

# LaMem

Product Design / UX Design / UI Design / User Research / Usability Testing

**Company:** CareerFoundry

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## Project Summary

I designed an end-to-end iOS language learning app to make learning new languages seamless for travelers.

## My Role

Sole product and UX/UI designer

## Timeline & Team

5 weeks from research to prototype as a solo remote project

## Responsibilities

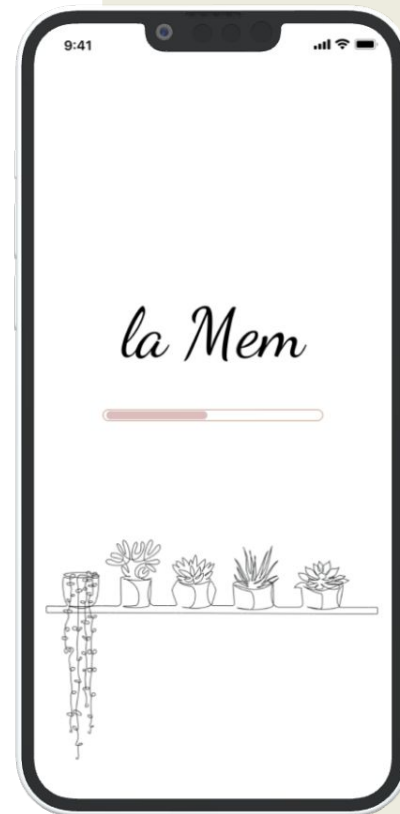
- User Research
- Product Strategy
- UX Design
- Prototyping
- Usability Testing
- High Fidelity Mockups

## Tools

Figma, Excel, Zoom, Procreate, Paper & Pencil

## Results

I delivered a user tested MVP of an original product with high fidelity mockups and a style guide that is ready for handoff for development.



# Quick Links



- [Interactive Prototype](#)
- [Sample Screens](#)

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## II Reflections

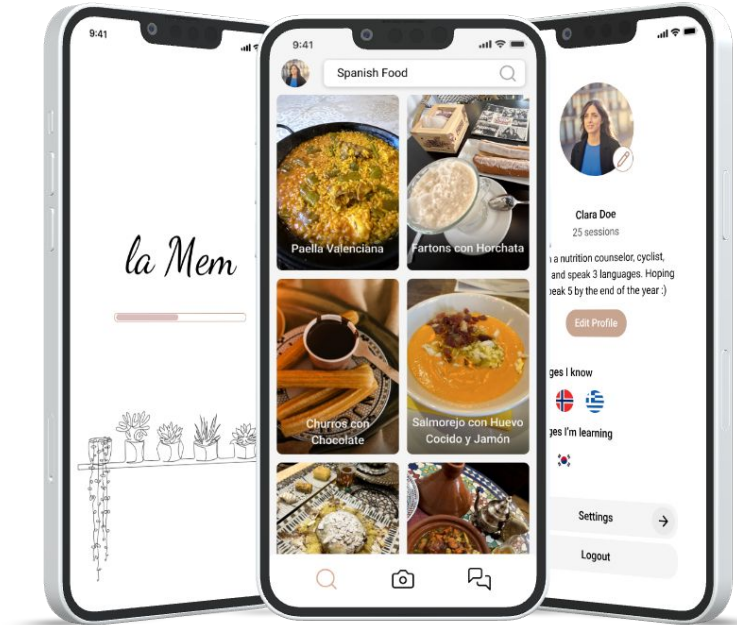
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# Overview & Timeline

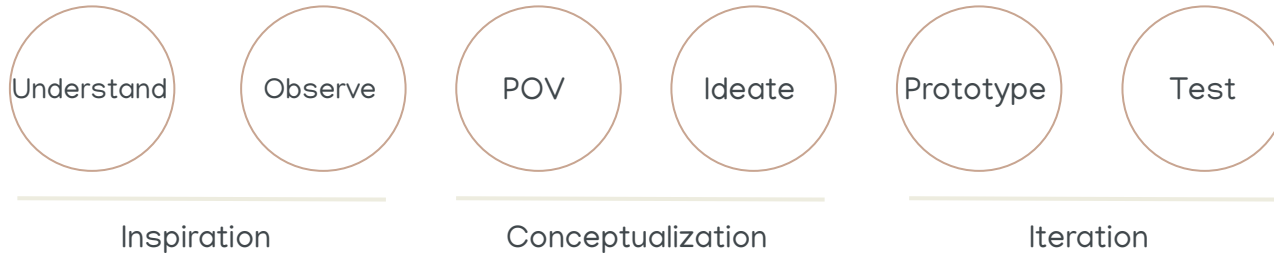
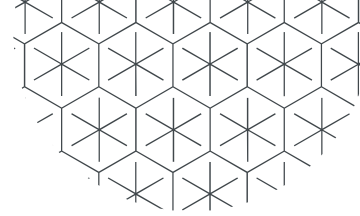


## Project Overview

I identified an opportunity to **enrich the language learning process** for travelers by creating a platform that serves as a second brain, facilitating the organization, review, and practice of new languages.



# Design Process



Adapted from Paris-Est d.school at Ecole des Ponts



# Timeline

## Week 1: User Research

I designed and conducted **competitive analysis** and **remote user interviews**.



## Week 2: Product Strategy

I created a **user persona**, user stories, mapped out pain points, and **conceptualized key features** of the product.



## Week 3: UX Design

I designed user flows for the key features of making a card, reviewing cards, and having a conversation.



## Week 4: Prototype, Test, & Iterate

I sketched early wireframes and created a 36-screen **interactive prototype** in Figma.

I conducted **remote moderated usability testing** rounds and made revised **low-fidelity** and **mid-fidelity wireframes**.



## Week 5: UI Design

I designed modern **high fidelity mockups** and created a **style guide**.

# Competitive Analysis





## Key Research Insights



Offerings only focus on lessons or messaging.



No options for video matching. Offering places the burden of finding a messaging partner on the user.



Offerings are lacking in UI, buggy, and subscription heavy.

## LaMem Opportunities



Offering focuses on video sessions and visual learning.



Matching model to take the pressure of finding a partner off the user.



Community building first model.

# User Interviews



### Scope:

I planned and conducted 3 remote interviews to understand travelers' language learning habits, needs, and problems.

### Format:

10–15 minute remote interviews with each user.

## Key Interview Insights



Has experience learning languages for or while traveling.



Need an organized way to keep track of new vocabulary words learned during their travels.



Feel they lack a way to converse with natives on current apps.

Full user interviews and analysis are linked [here](#).

# User Persona



## Meet Clara Clemons



Age: 25

Country: Switzerland

Gender: Female

Relationship status: Single

Occupation: Nutrition Counselor

Education: Bachelor's degree in Psychology

### Notable Quote

“Language is the window into a new culture and perspective for me. It’s the medium that holds the connection to foreign people and places. I want to retain all the new words I learn from my lifelong travel journey so I do not forget.”

## Behaviors

- Loves traveling to new places and immersing in the culture.
- Enjoys learning new languages of different places.
- Loves connecting with people and understanding them at a deeper level.

## Needs

- Feels language is an important medium for connecting to people and places.
- An interface that supports her learning new languages through her interactions with the people and places she visits.
- A seamless system to organize the new words she learns for retention.
- A way to practice with native speakers when there are not any around her.

## Goals

- Collecting, organizing, and retaining the new words she learns from traveling.
- Continue practicing the language even after leaving the place.

## User Stories

- 01** As a traveler, I want to be able to easily review the new words I come across, so that I can retain the words I learn in a meaningful and personalized way.
- 02** As someone up to date with the latest technology trends, I want an app that leverages the latest advancements to make organizing vocabulary easy.
- 03** As someone that seeks connection, I want to be able to practice new languages with people.

## Problem Statement

Clara needs a way to **organize, review, and practice** the new words she comes across from her travels. She wants to retain this knowledge to connect with people and continue building on her knowledge from where she left off.

I will know this has been achieved when I see that she can organize the words she comes across without feeling frustrated, review the words when she needs a refresher, and practice holding conversations.

## The Hypothesis

My focus is creating a modern AI-powered vocabulary app geared towards supporting a traveler's language learning and retention with the following features:

1. Making flashcards with **real memories**
2. Automatically organizing cards with **AI sorting**
3. A **unique community model** for practicing conversations

This will offer Clara a second brain that seamlessly organizes and retrieves the new words she encounters, while also providing access to a community of fluent speakers.

As a result, her learning experience becomes smoother, more personalized, and her retention rate is boosted.



# Information Architecture



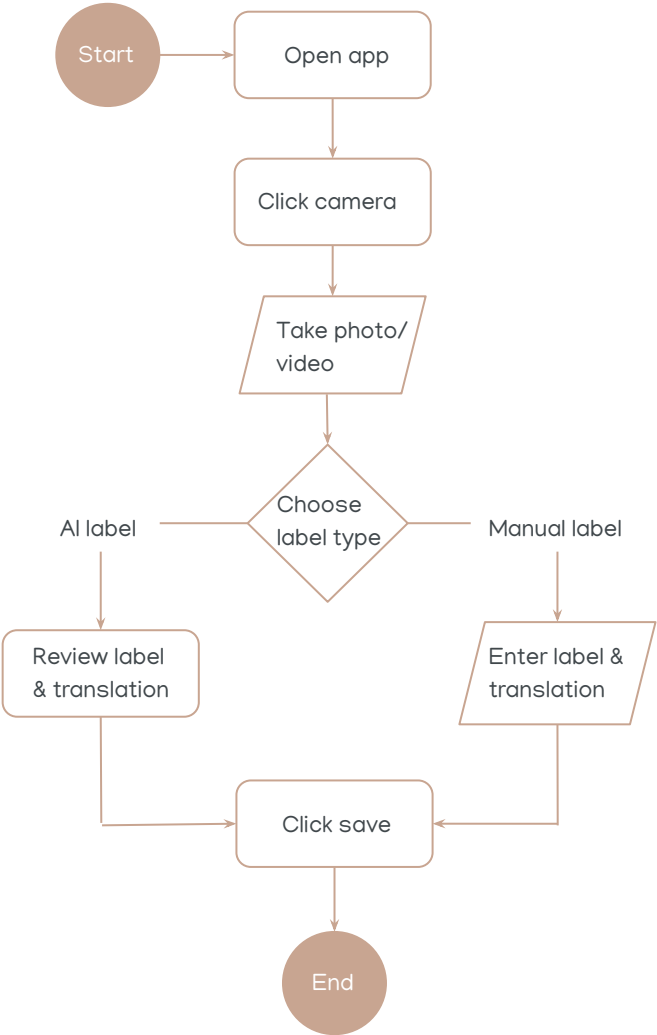
# User Flow I: Make a Memory Card

## Entry Point

Click camera icon

## Success Criteria

New card created



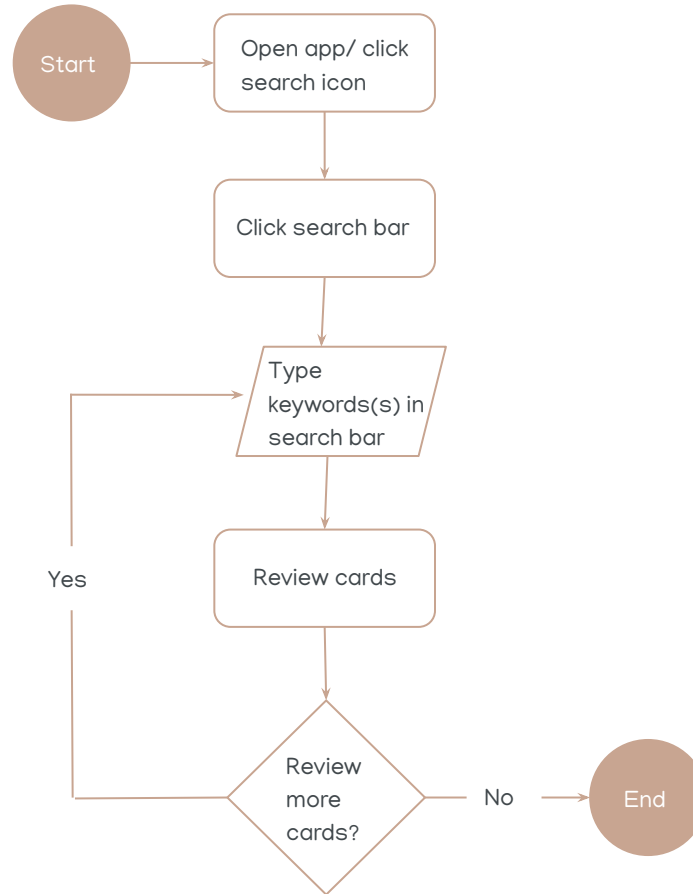
## User Flow 2: Review Memory Cards

### Entry Point

Click search bar

### Success Criteria

Reviewed desired cards



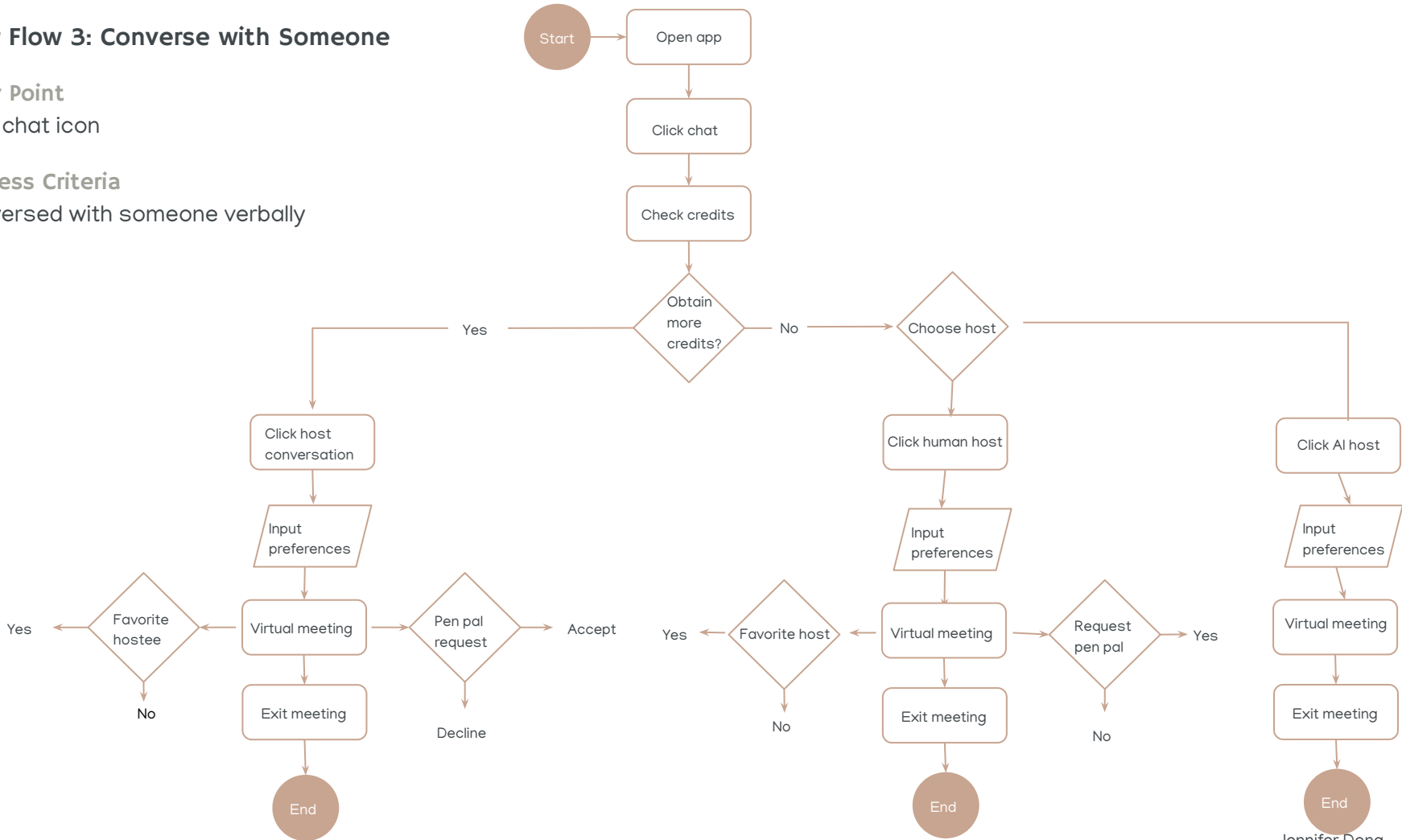
# User Flow 3: Converse with Someone

## Entry Point

Click chat icon

## Success Criteria

Conversed with someone verbally



# Early Prototype



# Sign Up & Onboard



## Log in / Sign up

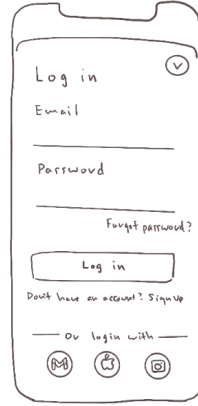
Splash screen



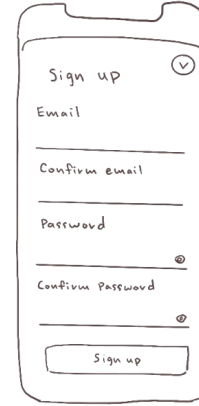
Login / Sign up



Login



Sign up



Sign up



Can scroll down for more sign up options

## Onboarding

Onboarding



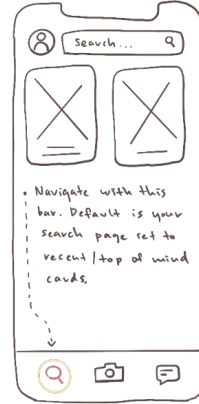
Onboarding



Onboarding



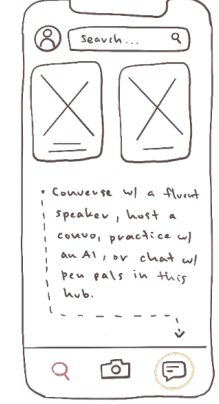
Onboarding



Onboarding



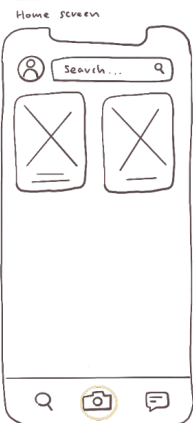
Onboarding



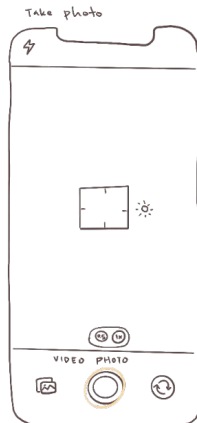
## Create New Card



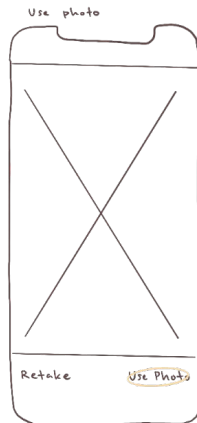
### Create new card



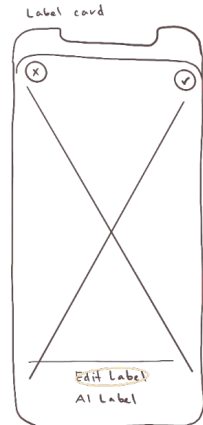
Home screen  
Select the camera icon to add image



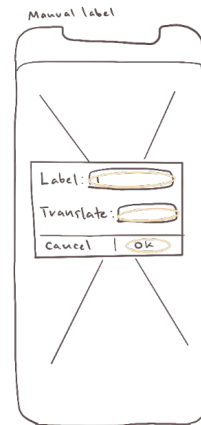
Take photo  
Take a photo



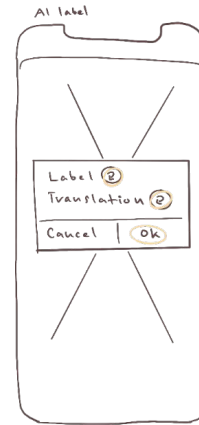
Use photo  
Decide to use the photo



Label card  
Choose between manual or AI label



Manual label  
Type label ; translation

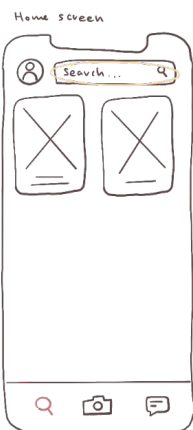


AI label  
Approve AI label ; translation or regenerate by tapping the @ button

## Review Cards



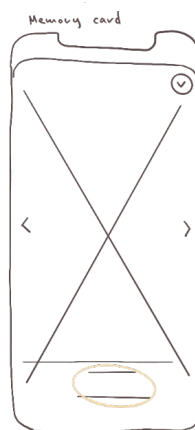
### Review cards



Home screen  
Upon open, displays recently added cards



Card sort  
Type in the search bar to sort through all cards

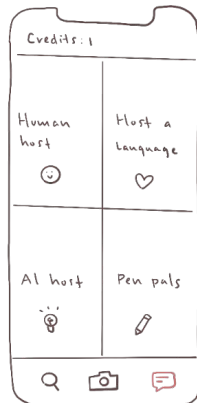


Memory card  
Tap the text for translation, swipe to next card

# Hold a Conversation

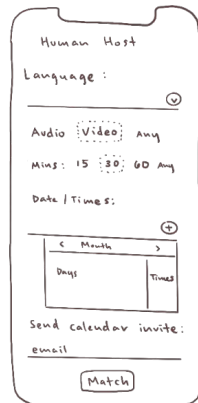
## Conversation

Main convo screen



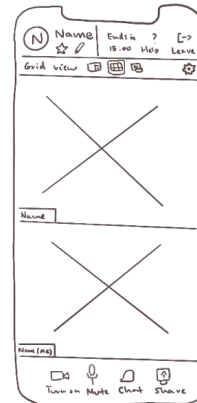
Choose type of convo, starts w/ 1 credit

Human host - preferences



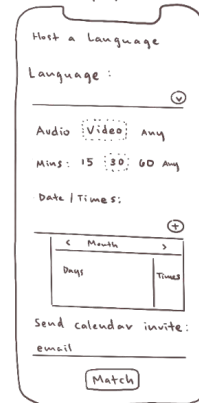
Fill out preferences to match w/ a human host

Virtual room - hostee



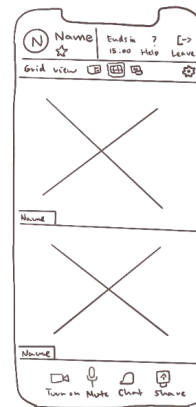
Option to favorite host and/or request as a pen pal

Host a language preferences



Fill out preferences to match w/ a hostee

Virtual room - host



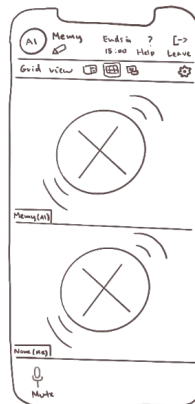
Option to favorite hostee

AI host - preferences



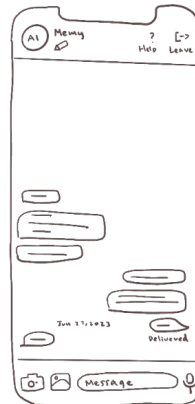
Fill out preferences to speak w/ an AI host

Virtual room - AI chat



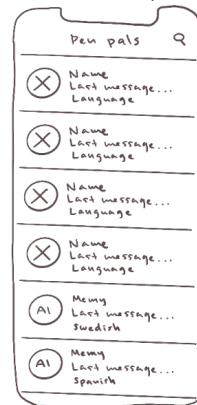
Can speak for an unlimited time or set a timer, can add as a pen pal.

Virtual room - AI chat

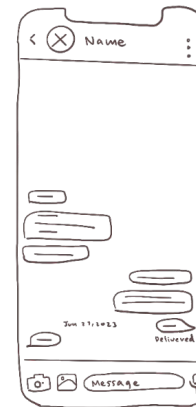


Chat w/ text + images w/ conversational replies. Can save chat by adding as pen pal.

Pen pals - messages

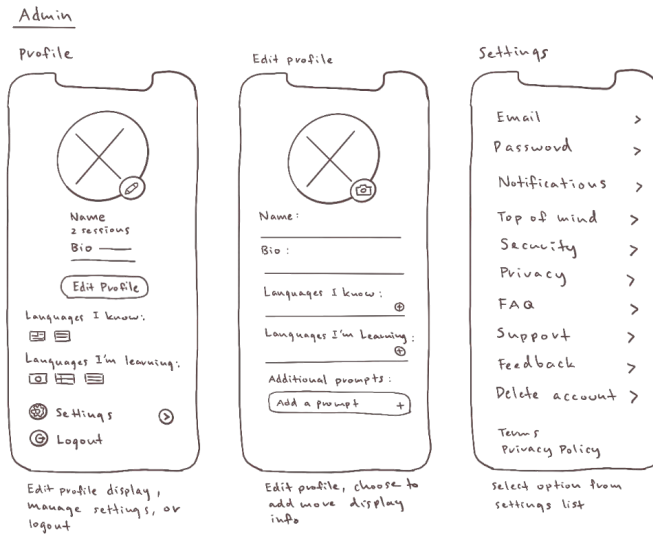


Pen pal chat





# Profile & Settings



Full interactive prototype linked [here](#).

# Usability Testing & Revisions

I decided to conduct usability testing early on in order to catch any major usability issues and revise them before going ahead with higher fidelity wireframes.



# Usability Test Plan

## Scope:

The objective is to test several features of the language learning app “LaMem,” designed to be a second brain for language learning.

## Sessions:

10–15 minute sessions with each user.

## Equipment:

Each user is provided with a Figma prototype to interact with over an online moderated video call.

## Direct Tasks:

1. Sign up and onboard as a new user.
2. Create a new memory card.
3. Review memory cards.
4. Practice with a conversation.

## Metrics: Jakob Nielsen's Error Severity Rating Scale

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

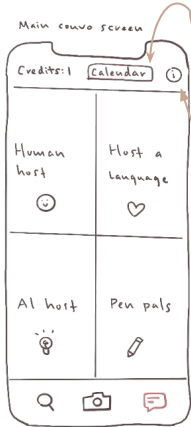
3 = Major usability problem: important to fix, so should be given high priority

4 = Usability catastrophe: imperative to fix this before product can be released

# Metrics Report

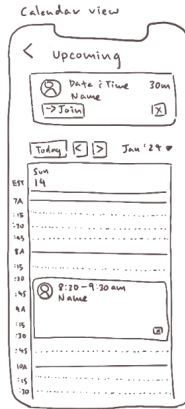
Task	Notes	Severity	Recommendation
1	A. Wondered about the top of mind cards.	A. 2	A. Add a user guide in the settings page that covers all the main features for reference.
4	<p>A. Asked what are the credits for on the main page.</p> <p>B. Clicked host a language, asked “is this where someone would come to my meeting,” was not clear what host a language is for.</p> <p>C. Asked if there is a place to view upcoming meetings.</p> <p>D. Pointed out there were no back buttons for the preferences pages and pen pal messages page.</p> <p>E. Asked how adding the AI chat as a pen pal works: “are there multiple AI pen pals for different languages; what if I want to save the chat but it is already a pen pal, can I still save the chat”.</p>	<p>A. 3</p> <p>B. 3</p> <p>C. 3</p> <p>D. 4</p> <p>E. 2</p>	<p>A. Have an info button that will pop out in the conversation hub page to easily access simple explanation for how the credits and conversation model works.</p> <p>B. Info button with basic explanation, link to user guide, or mini onboard to the conversation hub when user first clicks on the conversation hub page.</p> <p>C. Have a calendar button in the conversation hub page that goes to a calendar view with all the scheduled conversations.</p> <p>D. Add back buttons to the preferences and pen pal pages.</p> <p>E. Can save AI chat as pen pals in multiple languages. Add a save button to save new conversations to the existing chat if the AI is already a pen pal for that language.</p>
Task-unrelated suggestions	A. Noticed many back buttons were missing.	A. 4	A. Add back buttons to edit profile and settings pages.

# Prototype Revisions



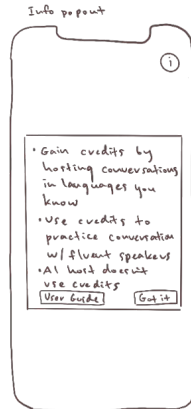
Choose type of convo:  
Starts w/ 1 credit

1. Added a calendar view for scheduled conversations.
2. Added information button for easy access to additional explanations.



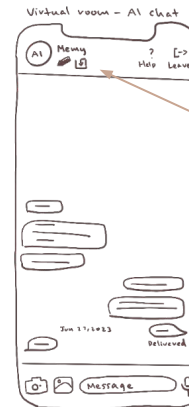
View upcoming ;  
scheduled meetings

Calendar view to see upcoming session and all scheduled conversation meetings.



Explains credits ;  
conversation model

Additional information pop out explaining how the credits and conversation model works.



Chat w/ text ; images  
w/ conversational vaptics.  
Can save chat by adding  
as pen pal.

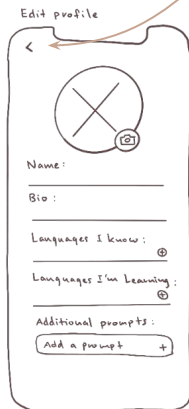
Added a save button for language specific AI that is already added as a pen pal. This allows saving the new conversation to the existing chat.



select option from settings list

1. Added a user guide for reference after onboarding and more details for how app features work.
2. Added a back button.

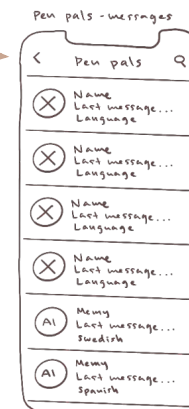
Added back buttons for the screens where it was missing.



Edit profile, choose to add more display info



Fill out preferences to match w/ a human host



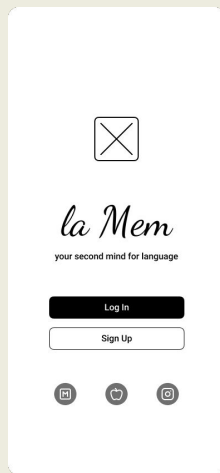
# Wireframes



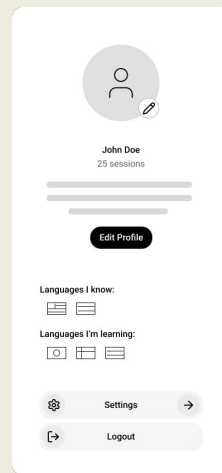
# Low-Fidelity



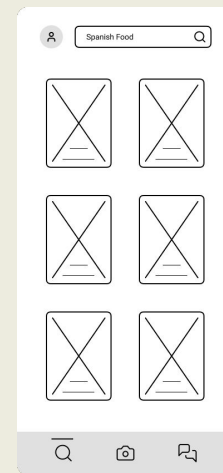
Splash



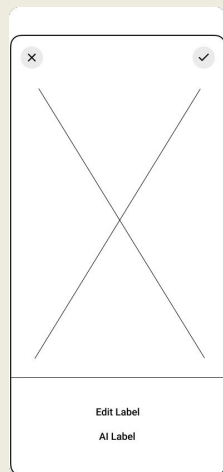
Log In



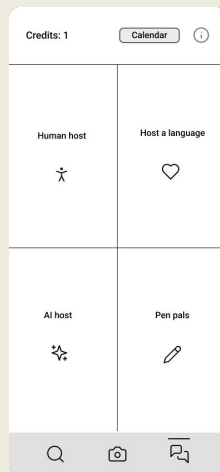
Profile



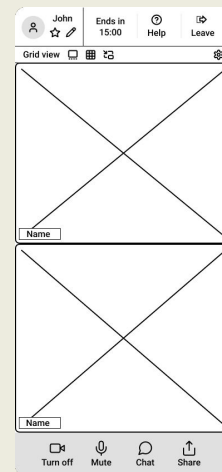
Card Sort



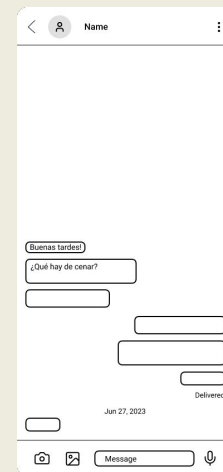
Memory Card



Conversation



Virtual Room



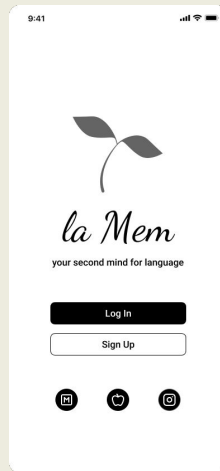
Pen Pal



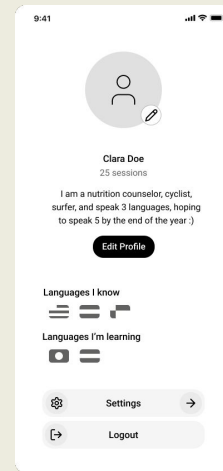
## Mid-Fidelity



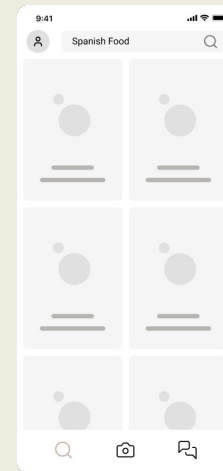
Splash



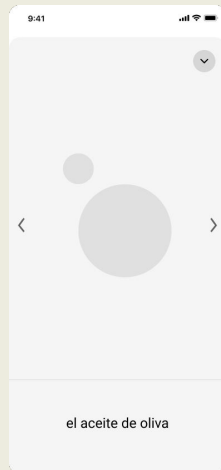
Log In



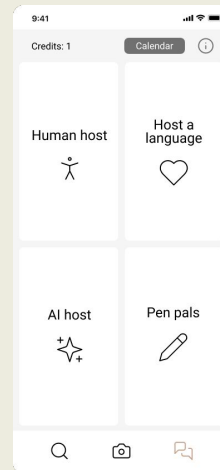
Profile



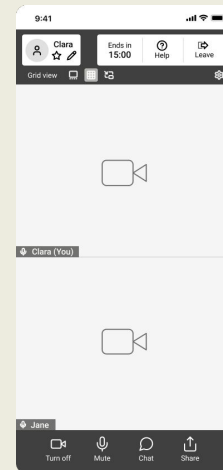
Card Sort



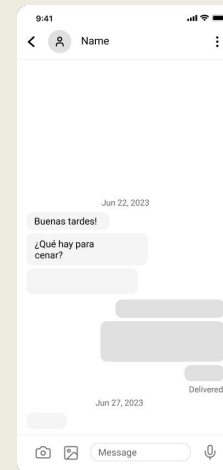
Memory Card



Conversation



Virtual Room



Pen Pal

# Style Guide



## Color Palette



White  
#FFFFFF



Light Grey  
#F5F5F5



Dark Grey  
#404040



Brandy Rose  
#B5937F



Petite Orchid  
#C8A591



Tumbleweed  
#D9AA90



Cavern Pink  
#DBBDBD

I chose warm earth tones to convey safety and connection. Pink gives a sense of nurture – nurturing a new language and in turn the connections made through it. I wanted to send users the message that “your words, knowledge, and memories are safe here.”

## Typography

*Logo 1*

Dancing Script / Regular / 71pt

### Button 1

Roboto / Regular / 20pt

### Button 2

Roboto / Medium / 17pt

### Button 3

Roboto / Medium / 16pt

### Caption 1

Roboto / Regular / 15pt

### Caption 2

Roboto / Regular / 13pt

### Title 1

Roboto / Regular / 24pt

### Header 1

Roboto / Regular / 19pt

### Header 2

Roboto / Regular / 18pt

### Header 3

Roboto / Medium / 17pt

### Header 4

Roboto / Medium / 15pt

### Body 1

Roboto / Medium / 17pt

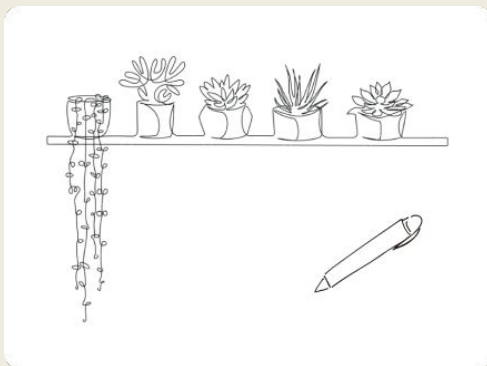
### Body 2

Roboto / Regular / 17pt

### Body 3

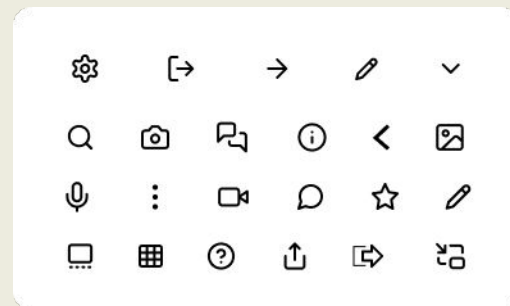
Roboto / Regular / 16pt

## Illustrations



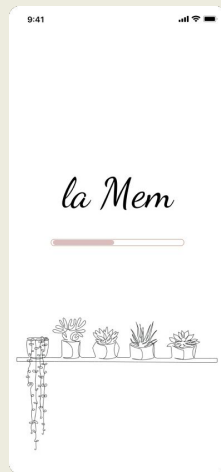
I chose a logo and illustrations that looked like they were doodled by hand to evoke the imagery of a pocket notebook that the user can take wherever they go to jot notes.

## Iconography

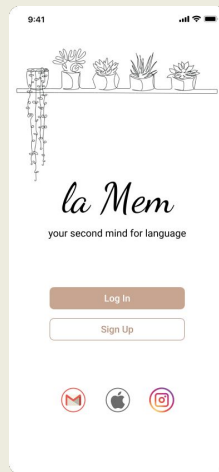


# High Fidelity & Mockups

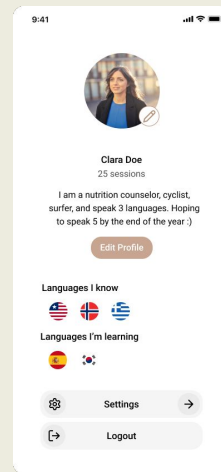




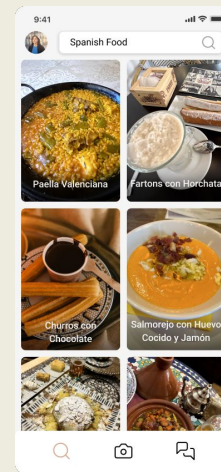
Splash



Log In



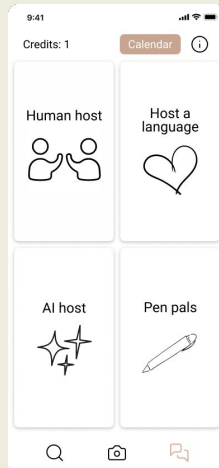
Profile



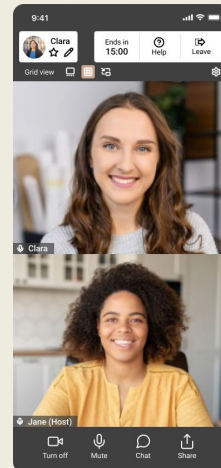
Card Sort



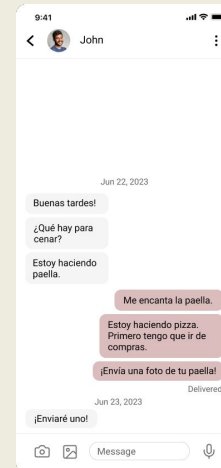
Memory Card



Conversation



Virtual Room



Pen Pal

## High-Fidelity

I used real images from my trip to Spain to engage users and get them excited about traveling and collecting vocabulary memories.

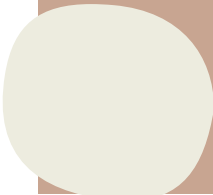


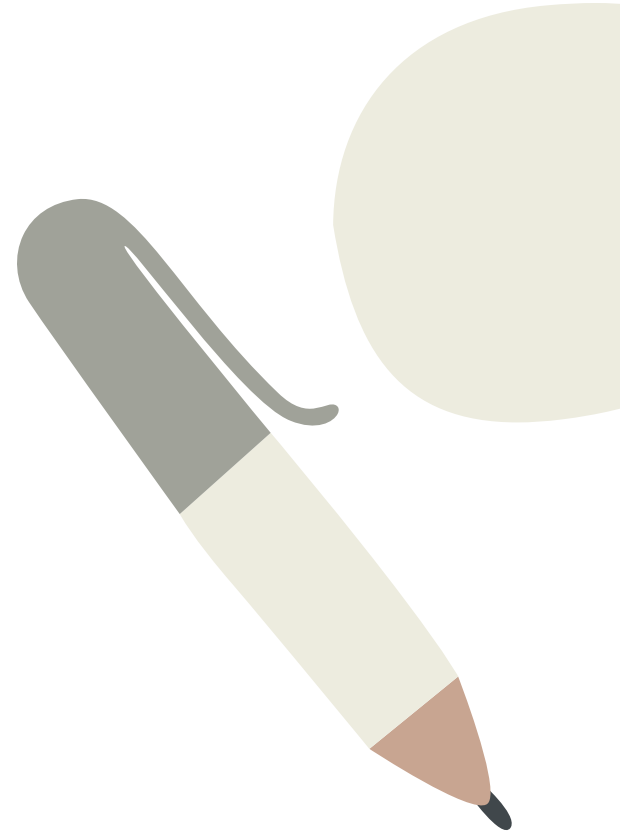
# Reflections





## Key Design Learnings

- The joy and necessity of iterative prototyping. It is a rewarding process of making continuous improvements for the user.
  - Insights gained from observing real users interact with the prototype can be surprising. Users can point out unclear aspects and issues the creator did not anticipate.
  - The importance of documenting the design process. The finished product is the result of many layers of work behind the scenes – user research, information architecture, prototyping iterations, usability testing, etc.
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# Thank You!

## LaMem

