



thinkingcap

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Introduction

Problem Statement

How can an app utilize organization, collaboration, and hosting features to **motivate learners** to create routine and effective study habits?

Goals & Solutions

01: Encourage Collaboration With Classmates



Group Sessions & Messaging

Users can host sessions to present notes, play customized games, and take practice quizzes. Badges can be earned for connecting with classmates, hosting sessions, and receiving high scores.

Goals & Solutions

02: Keep Users Accountable

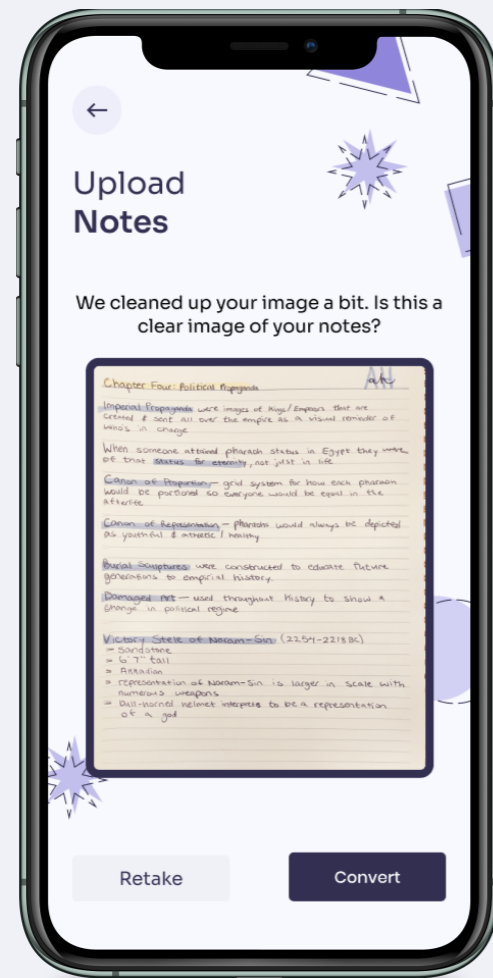


Progress Tracking

Users can set weekly goals, start challenges with peers, and track their progress through each of their folders. Notifications can be set to keep users accountable for reaching goals.

Goals & Solutions

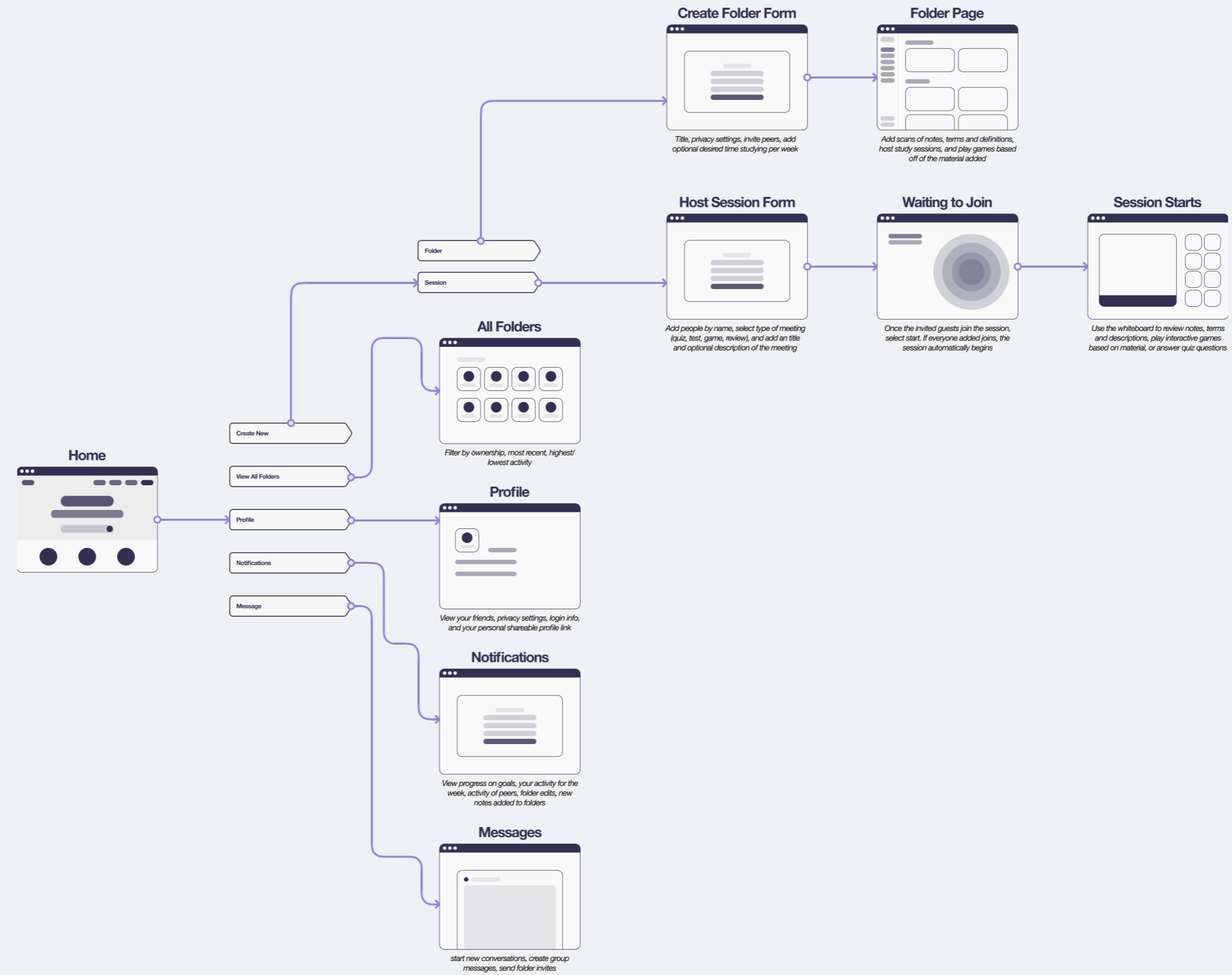
03: Create An Organized Method Of Storing Notes



Note Conversion

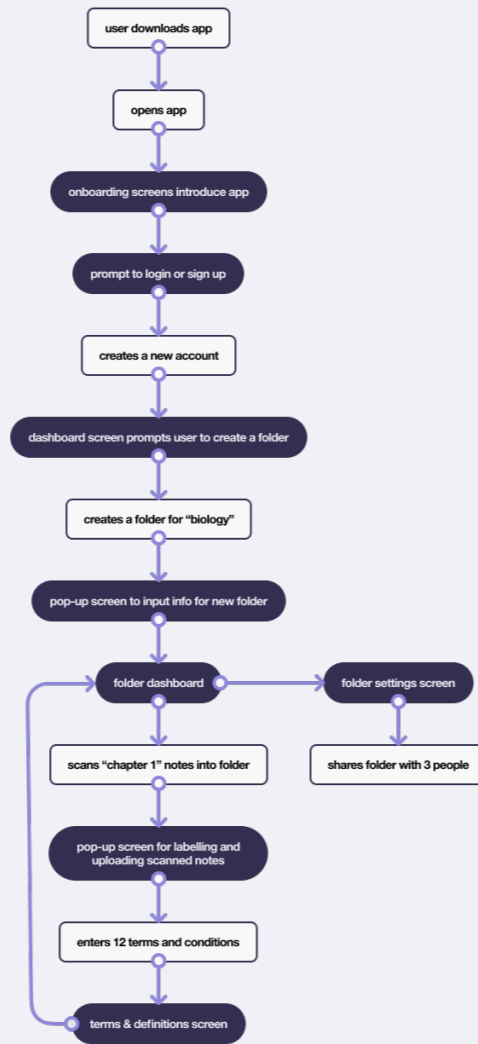
Users can upload handwritten notes with highlighted terms and the app will automatically convert the notes into typed terms and definitions.

Sitemap

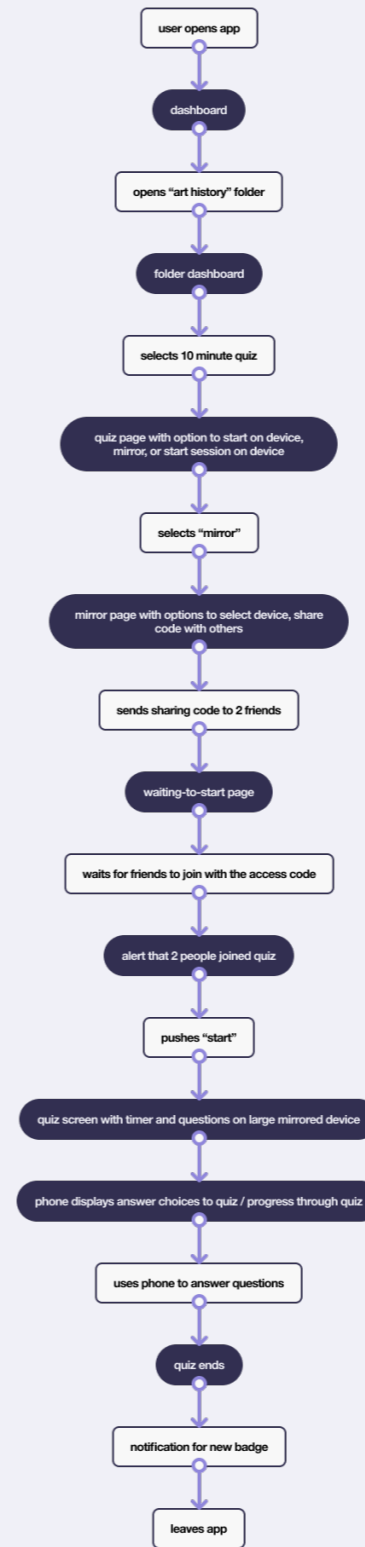


User Flows

NEW USER



USER COMPLETING A QUIZ



Research

Target Audience



The Science Student

"I need a way to organize all of my notes in one place, rather than bringing my notebooks everywhere."

This type of user would benefit from:

- Being able to upload notes from class
- Reviewing terms & written notes
- Folders with easy access and viewing



The Math Tutor

"I want an easier way to share info with my tutees when we're communicating in a remote setting."

This type of user would benefit from:

- Hosting sessions & presenting notes
- Viewing the progress of tutees
- A messaging feature to check tutees



The Procrastinator

"I need an app that can hold me accountable for actually studying material in all of my classes."

This type of user would benefit from:

- Notifications for tracking progress
- Hosting & attending study sessions
- Timed study periods to build structure

User Research

To understand the demands of the target user, I utilized Google Forms to collect survey information from twenty students on my campus.

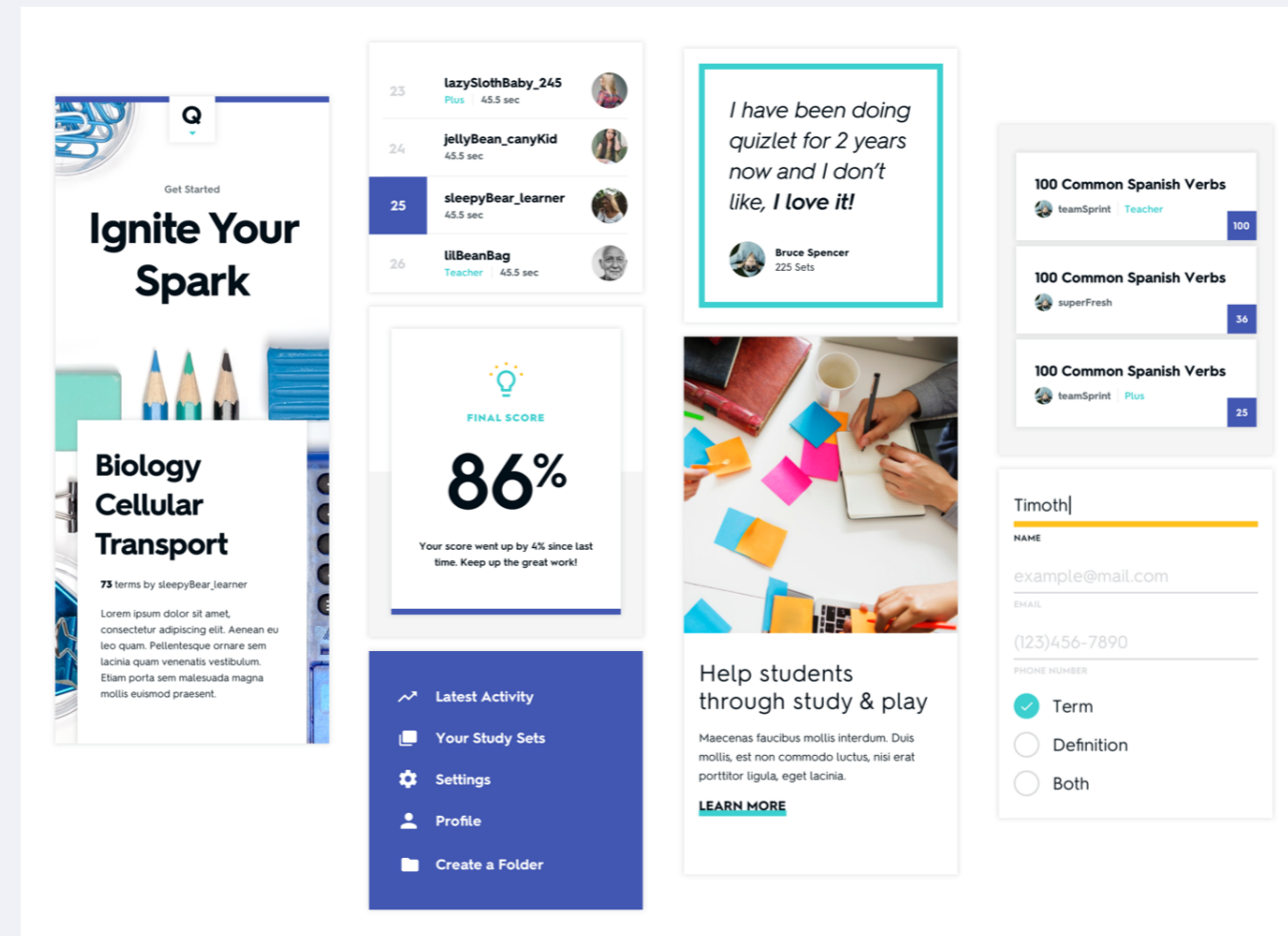
Over **half of the participants** spend the majority of their study time with other students. This method of motivation provides insight regarding how an app can use collaboration to the advantage of the user.

Competitive Analysis

01: Quizlet

Quizlet allows users create classes to share decks of cards with students around the world. There are also options to create sets based on topics, set the editing and sharing options, and download pre-made sets.

Thinking Cap would operate in a similar manner, allowing students to collaborate on flashcards and notes by categorizing classes. To improve upon this common practice, there would be an option to integrate handwritten notes right into the card format.

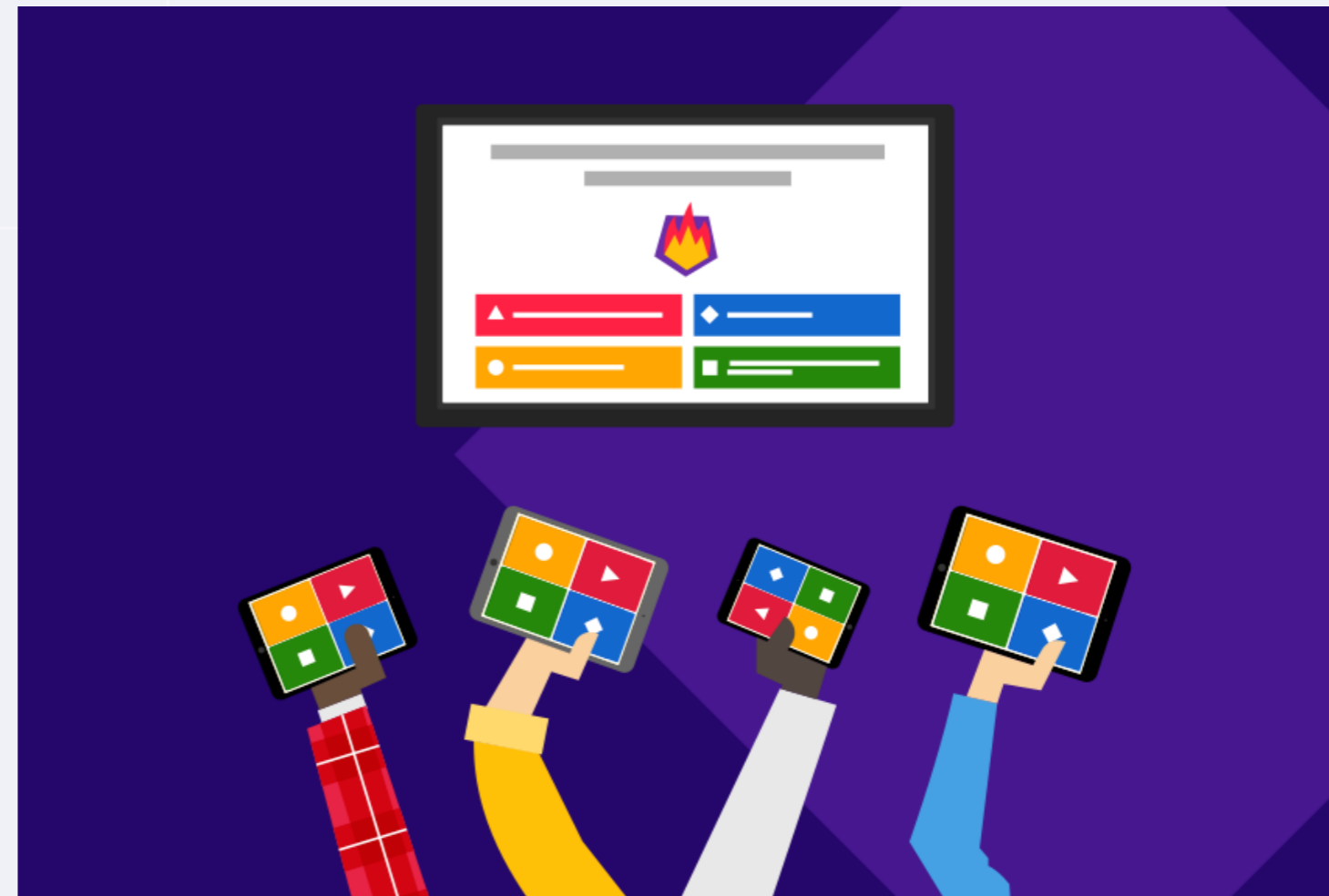


Competitive Analysis

02: Kahoot

Kahoot allows the host of a quiz to stream quiz questions on a larger screen, while allowing participants to access the quiz through their phones with the use of a code. The mobile devices become remotes to select their answer, and they later reveal the scores of the participants.

Thinking Cap would use something similar to allow collaborative learning, but be more focused on learning the concepts rather than answering quickly under a time constraint.



Competitive Analysis

03: Apple Health

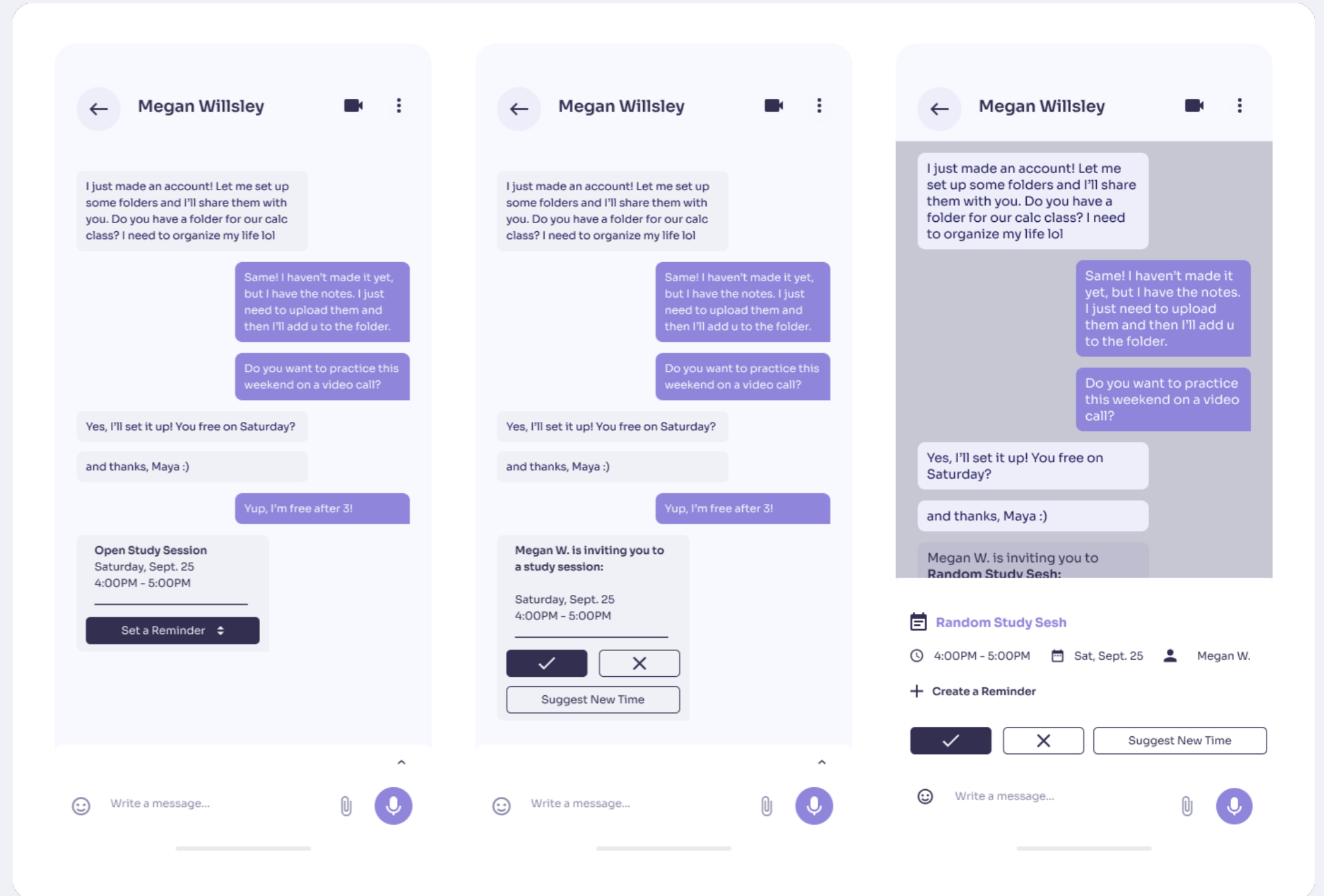
Apple Health gives users the option to track the fitness activity of friends. This tool can be used as inspiration for the user to compete and strive for a more active lifestyle, or it can be used by trainers to make sure their trainees are keeping up with their fitness goals.

This type of tracking could be implemented in **Thinking Cap** to allow users to view their studying progress in comparison to their peers - a method of motivation that would potentially reduce procrastination.



User Testing

Throughout the process, layouts evolved to appear more intuitive. For example, the events message display evolved to address the confusion during **user testing evaluations**.



Hook Model

Trigger

EXTERNAL: WANTS MOTIVATION,
CLASS STRUCTURE, RECOMMENDED
INTERNAL: DESIRE TO ORGANIZE/
COLLABORATE/PERFORM BETTER



Action

ADD CLASSMATES, STUDY FOLDERS,
ATTEND SESSIONS, UPLOAD TERMS



thinkingcap



Investment

MAKING ACCOUNT, SETTING GOALS,
PLANNING MEETINGS, ADDING NOTES

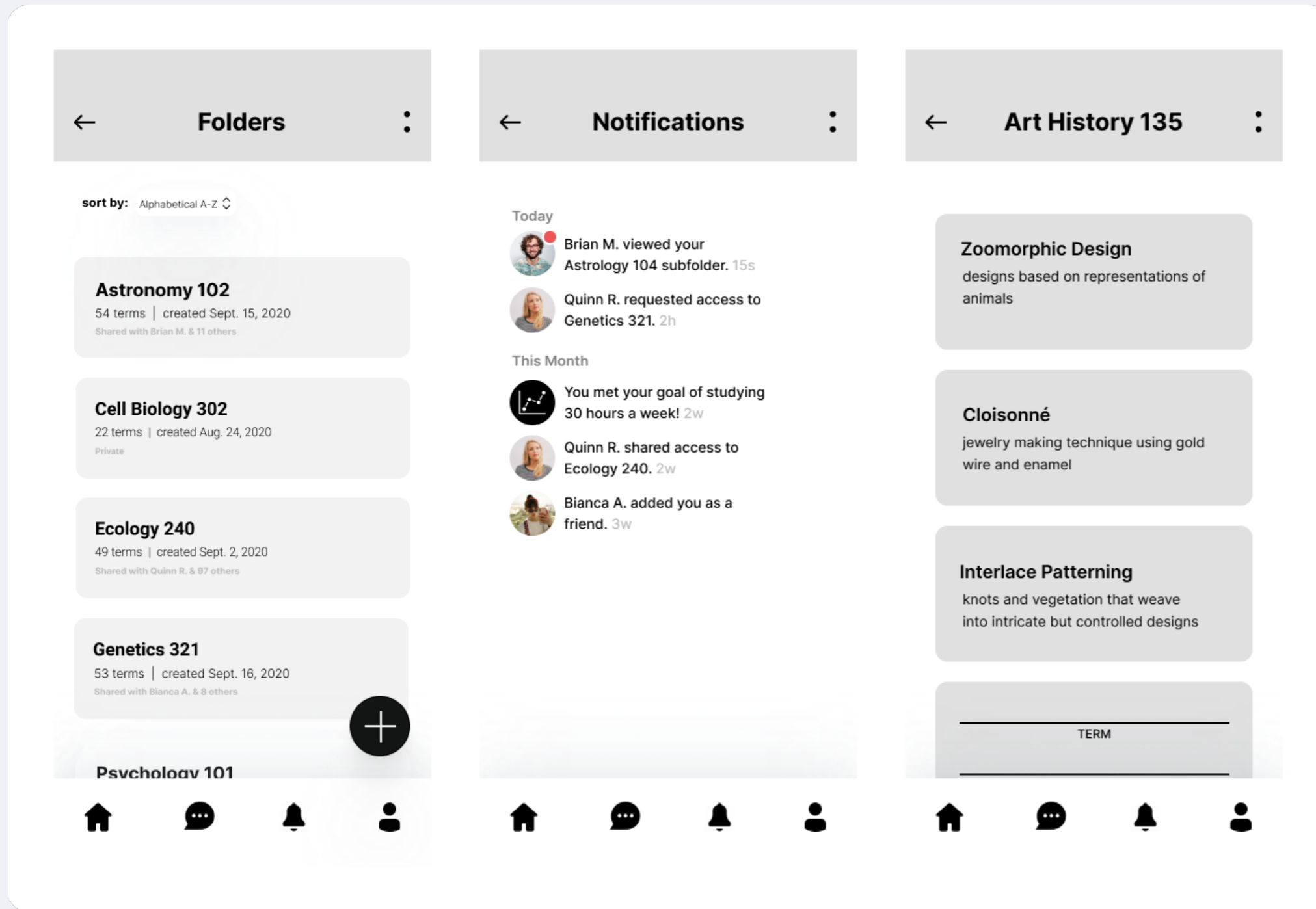


Variable Reward

CELEBRATE PROGRESS, IMPROVED
GRADES/SCORES, COLLABORATION

Wireframes

Wireframes // Lo-Fi



Wireframes // Lo-Fi

← Art History 135 Quiz :

A B

C D

Your Answer:
???

← Mirror :

Choose Device: Brian's SmartTV ▾

Home Chat Notifications Profile

← Genetics 321 Meeting :

Home Chat Notifications Profile

MEETINGS MIRROR SCHEDULE

Folders [view all](#)

All Private Shared

Ecology 240

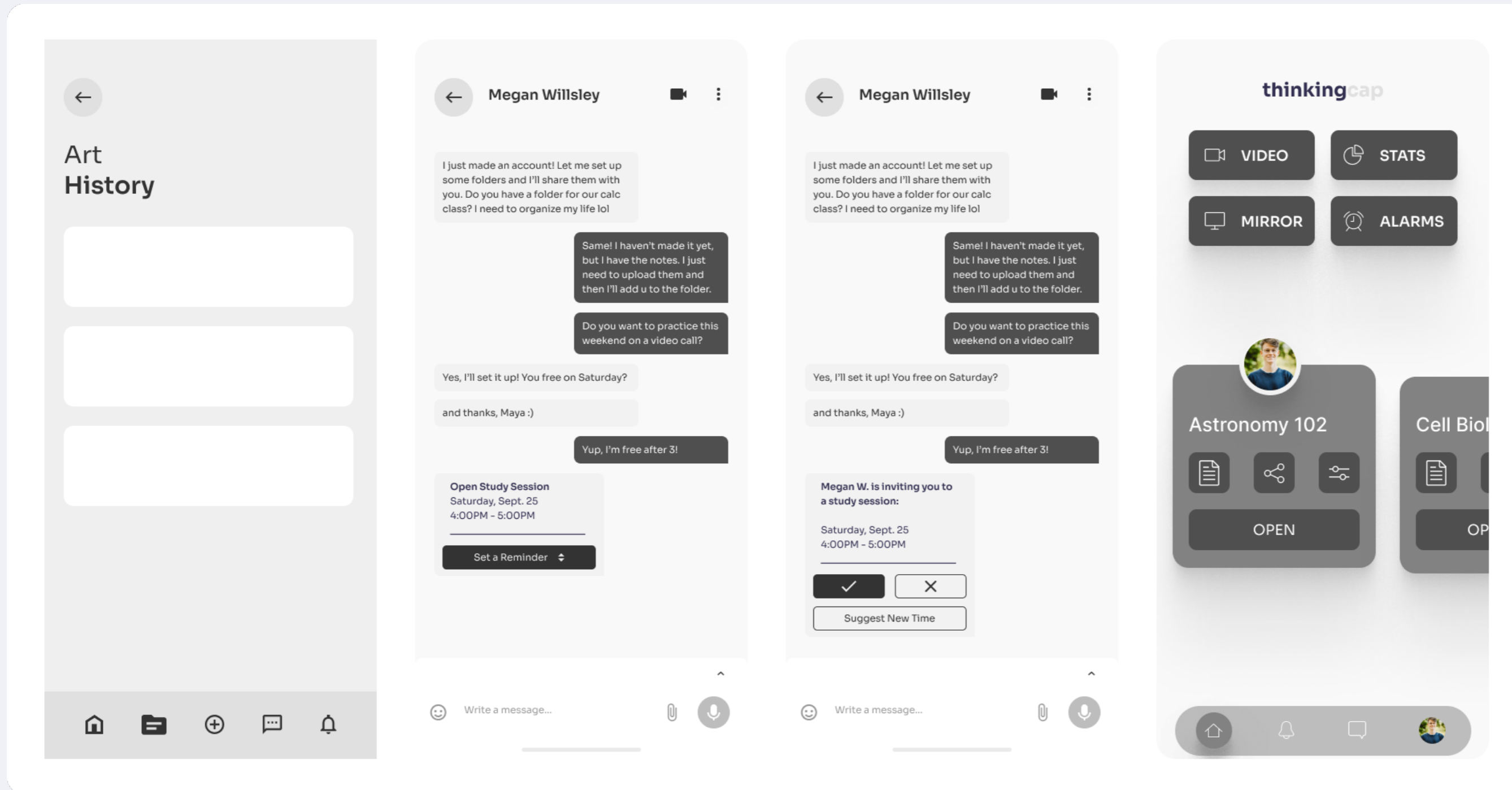
49 terms | created Sept. 2, 2020
Shared with Quinn R. & 97 others

Genetics 321

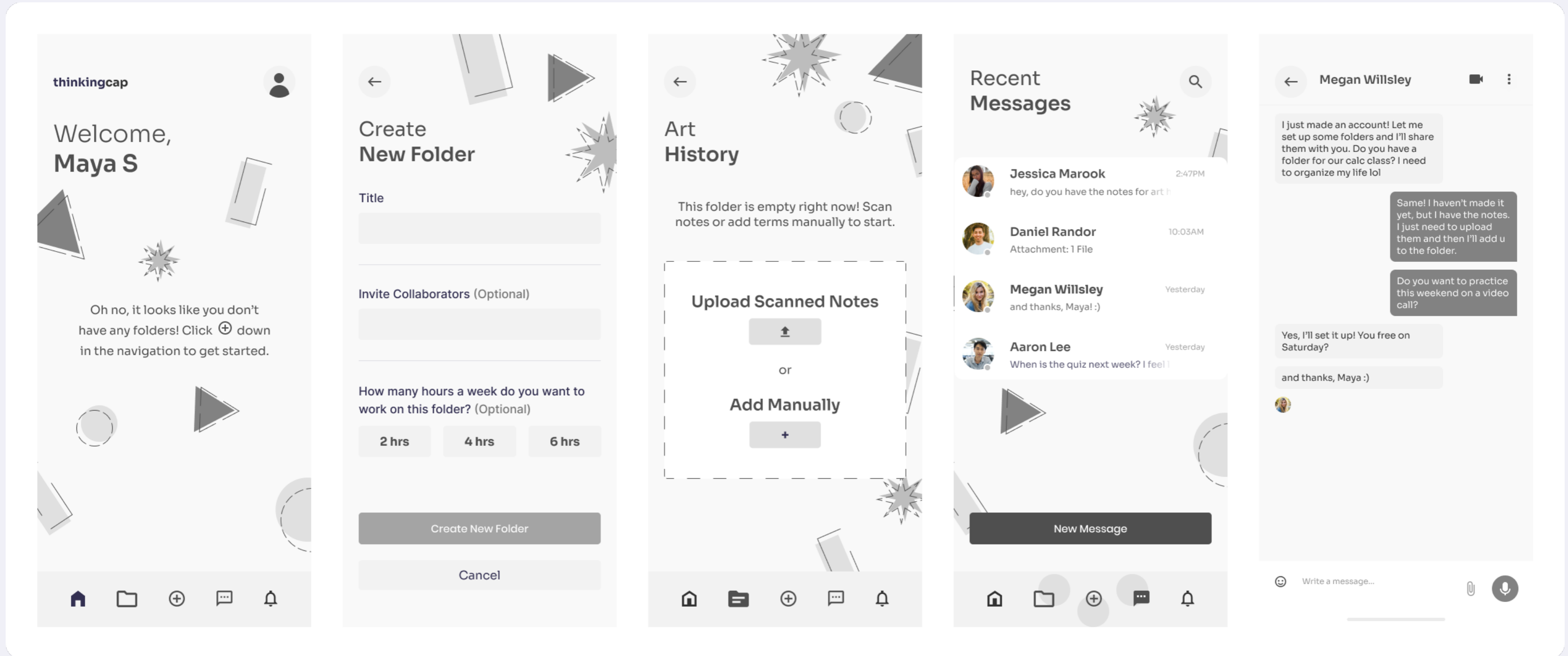
53 terms | created Sept. 16, 2020
Shared with Bianca A. & 8 others

Home Chat Notifications Profile

Wireframes // Hi-Fi



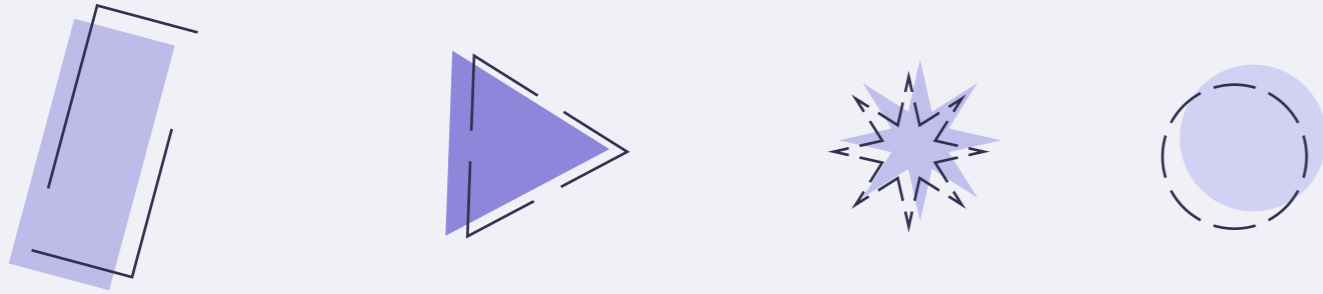
Wireframes // Hi-Fi



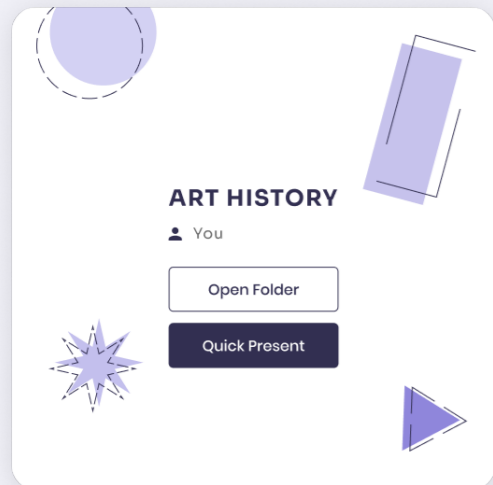
Design

Components

Graphics

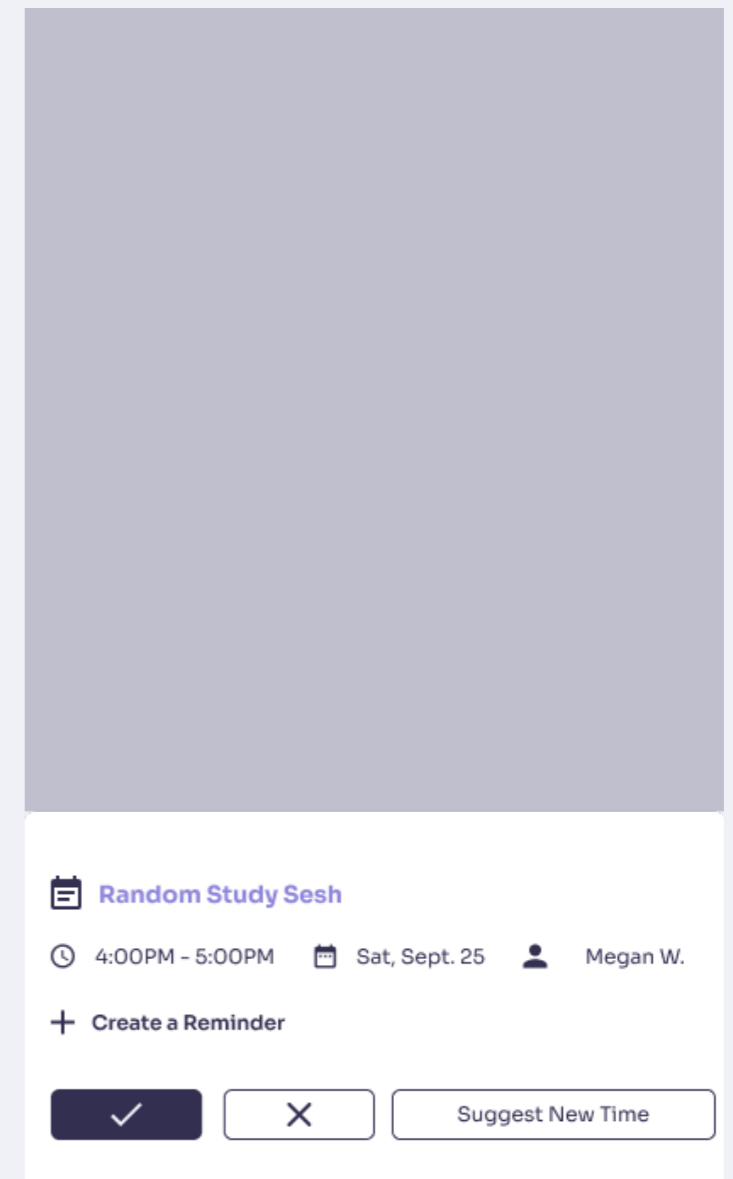
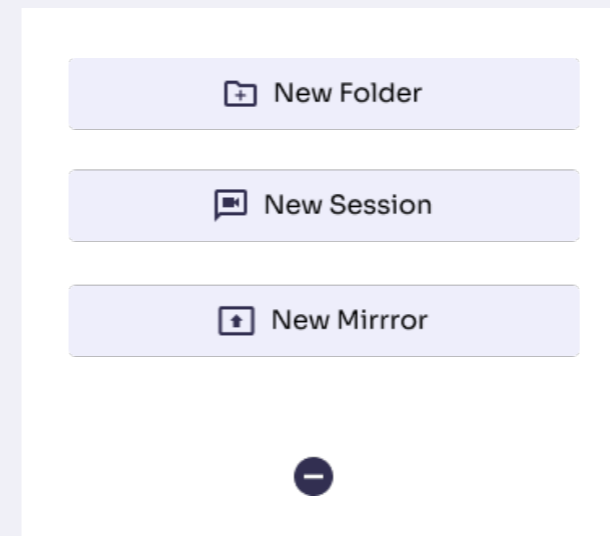
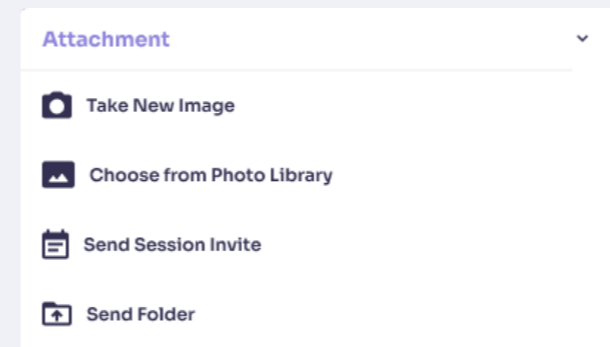


Cards



Same! I haven't made it yet, but I have the notes. I just need to upload them and then I'll add u to the folder.

Overlays

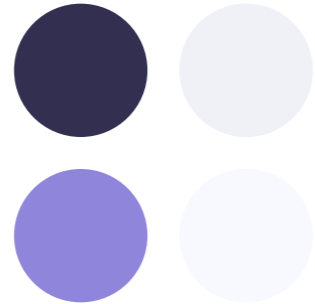


Design System

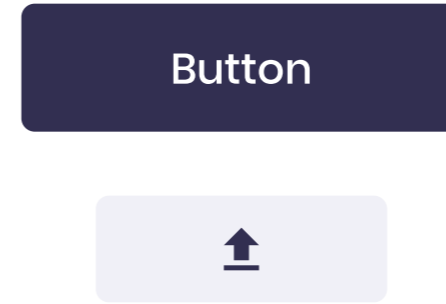
Layout Grid

12px

Primary Color Palette



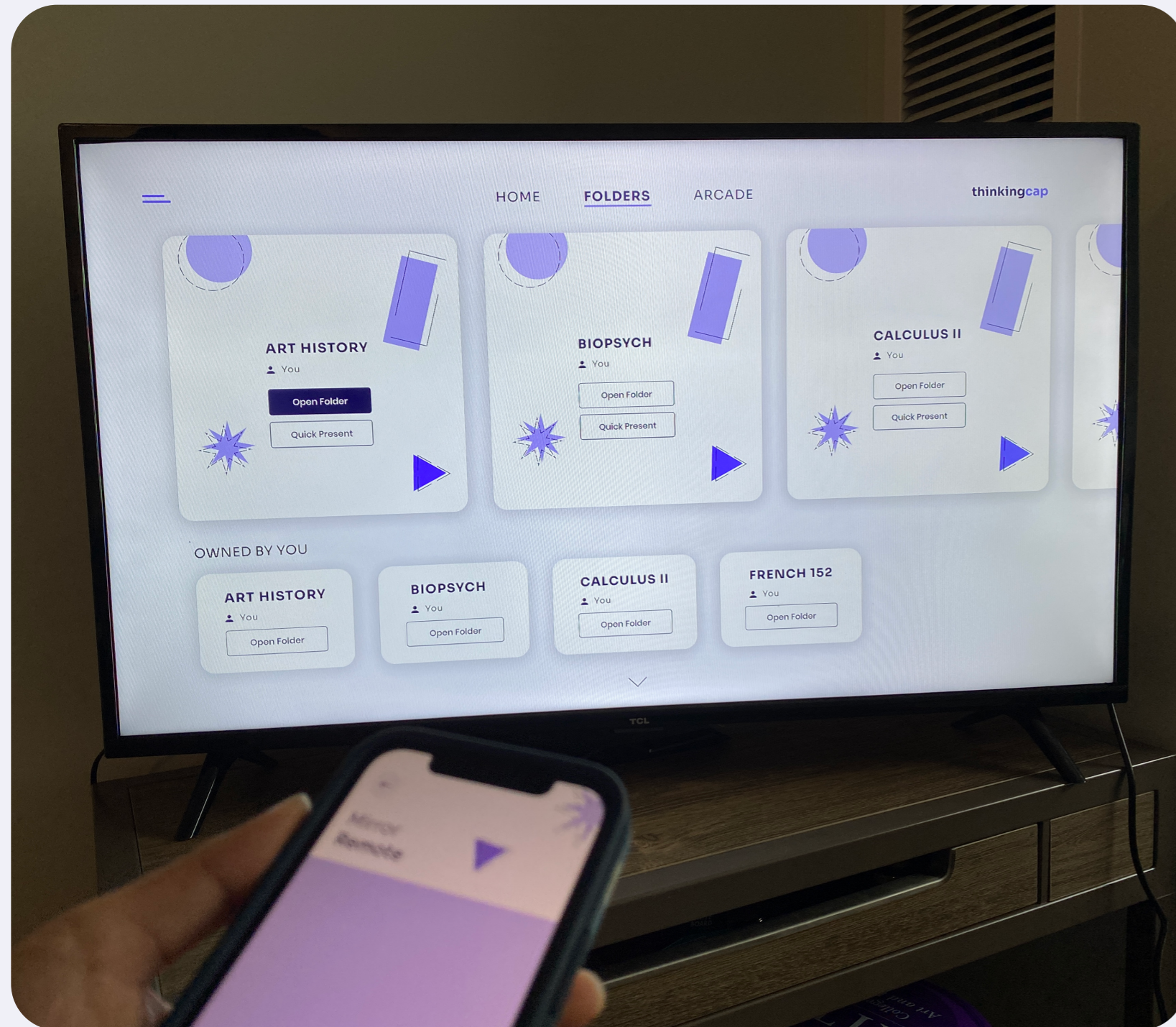
Action Buttons



Type

SORA
Heading 1
Heading 2
Heading 3
Heading 4
Body Text

Visual Direction



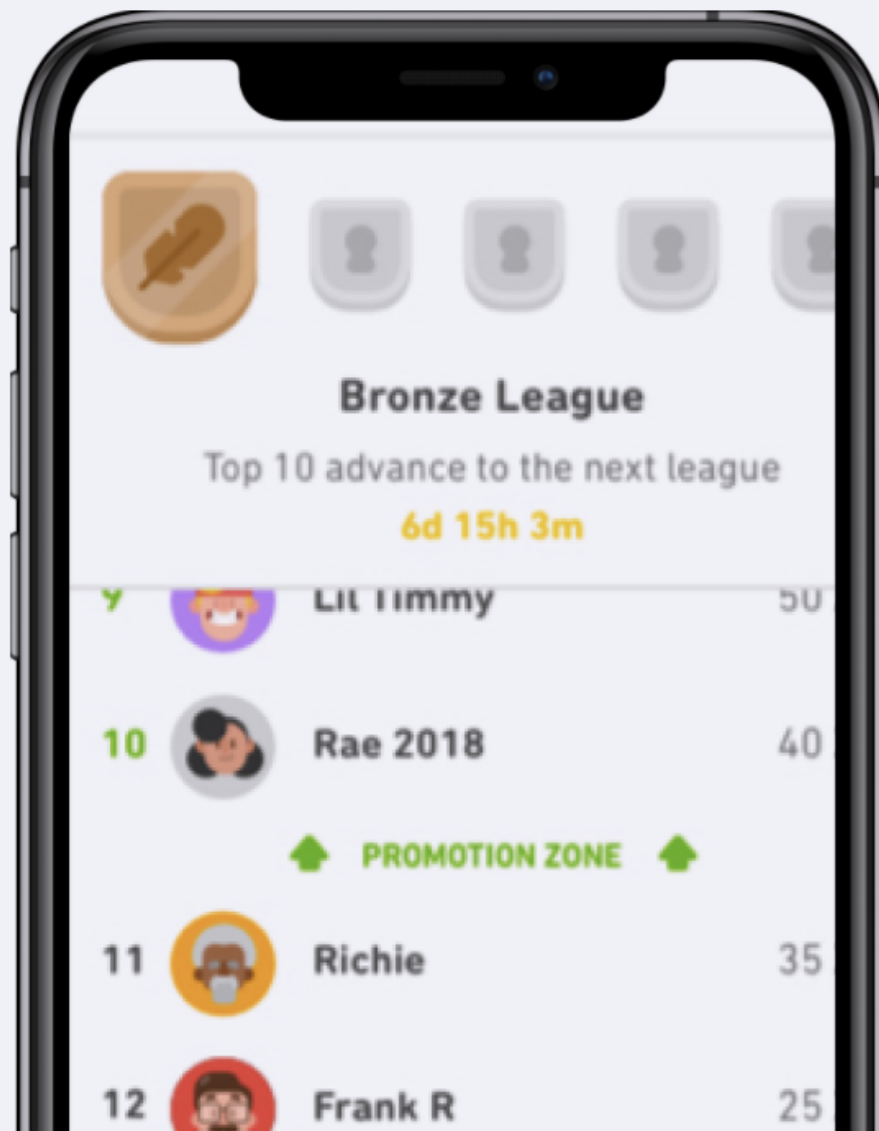
Delightful

Encouraging

Motivational

Calming

UX Trends: Progress Tracking



Duolingo

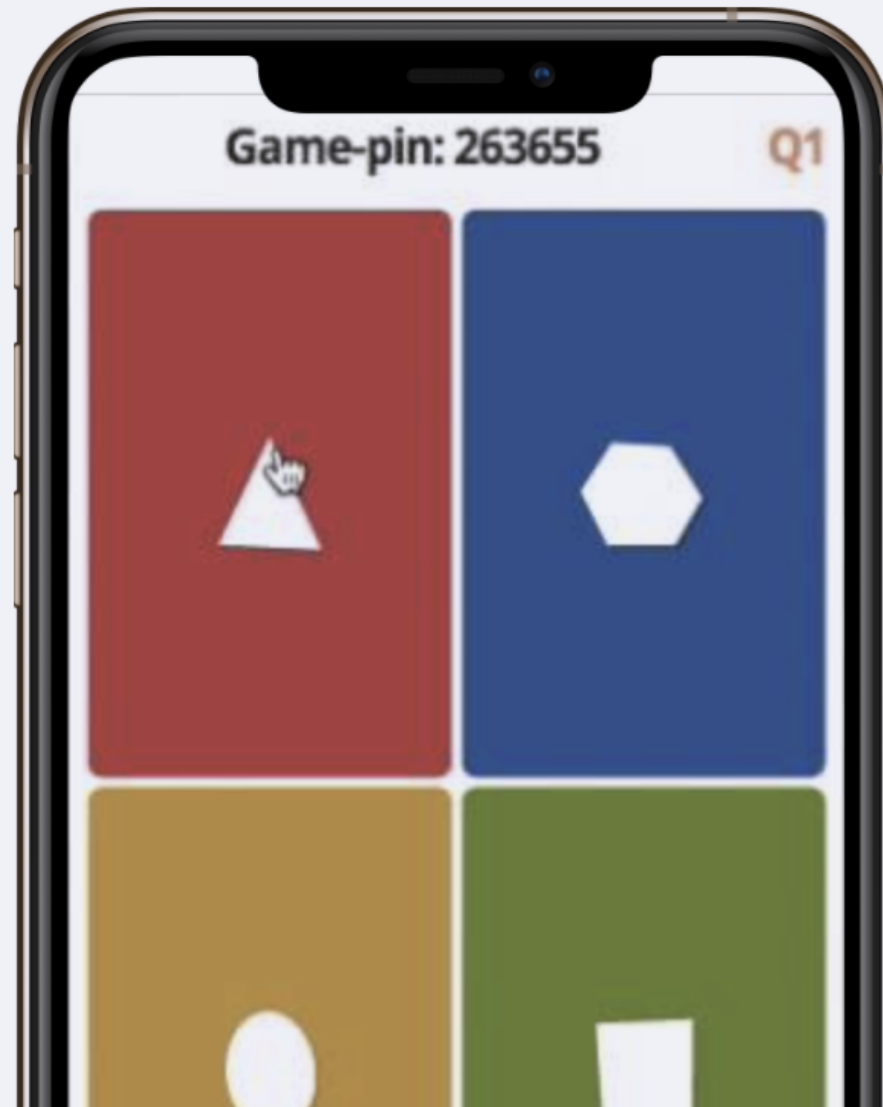


Apple Health

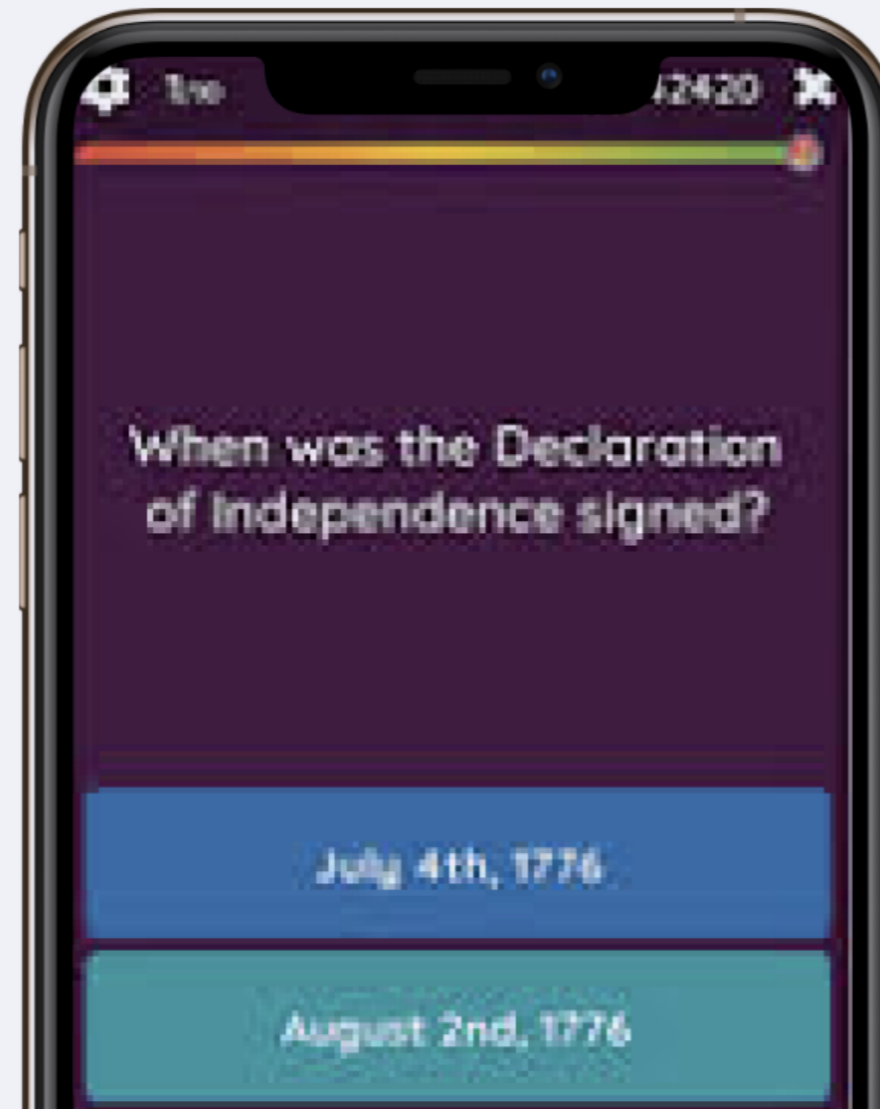


S'moresUp

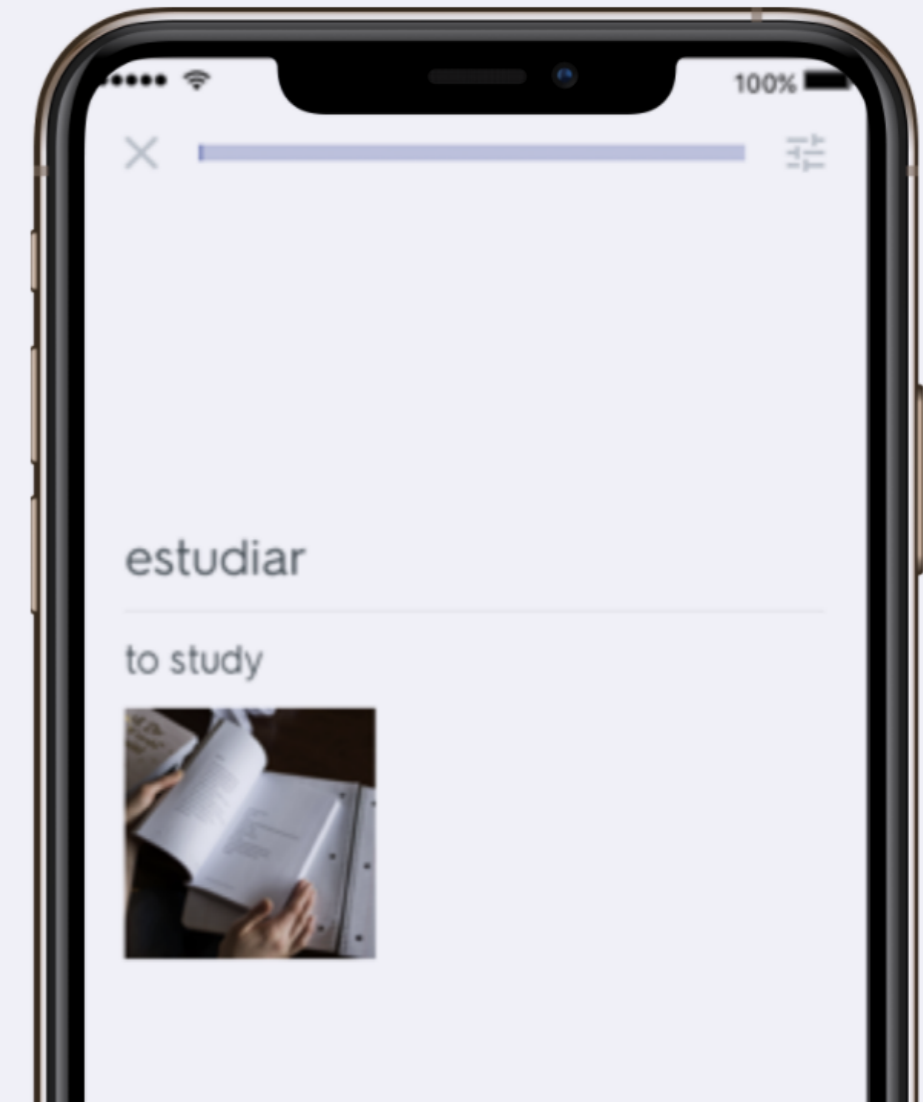
UX Trends: Quizzing



Kahoot

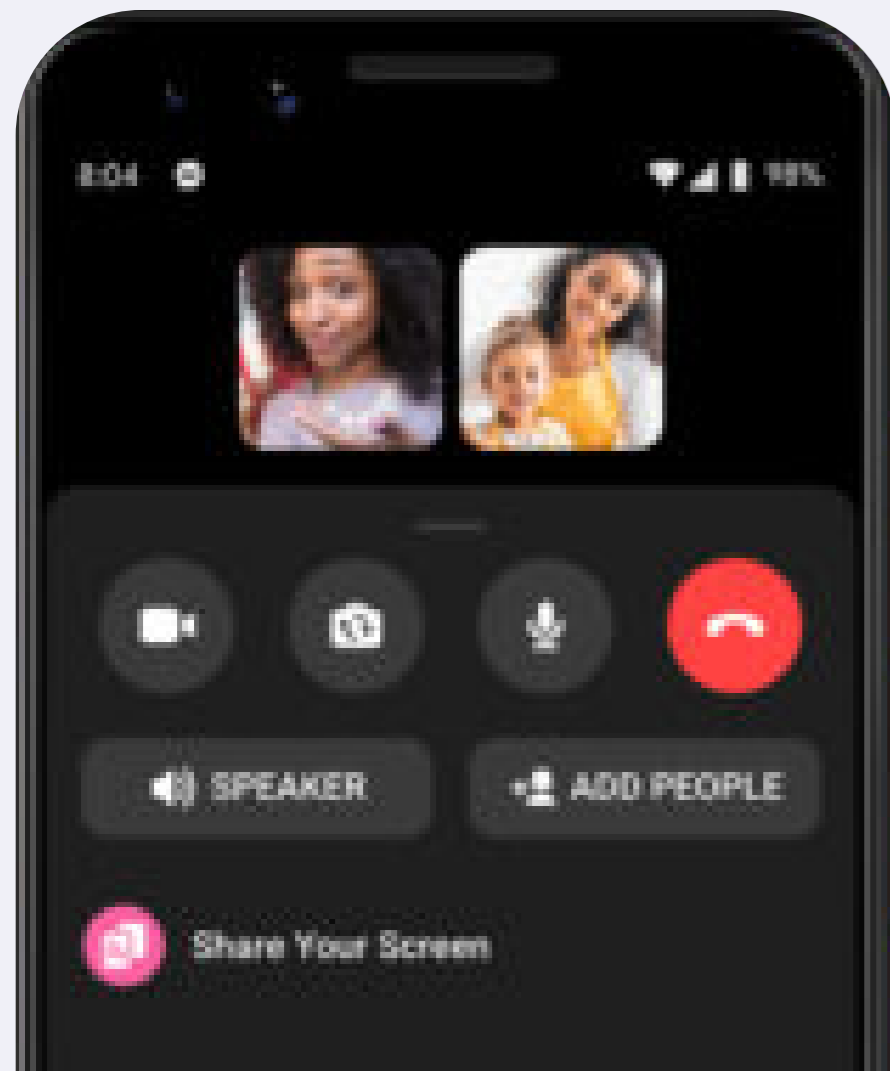


Quizizz



Quizlet

UX Trends: Quizzing



Facebook



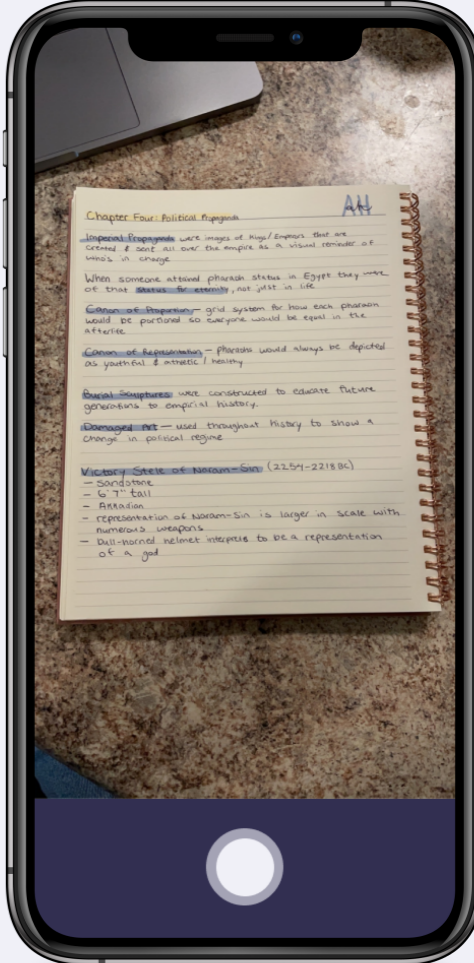
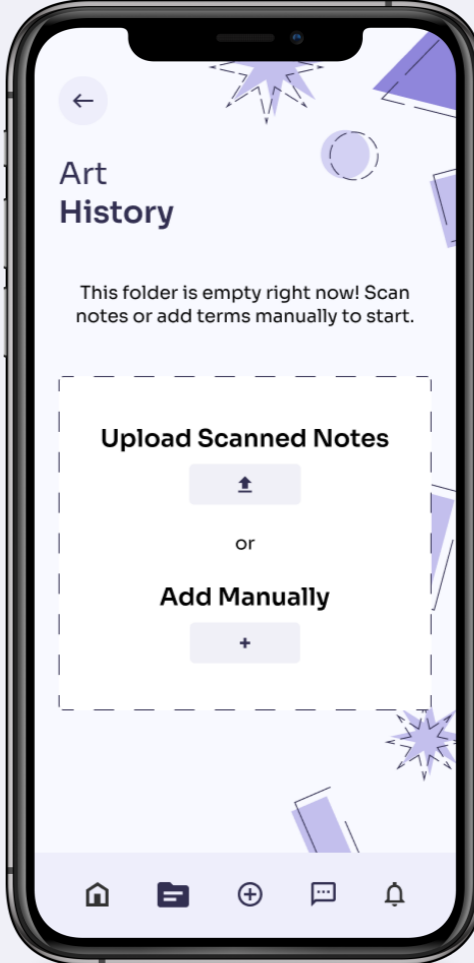
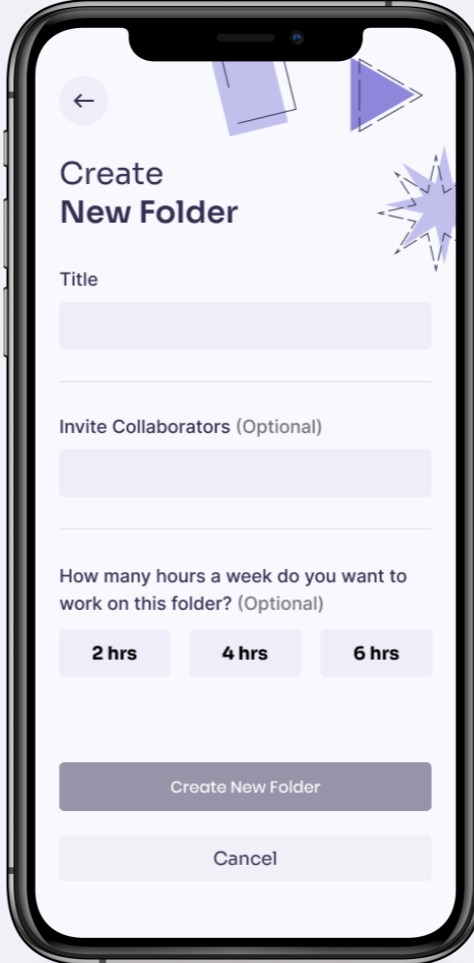
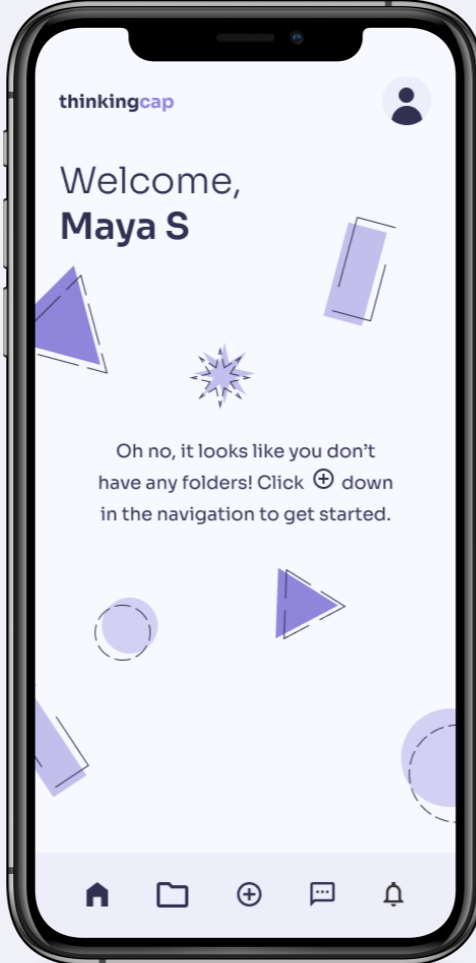
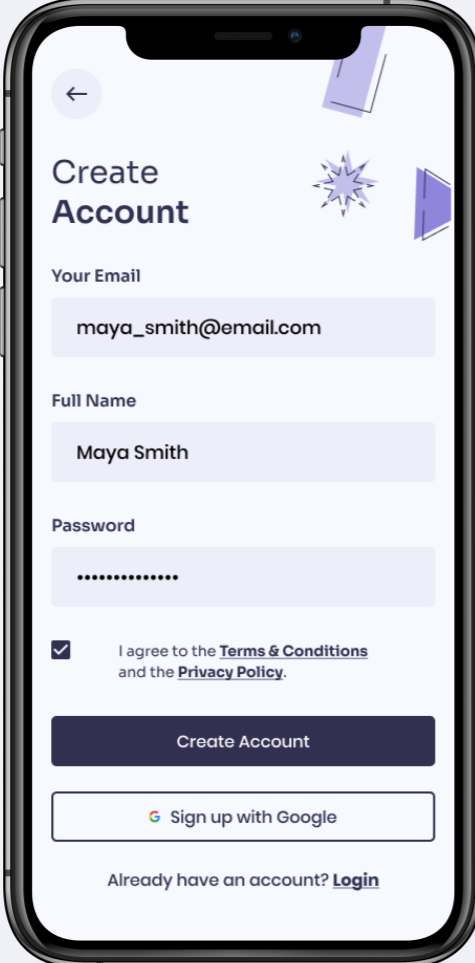
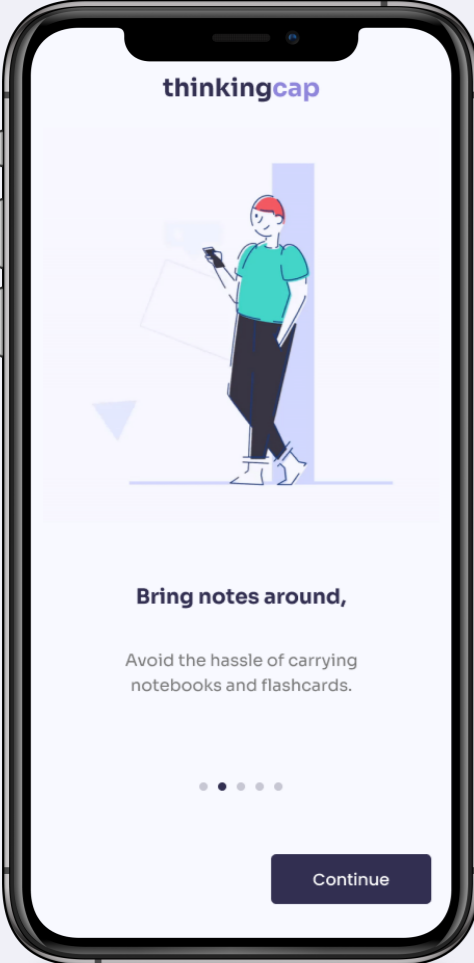
Facetime



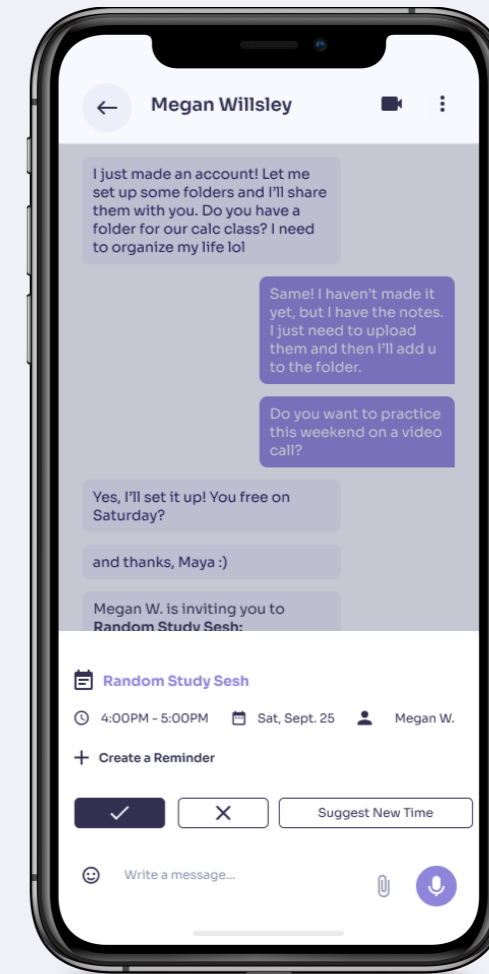
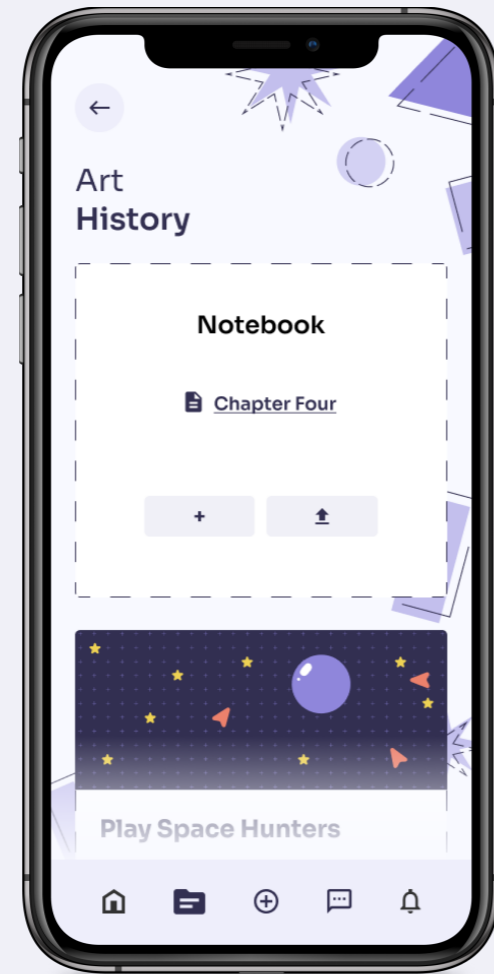
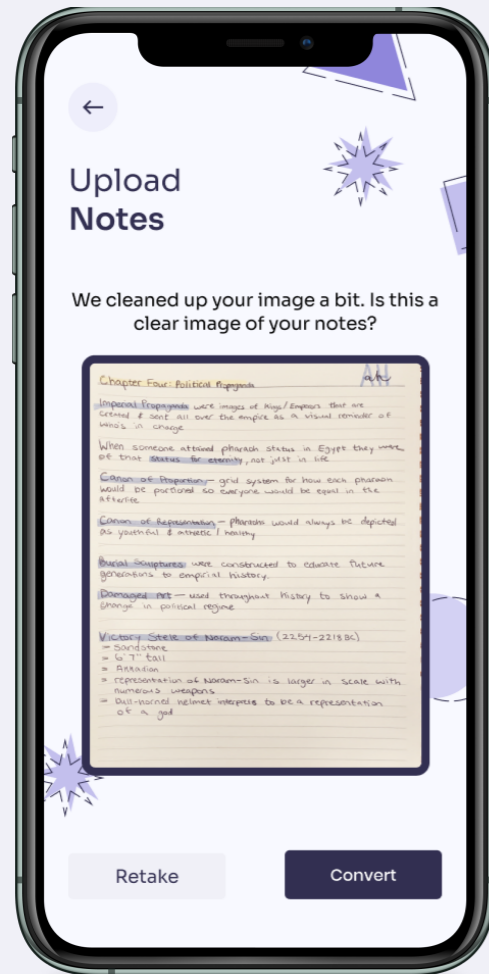
Zoom

Final

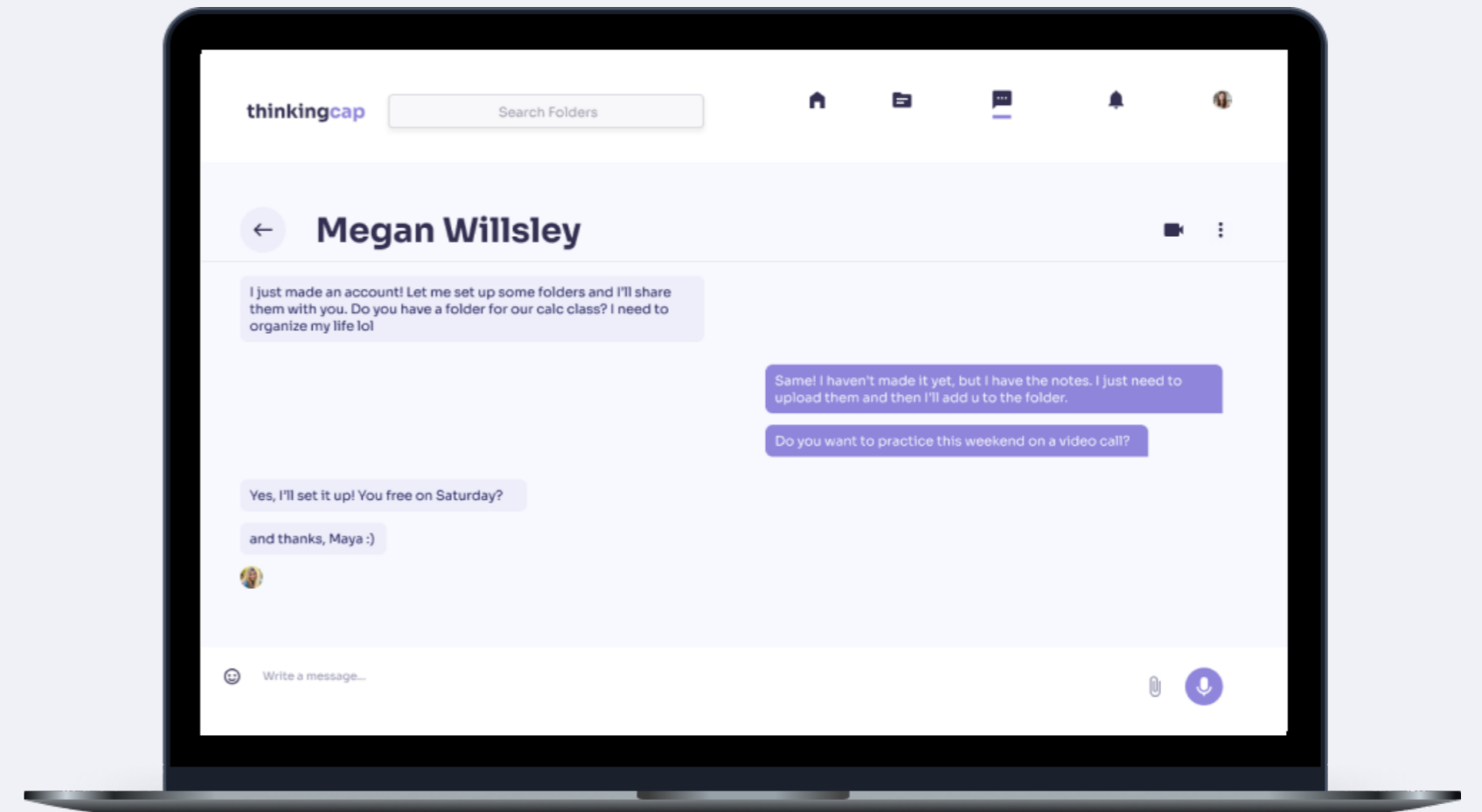
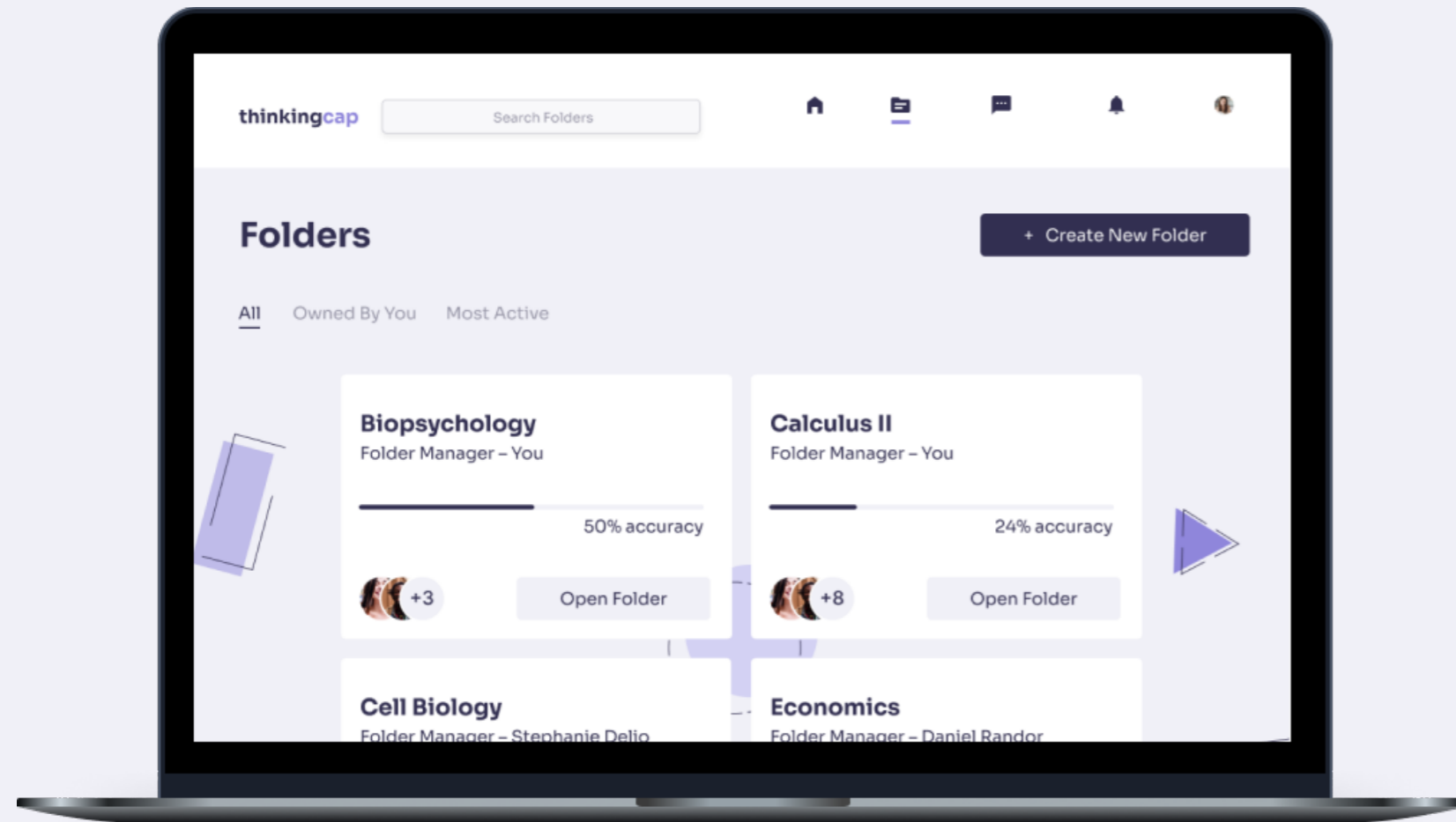
Phone Screens



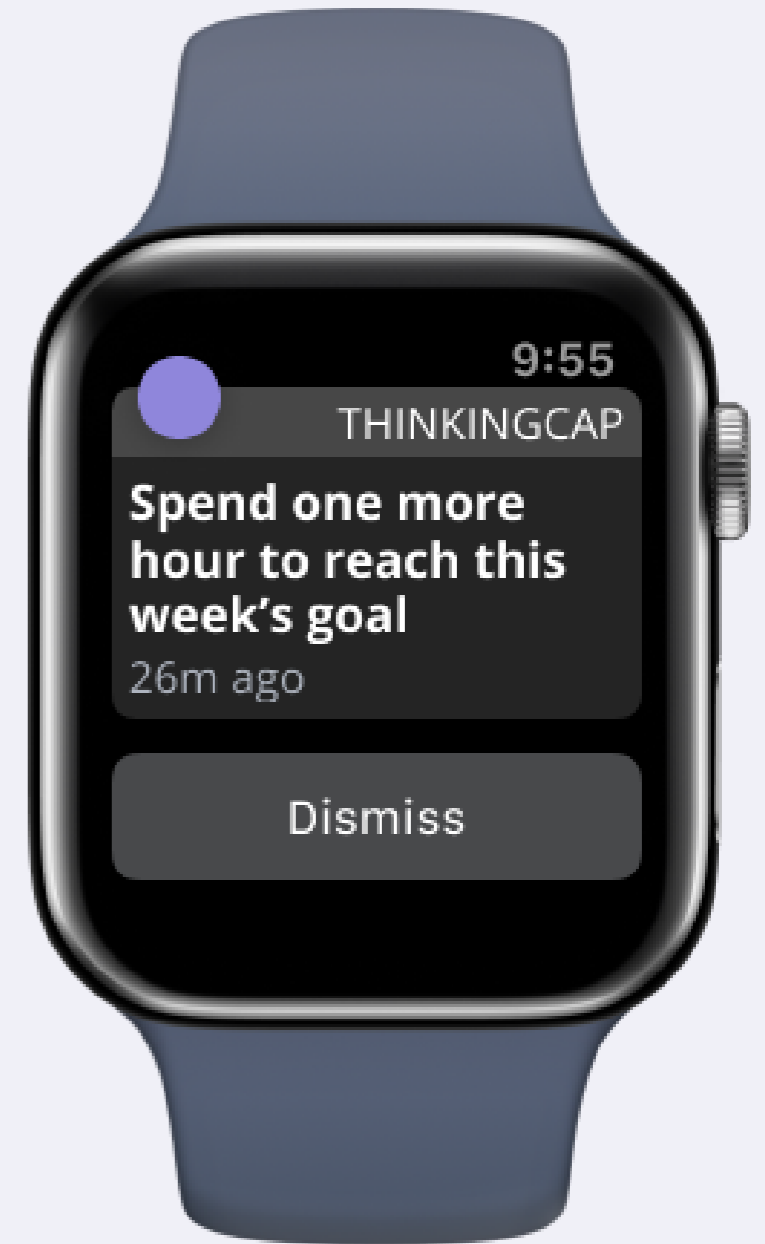
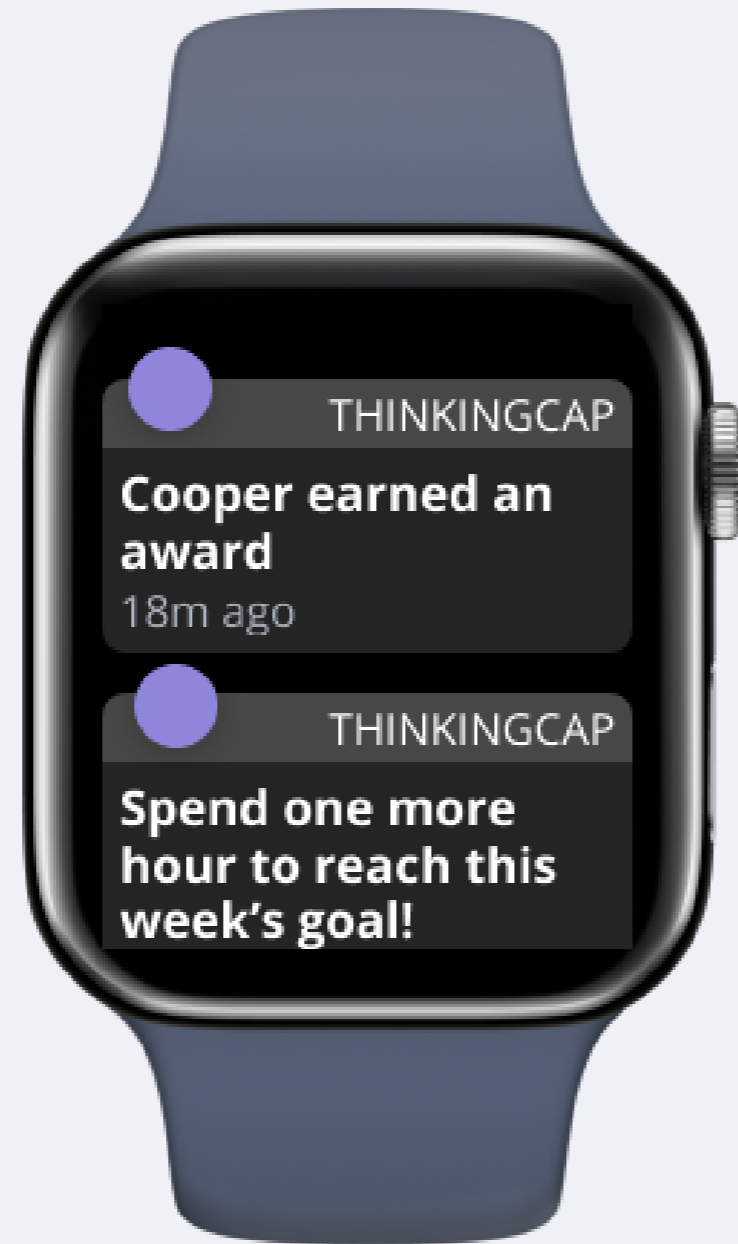
Phone Screens



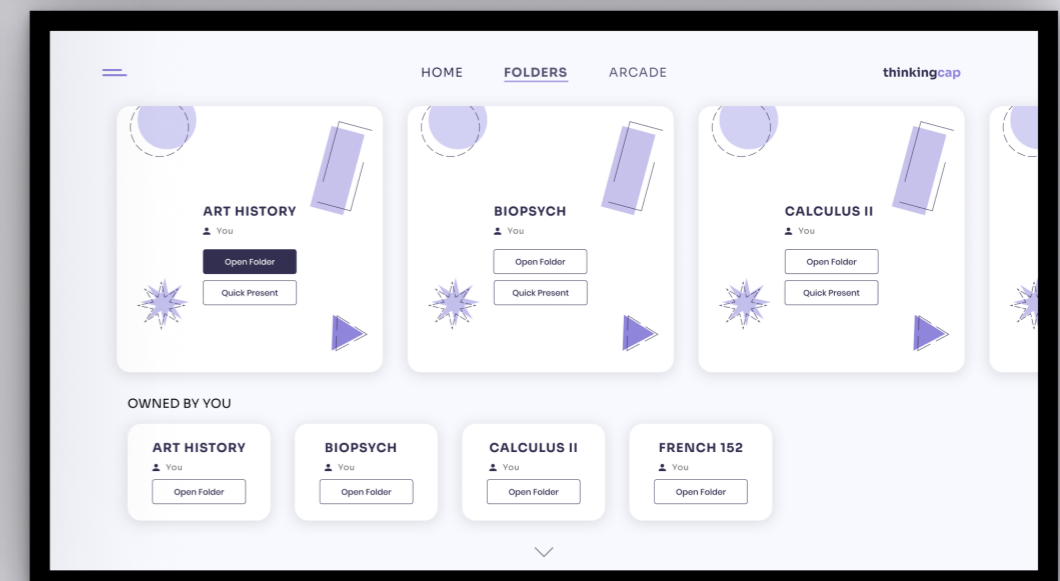
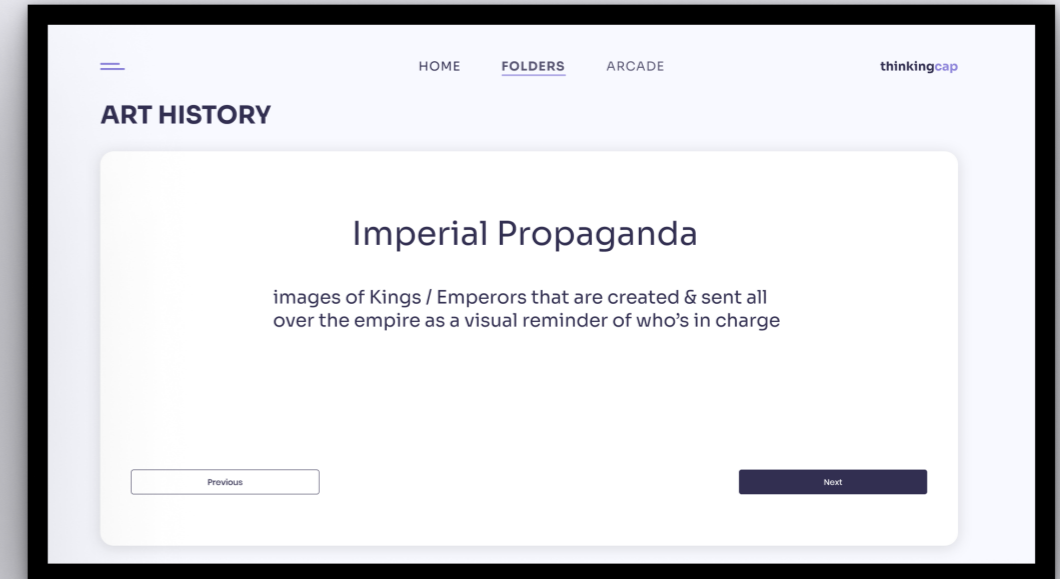
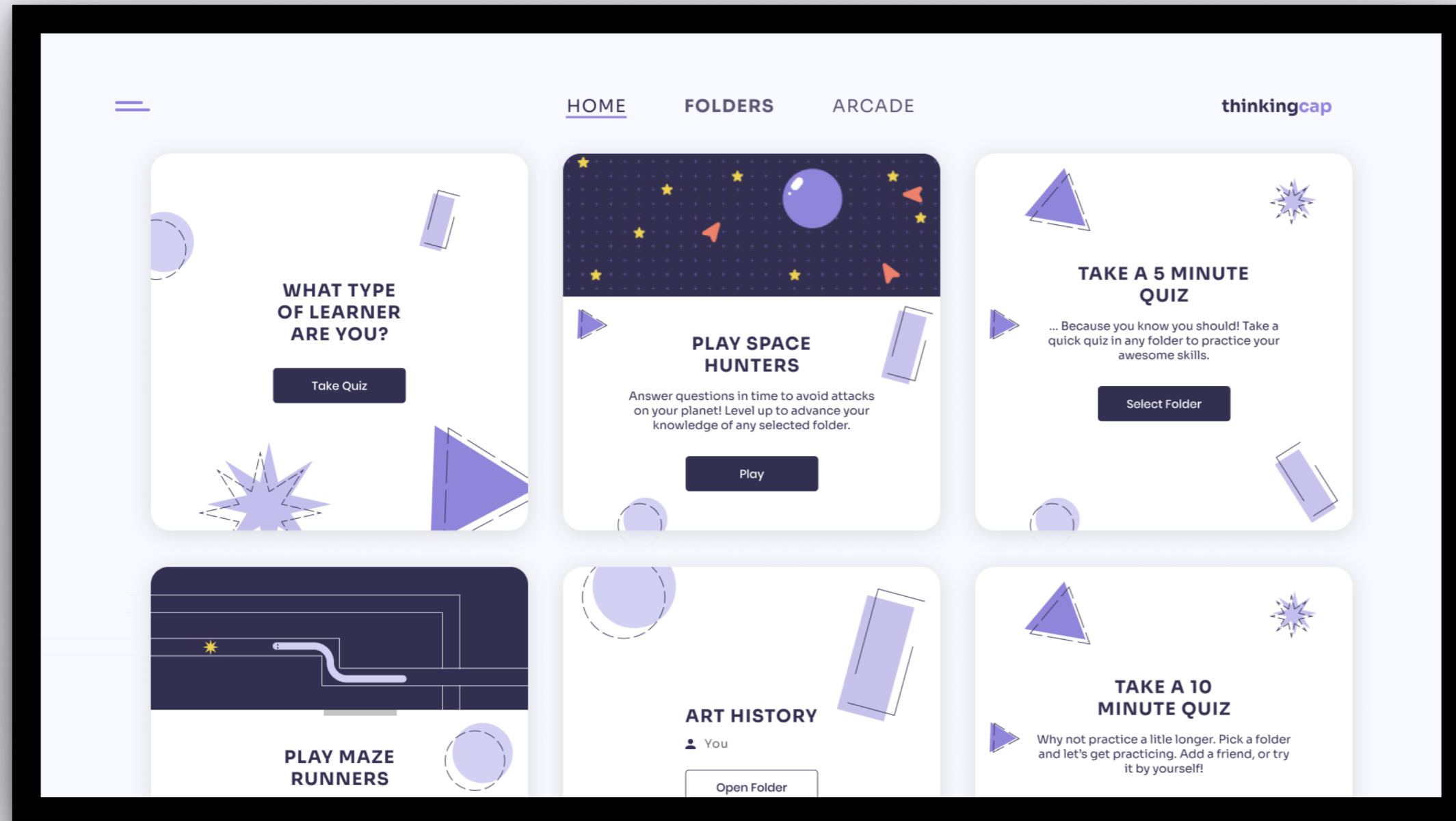
Computer Screens



Smart Watch Screens



TV Screens



Conclusion

This project relied on creating a strong design system and utilizing program features, Figma in this case, to build **uniformity** across all device platforms.