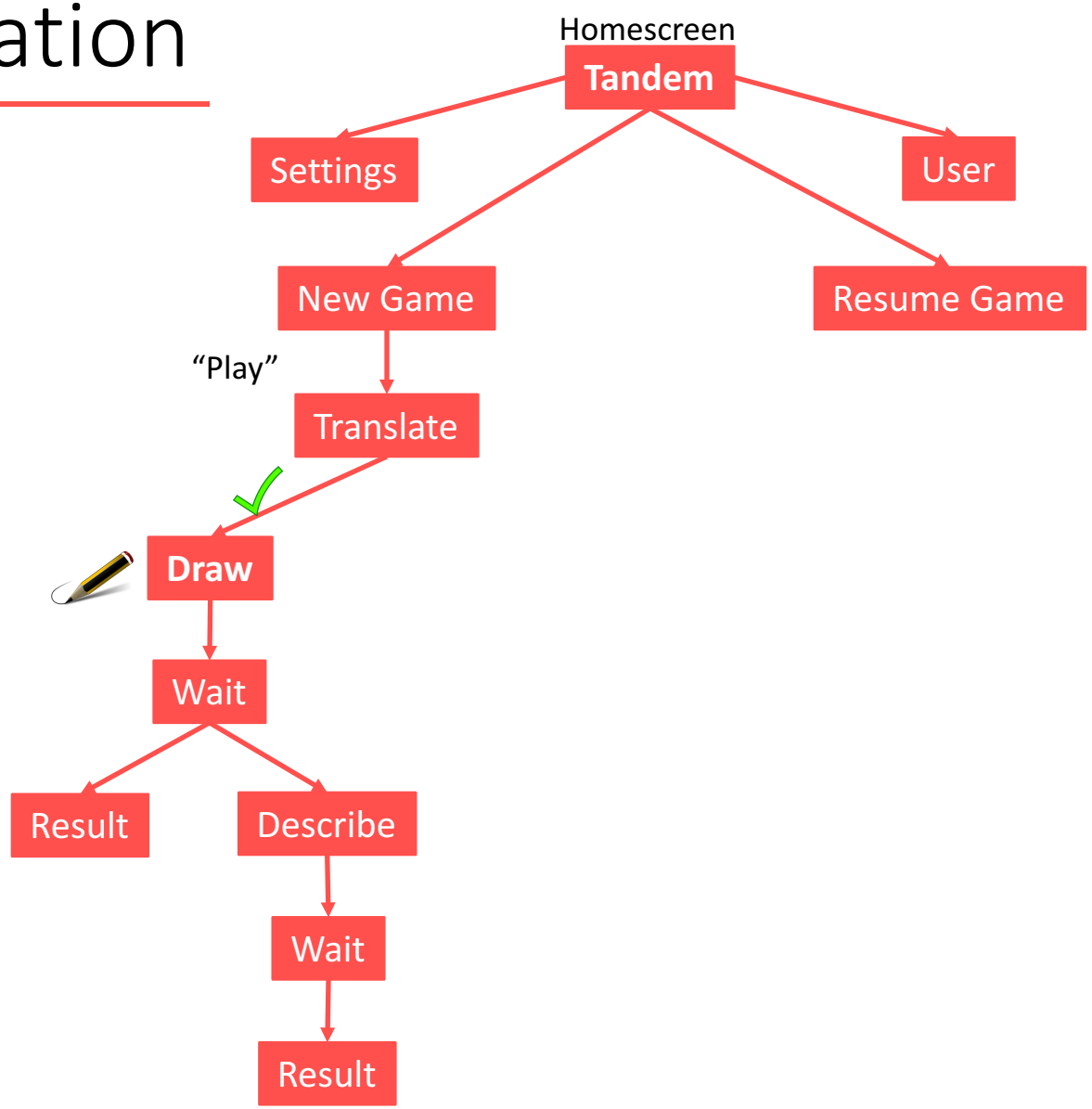

Game Iteration

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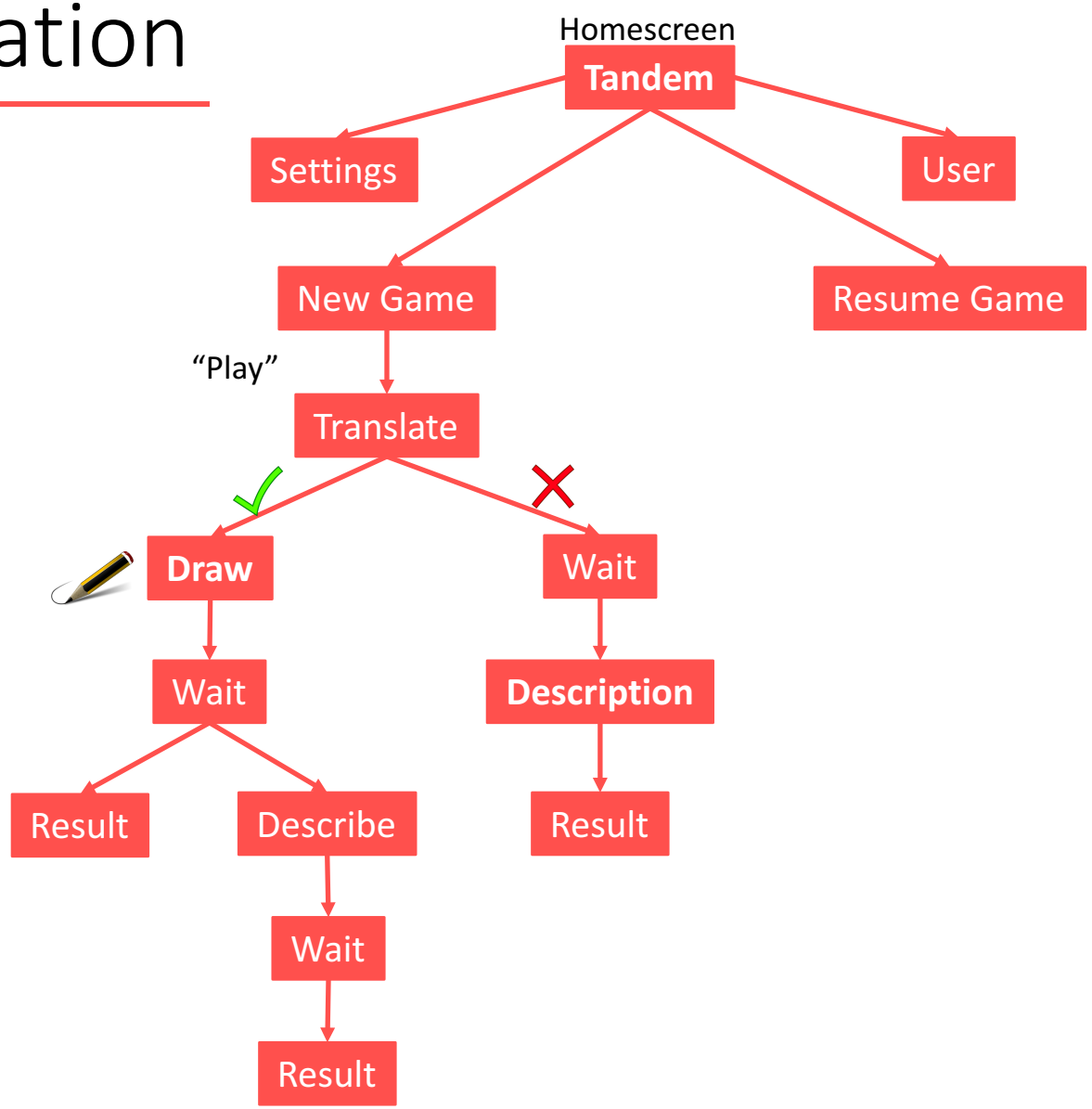
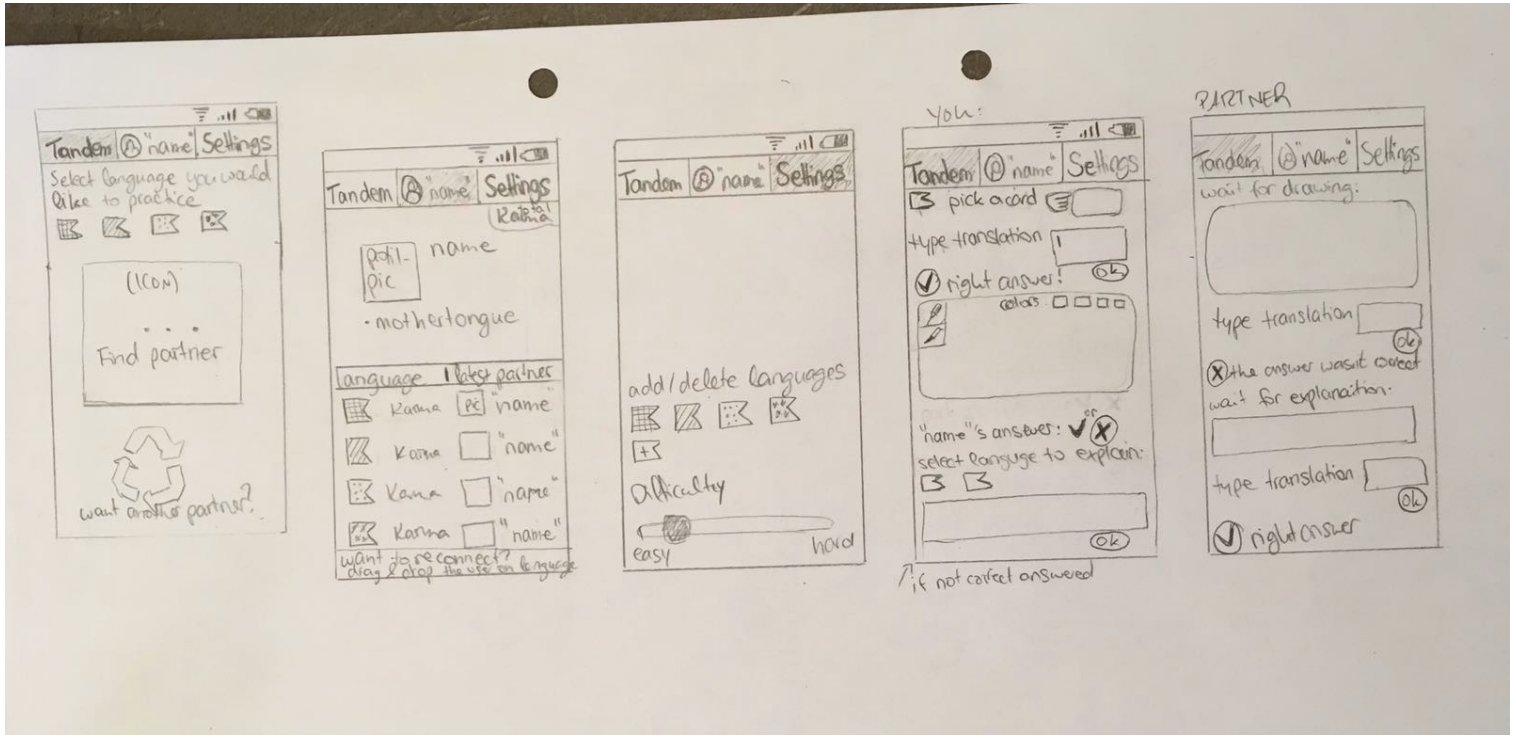
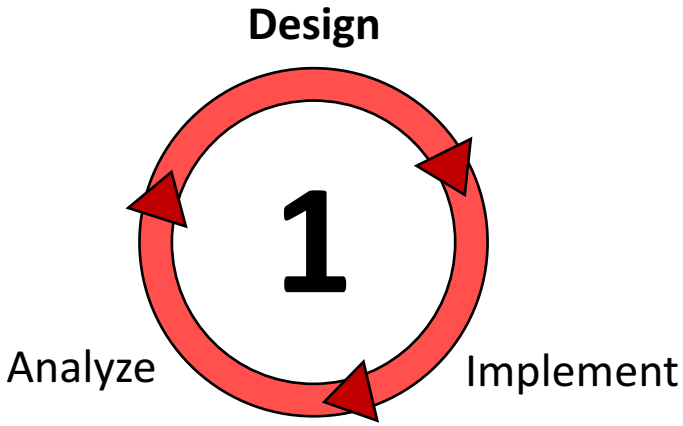
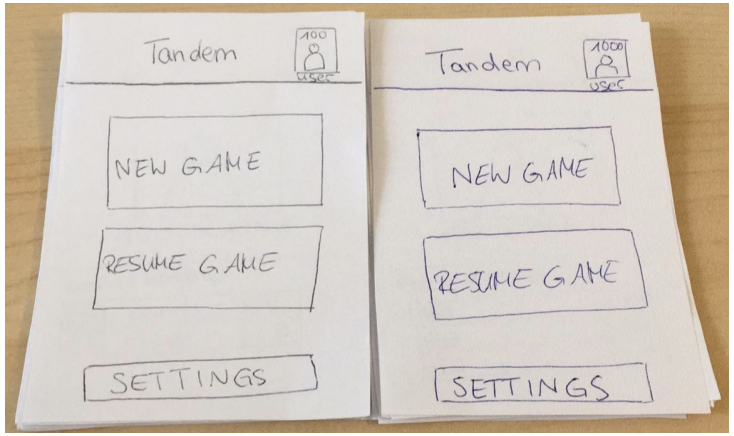


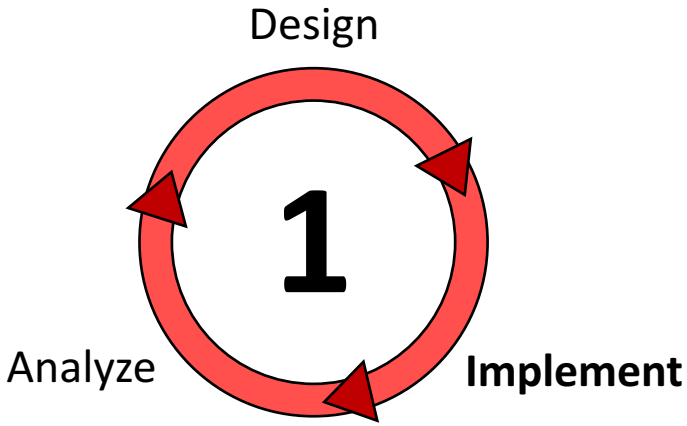
Project Iteration – First Design





Project Iteration – Low Fidelity Prototype





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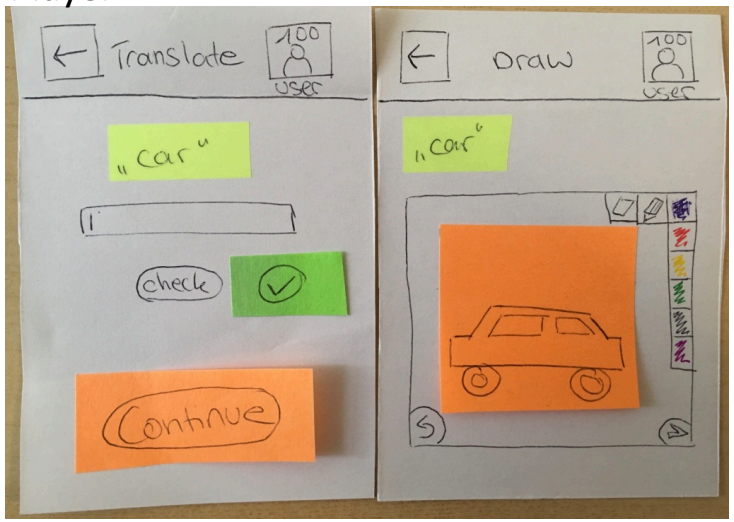
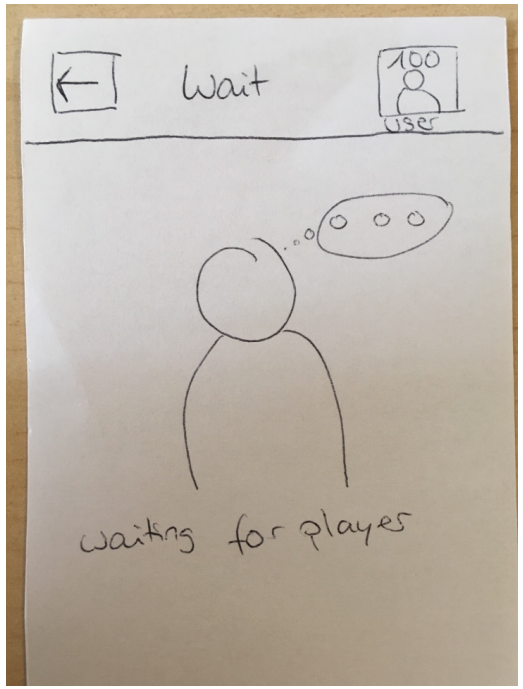


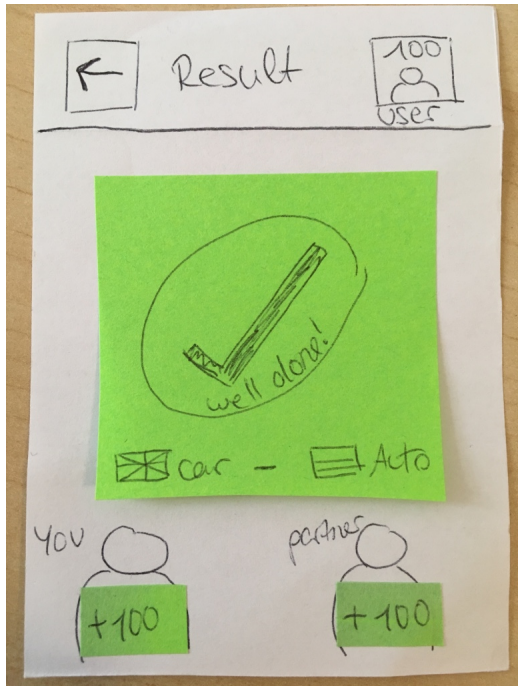
Player 2

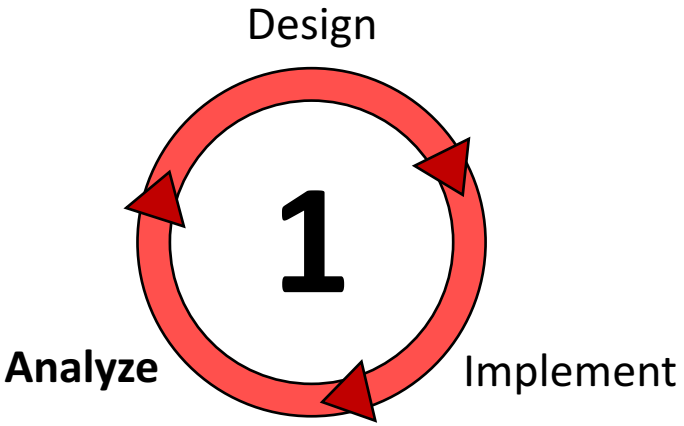
Project Iteration – Low Fidelity Prototype

Analyzing and testing the prototype

- Missing buttons for better flow of play
  - Wait screen
  - Result screen



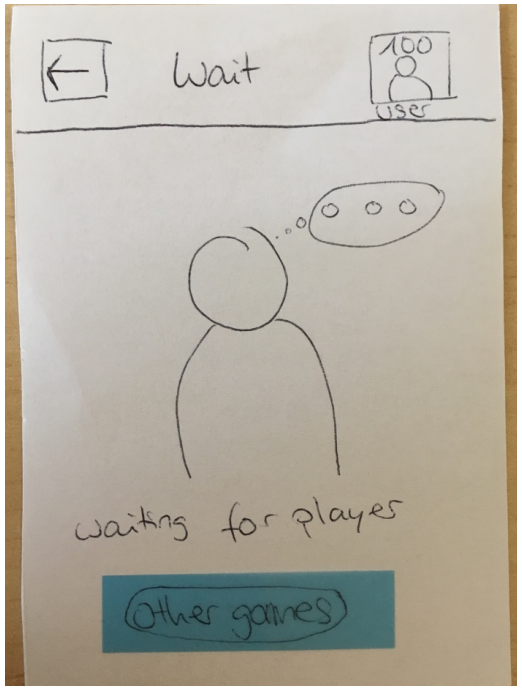


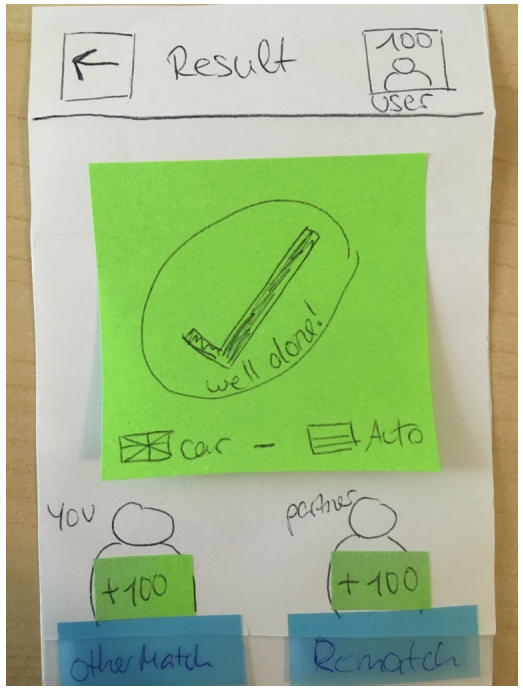


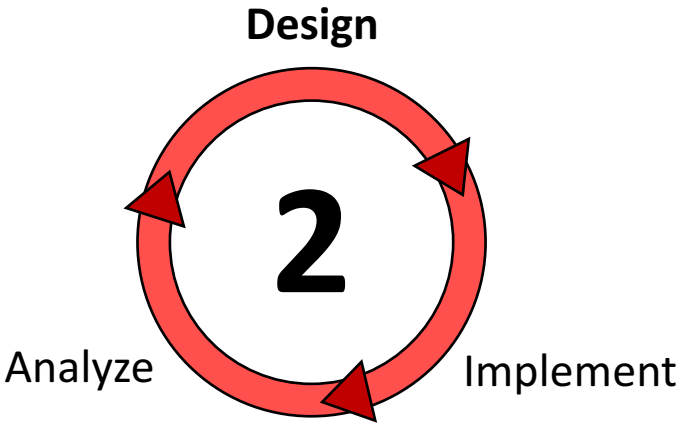
Project Iteration – Low Fidelity Prototype

Editing and redesigning the prototype

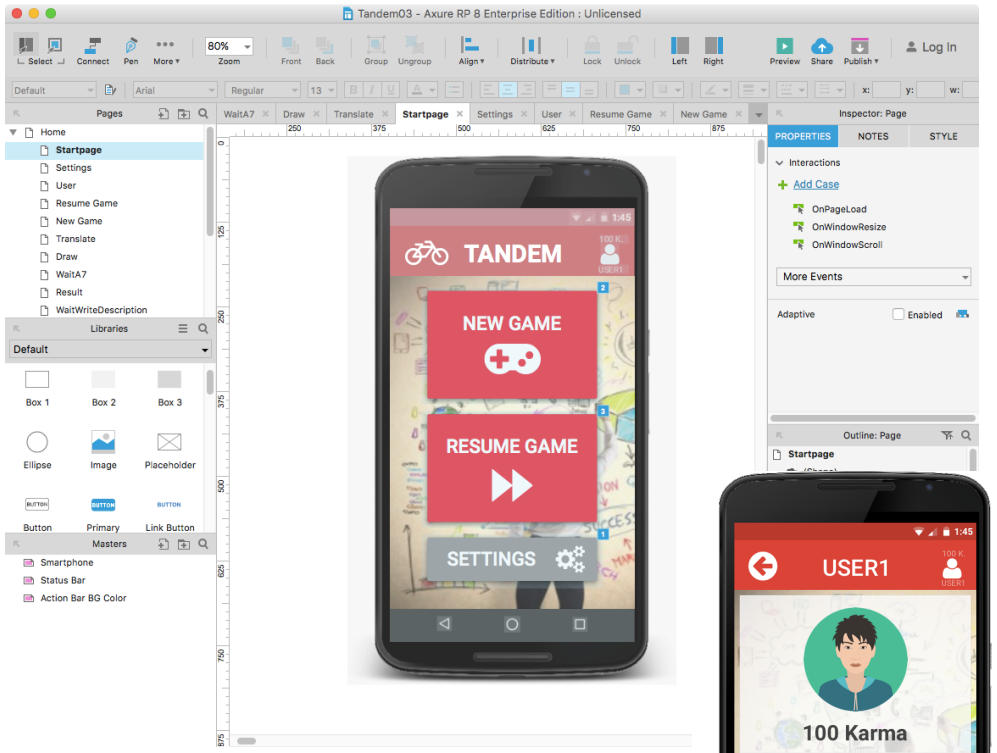
- Adding buttons
  - Wait screen: “Other Games”
  - Result screen: “Rematch” and “Other Match”

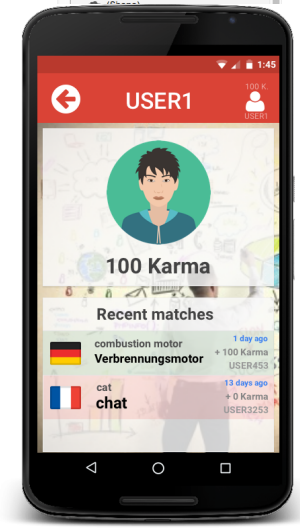


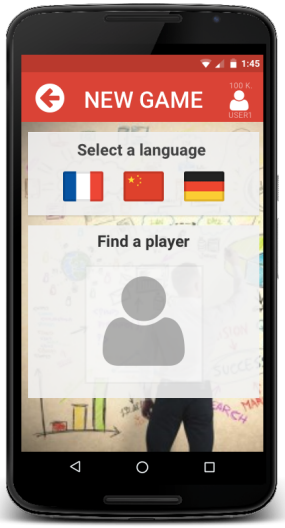


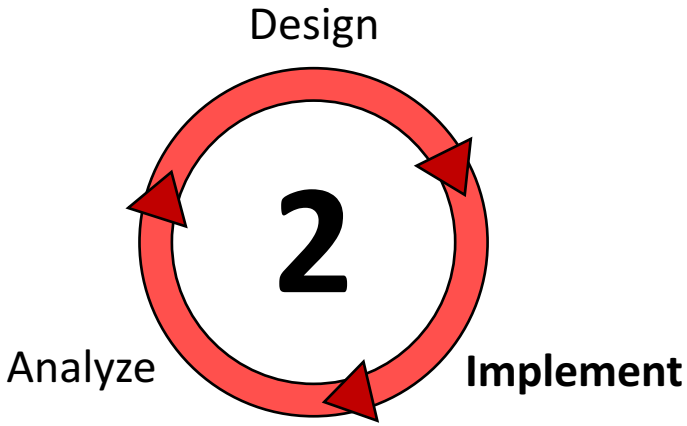


Project Iteration – Medium Fidelity Prototype





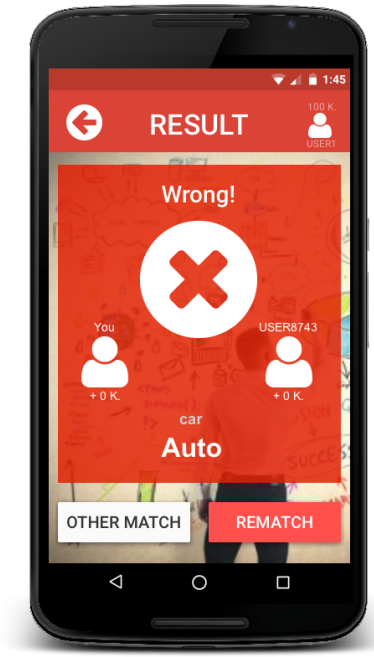


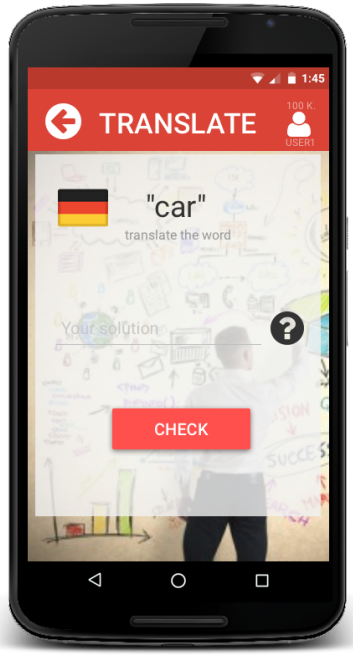


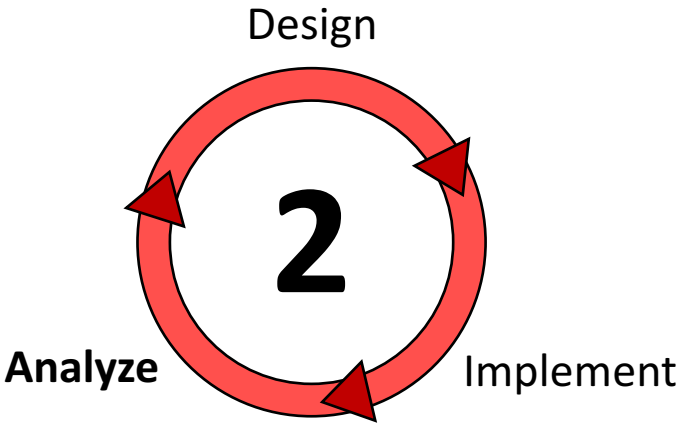
Project Iteration – Medium Fidelity Prototype

Analyzing and testing the prototype

- Minor improvements
  - Choice of words
  - Text color for better reading







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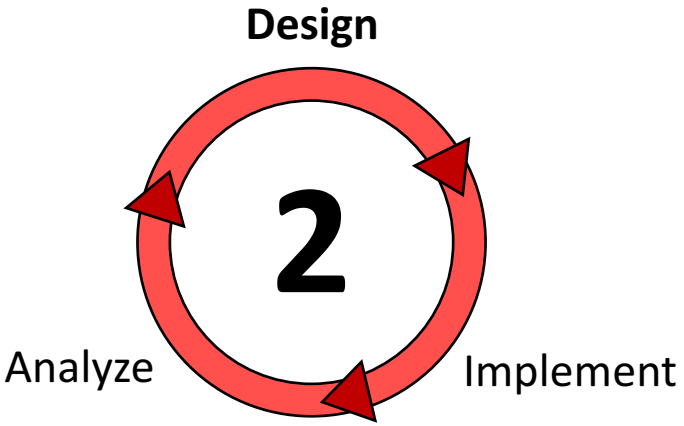

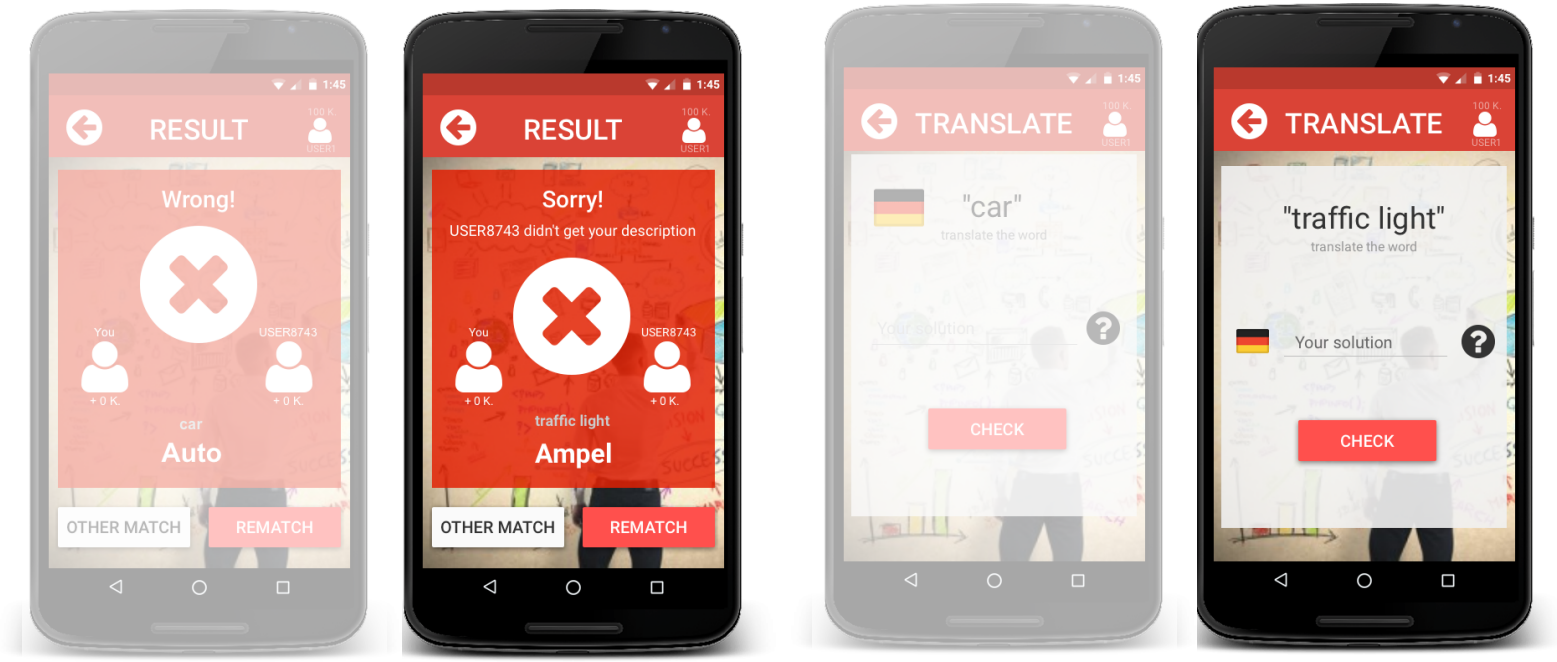

User Experience

- users had fun
- motivating game
- easy to use
- challenging
  → variation in learning
- creative