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

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.

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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.

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.

CARD SORTING

Card sorting reveals user perceptions of app structure.

Analyzing their card categorization patterns enhances understanding of user mental models

INTRODUCTION & BACKGROUNG

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.

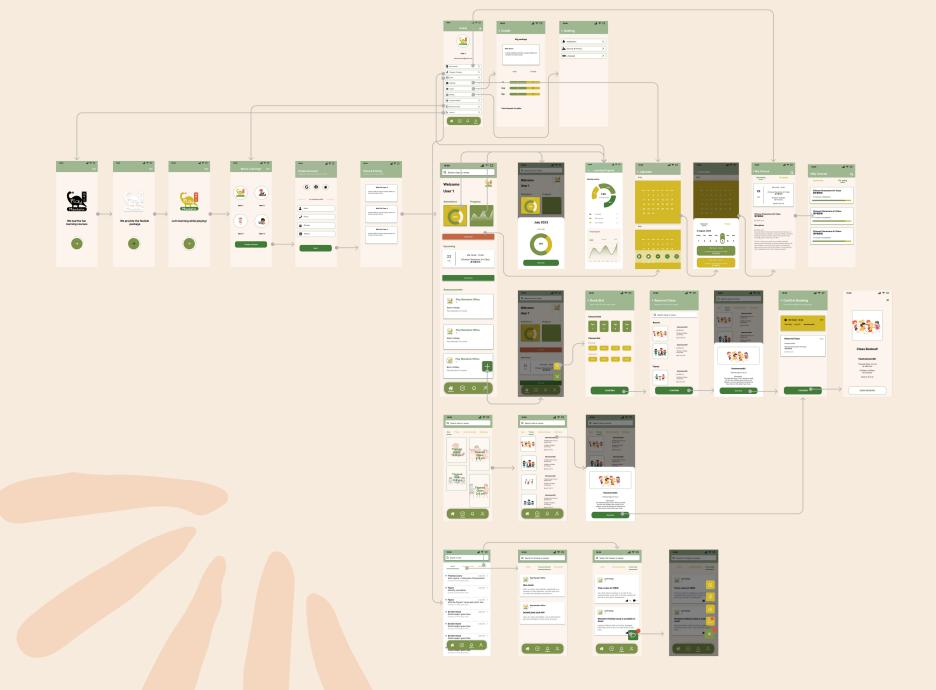
01 Usability Test

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.



