

# competitive analysis

## WORDS BOOSTER



Language learning app centered around learning vocabulary by topic.

## ROSETTA STONE



Language learning app designed around lesson-based learning.

## ATLAS



Vocabulary learning app focusing on learning words in context.

## QUIZLET



Vocabulary learning app using user-created flashcards.

# WORDS BOOSTER POSITIVES

## CLEAR ONBOARDING

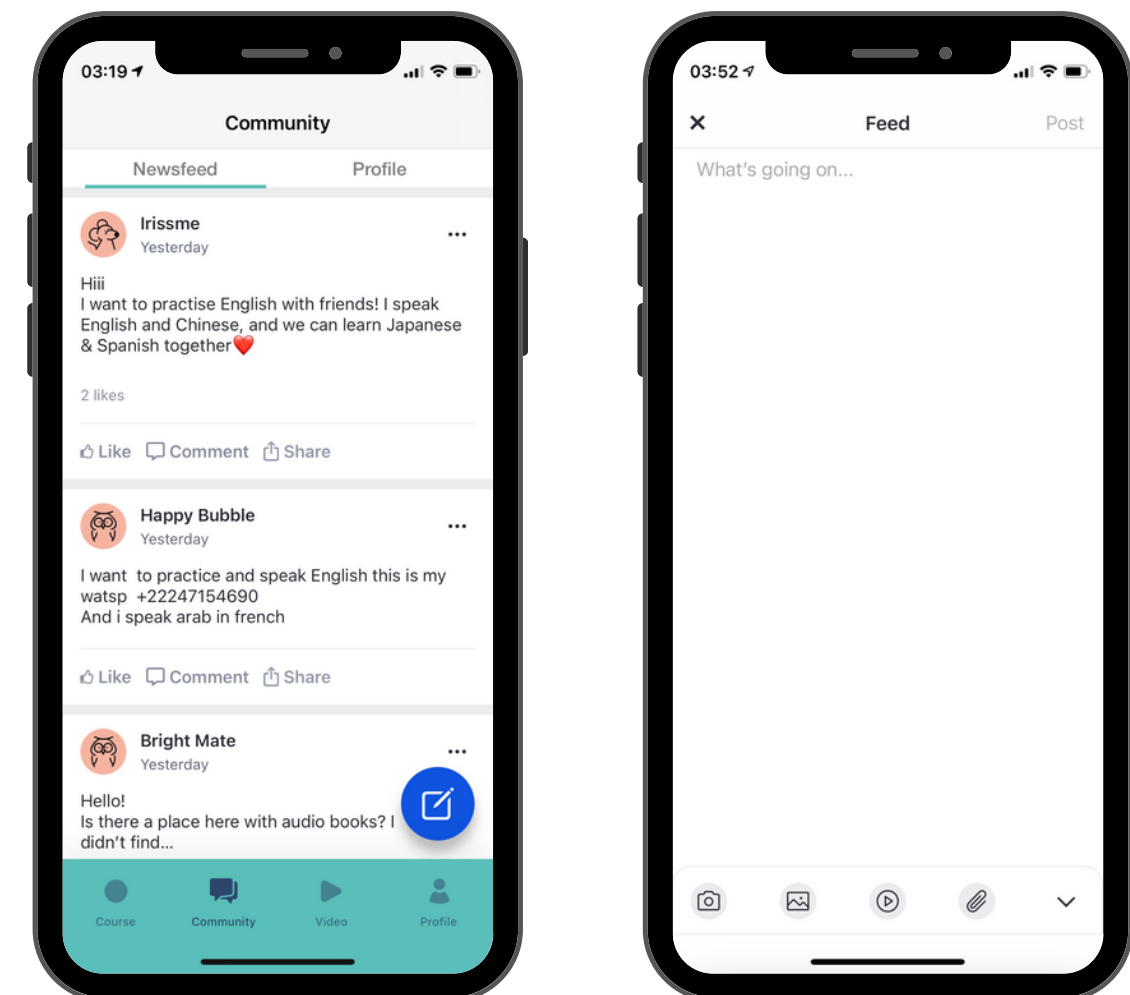
The onboarding is targeted toward the user and develops a personalized plan for the user based on a small number of simple questions.

During the onboarding, users have a wide range of language options to study, as well as the option to be given instructions and help in other languages, not just English.



## COMMUNITY LEARNING

Users are able to connect with other language learners and interact with users of varying levels of fluency in the target language. The community newsfeed mimics common social media sites and makes it easy to write a post and interact with others.

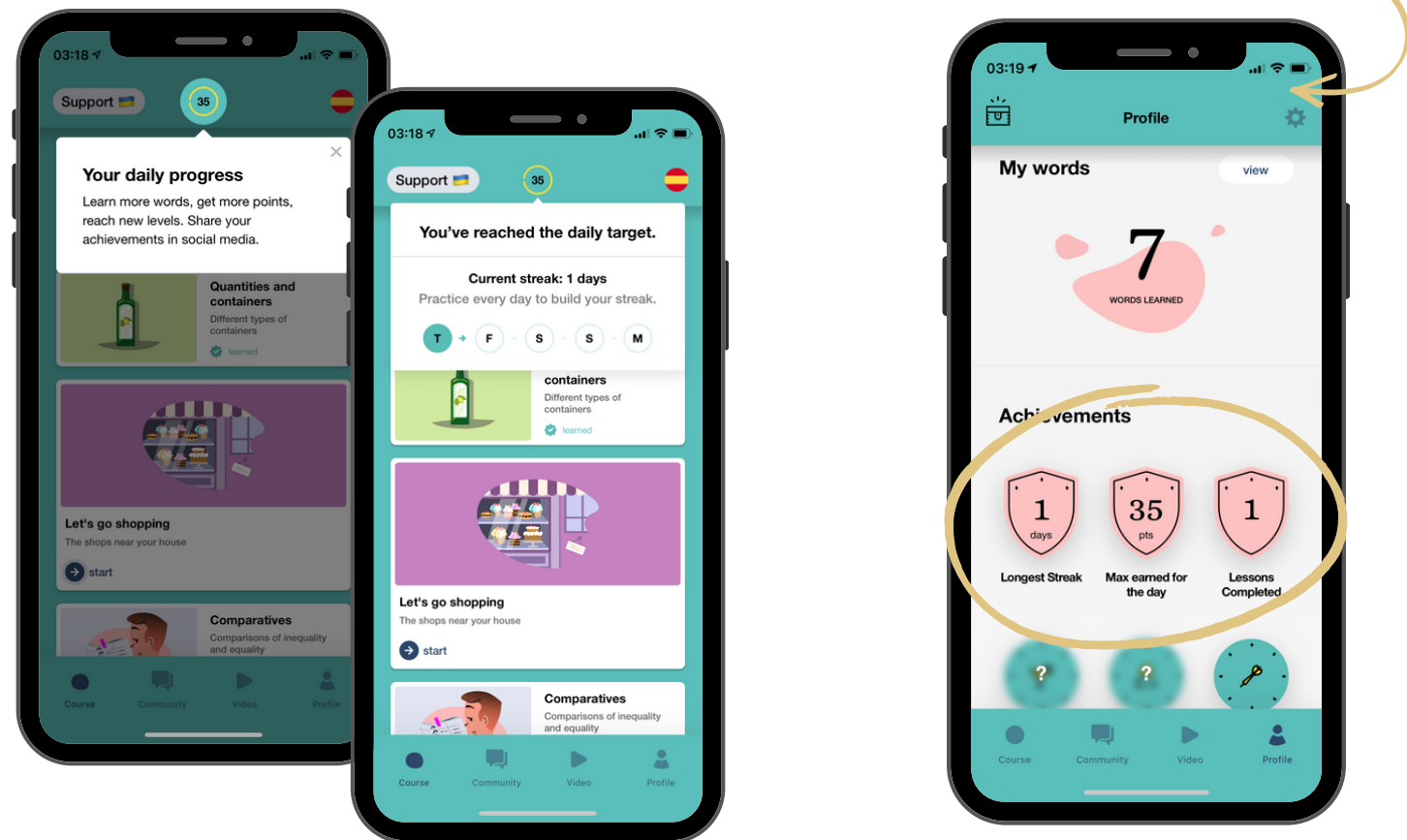


# WORDS BOOSTER POSITIVES

## PROGRESS TRACKING

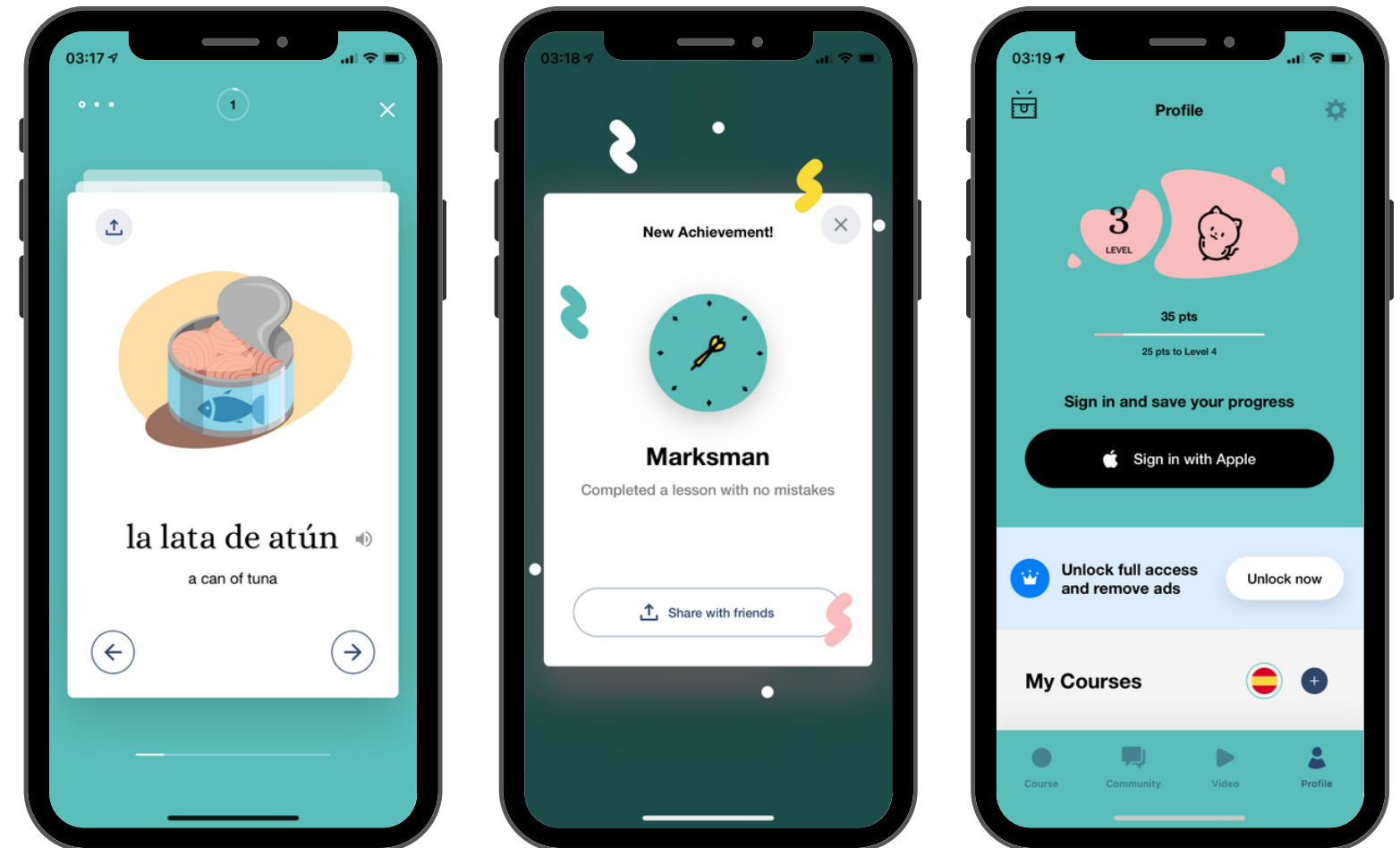
The progress bar is at the top of the screen on the same page as the lessons, so it is easy for the users to check their daily progress as they work on their lessons.

The Profile tab also has a variety of achievements to encourage users to continue returning daily to the app to use it; as a result, the app feels more encouraging.



## VISUAL APPEARANCE

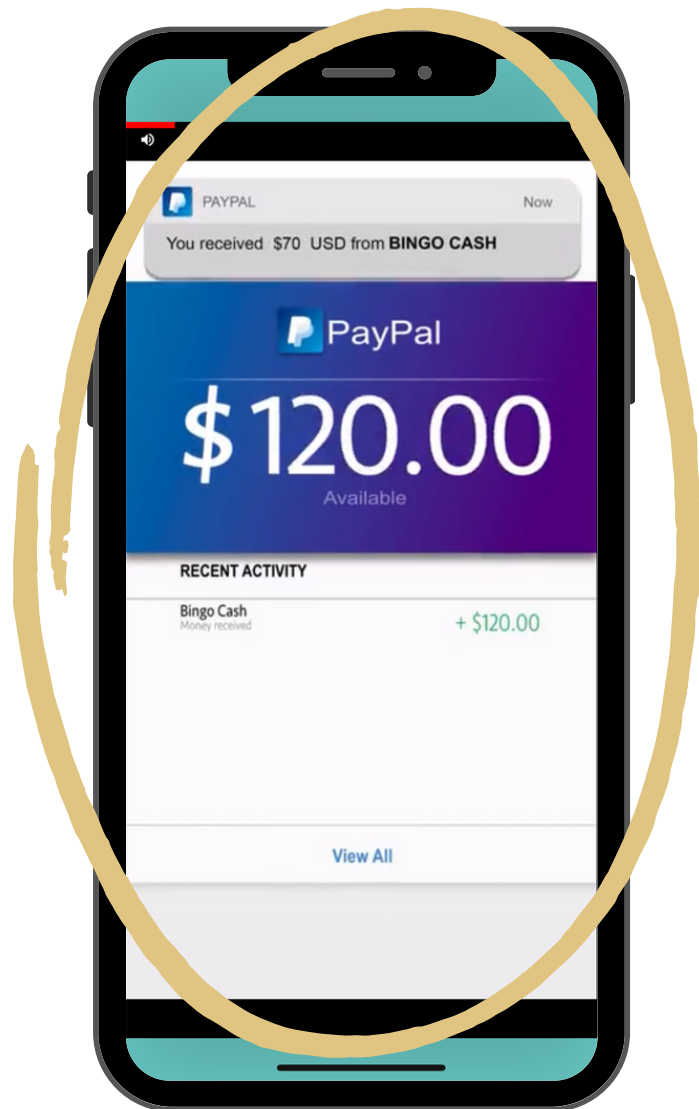
The aesthetics of the app are clean and consistent. All of the flashcards are illustrated with the vocabulary word, making them more interesting and accessible for visual learners. The graphics are also simple but colorful and look nice, which makes the app feel more welcoming.



# WORDS BOOSTER NEGATIVES

## THIRD-PARTY ADS

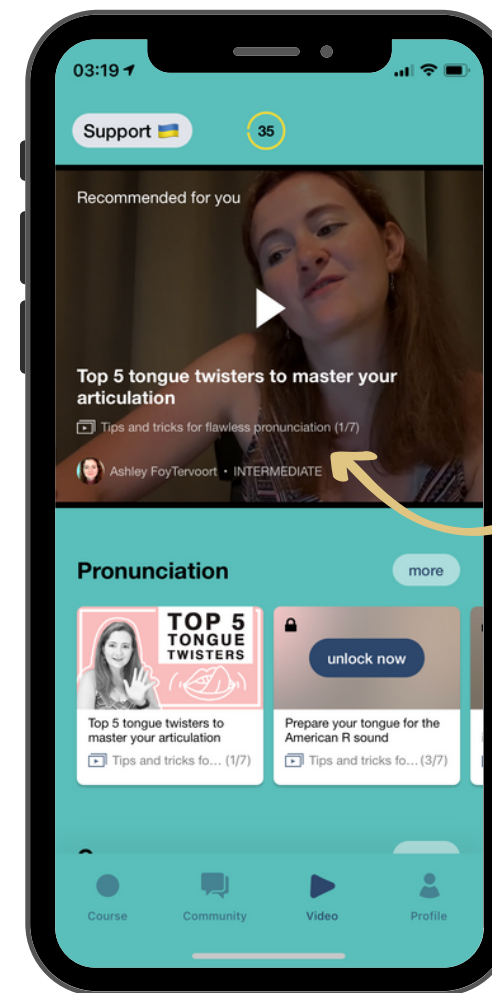
The ads on the free version of the app are full screen video ads that play between answering questions, which can be disruptive for the user's experience.



## UNRELATED CONTENT

Videos are unrelated to the course users choose and users are unable to search using keywords.

In community posts, there is no search feature available to find posts relevant to users' goals.

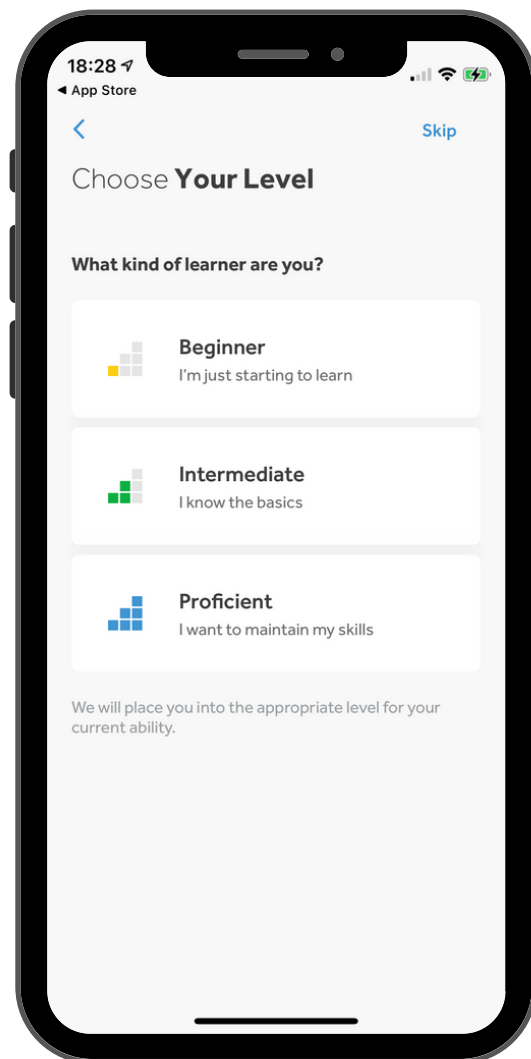


While studying a Spanish course, the recommended video is about English tongue twisters, a completely different language

# ROSETTA STONE POSITIVES

## LEVEL PERSONALIZATION

Users are able to select their preferred proficiency level.

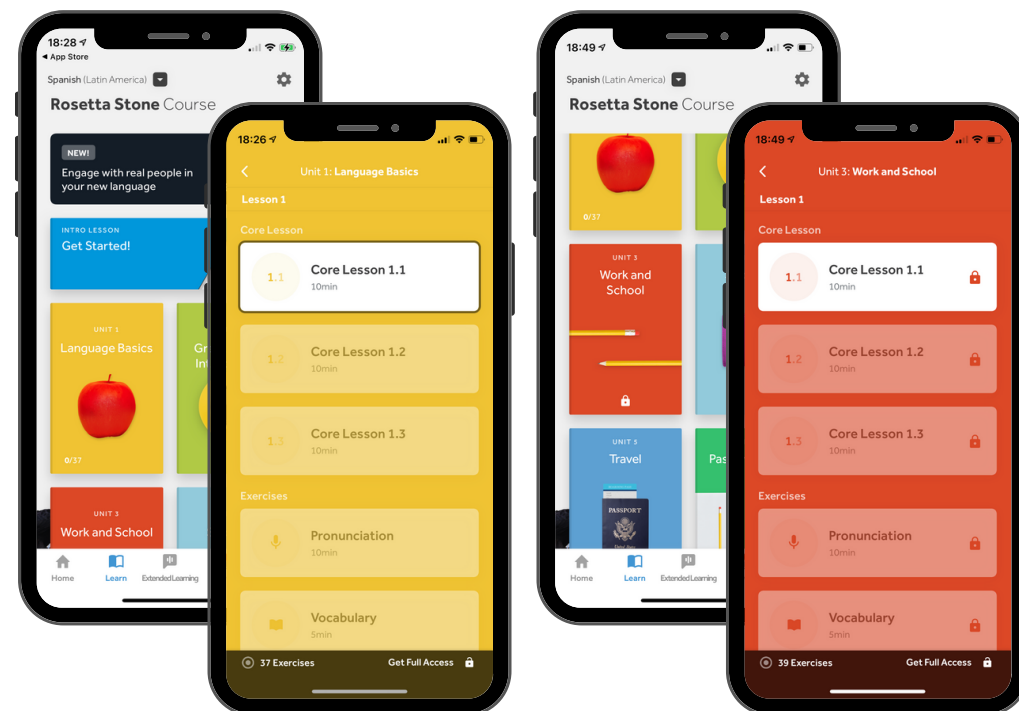


## EASY NAVIGATION

The navigation buttons are clearly labeled, and the organization of the app is colorful and clear.

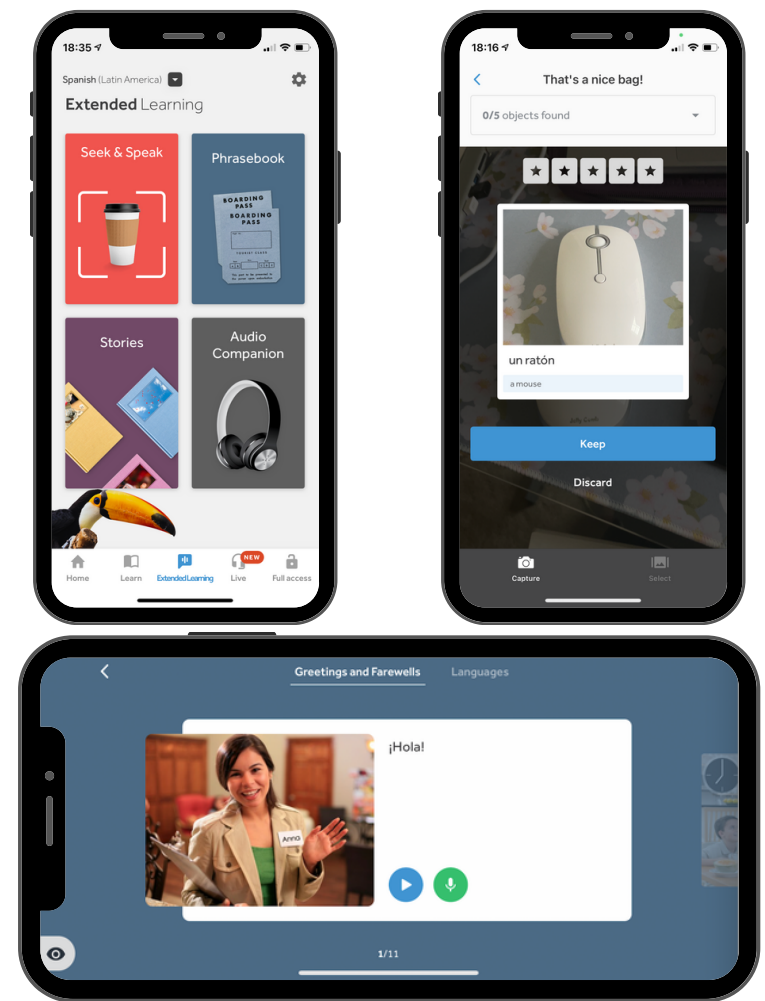
## VISUAL CONSISTENCY

The units are clearly demarcated with different colors, and those colors match the color scheme of the core lessons for each lesson; it's easy to recall which unit the user is on.



## REAL-WORLD INTERACTION

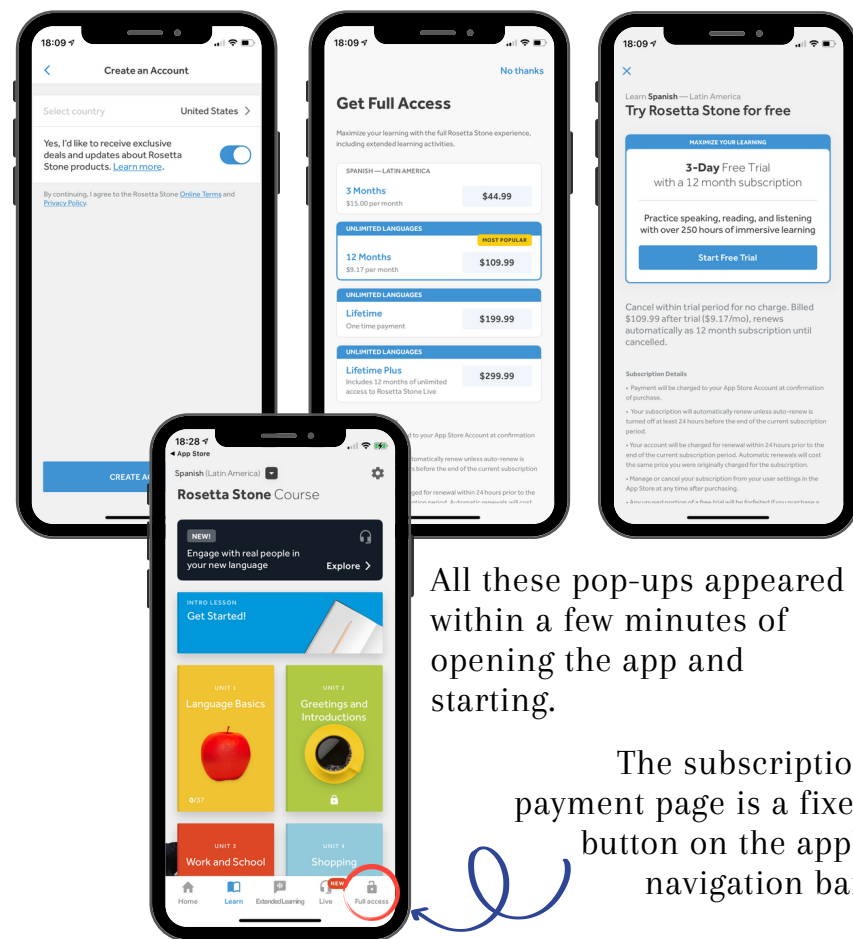
Uses camera, microphone, and audio in order to connect users to real-world applications of their lessons. Users are able to listen to native speakers, and use their phone for real-time learning of relevant vocabulary.



# ROSETTA STONE NEGATIVES

## LEVEL PERSONALIZATION

The user is subjected to excessive prompts for payments throughout both the initial onboarding process and throughout use of the app, which could turn them off from using the app instead of successfully prompting them to subscribe.



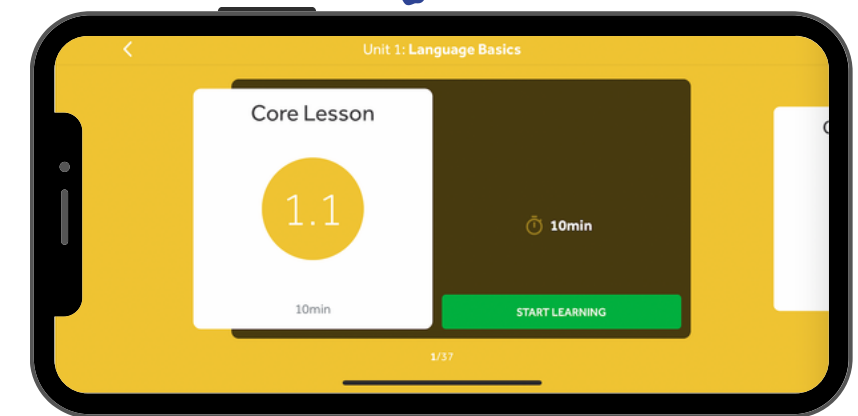
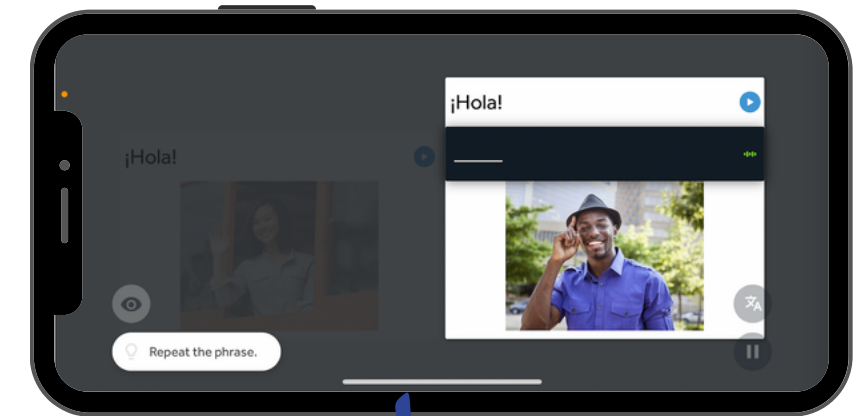
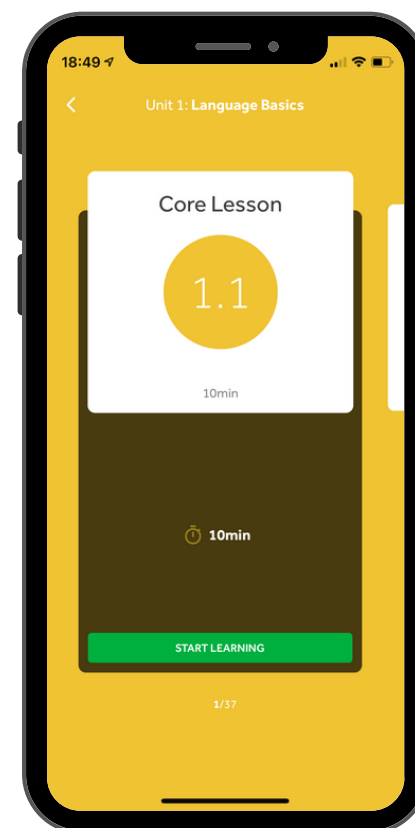
All these pop-ups appeared within a few minutes of opening the app and starting.

The subscription payment page is a fixed button on the app's navigation bar.

## EASY NAVIGATION

The app doesn't stay consistently oriented, and often fails to reorient itself to portrait mode once it's been in landscape mode. It's also difficult to exit sections and move around.

It's also difficult to use the in-app camera for some of the activities, as the 'capture' button at the bottom of the screen isn't actually used to capture the picture, causing confusion.

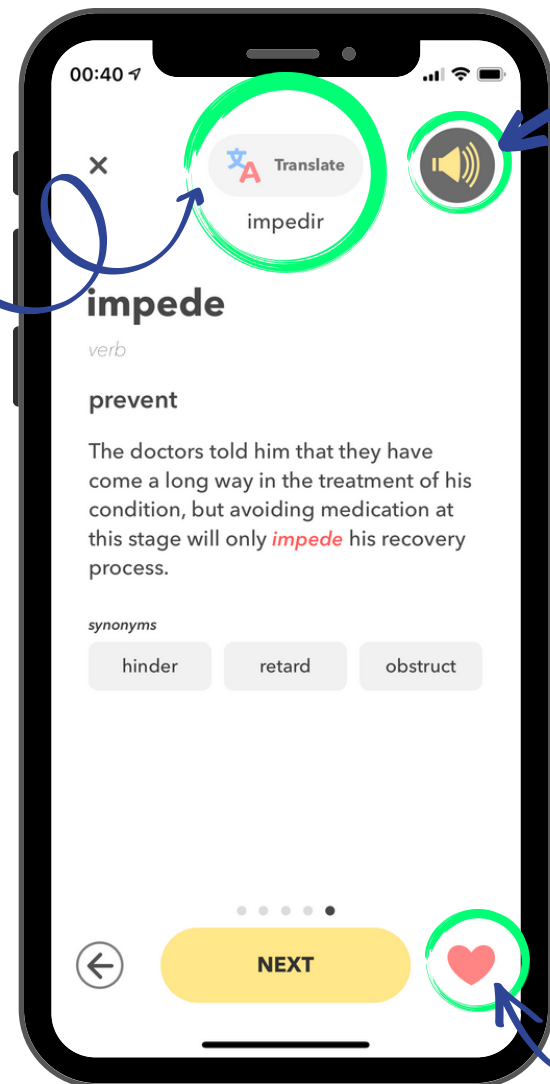


# ATLAS VOCABULARY BUILDER POSITIVES

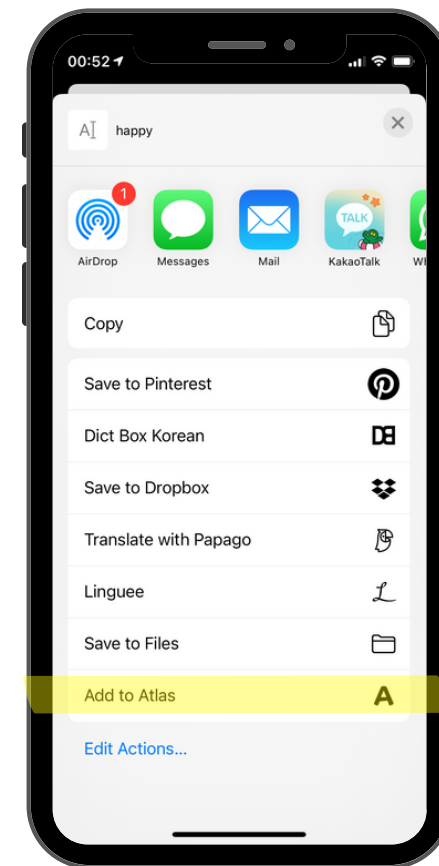
## VOCABULARY LEARNING FEATURES

The vocabulary learning page has several useful features that are clearly and intuitively marked; it has a voice over feature to learn the pronunciation of a word, a translation feature that translates the word into a multitude of languages, and a 'like' feature that immediately adds the word to the user's personal vocabulary journal.

Translate word into native language



Hear the word spoken aloud

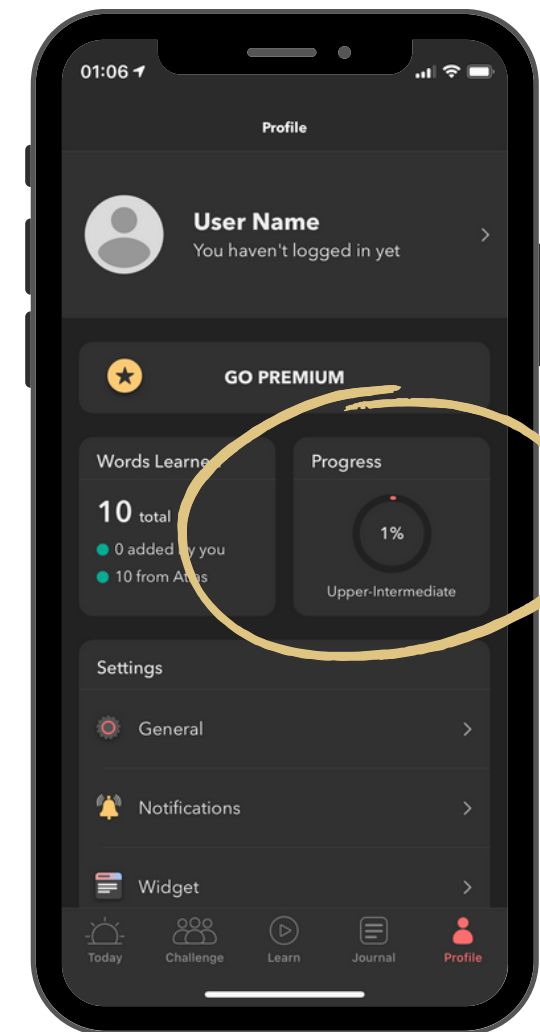


Add to vocabulary journal

Users can highlight a word outside the app and add it to the vocabulary journal.

## SETUP USABILITY

It isn't necessary for a user to create an account to begin to use the app. With or without an account, users can still track progress on their profile, and save words to their journal

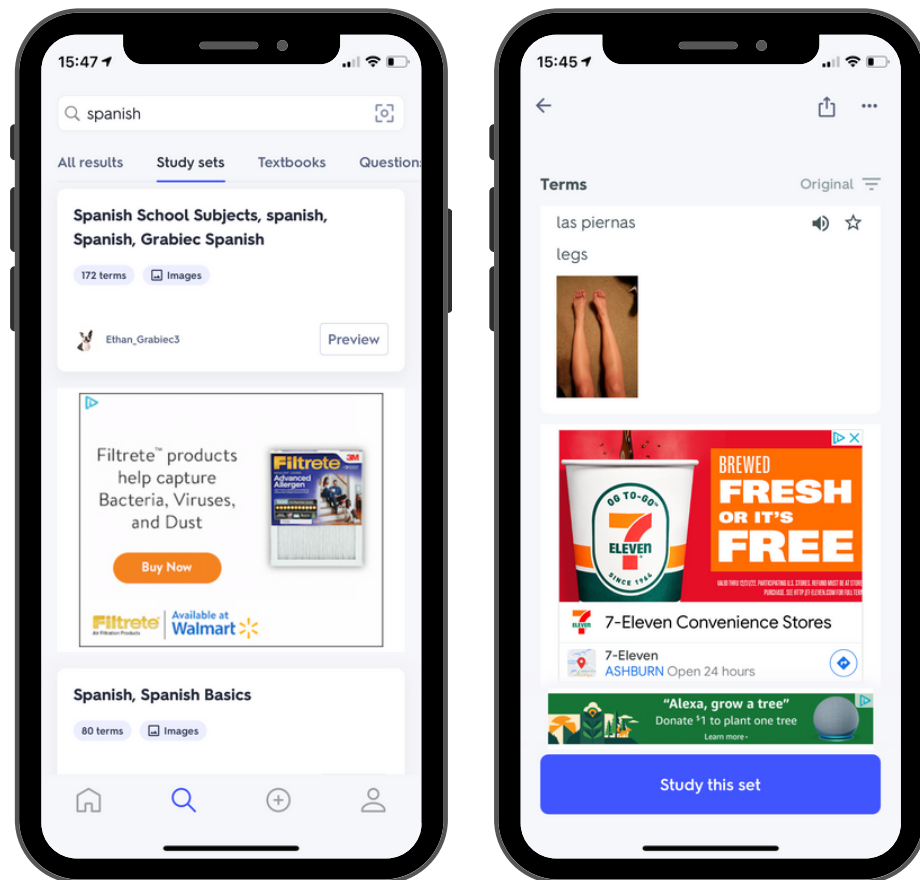


# ATLAS VOCABULARY BUILDER NEGATIVES

## DIFFICULT ONBOARDING

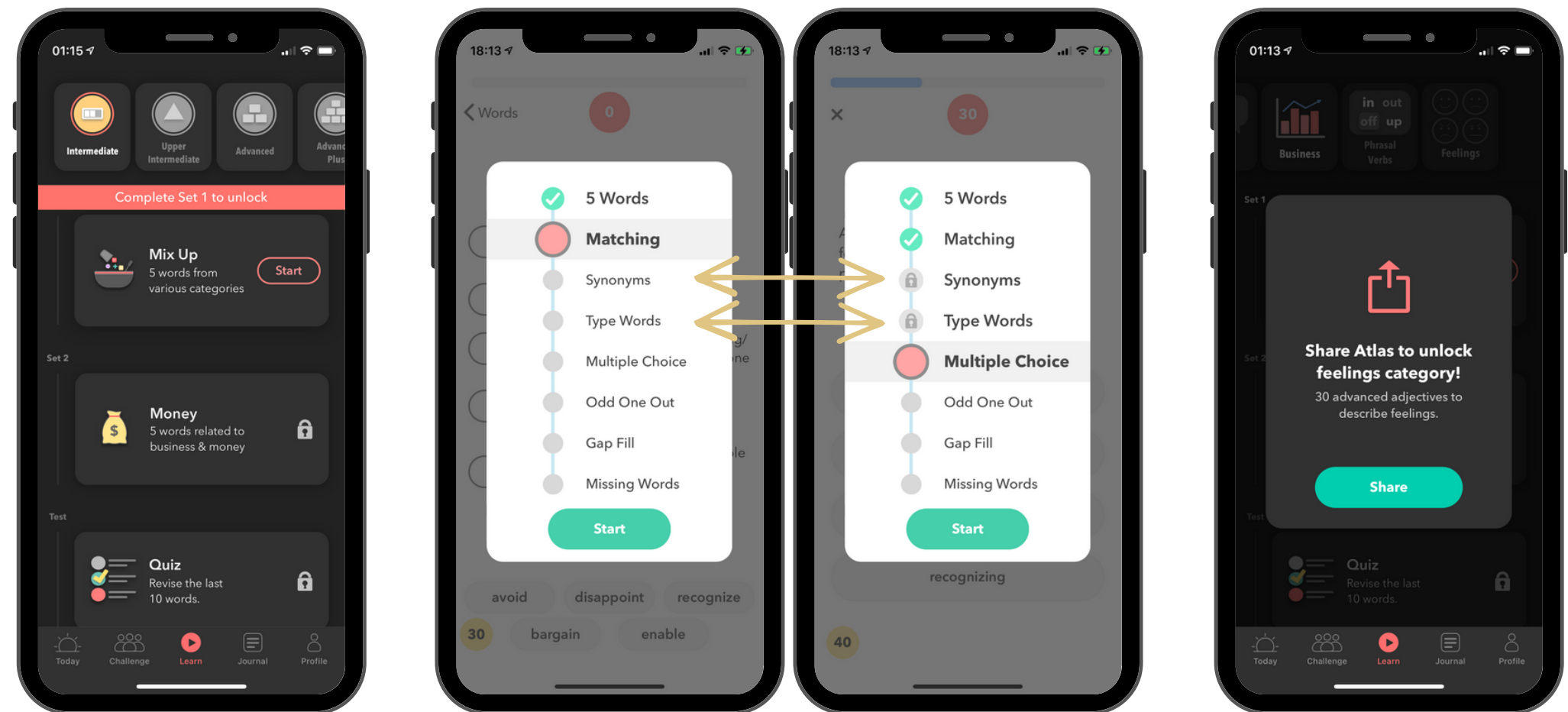
During onboarding, all the instructions are in English and there is no option to change the operating language. Users without strong English could struggle to get started.

Lack of navigation prompts upon start.



## LACK OF TRANSPARENCY ABOUT PAID FEATURES

Not all content is accessible, including topics; some topics appear to be accessible but prompt you to share the app in order to unlock it. All content at all levels only has one free set, which is unclear to users as the prompts suggest that each set is unlocked when the previous one is cleared.

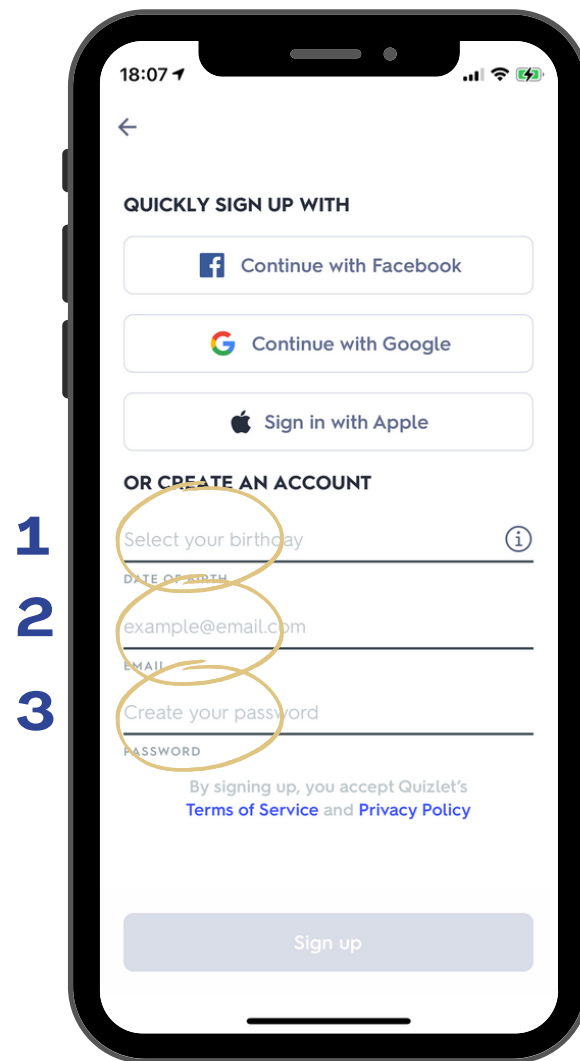




# QUIZLET POSITIVES

## INITIALIZATION

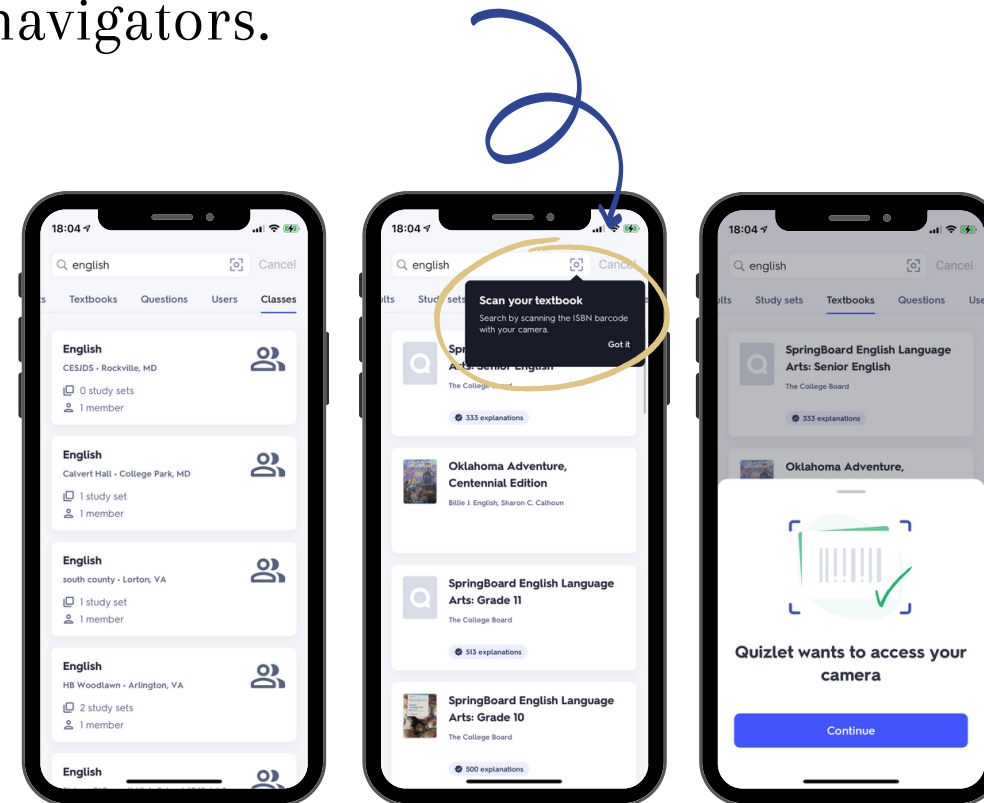
Easy onboarding process, where people can create an account on their own or simply sign in with their social media.



## NAVIGATION

Users can find flashcard sets easily using keywords in the search bar, and they can also search for specific users or classes.

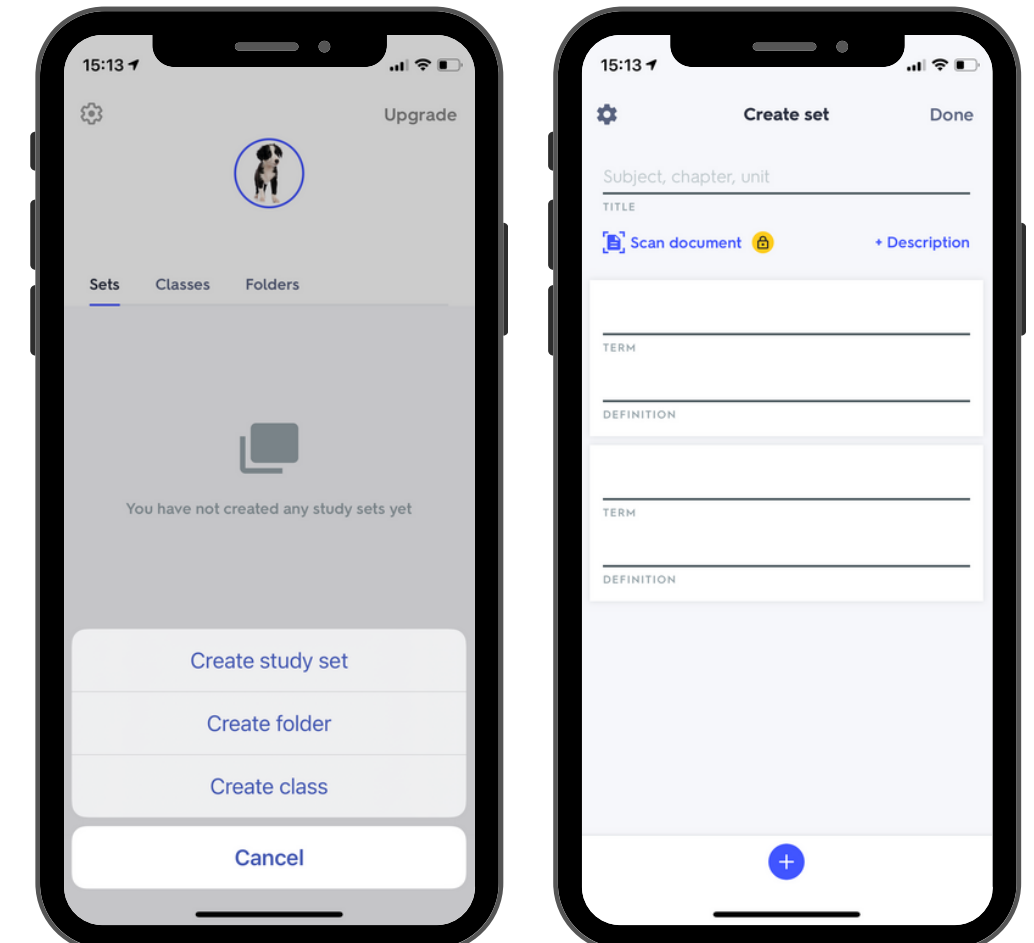
Prompts are offered for first-time navigators.



## PERSONALIZATION

Users can create their own flashcards and sort them into folders for easy organization.

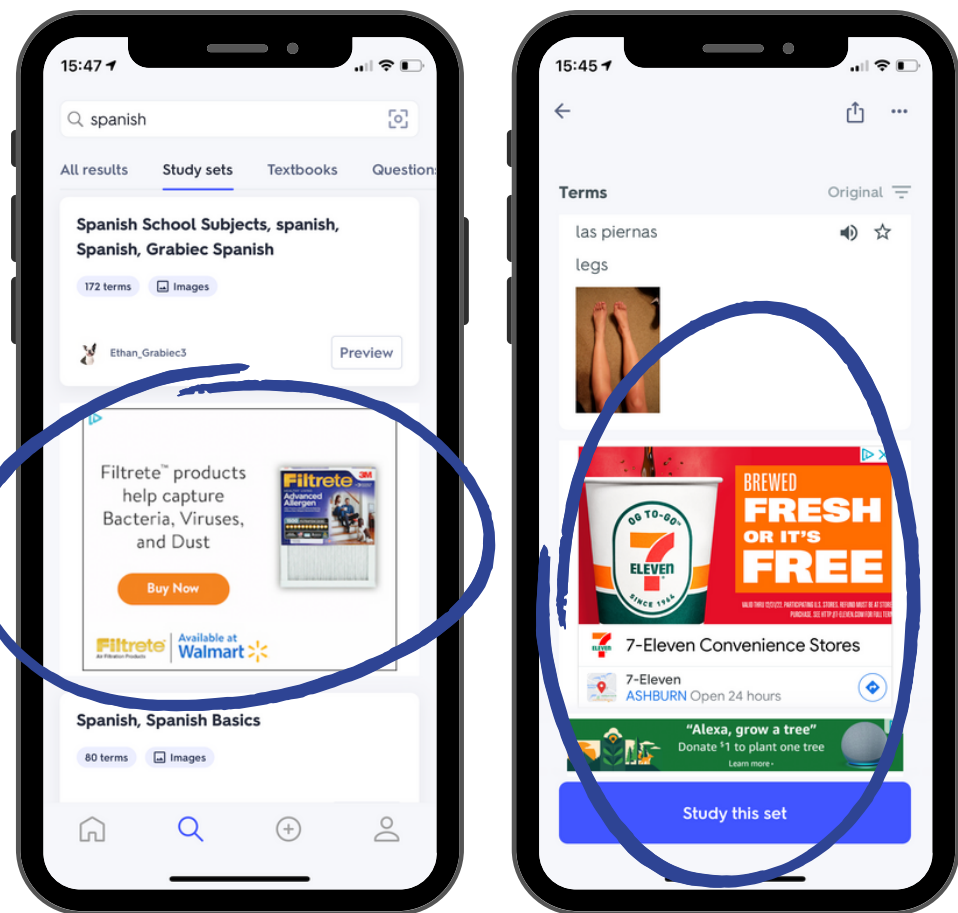
Offline study is also available (for plus users).



# QUIZLET NEGATIVES

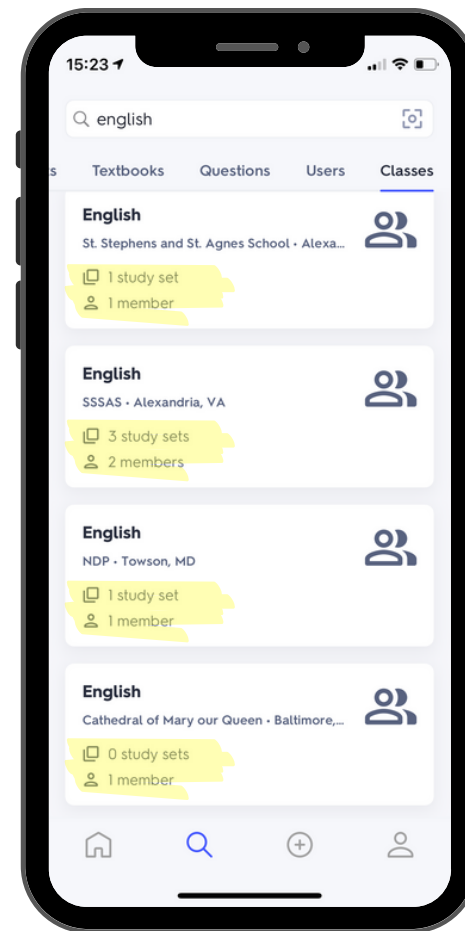
## INTERRUPTIVE ADVERTS

Ads take up a large part of the screen and are easily triggered by scrolling, pulling the user out of the app and disrupting their studying.



## SEARCH DIFFICULTY

The search function lacks specificity for the user; while results can be filtered by quantity of cards or creator, there is no way to filter by subtopic or level, making it difficult to find a useful flashcard set.



## SAVING DIFFICULTIES

While the option to save others' sets to your folders for future use is available, the option is nested within a different icon, and there are no prompts to advise first time users on how to do so.

