

BLITZ Mac Application:

User Research

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User Research Key Takeaways

Based on our google survey from 38 college students, in person interviews of 7 college students, and online research from forums such as reddit and PC Mag, our team determined the following key takeaways for our Mac App:

1. Proof of Market:

From our research and data we confirmed our beliefs about why a flashcard app would make for a great Mac specific app. After reviewing our survey responses, we found that a **laptop was the most used study tool for 80% of students**. We also found that digital flashcards were among the most common study methods for college students with over **80% of students stating that they had made a digital flashcard deck as a study tool at least once and over 10% stating that they make a deck “most of the time”** they need to study. Further proving the market fit, quizlet was the most used study website and app in our survey was also ranked highly in all of the study tool articles we read online.

2. The Faster the Better:

A really strong data point we found in our survey is that **the number one challenge people face when creating flashcards is how long it takes to make a deck**. The solution to this problem is at the core of our reasoning for using the Live Text API, and yet another reason why we believe this is an ideal MacOS application. Our users will also save time by forgoing the process of creating and logging in to an account each time to create a deck, which we found to be a pain point for some users.

3. Organization / Keeping it Simple:

In both our in person interviews and our survey data we found that people value organizational features. Our app allows for easy navigation and has different organizational features such as a side menu that lists your cards so you can easily jump from any card in your deck to another. Furthermore, our research found that many flashcard apps are too complicated. **When we asked our participants to use Anki, one of the top rated free flashcard applications, almost every user found it confusing**. Our App is designed to be extremely user friendly and intuitive. We accomplish this by only incorporating the most essential features of a flashcard app.

4. **Free Lunch:**

Every highly rated flashcard option we found had at least one paid version and in our interviews, this was our top complaint. Whether you pay for extra features or less ads, we found that users get very annoyed with the freemium model as it becomes more invasive to the learning process. Our online research specifically revealed that the write feature on Quizlet was desired. Our app is the only free lunch you will find.

5. **Study Modes:**

Our online research confirmed what we had been hearing about from our survey and interviews; but one key thing we found from online research were the most desired study modes. **We found that when quizlet moved their write mode into their paid version of the app, many users got very frustrated and turned to reddit for a workaround.** One reddit user even laid out steps on how to download an older version of Quizlet in order to use this feature for free. We added this feature to Our UX map and hope to implement it in our final application.

Conclusion: Ultimately, Blitz hopes to help students spend more time learning their material and less time learning an app. Our target audience is highschool and college students who have Mac computers. With Blitz there are no ads, no locked features, and no payment. **A simple, faster, digital flashcard app for free.**

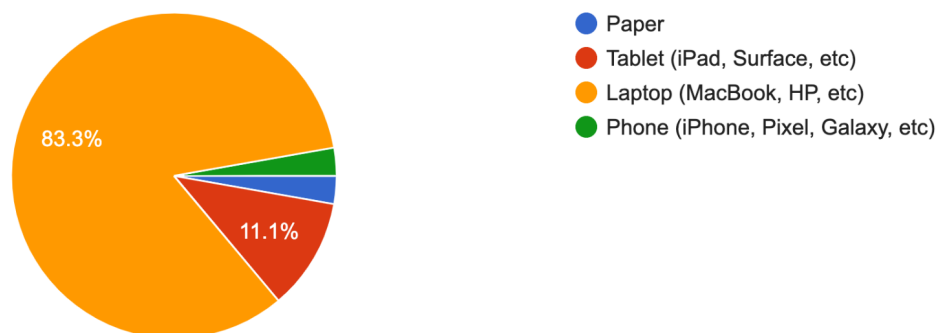
Our Average Persona

John is a first-year college student who has an upcoming Spanish exam next week and needs an efficient, simple, and fast way to study. The technology he uses the most to study is his macbook. He usually uses Quizlet but gets frustrated when he can't remember his login. Once logged in, he is immediately prompted to buy Quizlet Plus. Fed up with Quizlet, he starts researching different options and discovers Anki, but finds it very confusing because it is not very user friendly. John spends more time figuring out how to study with Anki than actually learning his material. He realizes that he wants a better, simpler, and free flashcard app. So after hours of researching alternatives, John finds Blitz! After a one time download John is able to make flashcards in a matter of seconds and finally discovers the app he has been looking for all along.

Key Data Points From Survey

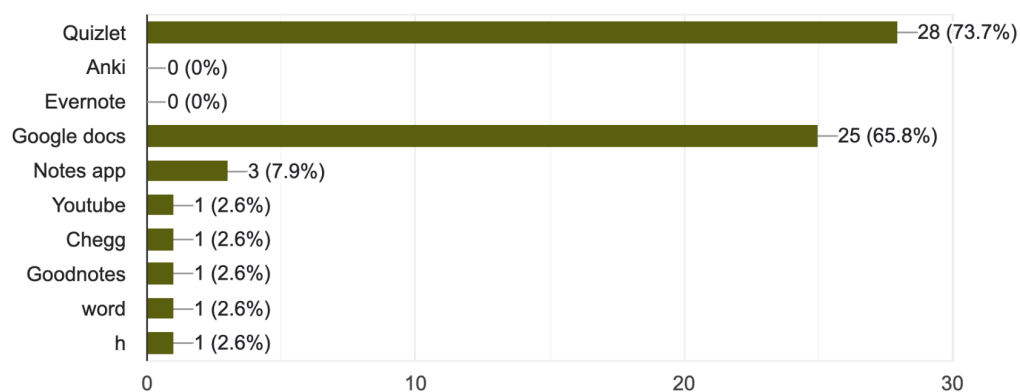
What technology do you use the most to study?

36 responses



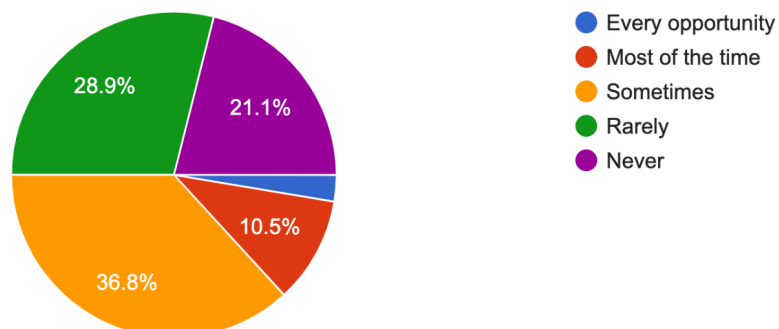
What apps do you use to study?

38 responses



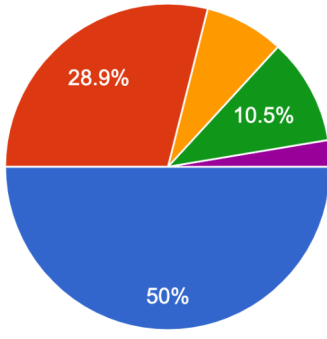
How often do you make flashcards (digital or paper) to study?

38 responses



What challenges do you face when creating digital flashcards?

38 responses



- They take too long to make
- I prefer to study in other ways
- Prices for digital flashcard services are too expensive
- I get them from a friend or classmate
- None

In Person Interviews

Questions:

1. What do you like about quizlet (or any other study app)?
2. What don't you like about quizlet?
3. Ask them to make a few flashcards using actual school information: Watch users make a quizlet deck and take notes
4. Ask user to download Anki and make a card - look for pain point

Jackson:

1. "I like how I can study anyones quizlet deck and the different study modes"
2. "I've started to use quizlet less because of the cost for certain modes"
3. Note: Jackson also had plenty of experience in quizlet already. The process to make a card seemed intuitive. limited to typing speed.
4. Jackson was able to figure out how to make a deck but struggled to find where to make cards. He was confused with the layout of the app at first but figured it out in a few minutes.

Brandon:

1. "I like how simple and quick you can study. The feature I most enjoy is being able to star and re-study the ones I get wrong. I have not used a physical flashcard since middle school."
2. "I don't like how often they try to get you to buy the premium account. I just use the basic quizlet modes so it's not really a problem."
3. Brandon did not remember his login - forgetting the password process is always annoying. Then he was prompted to buy a quizlet plus. Once he made a flashcard deck he had no problem.
4. After Brandon tried to make 1 card he literally said "this layout is so confusing"

Annie:

1. "I like how easy it is to make the flashcards and be able to flip through them."
2. "I started using quizlet less because you need to make an account even to see other peoples cards. Plus you have to pay for it as well."
3. She was able to make the flashcards really easily, everything seemed intuitive. Was using a powerpoint to copy off the information and had to rewrite everything.

4. She looked very confused, and took a very long time to be able to make a deck. Nothing seemed intuitive. Got a little frustrated while making it since it took a lot more time in comparison to the quizlet.

Mitali:

1. "I like the usability of the website, everything is reachable on the same page, especially when I am making a deck."
2. "I don't like all the pop-ups they have now, even though they have made the website better and have added more useful things but you have to pay for them."
3. Uses a quizlet a lot so everything was super smooth, and she was able to add the content easily. Wasn't able to use the new features when she tried, like trying the voice recording.
4. Hated Anki, didn't like the set up of things. She found everything to be very clustered and didn't like the physical appearance of it either.

Tori:

1. "I like that it makes it easier to study because you can access a variety of other peoples versions of the information. You can memorize the info better if you can look over multiple different sets of flash cards."
2. "I don't like that you have to pay to see the full version of a lot of the decks. It'll show you that the answer is there but won't let you see it. I also don't like that it doesn't bring up the card that gives you the answer to the question you searched at the top. It should go to the specified card with the answer to what you googled, instead of us having to scroll through the whole entire deck just to find the one answer we're looking for."
3. She uses Quizlet a lot and it's easy and simple for her to do because it is self explanatory. She did not like when it tried to prompt her to pay for the app.
4. She did not like Anki. She thought it was confusing and she doesn't like how the interface looks at all. It seems less fun and engaging than quizlet.

Ash:

1. "Personally I have a lot of terms that I need to memorize so I like to use the flashcard flipping to get that down for my exams."
2. "I don't like that it takes so long to make my flashcards. I have so much info to study I don't always have the time to make a deck."
3. Ash had to copy all of her information from the paper copies she gets from her anatomy class and individually type them in. She knew how to use the functions of Quizlet but it took her a few minutes to get just one card done.

4. Ash tried to start a deck but took a while to figure it out and mentioned she probably wouldn't use something this complicated because she just needed something more simple.

Maddie:

1. "I like to read all my terms in the long form to use on my open note tests."
2. "I don't like how many accounts I have made. I think over the years I have just forgotten my login."
3. Maddie very easily created a deck and used the copy and paste method as well as put photos with diagrams. She seemed to do it with ease.
4. Maddie took more time in Anki to make a card trying to figure out how to use it and said she would just resort to something easier if she would want a flashcard deck.

Online Research / Quotes and Reviews

Quotes and Reviews:

In this screenshot we found that this reddit user found a way to download an older version of Quizlet claiming that it is better and freer. We figure that if people are this dedicated to finding an alternative they will look to other apps as well.

Posted by u/Basicmoth 8 months ago  



Method on how to use old (better and freer) Quizlet

For anyone as adamant as me on preferring the old Quizlet, I thought I'd share the way I found to access the old system and still use your new sets on PC. So far it seems to work for getting the old learning system back, using modes without paying and getting the write mode back.

The method works as getting an older version of the quizlet app allows you to use all the same old functions without issue.

Step 1: Download [Bluestacks 5](#). Select open file, let the file access your computer, and then let Bluestack finish downloading completely.

Step 2: Get [Quizlet 6.3.2 from Uptodown](#) by clicking the green "download" button. Select open file, it should download onto bluestacks and once that's done you can open the app.

Step 3: Login to your quizlet account, access any and all sets you would like

Step 4: Enjoy :)

This reddit user claims that “[Quizlet] made changes recently that just seem to have made learning worse.”



Basicmoth · 7 mo. ago

Not sure exactly when but I think sometime around December last year, there is a bit of a workaround if you preferred not paying for learn mode (duh) but otherwise they made changes recently that just seem to have made learning worse through their site.

 1   Reply  Share  Report  Save  Follow

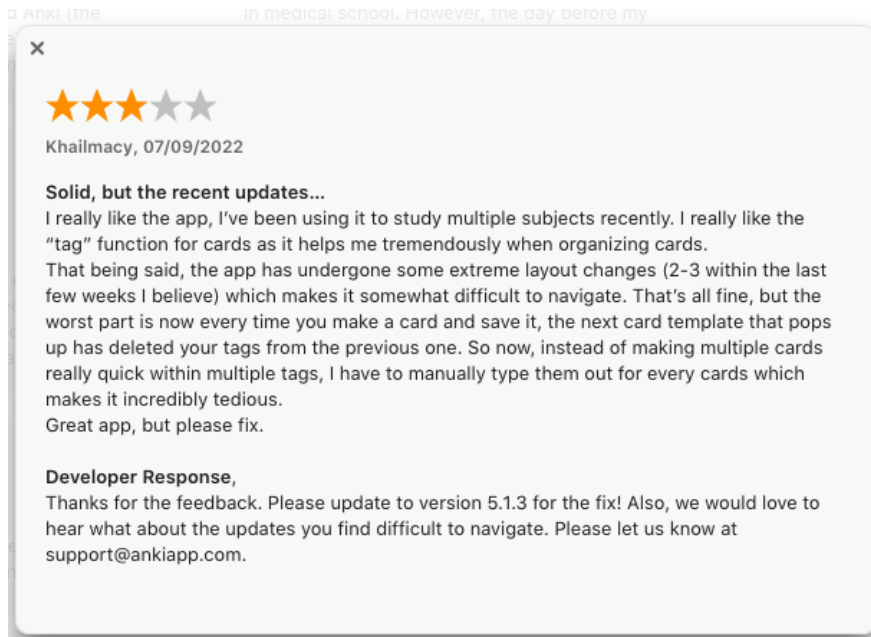


damnitandy OP · 7 mo. ago

what's the workaround?

 1   Reply  Share  Report  Save  Follow

This is a screenshot review from the Apple Store about the Anki Flashcard App. This reviewer claims, “the app has undergone some extreme layout changes (2-3 within the last few weeks I believe) which makes it somewhat difficult to navigate.”



Quizlet Plus “locked features.” One of these features includes using scanning in your notes which we had not seen on other flashcard services.

QuizletPlus

Picture this

Personalize your sets with custom images

Best deal

Pay annually

Billed at \$35.99/year, that's like

\$2.99 / month

Start with free 7-day trial

Start your free trial

Pay monthly

Billed today at

\$7.99 / month

Recurring billing. Cancel anytime.

Get Quizlet Plus

How the annual* free trial works

*Monthly plan not eligible for free trial

Today

Start studying with Quizlet Plus. **Free for 7 days.**

October 10

Free trial ends. You are billed for a one-year subscription unless you've canceled during free trial.

Cell structure and function

Smooth Endoplasmic Reticulum

The endoplasmic reticulum (ER) is a **membranous structure** that contains a network of tubules and vesicles.

The nucleus is the master control of the cell. It contains genes, collections of DNA, which determines every aspect of human anatomy and physiology.

Customize your studying

Create study sets that fit your needs and style with custom images, audio, highlights, and more

- See it, learn it**
 Add visual cues to help with recall
- Scan in your notes**
 Make an instant set from your handwritten notes
- Add diagrams**
 Quiz yourself on specific points

Add and label a diagram

Drag and drop any image or [choose an image](#).

Enter term

TERM

Enter definition

DEFINITION

IMAGE

Search Quizlet images →

Or upload your own image

Articles and Reviews:

<https://collegeinfo geek.com/flashcard-apps/>

This article ranks 6 notecard study apps. Anki is rated #1. Some common trends I noticed in most of the options are paid features such as voice to text abilities and customization. In fact every app has a paid version.

<https://flexiclass es.com/anki-review/>

This article shows what Anki is bad at and gives a full summary review of the app. Two things I have noticed is first, people prefer repetition over recall and want the card to appear with both the front and back together, instead of double tapping each time to get to the next card. Second, Anki charges too high of a price which creates an issue where people who do not have experience with this app choose not to even try it because of the price. Overall, Anki is a great tool but only really effective once you start learning how it works and how to use it which takes time. Below is one of the reviews from the LTL HQ Team that discusses what Anki is bad at in regard to its features:

Anki still lacks some usability features that users would have liked to have.


For example, as I mentioned, I prefer repetition over recall.


As such, I would have preferred each card to appear with both the Front and the Back together, instead of double tapping each time to pass to the next card.


This is not something that can be changed using an Add-on, as the question and answer method is a key feature of Anki.

<https://www.pcmag.com/reviews/quizlet>

This article mentions how quizlets public decks are not checked for accuracy and could be unreliable if you are using decks made by other users. It also had a few other user reviews about quizlet.

 **Tom** ...
2 December, 2021
★☆☆☆☆
Full of bugs, counter-intuitive and not easy too use. Screen full of adds. *(Edited)*
Reply · 👍 2 · 🗨️ 2 · Share

 **Mrs. Ruiz** ...
14 May, 2021
★★★★★
Excellent content, easy to understand. An amazing tool for me as a teacher and a forever learner.
Thanks.
Reply · 👍 3 · 🗨️ 2 · Share

 **Anton** ...
29 August, 2022
★☆☆☆☆
Great until the newer updates went from a great software to horrible you know have to play for the learned option and you can hardly see through the wall of ads
Reply · 👍 1 · 🗨️ 2 · Share