User Experience Design | User Interface Design

IWEN

Let’s focus on English reading !

Commercial Group Work
User Experience & User Interface Designer
2021.04 — Ongoing

The project is aimed at designing an app for English learners that focuses more on English reading. Based on Natural Language Processing, it provides users with a huge amount of personalized reading materials and helps them to comprehend through cultural contexts and vocabulary & reading quizzes.

https://apps.apple.com/cn/app/%E7%88%B1%E9%97%AE%E8%AF%BB%E4%B9%A6%E4%BA%BA/id1448132259

In Collaboration With

Shanghai Jiao Tong University

IWEN

Background

SITUATION

IWEN is an English reading app designed and developed by a student start-up. The app has been given too much functionality at the cost of the reading function.

TASK

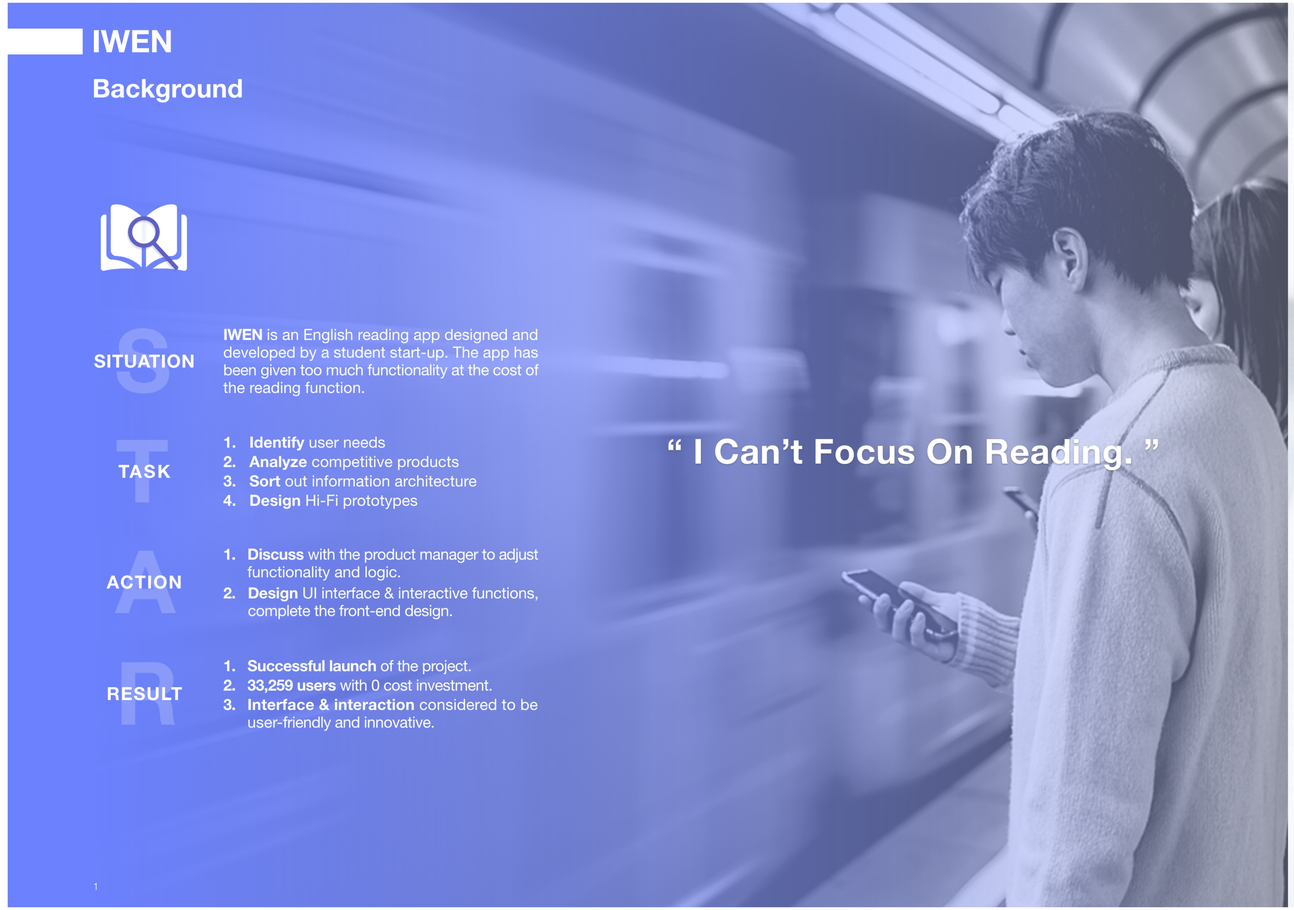
1. **Identify** user needs
2. **Analyze** competitive products
3. **Sort** out information architecture
4. **Design** Hi-Fi prototypes

ACTION

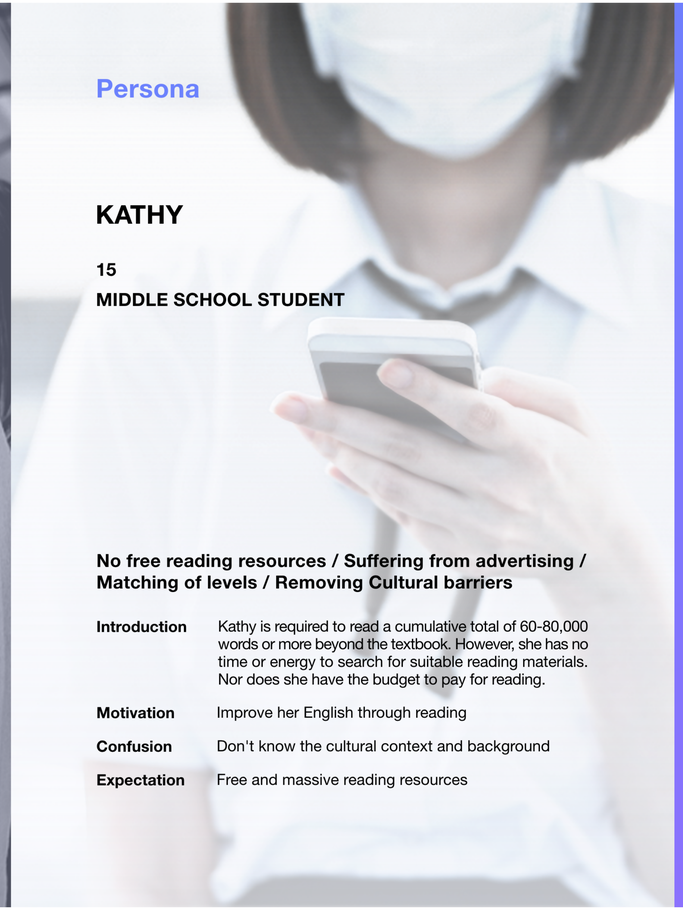
1. **Discuss** with the product manager to adjust functionality and logic.
2. **Design** UI interface & interactive functions, complete the front-end design.

RESULT

1. **Successful launch** of the project.
2. **33,259 users** with 0 cost investment.
3. **Interface & interaction** considered to be user-friendly and innovative.



Persona



KATHY

15

MIDDLE SCHOOL STUDENT

No free reading resources / Suffering from advertising / Matching of levels / Removing Cultural barriers

Introduction	Kathy is required to read a cumulative total of 60-80,000 words or more beyond the textbook. However, she has no time or energy to search for suitable reading materials. Nor does she have the budget to pay for reading.
Motivation	Improve her English through reading
Confusion	Don't know the cultural context and background
Expectation	Free and massive reading resources

Insights

CURRENT PROBLEMS IN ENGLISH EDUCATION

Limited

reading material in English makes it difficult to access further content.

Difficult

English originals are not suitable for users’ English level.

Boring

reading lacks interactivity, making users lose interest in reading.

CURRENT PROBLEMS IN READING SOFTWARE

Inadequate

content and books are features of most English reading software.

Too Much

new reading materials need to be sifted and processed manually.

Expensive

manual processing and reading materials require high fees.

Information Architecture

IWEN has four main tiers, which are **HOMEPAGE**, **BOOK**, **NEWS** & **ME**.

HOMEPAGE (Today)

- search → **Search Page**
  - associative-word search
  - tag suggestions
  - history
- daily attendance → **Daily Attendance Page**
- automatic recommendation
  - news discussion
  - news recommendation
  - book recommendation
  - book reviews

ME

- user profile
  avatar/username/level/vip/feather
- new word → **Vocabulary Notebook**
- vocabulary test → **Vocabulary Test Page**
- vip → **Recharge Page**
- message → **Message List**
- reading data → **Overview Page**
  length of reading/number of pages /words learned/length of study
- account & security
- general
- about us

BOOK

- search
- bookstore → **Bookstore Page**
  - search
  - resource sorting
    sorted by author/award/genre/arrangement
  - book information → **Book Details Page**
    book cover/title/author/abstract
- bookshelf
  - book information → **Book Details Page**
    - book information
      book cover/title/author
    - tags
      difficulty/theme
    - read → **Reading Page**
    - like
    - reading progress
    - abstract
    - comment
    - chapters
    - share
  - tags
    collected/uploaded/downloaded /free/vip
  - edit
  - upload

NEWS

- search
- sorting
  sorted by category/source
- recent reading → **Recent Reading** (Timeline)
- news collection → **News Collection** (Timeline)
- news information → **Reading Page**
  cover/title/time/difficulty/source

Reading Page (Book | News)

- content
- share
- audio reading
- text translation
- reading mode
- font
- mark
- ask questions
- listen & repeat
- comment
- quiz
- like
- related content

Core Functions

Ai Questions

Based on the articles, AI rapidly asks questions and adjusts the difficulty according to the users' English level.

Culture Expansion

Natural language processing is used to identify contents that can't be found in dictionaries.

Recommended Algorithms

Iwen makes recommendations based on the content and users' preferences, and identifies the difficulty of reading .

Audio Reading

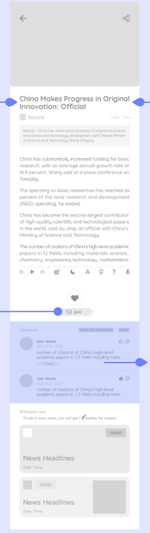
With audio reading, the screen follows the scrolling. Users can customize the speed and pitch of the voice.

Wireframe & Flow

In total I have designed 74 pages for IWEN, and below is the selected.

Homepage

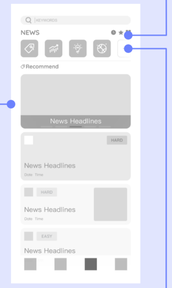
Reading Page



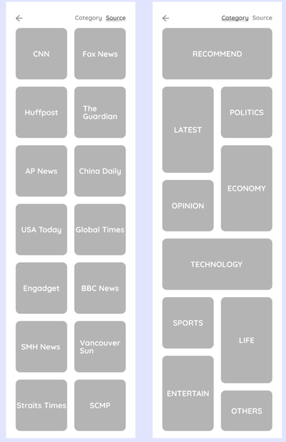
Comments

After each news or chapter is read, readers can interact in the comments section.

News



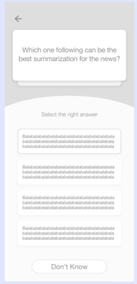
Sorting



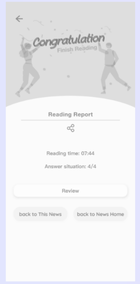
IWEN offers plenty of news reading material, categorized by source and category.

Edit

Quiz



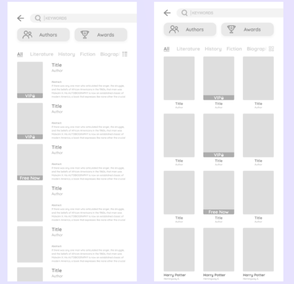
Reading Report



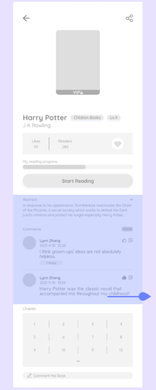
After reading, IWEN provides AI questions to help users improve their reading skills.Users will receive a reading report.

Book

Bookstore



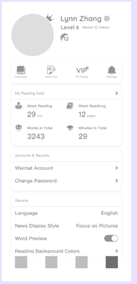
Book Details

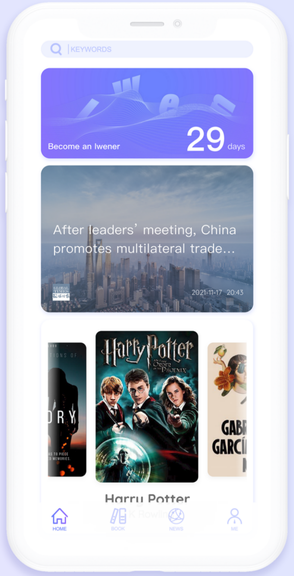


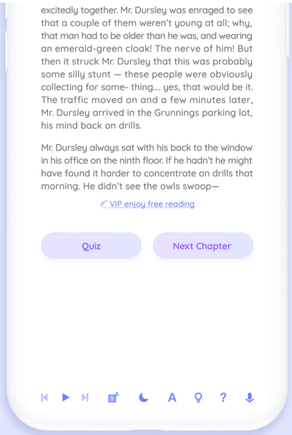
Details

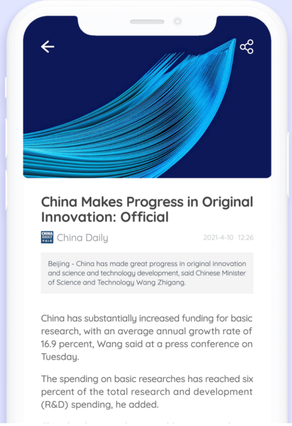
Book details include comments, outline, themes, and so on.

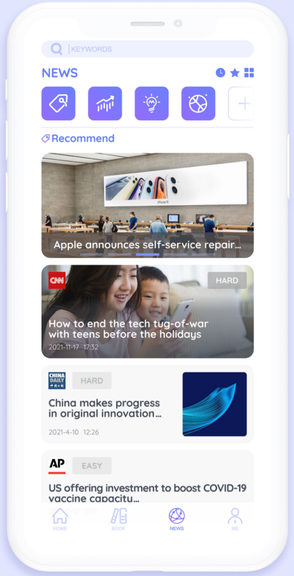
Me

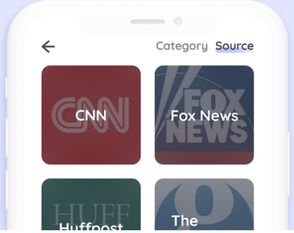


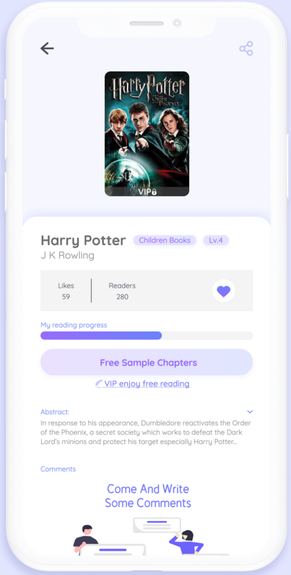


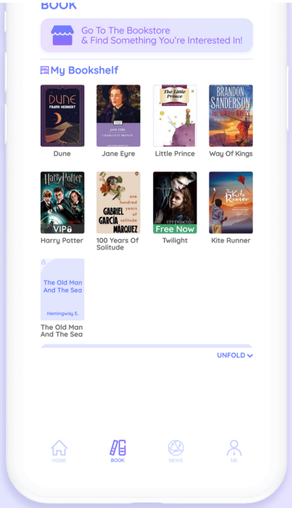


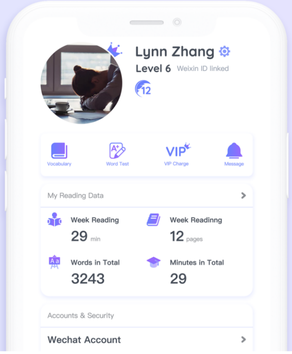












Design Code

COLOR PALETTE

Brand Colours

#6B81FD

#986BFD

Gradient

Grayscale

#2B2B2B	#929292
#4A4A4A	#D1D1D1
#6E6E6E	#F1F1F1

FONT

Select **Quicksand** as the main font.

The difference in font size between levels of information is 4px, which can be divided by 4.

Heading	Secondary Headings	Main Text	Tip Text
24, Bold	20, Bold	16, Regular	12, Regular

ICON LIBRARY