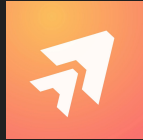
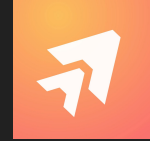


Competitive Analysis of Vocabulary Learning Mobile Applications: AnkiApp, StudyBlue, Quizlet



Brandon Phan

AnkiApp



What is it?

AnkiApp is a flashcards app developed by Admium Corp. The app's defining feature is the downloadable pre-made content and detailed analysis of your progress.

Launch Experience

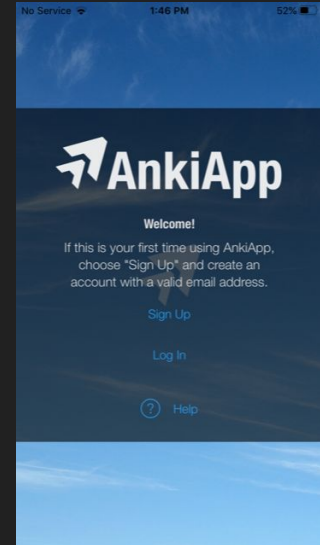
The sign up/login page is standard, but includes a "Help" option. The "Help" window can feel overwhelming for users because there are so many FAQs, especially if you're a first time user and don't have a sense of what the app's interface or capabilities are quite yet. Once signed up, users are sent to the "My Decks" page. The introduction to the app can feel fragmented due to a lack of clear directions.

Navigation & Buttons

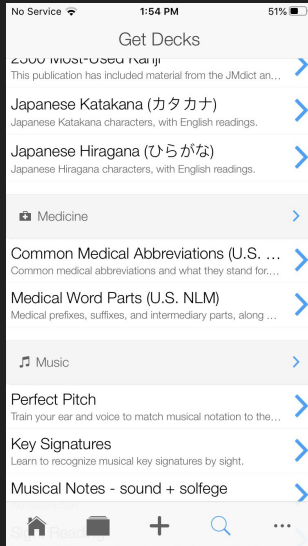
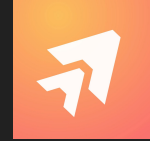
The navigation bar is embedded at the bottom of the screen. It would be even better if there was a text title under/above each icon. Also would be nice if it was a different color for some contrast.

Difficulty/Ease of Task Completion

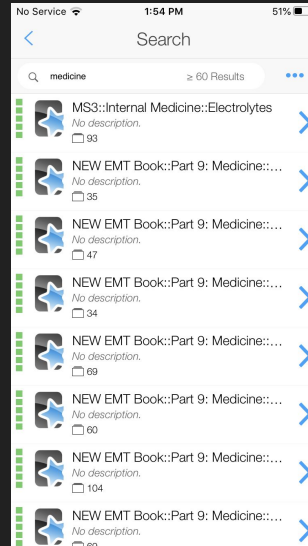
Straightforward way of studying flashcards. Experience is similar to using physical flashcards, a front and back. The app doesn't include other options to study like StudyBlue and Quizlet.



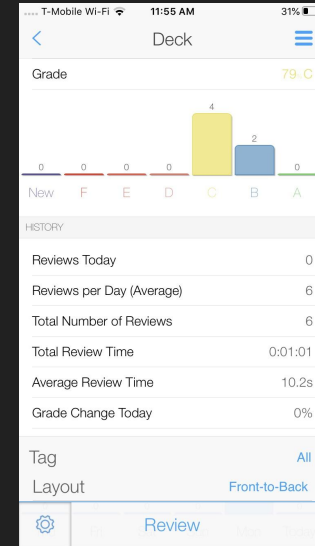
AnkiApp - Strengths



Pre-made decks that cover a range of topics like language, medicine, music, and history.

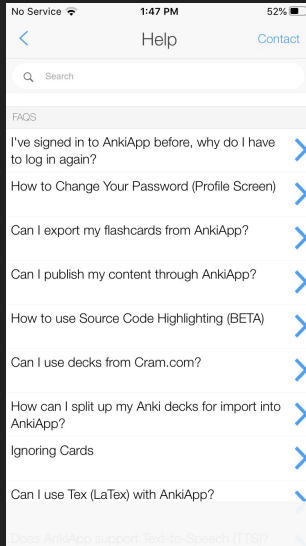
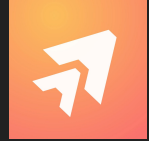


Each pre-made deck is rich and specific in content. Seems very useful for student to enrich their studies (like medical school).

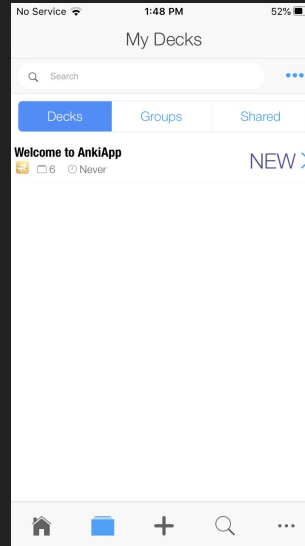


Useful data to help with studying and keep users motivated.

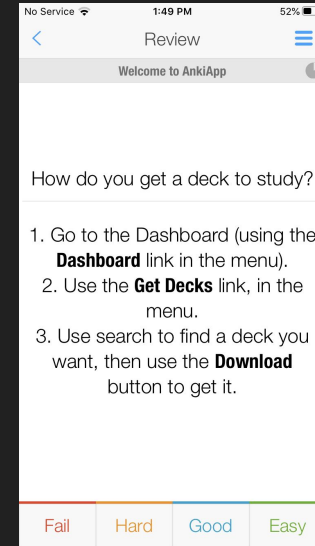
AnkiApp - Improvements



Remove the option to see this during sign up/login. While extensive, this can be overwhelming for first time users.

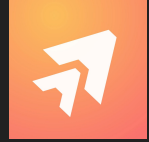


Underwhelming landing page after sign up/login. First impressions are important to gain and retaining customers.



Onboarding experience a bit dry. Would recommend a redesign to be more eye-catching and supportive of features.

AnkiApp - Summary & Analysis



The app can definitely take some time for first users to become familiar with. The app has a simple design. It feels like an iterated prototype still in development. However, the simplified design may have been intentional. While simplified, I still have issue with the overall user experience. With this in mind, the introduction to Anki App experience can be improved through a well-formatted video or step by step tutorial on how users can make the most of the app for their studies. The UX and UI need to be improved, but the pre-made content and detailed analysis of user progress are wonderful features.

StudyBlue



What is it?

StudyBlue is an app developed by StudyBlue, Inc. The app's unique feature is the ability to share flashcards with classmates or teachers.

Launch Experience

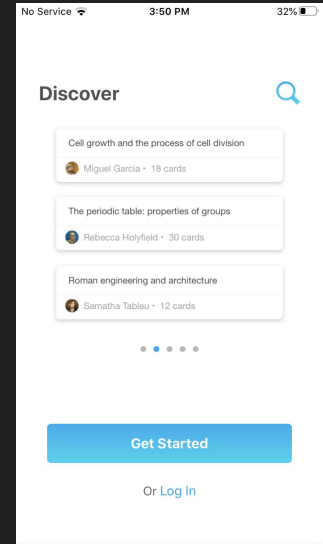
The app has a neat sneak peek startup page. It shuffles through 5 screens highlight product features. Users can create an account or connect via Facebook and Google. The app experience is curated by asking user if they are a student, teacher or life-long learner.

Navigation & Buttons

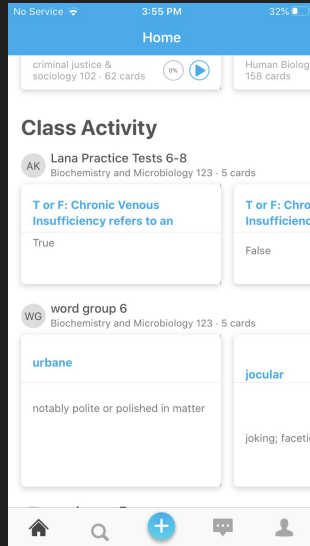
Navigation and buttons made sense for the most part. Can feel a bit overwhelming by text and information on certain landing pages.

Difficulty/Ease of Task Completion

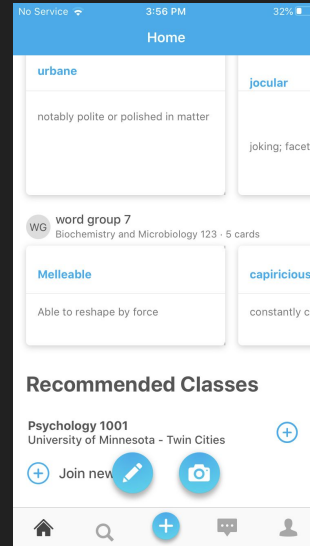
The app sets itself apart from the others with its attention to flashcard decks associated with specific courses at educational institutions. An otherwise straightforward experience creating own set of flashcards.



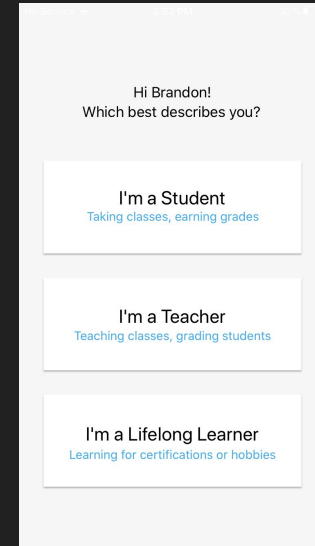
StudyBlue - Strengths



Ability to find existing decks for a specific class at a specific educational institution.

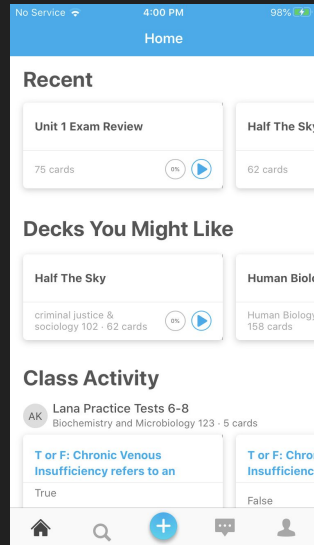


Option to create flashcards with pictures. A neat feature that could save student valuable time.

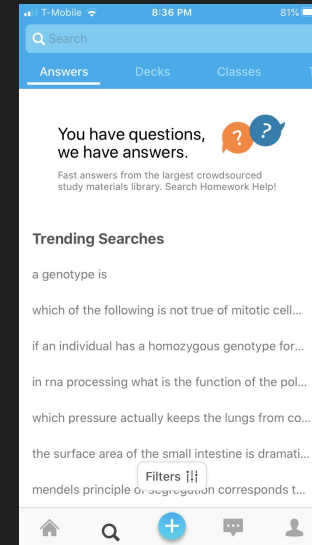


Onboarding process is more personalized to the user. Opportunity to meet specific needs.

StudyBlue - Improvements



The home page needs to be more simplified. Just include saved, created, and class activity. "Decks You Might Like" is already available in Search.



Again while informative, search page feels overwhelming with text. Instead, would recommend autofill during user searches.

StudyBlue - Summary & Analysis



My first impressions and the onboarding process was slightly better than AnkiApp. A user's ability to find flashcards associated with educational institutions is an exciting feature. Students can create and share flashcards with others. They won't have to worry about investing a large amount of time creating their own if someone else already has. The app contains useful features and content. An opportunity for growth would be the user interface. Slight changes in color patterns and the possibility of text information to support user flow, through prototyping and analysis, can take this app to the next level.

Quizlet



What is it?

Quizlet is the most widely used flashcard app compare to AnkiApp and StudyBlue. The app differentiates itself from the others with its intuitive design.

Launch Experience

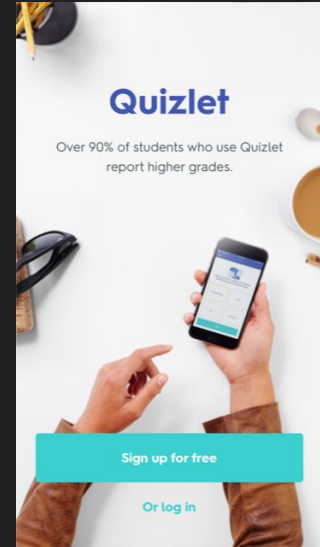
The app has a clean sign up/login page. Users can easily sign up by entering their information or connect via Google and Facebook.

Navigation & Buttons

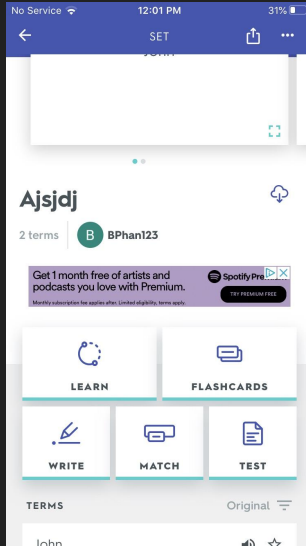
The navigation and buttons are easy to follow. Everything makes sense from a user perspective.

Difficulty/Ease of Task Completion

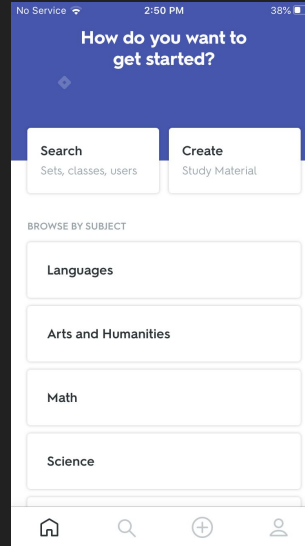
This one felt the most intuitive compared to AnkiApp and StudyBlue. It was easy to create a deck, study, and find decks. The well designed user experience and user interface makes this the preferred app for studies.



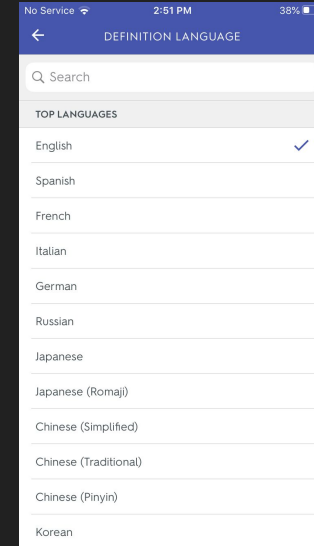
Quizlet - Strengths



Ability to study flashcards in a variety of ways to support different people's learning methods.

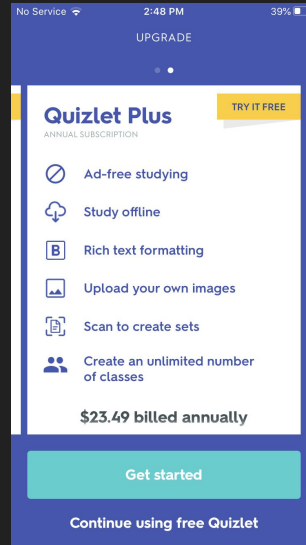


Informative step by step guide for first time users. Guides user through many product features.



Option to modify definition language. This makes it useful in learning a new language and for users around the world.

Quizlet - Improvement



Users have to pay an annual premium to unlock the app's full potential.

Quizlet - Summary & Analysis



Quizlet has the most user friendly experience and interface compared to AnkiApp and StudyBlue. The app was especially supportive for first time users with a step by step guide for how to make the most of the product. The contrast in color patterns and text provide a smooth visual presence. The ability to study in multiple ways like fill in the blank, multiple choice, and matching make the product more versatile. While you may have to pay for a subscription for the full experience, the added benefits for the low price make it well worth it. Quizlet feels like a well-refined product that meets user needs well. This app has the competitive advantage over AnkiApp and StudyBlue due to its intuitive design and study options.