

**MEDICABULARY**

# **Research & Analysis**

COMPETITIVE ANALYSIS



COMPETITOR #1

# Atlas English

English Vocabulary Learning App

# Atlas English

## Strengths

### Launch

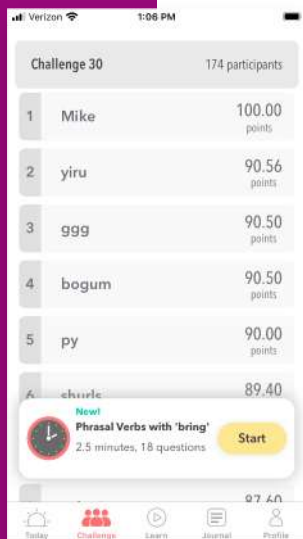
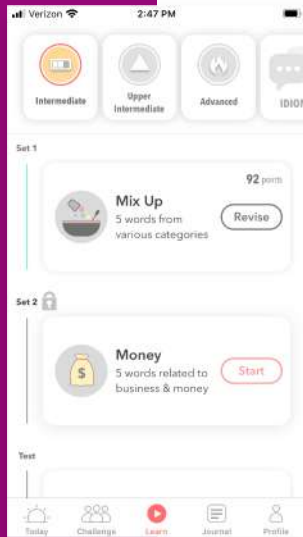
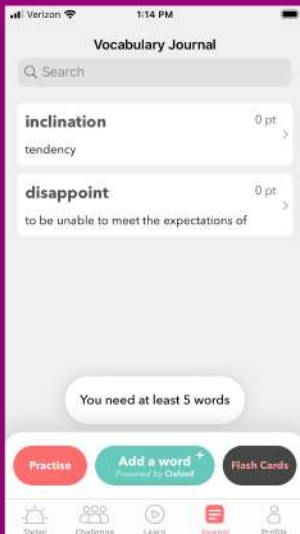
- Easy, fast, short launch/ onboarding screens (3 total)

### Navigation + Buttons

- Navigation/menu is simple and easy to understand once user plays around a bit
- Buttons are clear and large for users

### Features

- Learning section encourages users to learn words fast; users can go through 8 different learning modules per word set (if paid)
- Can choose between 3 different levels of vocab proficiency
- In Journal section, users can add own words and test with flashcards
- Option to learn phrases AND idioms
- Challenge section to quiz users on phrases and score against other users
- Includes audio pronunciation of words
- Can translate words into different languages



# Atlas English

## Weaknesses

### Launch

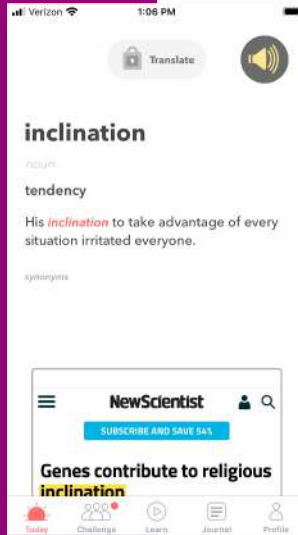
- No tutorials on how to use app; user needs to learn on own
- No login screen at launch; can only access login in Profile section

### Navigation + Buttons

- User can hit a heart button to add word into Journal, however, can't uncheck heart if mistake is made
- When dragging words into sentences, the words hover above the user's finger, so the end state of the word could be misplaced
- Inconsistencies in button layouts. 2 different type of buttons used for same action; could cause user confusion

### Features

- Cannot select which words to learn; bound by preset words
- No beginner level option
- Challenge section only tests phrases, not single words
- App says 3 days free, but cannot progress through Learn section after Set 1, unless pay for Premium
- No visual photo for words
- UI colors and branding could use improvement

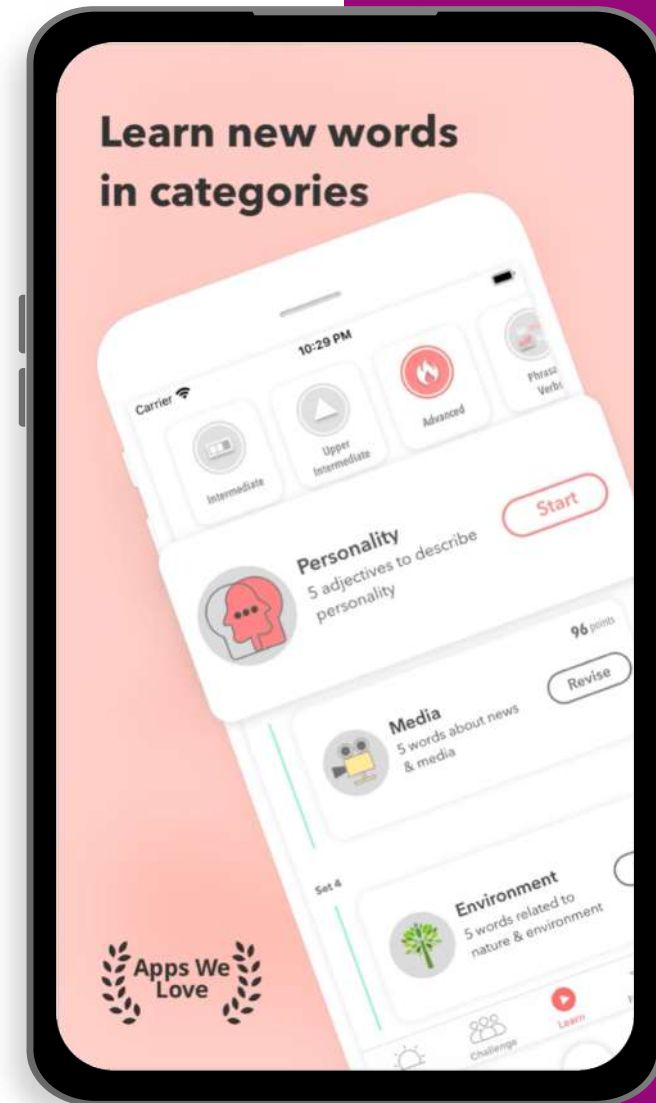


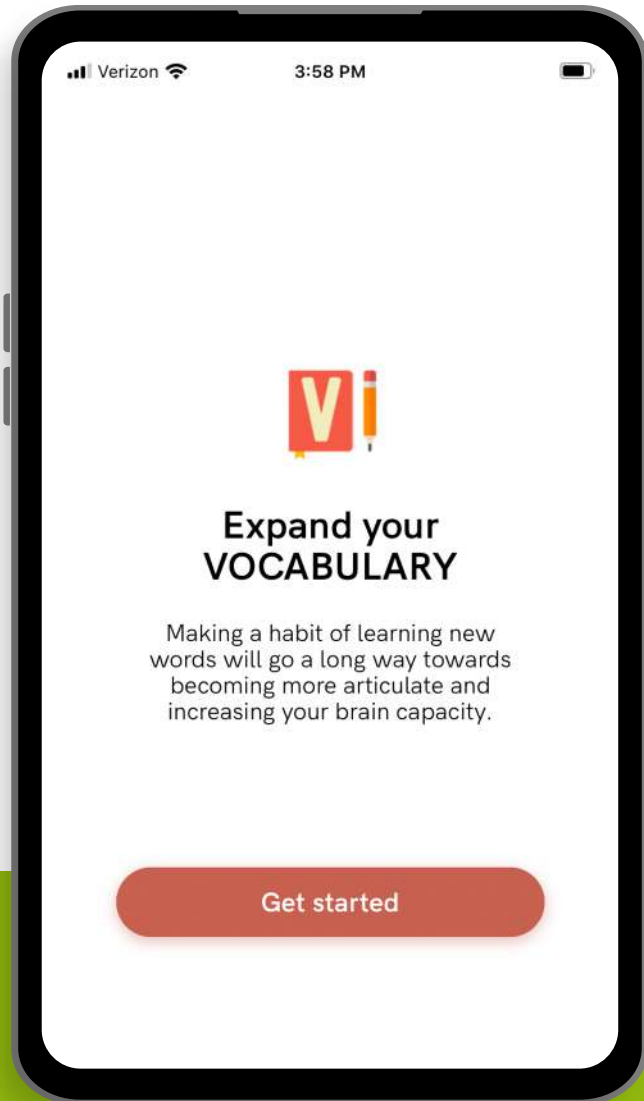
# Atlas English

## Summary

Atlas English offers a great, fast way to learn new vocabulary. It uses multiple modules and tests to re enforce new words which meets user's goals. The navigation and onboarding was simple, but could improve on button functionality and a walkthrough of features/menu items.

However, it will be difficult to progress and learn new words if a Premium subscription is not purchased, which might be hard to retain user loyalty. Also, the app might not appeal to all types of learners, specifically visual learners. Should consider adding a visual/photo to each word. The app could also benefit from some UI improvements such as, colors and branding.





COMPETITOR #2

# Vocabulary

App to Learn New Words

# Vocabulary

## Strengths

### Launch

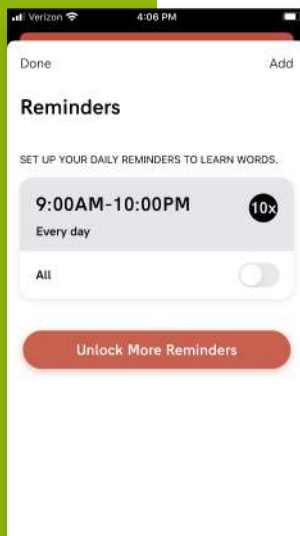
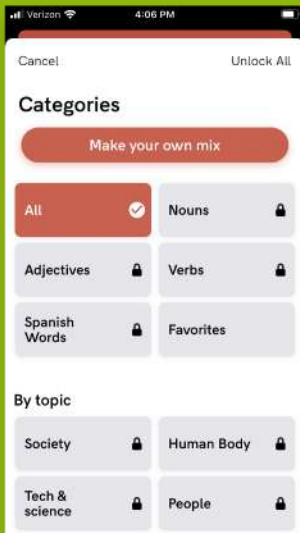
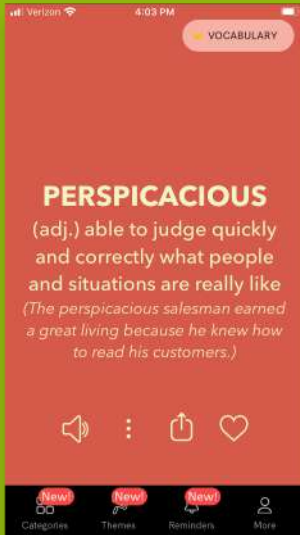
- Nice splash screen with logo and company name; can recognize brand
- Onboarding and tutorial was fast, then straight into the app with the first word

### Navigation + Buttons

- Easy, simple, and intuitive menu and navigation bar on bottom
- Just swipe up to get a new word displayed

### Features

- New words are displayed largely one word at a time with definition and usage
- Audio playback for word pronunciation
- Can share words with friends
- Users can pick and choose categories of words to learn
- Users can customize the background theme of app
- Users can add own words and definitions
- No ads
- Option to set a reminder feature to learn more words
- UI is consistent throughout



# Vocabulary

## Weaknesses

### Launch

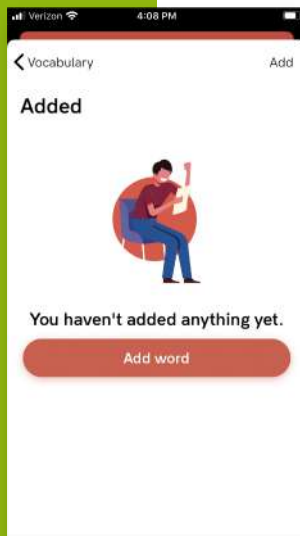
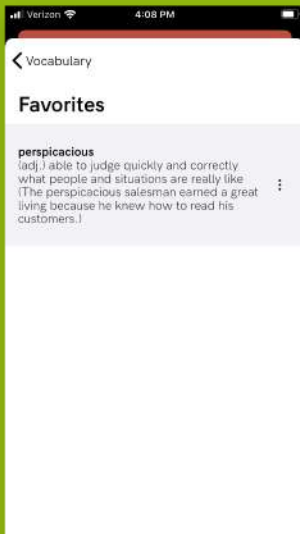
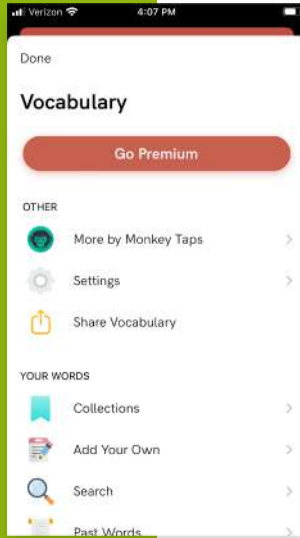
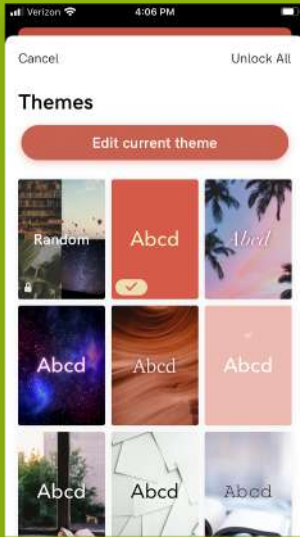
- No login or signup page

### Navigation + Buttons

- Once user comes out of Categories menu, a new word appears on screen; no way for user to reread previous word
- There are too many theme customizer options and could distract user from learning new words
- The menu bar at the bottom can disappear if the user taps on the screen

### Features

- No extra testing/features to aid in retaining words learned
- No visual aid associated with words
- Creating own collections and searching for past words is only available in Premium version
- No way to look up previous words, unless you save it to favorites



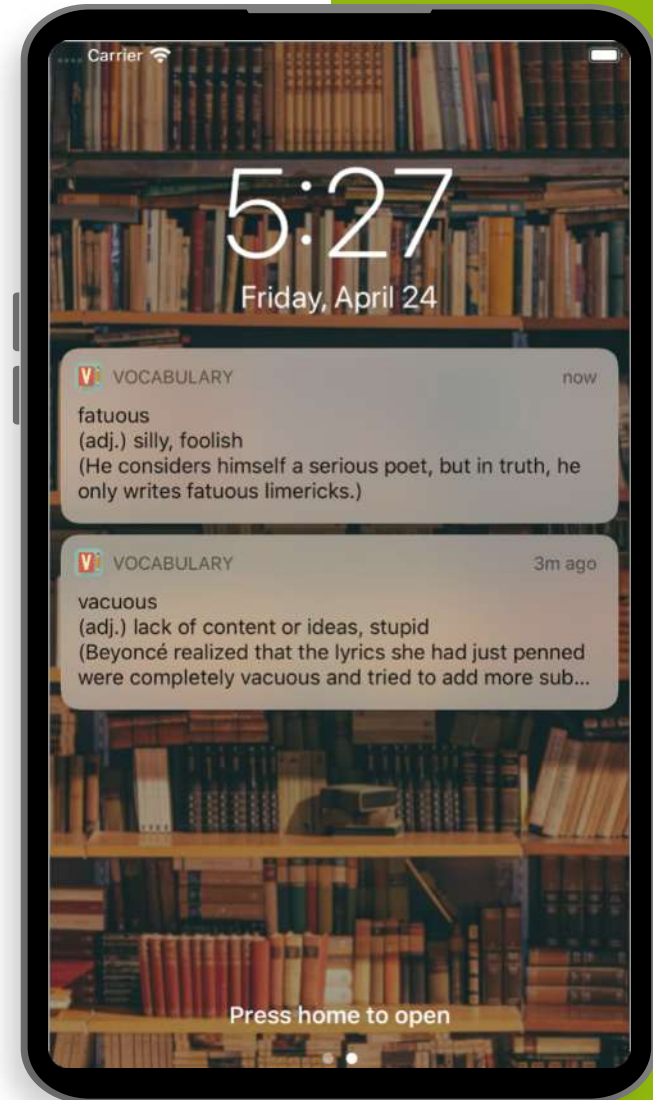


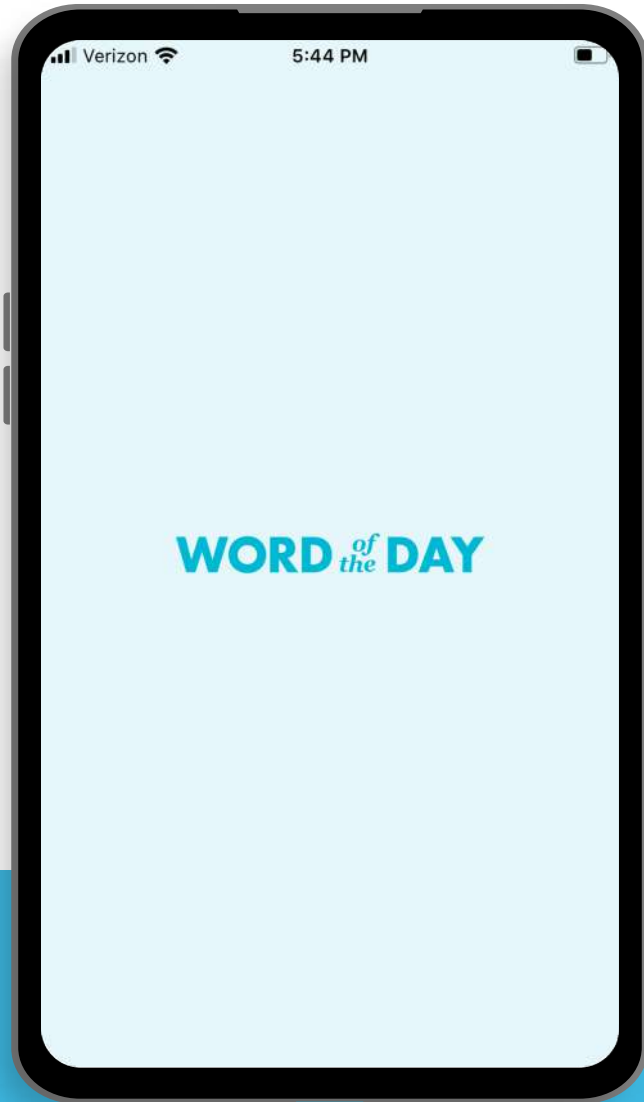
# Vocabulary

## Summary

The Vocabulary app successfully meets the user's needs by empowering them to learn new vocabulary. The onboarding and tutorial was easy and simple to grasp, while the navigation of the app was minimalistic and allowed the user to focus on one word at a time.

There could be more improvements to help the user experience such as, providing a feature to test the user on the new words to help reinforce, tools for all types of learners (written, visual, and audio), and less theme customization options.





COMPETITOR #3

# Word of the Day

Learn One New Word a Day

# Word of the Day

## Strengths

### Launch

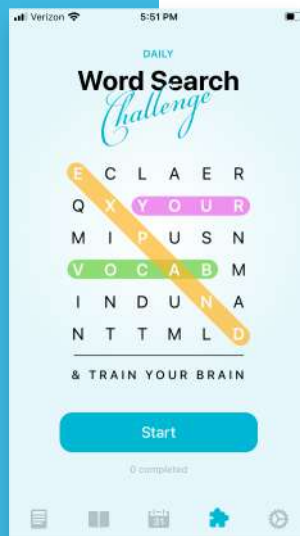
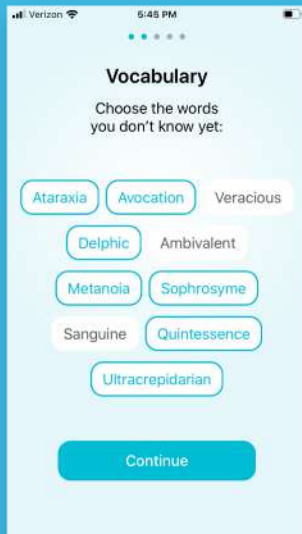
- Customization during the onboarding process. Asked questions to customize the users vocabulary level..

### Navigation + Buttons

- Clean and minimalistic navigation and buttons
- Multiple ways to learn more than one word a day (swipe left/right, hit random button generator, calendar menu)
- Menu is easy and simple to understand; consistent on all screens
- UI and branding are consistent throughout app

### Features

- Users can learn more about a word by hitting the "Look up with Google" link
- Can share words with friends
- Both written and audio versions of word available
- Extensive search feature, can search all words, popular or favorites
- Extra Word Search Challenge game to find words
- Optional dark theme mode available in Settings
- No ads



# Word of the Day

## Weaknesses

### Launch

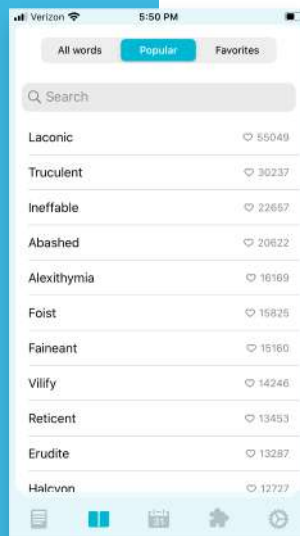
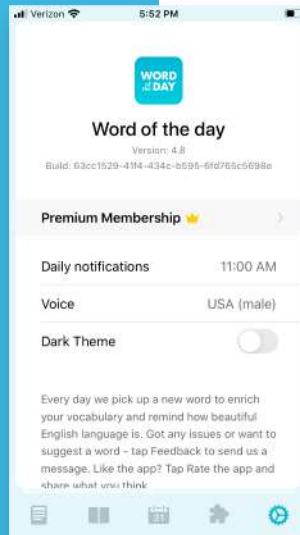
- Onboarding takes a bit of time; eight screens to go through before user gets to first word
- No login or signup screen

### Navigation + Buttons

- Randomize button on word screen was not intuitive
- Button sizes during onboarding process are different

### Features

- No area for user to add own words or definitions
- Word Search Challenge game doesn't really enforce learning vocabulary words; no definitions available
- No visual aid associated with word
- No way to adjust skill level after onboarding process



# Word of the Day

## Summary

Word of the Day is a successful application for users to learn words. It features a custom onboarding process to determine the user's vocabulary skill level. The loading of the app is fast. Navigation and buttons are clean and simple to use.

There could be some additions to the app that can improve functionality and make the user experience better. The app could benefit from a shorter onboarding process, providing definitions to the word search vocabulary to further increase learning, and an area for users to input their own words.

