

Mallo

Summary: This was a semester long UI/UX consulting project I did through an organization at my school called Design Innovation. I led a team of 5, and we worked for a start-up called [Mallo](#), who utilized pop culture for language learning. As the product had been running for several months by our onboarding onto the project, our work resided in doing low-fidelity prototypes for new features considered for deployment, as well as user research into the existing product to discover insights and themes as well as needfinding for future product development.

User Research:

<https://docs.google.com/document/d/13FLIwbawBPNAUapjyMBQv1uNJSFInfeJIBk0stvWZvo/edit?usp=sharing>

Culture Card: Culture cards was a feature considered on the app, that were intended to be a cultural signifier in the experience. While the application did have translations of the media and different ways of interacting with them, we explored another way of learning called culture cards, which intended to call out quirks/situational contexts specific to a certain culture. We determined the fit of the feature into the application by weighing it both in terms of educational and user intrinsic value, and did some low-fidelity prototypes to brainstorm its fit into the application.

Culture Cards Initial Idea Demo:

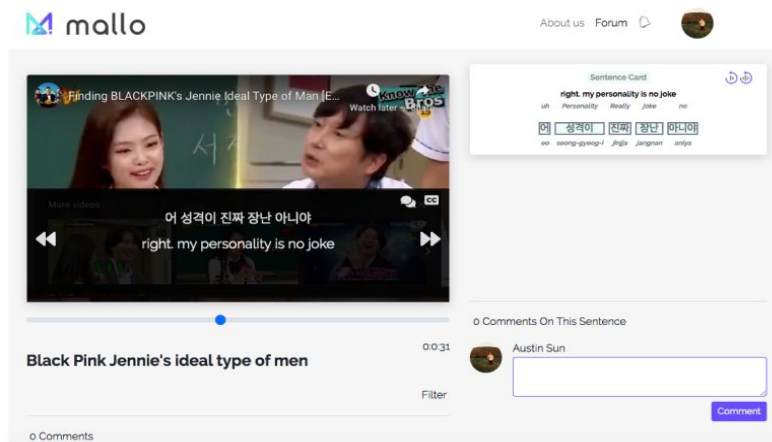
<https://drive.google.com/file/d/1PRpaWvtheD70GxlvNr2DZxWxr-VmN7ze/view?usp=sharing>

Culture Cards Low-Fidelity Designs:

<https://www.figma.com/file/OCjyrIAm3gnZg6qBhcT3mS/Mallo-culture-cards>

Sentence card revision: The sentence card was an existing feature, that when a user paused on a video, there would be a pop-up box of translation subtitles, as displayed below. As we had discovered there was some undesirability in users in the presentation/clustering of the feature, we

worked to propose some new designs to present the subtitles in a more lightweight and compact



manner.

Sentence card Initial Demo:

<https://drive.google.com/file/d/1txcsHt8ZgU6EnBlyZ4VXcu860fPmT6Vu/view?usp=sharing>

Sentence card Designs:

<https://www.figma.com/file/W0YMeb7Ds0kK8ZixRpuk0E/Mallo-Sentence-Card?node-id=0%3A1>

Process doc:

https://docs.google.com/document/d/1xYPS_FNmdeI8bSqaVP3GQwKBpyQg5cmex0xfBoBw0yI/edit?usp=sharing