

# **Competitive Analysis**

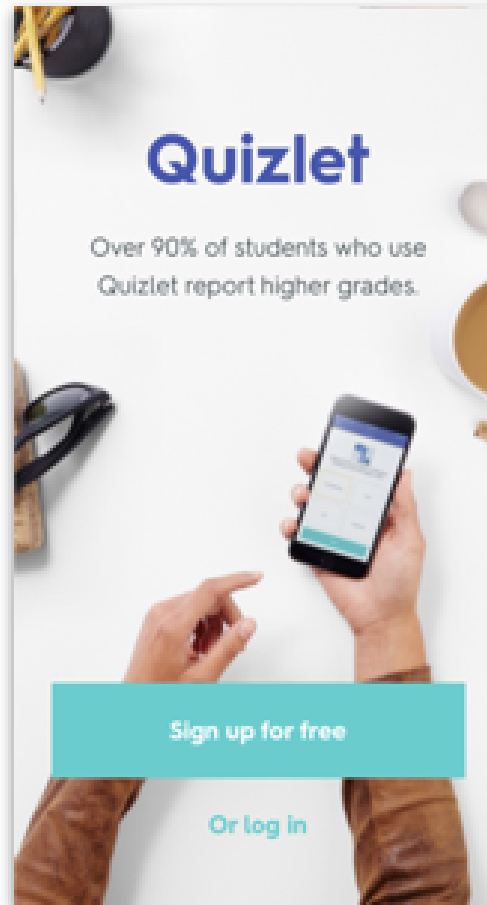
Quizlet / Learnbox / Drops

**QUIZLET**

## QUIZLET

Quizlet is a learning app providing studying option in various fields - Languages , Arts, Math, Science and Social science.

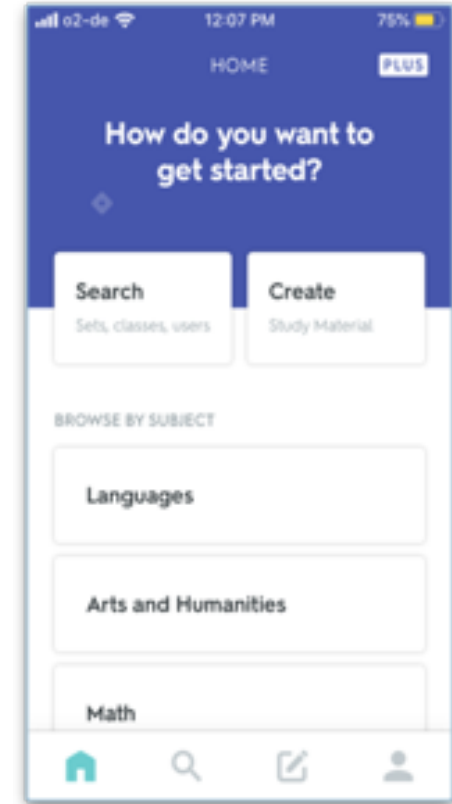
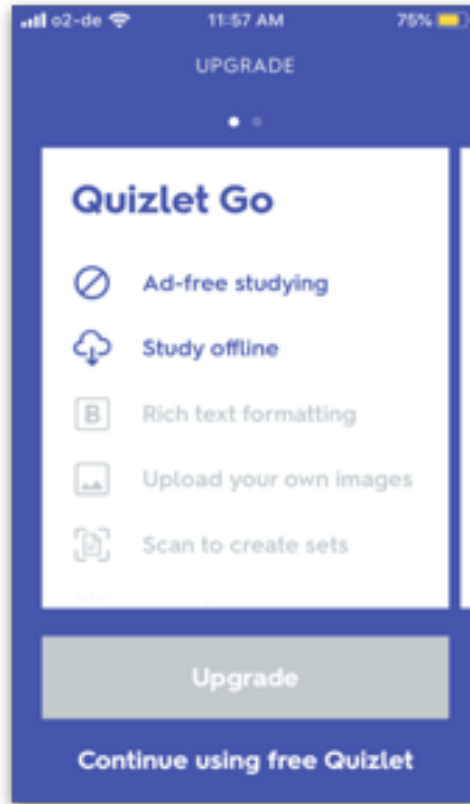
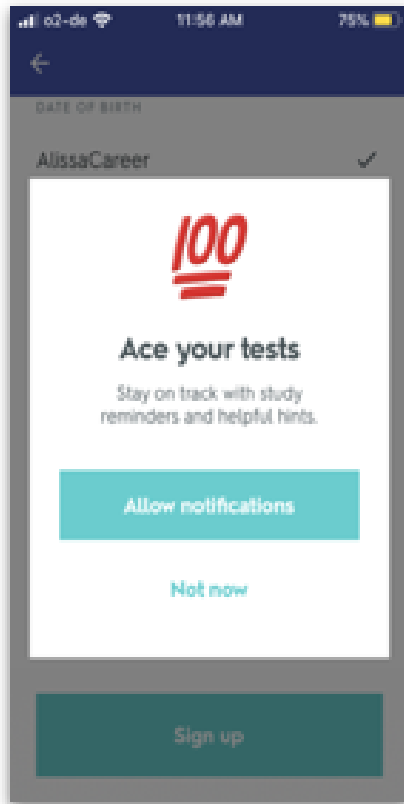
- It allows the user to browse through already build-up courses or to create his own and then to exercise on them by using flashcards, tests and quizzes.
- Study sets consist of classes divided by themes and present terms with a visual association (photo, drawing), their meaning and use.



- Splash screen with goals orientated motivation message.
- Feels like ad

A vertical sign-up form for the Quizlet app. At the top left, there is a teal back arrow. Below it, the text "QUICKLY SIGN UP WITH" is centered. There are two buttons: one with the Facebook logo and the text "Facebook", and another with the Google logo and the text "Google". Below these, the text "OR CREATE AN ACCOUNT" is centered. The form has several input fields: "Select your birthday" with a teal information icon (i) to its right, "DATE OF BIRTH", "example@email.com" with "EMAIL" below it, "Create your username" with "USERNAME" below it, and "Create your password". At the bottom, there is a large grey button with the text "Sign up".

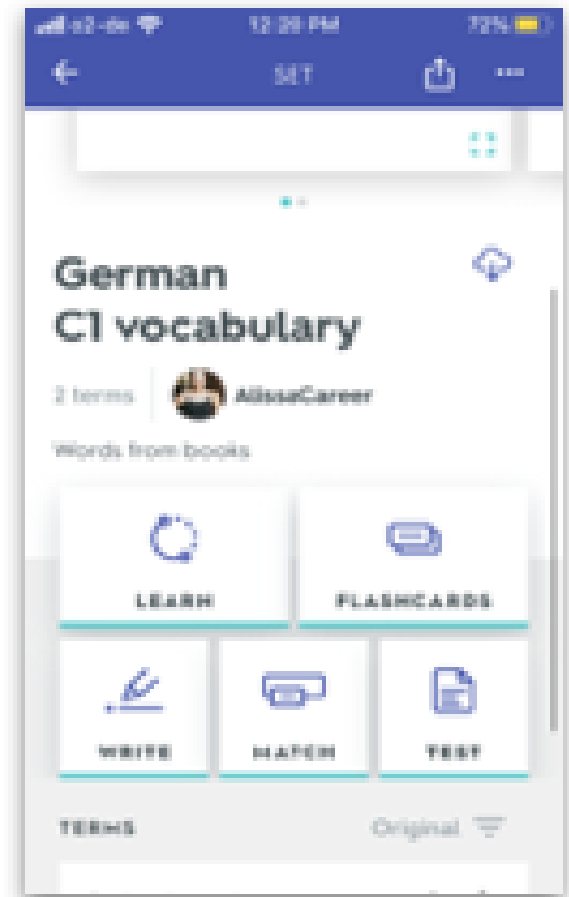
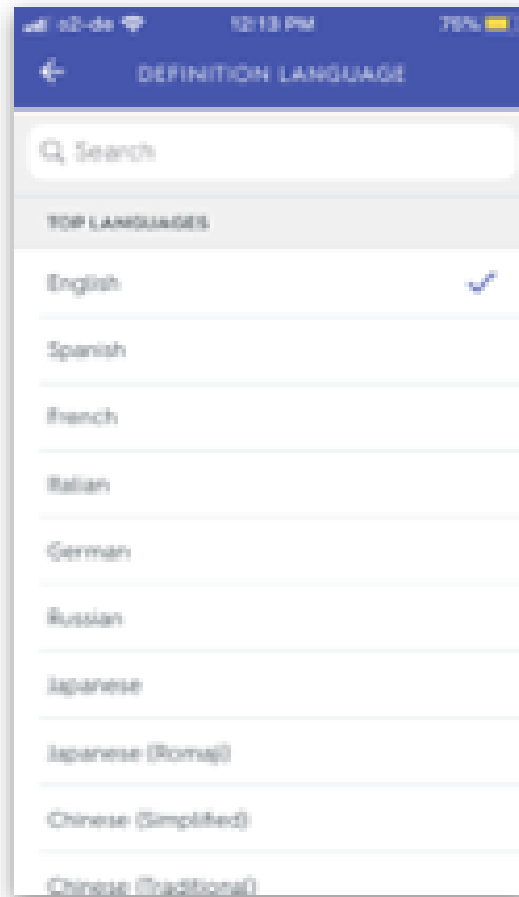
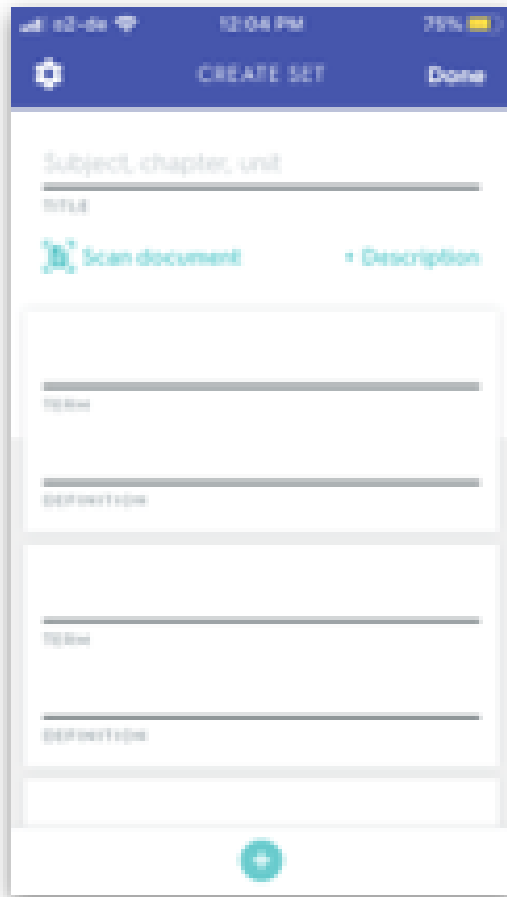
- Free use and sign up with Facebook, Google or profile creation
- Birth date is required no matter of the log in choice



- Notifications for reminders and study tips.
- "Ace your tests" binds with students who need to work on their grades.
- Marks and result focused, could alienate passion learners

- Two paid options for upgrade are given prior the start.
- Persisting feeling of aggressive sales
- Free use is flawless and easy to follow.
- Home screen and buttons -easy to navigate

Rich variety of the courses - both helpful and distracting.  
 2 searches with the same function - confusing  
 The "search" and "create" option also appear whenever you scroll through the generated courses obstructing the list.  
 The bottom options could be enough



- Creation mode is neatly organised - entry of a term plus definition and description.
- Scanned documents are preserved for paid membership.
- Classical flashcard creation.

- simplicity and the prediction mode of the available dictionaries.
- language choice

- Variety of exercises prevent boredom
- Overall result, including speed of the answer is evaluated
- "Make a record" or share your progress with friends - good motivation

## Positives

- Easy to browse , clearly presented functions
- Quick access trough Home screen and buttons
- Big variety of courses and classes to choose from
- User's own set of language cards creation
- Learning what you need to learn straight away
- Free version of the app with enough usable features
- Competitive spirit is encouraged - good motivation

## Negatives

- Signing in with birth date could be discouraging for some users
- Paid options in the very beginning give a false feeling that without it you couldn't enjoy the functionality of the app
- User feels like a sale target
- Too many options for classes can be distracting and time consuming. Instead of going straight to a studying routine you may just "quickly check" what's available and loose time scrolling down the lists.

**LEARNBOX**

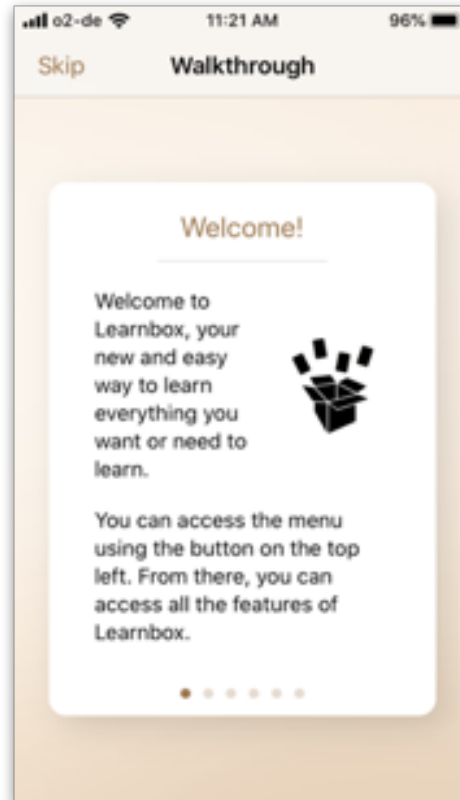
## LEARNBOX

Learnbox is an app design for learn things based on the users need. You are the creator of all of your flashcards.

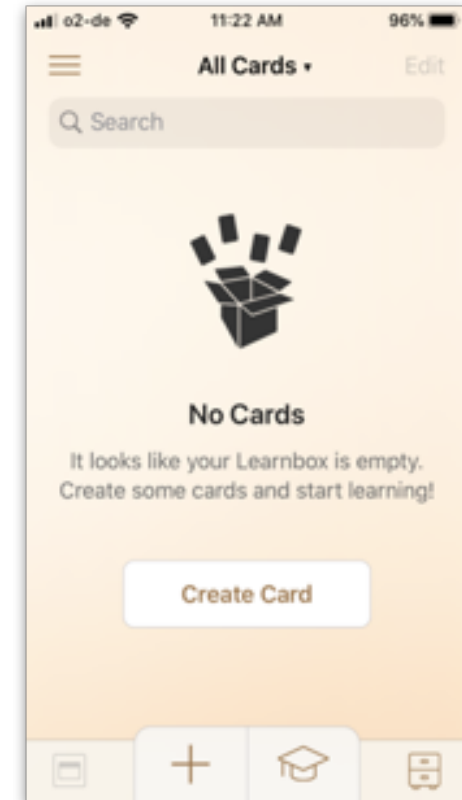
The two main options are "Vocabulary" and "Cards" . Cards could consist of hole questions and their answers. The vocabulary section of the app has a built-in dictionary so you can choose the input language you want to exercise on and you're directly given the translation of the typed word.

The app has a pretty complex structure and numerous functions when it comes to "how" you create the cards, studying process, flipping the flashcards, organising vocabulary in different languages etc.

It takes time to actually start creating list with words and it fees overwhelming -too many explications and options given.

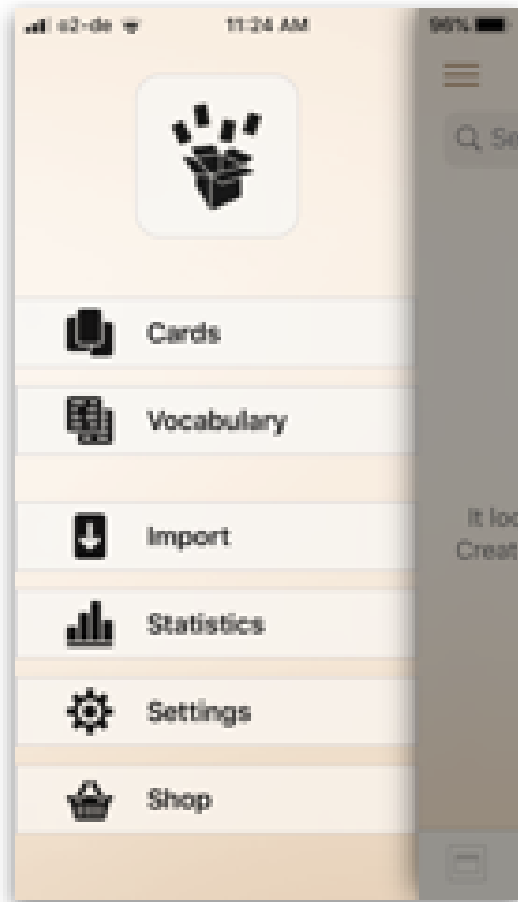


- Quick onboarding and ready to use
- Paid options presented later

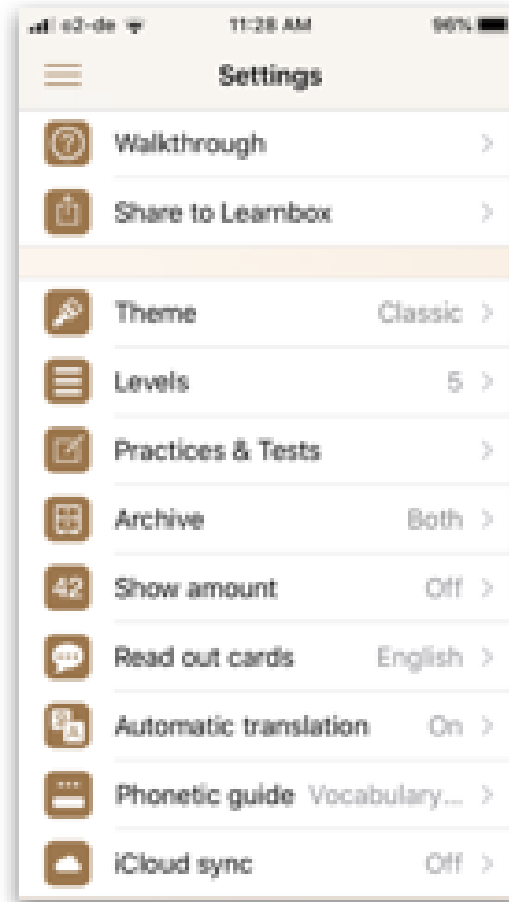


- Easy navigation for iOS users
- Home buttons hard to define

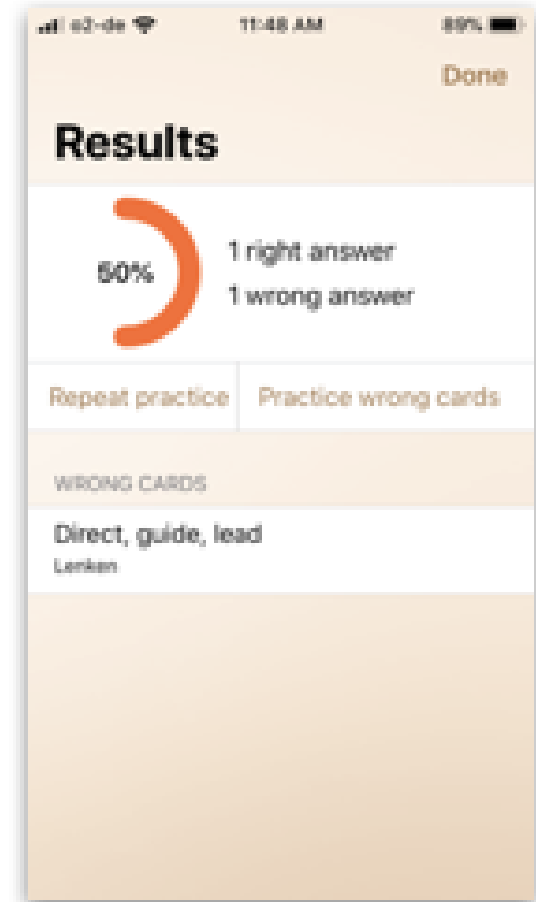




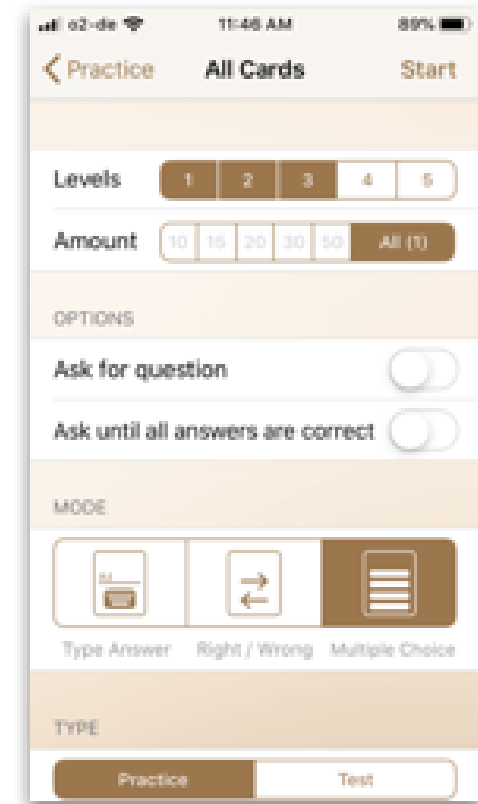
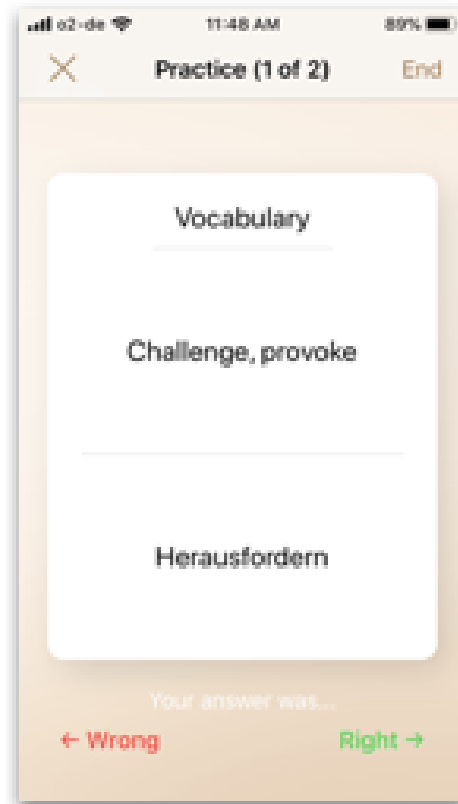
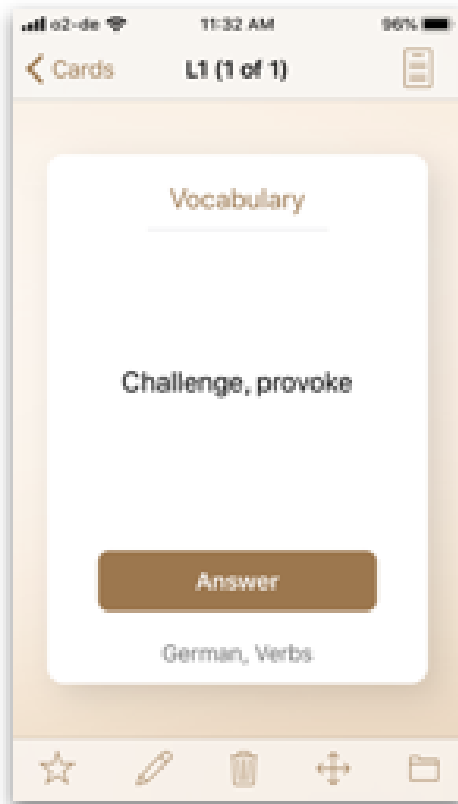
- Create content you want to learn
- Drop menu should be explored before starting



- Study and test multiple subjects
- The import function works as a dictionary



- Settings menu with rich variety of options accessible after update
- Theme, the archive and speech options - paid
- Unclear advantages, not sure what's the bonus to upgrade



- "Create a card" opens a screen with new set of buttons.
- The crossed arrows signs let you move the words in a specific level depending on your self-evaluation process
- Highly subjective evaluation

- Neat and tidy cards design,
- In the practice section again you rely on your own judgement and honesty to categorise the answer as 'wrong' or 'right'.
- Swipe option - not so common for Non-tinder users. Previous choosing options are different.

- Practice section - choice of type of questions
- Type it, get a right/wrong option or multiple choice (only for 4 or more words)

## Postives

- Quick onboarding and access to the app
- Recognisable iOS navigation
- Tailored studying process - only what you need
- Cards with vocabulary or with questions with a detailed answer.
- Helpful for learning (grammar) rules
- Built-in dictionary in different languages.

## Negatives

- Too complex -learn the app to start learning
- Overwhelming and discouraging, not an effortless experience
- Unclear buttons and menus, numerous unknown features
- Relies on subjective evaluation of the persons progress.

**DROPS**

## DROPS

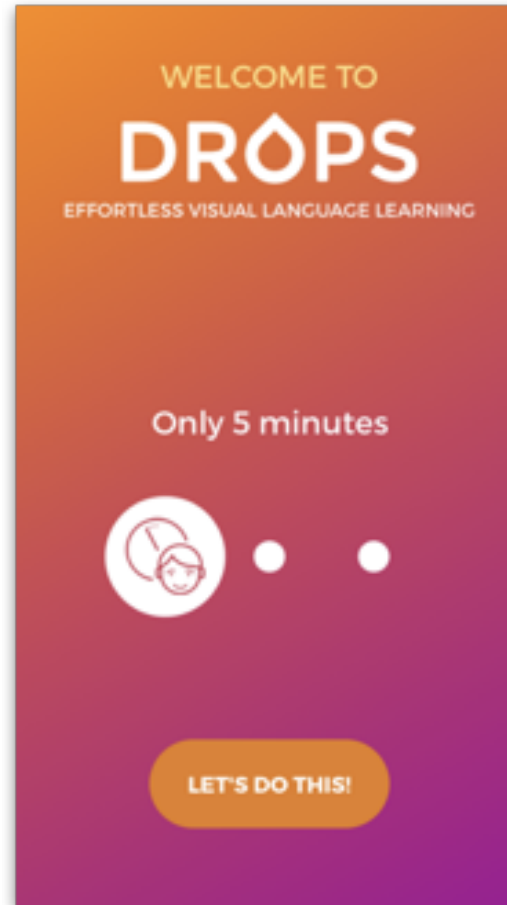
A very interactive app working mainly with visual representations of the vocabulary, bright colours, clear graphics and sensible navigation.

Easy to get around without thinking about how the app works.

Big variety of languages to learn.

New words are divided by topics, differentiated with colours, pictures and key words.

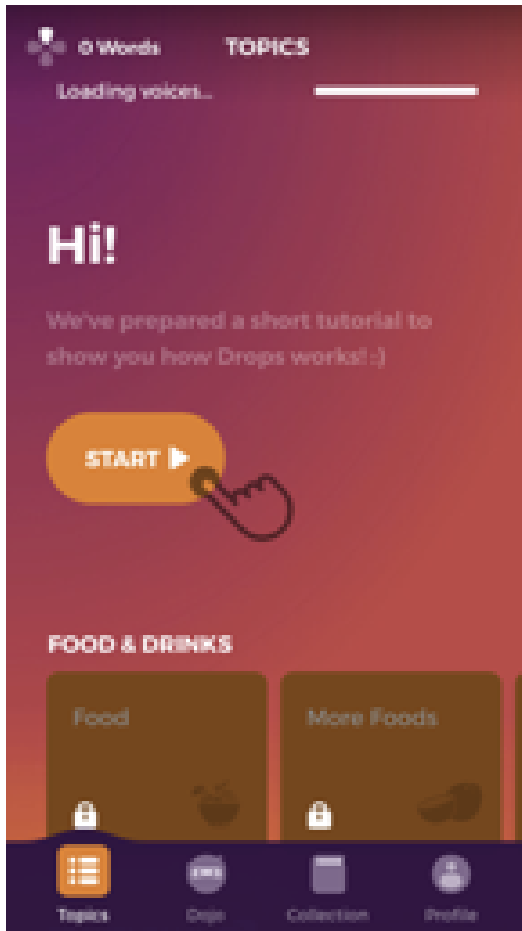
All of the vocabulary is already generated, you can't create flashcards on your own.



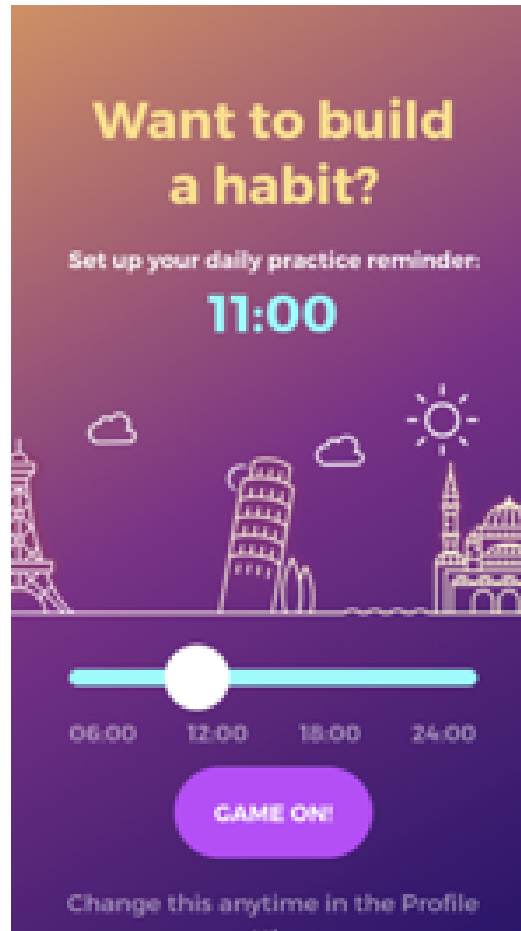
- Copy with key words- 'effortless', 'visual' and '5 minutes a day'.
- No sign in required
- Appealing CTA button



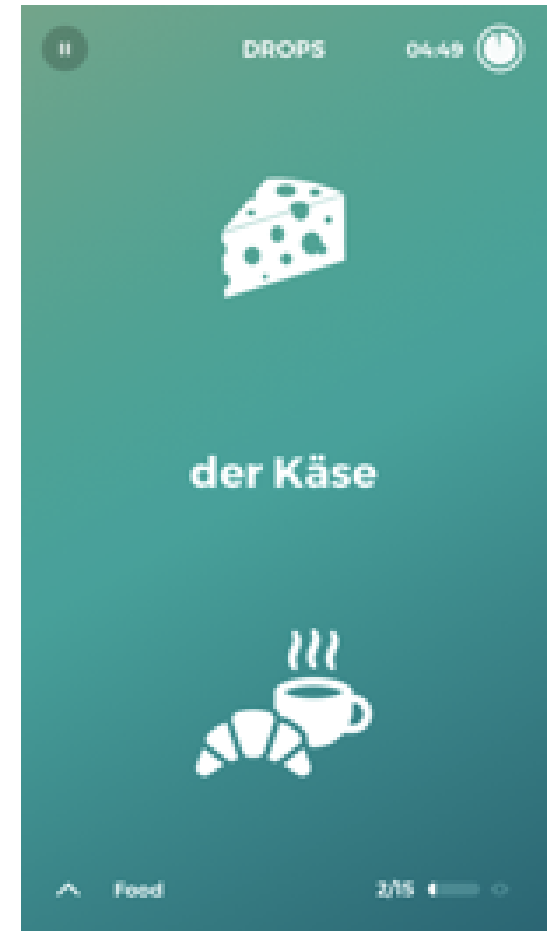
- Big choice of languages with common sense visual representation



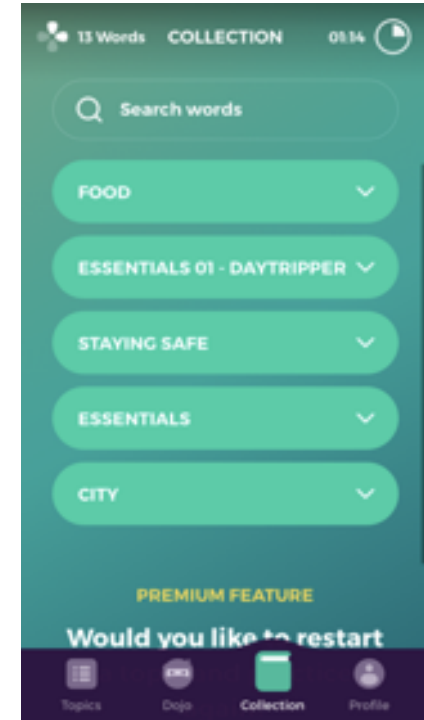
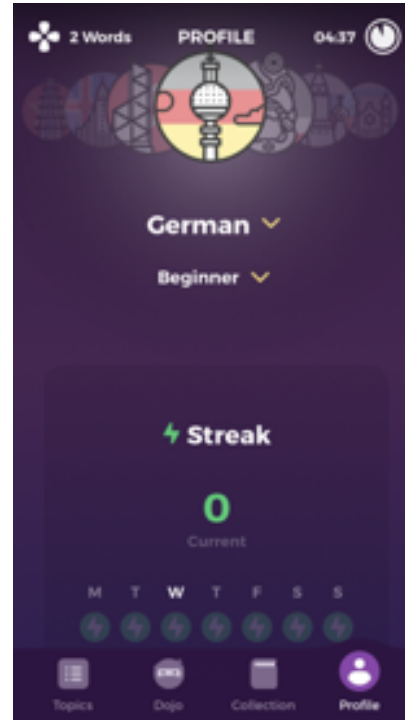
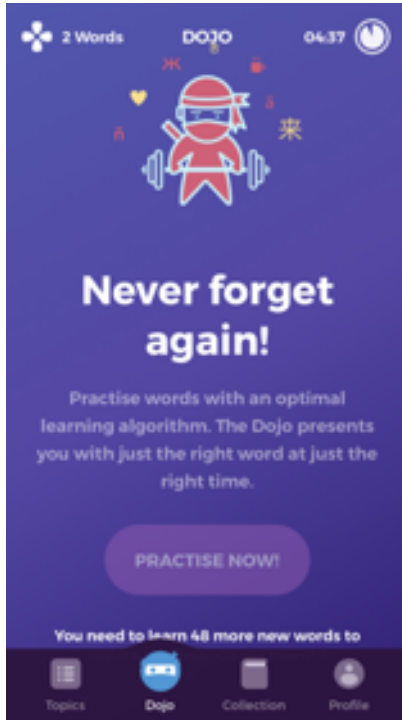
- On-boarding incorporates the main actions and pattern, learning by doing
- Presents different categories of words and the home screen
- Playful approach



- Reminders with a goal-orientated question, feel s more like personal choice rather than an obligation.
- Gamification of the process



- Association study and visualisations
- 5min sessions add to the competitive spirit
- Upgrade for more time per day



- Clear Home buttons
- "Dojo" for "Prctice" sparks cuiroisity
- Practice starts at min of 50 words

#### Profile page:

- tracking of progress
- settings adjustments - length of the studying sessions (for paid membership), notifications time, pronunciation, native language, etc.
- learning several languages at a time,
- share the app with friends to get bonus minutes
- get support

- Collection section - studied words stored and organised by topics.
- Premium members can restart a section or check results on separate words

## Positives

- Effortless and sensible navigation
- Easy on boarding process and use of the app without paid membership pressure
- Playful use of the language, feeling of lightness
- Learning vocabulary without previous knowledge or plan
- Good motivation system
- Skipping learned vocabulary
- Strong UI

## Negatives

- 5min per day, insufficient time to practise
- No creation of your own flashcards
- App may not meet personal level and needs
- Mainly vocabulary and little explanations
- No synonyms or context for the use of the word