

ENHANCING USER EXPERIENCE AND INTEGRATION:

THE REDESIGNED PLAY MANDARIN APPLICATION WITH EXPANDED FEATURES AND A UNIFIED PLATFORM

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ABSTRACT

This thesis enhances the Play Mandarin App's user experience for reserving language courses. The project comprises four phases: **research, identification, design, and testing, addressing challenges with input from an external supervisor.** Survey-driven optimization of user flow, feature integration, and post-class services was central. Outcomes **heighten usability, brand image, trust, and engagement.** Insights guide future language app and user experience advancements.

STUDY METHODOLOGY

1 QUESTIONNAIRE

10 responses were collected for this questionnaire. The main purpose was to understand the reservation habits of the users, the problems they often encounter, and so on.

2

USER INTERVIEW

10 participants were selected for this interview with the primary goal of capturing valuable insights regarding user flow, pain points, and user reviews.

3 USER JOURNEY MAP

The user journey map provides a holistic understanding of the user's interaction with the application, facilitating targeted enhancements to optimise the overall user experience.

4

CARD SORTING

Card sorting reveals user perceptions of app structure. Analyzing their card categorization patterns enhances understanding of user mental models

INTRODUCTION & BACKGROUND

Play Mandarin is a language school for children aged 3 to 11, emphasizing continuous learning. They use an app for flexible bookings, which is vital for communication and engagement. Yet, the app has persistent problems: **account switching, incomplete features, and poor cross-platform service.** These hinder user experience and the school's growth potential.

Our research adopts a systematic approach—analysis, problem-solving, thoughtful design, and rigorous testing to address this. We aim to redesign the app, rectify issues and add features. The objective: **improved usability, stronger brand identity, user trust, and overall satisfaction,** fueling the school's growth.

TESTING & EVALUATION

Following the development of the low-fidelity prototype, two comprehensive tests were executed to refine the Play Mandarin Application.

01 Usability Test

Engaging with 10 participants, this usability test focused on **enhancing the comprehension of user task completion rates post-improvements.** The findings guided further enhancements.

02 Eye-Tracking Test

Conducted with 5 participants, the eye-tracking test analysed visual pathways to extract valuable insights. **This analysis facilitated the optimisation of the app's layout, prioritising essential elements and enhancing overall user experience.**

DIAGRAM/ DESIGN



CONCLUSIONS & FUTURE WORK

This project improves the app through user-centred design, addressing pain points and introducing features for satisfaction, stronger brand image, and trust.

Future Work

- **Refinement:** Using user feedback to improve features, usability, and flow.
- **Consistency:** Ensuring seamless performance across devices.
- **Usability Testing:** Regular assessments for evolving user needs.

