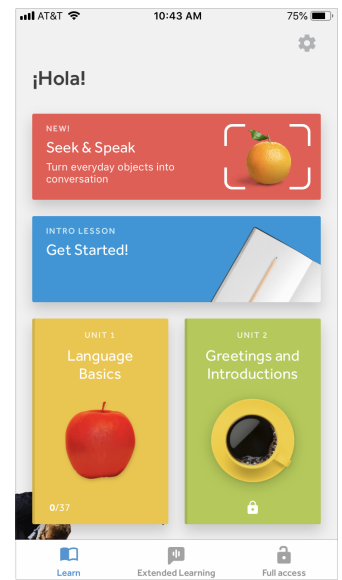
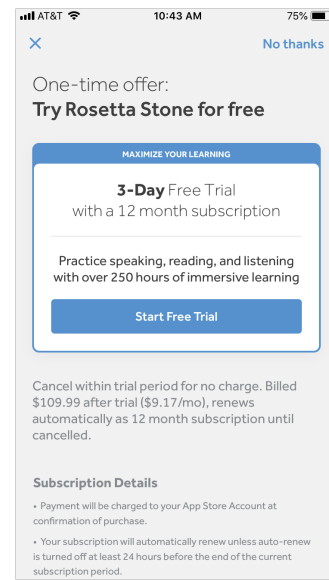
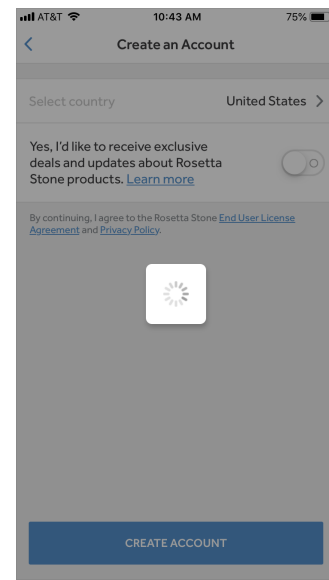
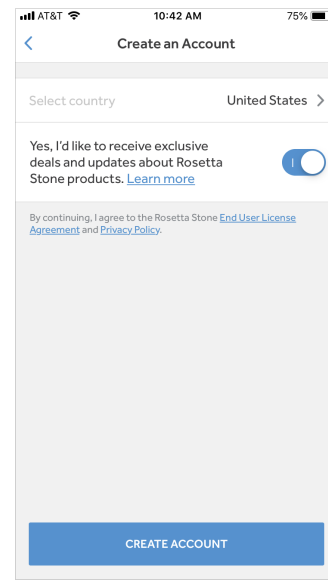
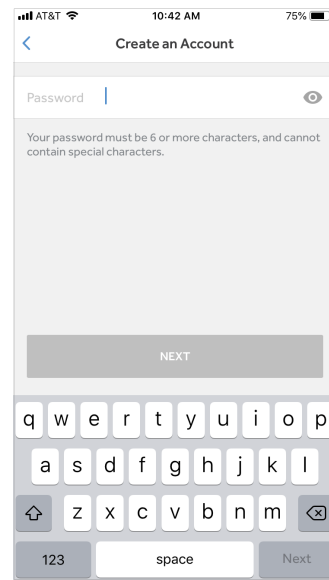
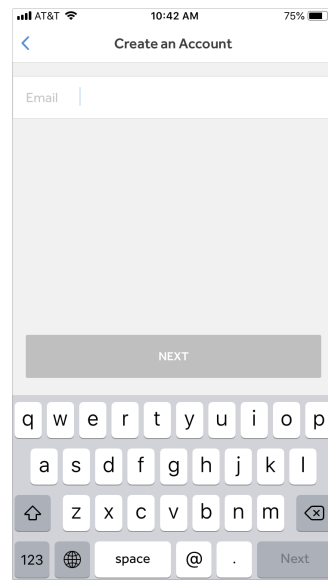
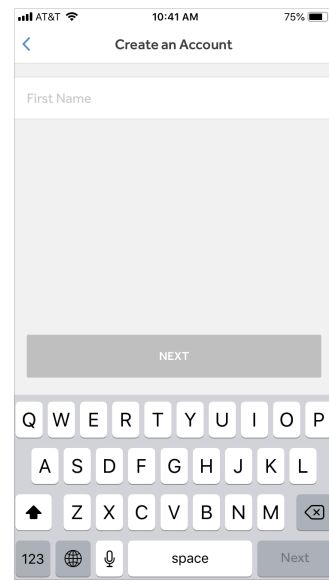
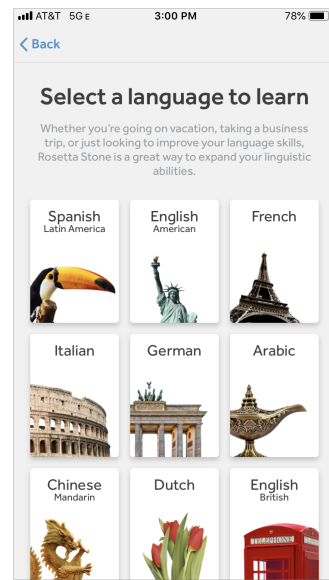


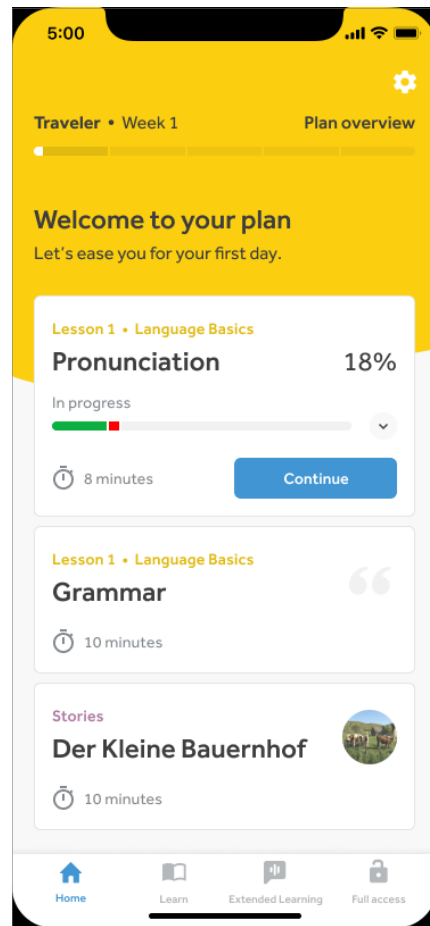
Onboarding Refresh



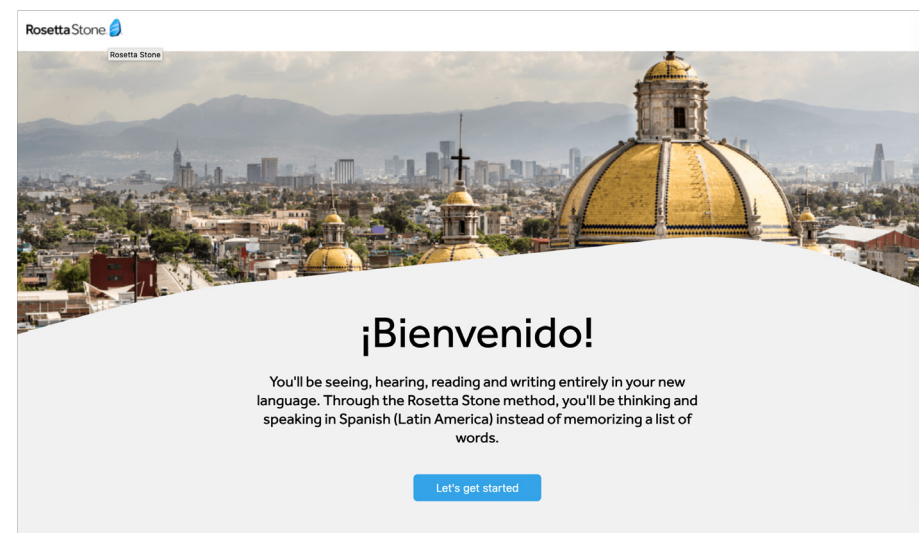
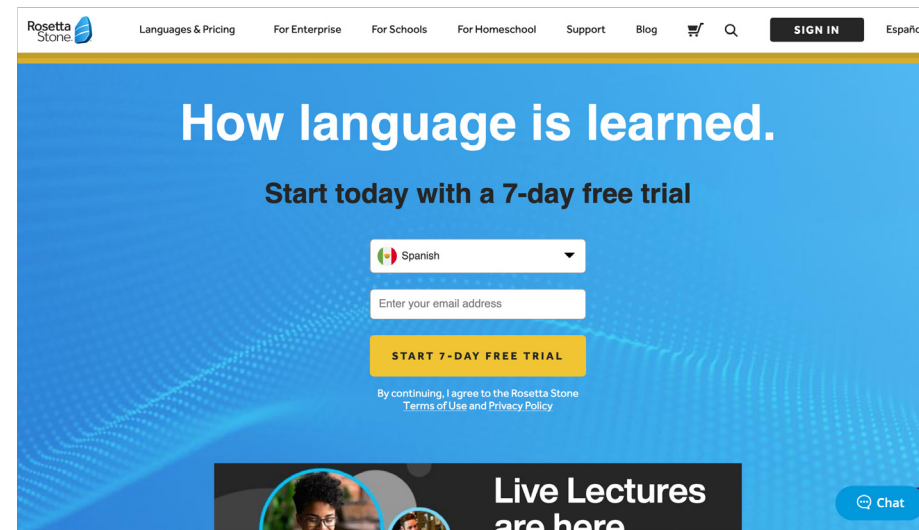
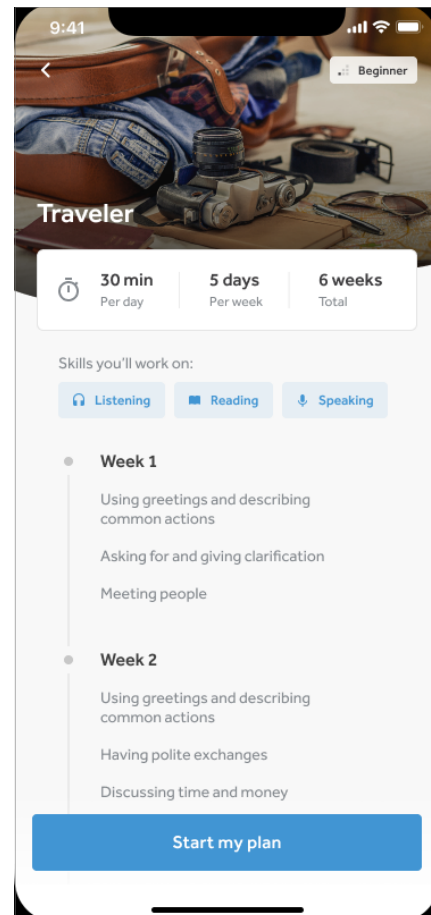
Update based on Your Plan styling

Consolidate

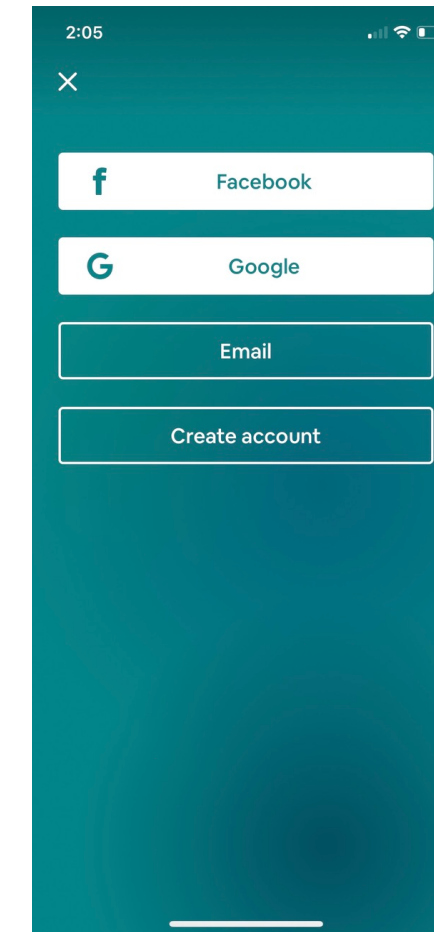
Integrate Your Plan Selection into flow



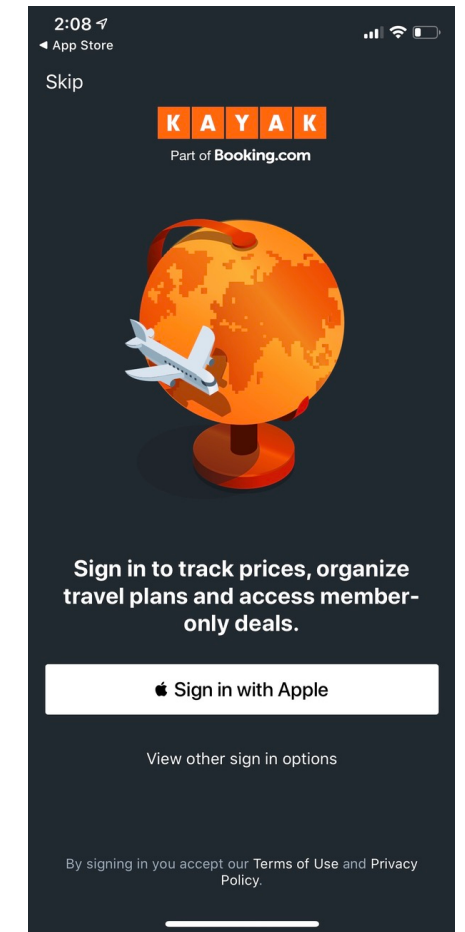
'Your Plan' organizes course and supplementary lessons into daily tasks based on the learner's fluency and goals. Currently, It is not included as apart of sign-up, but users who use the feature are more likely to return to the app.

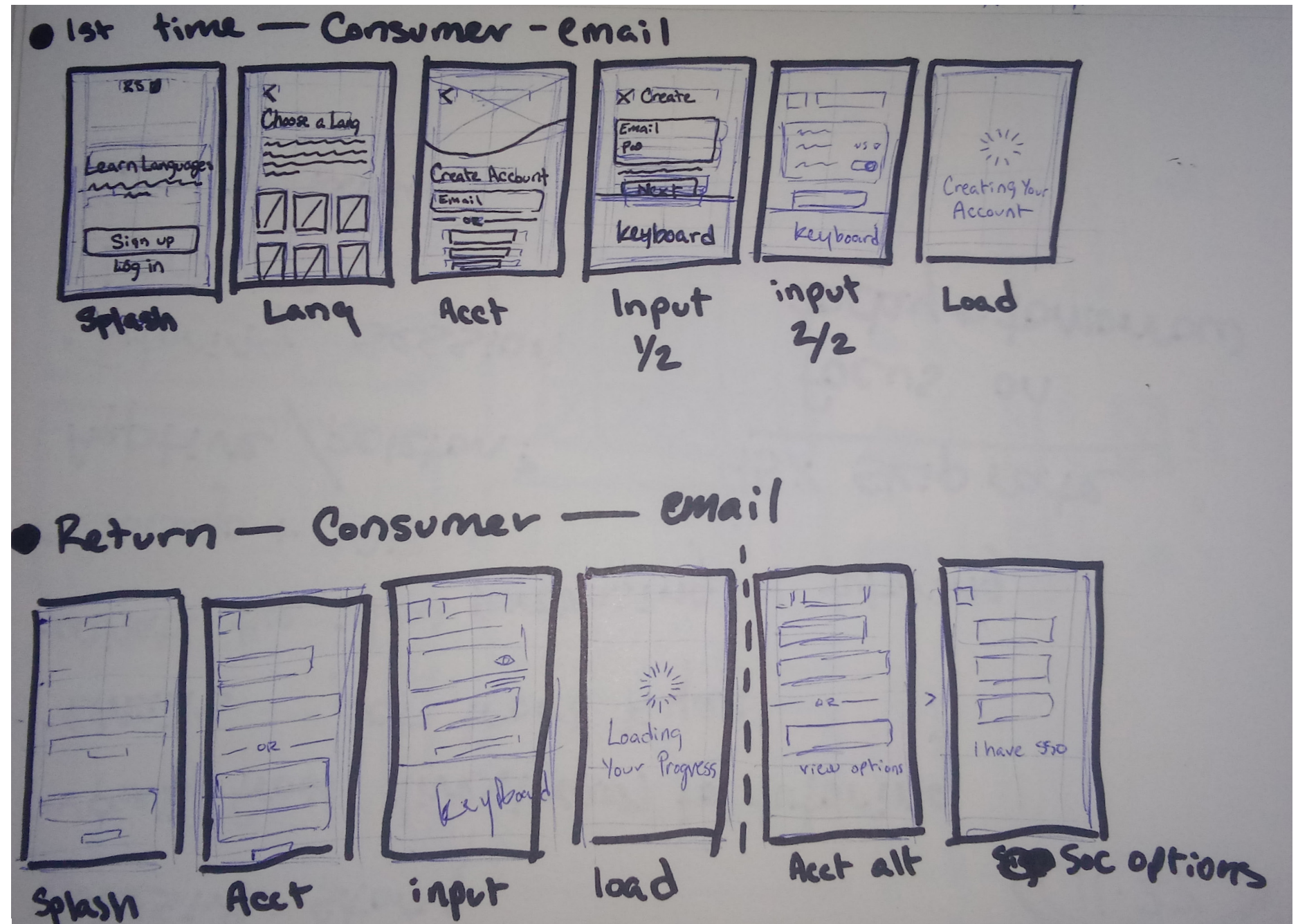
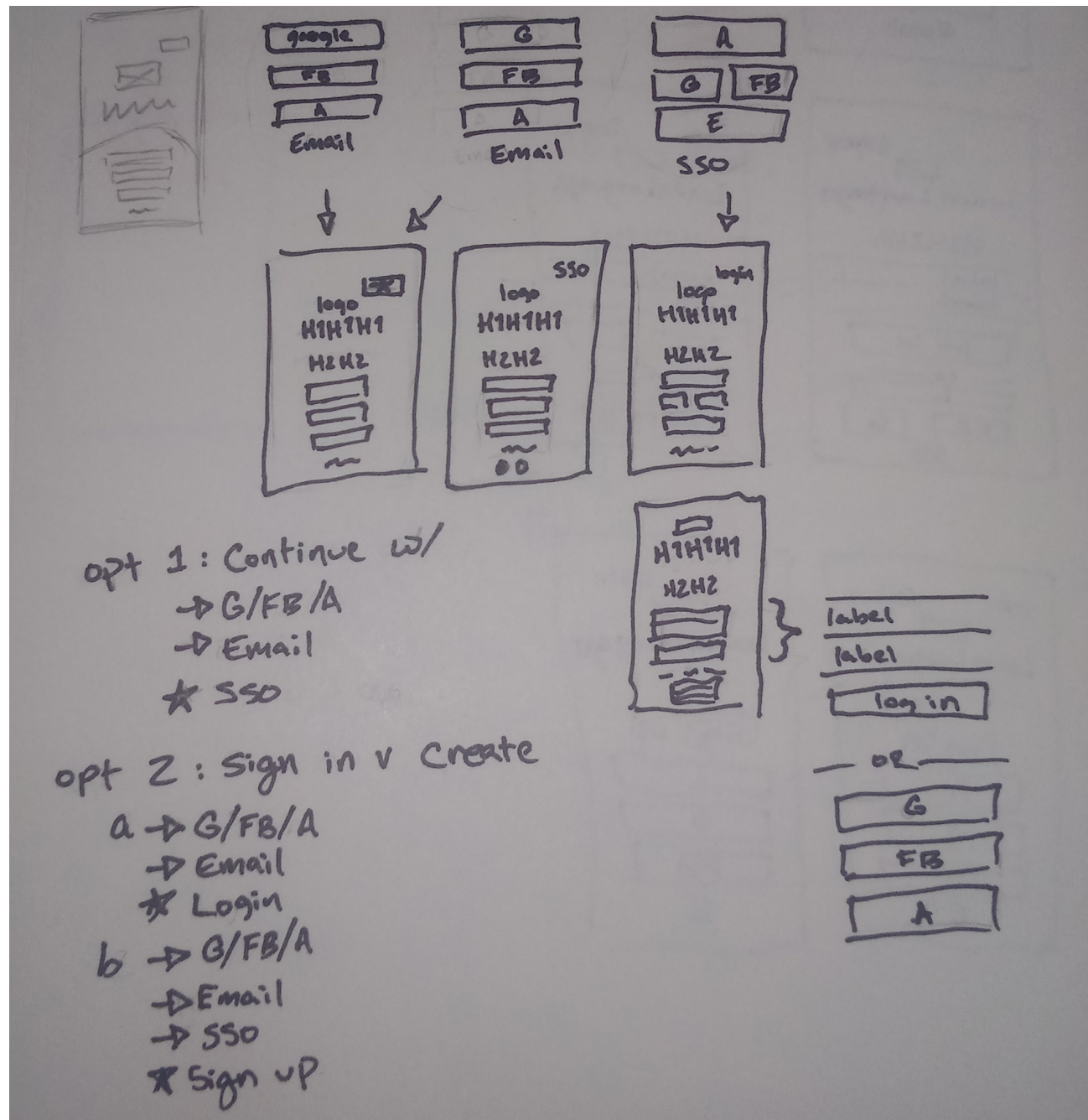


On Rosetta Stone's web application, new learners are immediately welcomed in their new language, both in text and imagery, when they sign up for a free trial.



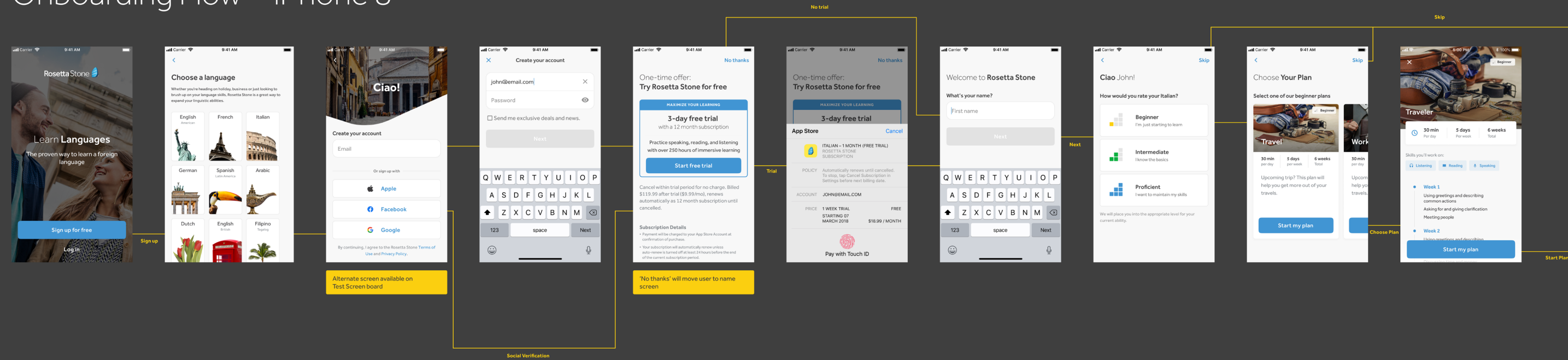
On Rosetta Stone's web application, new learners are immediately welcomed in their new language, both in text and imagery, when they sign up for a free trial.



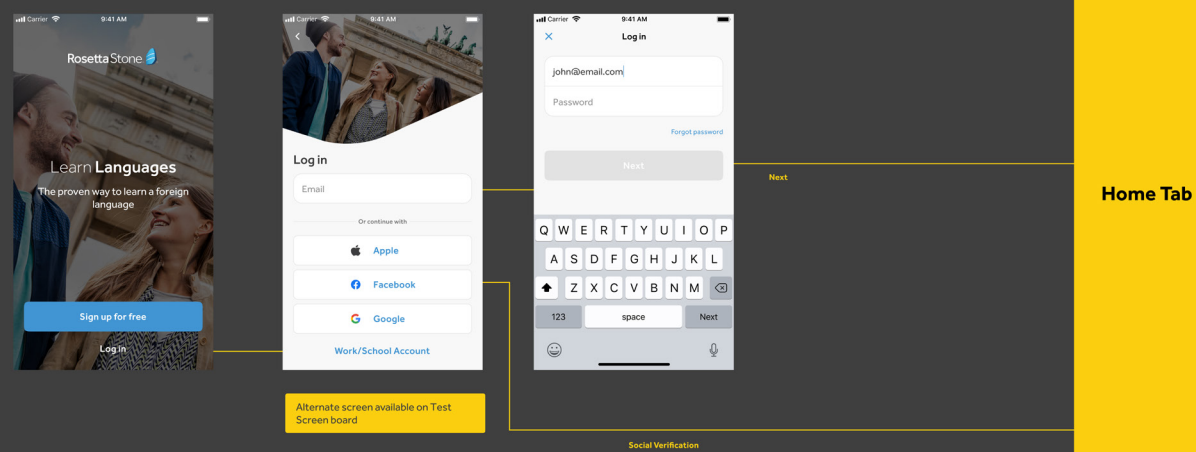


With the UX Researcher, created a few concept flows and created early mockups that try to balance flow of information, while also keeping the revisions within scope.

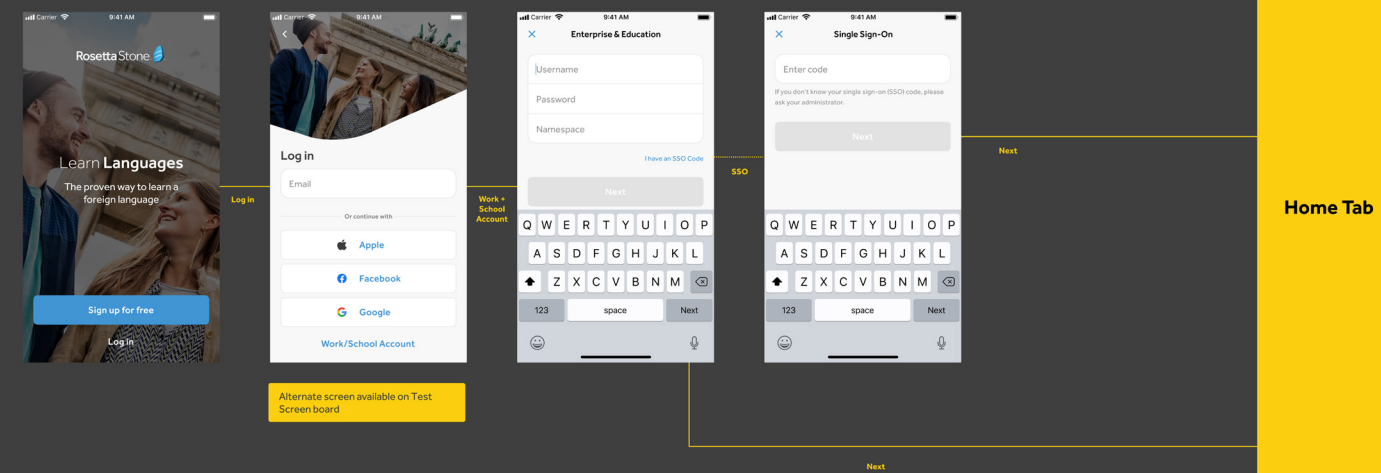
Onboarding Flow—iPhone 8

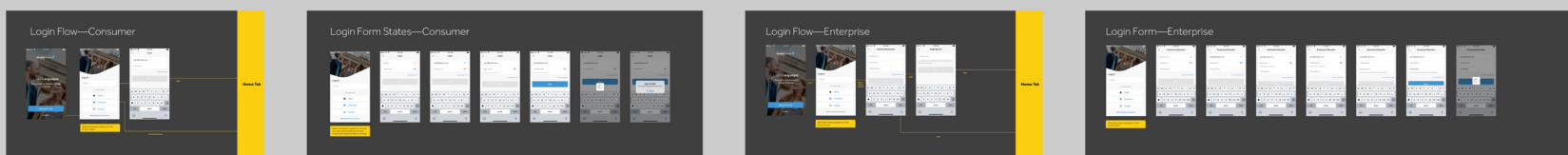
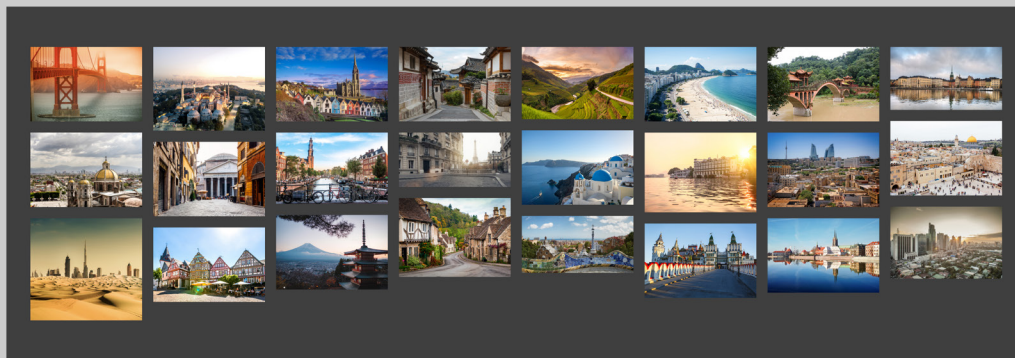
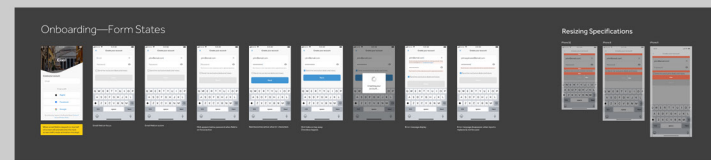
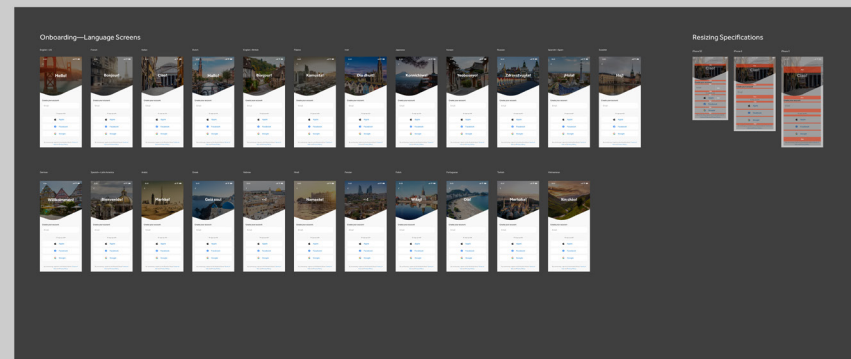
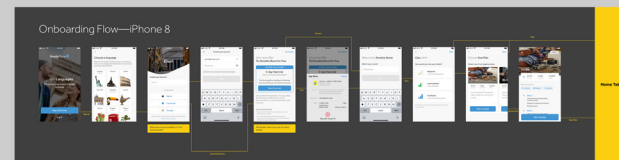
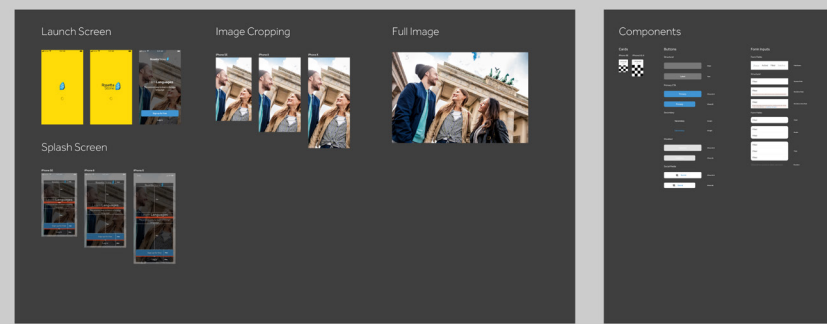


Login Flow—Consumer



Login Flow—Enterprise





Demonstrate login flows for consumer and enterprise, as well as registration for consumer learners

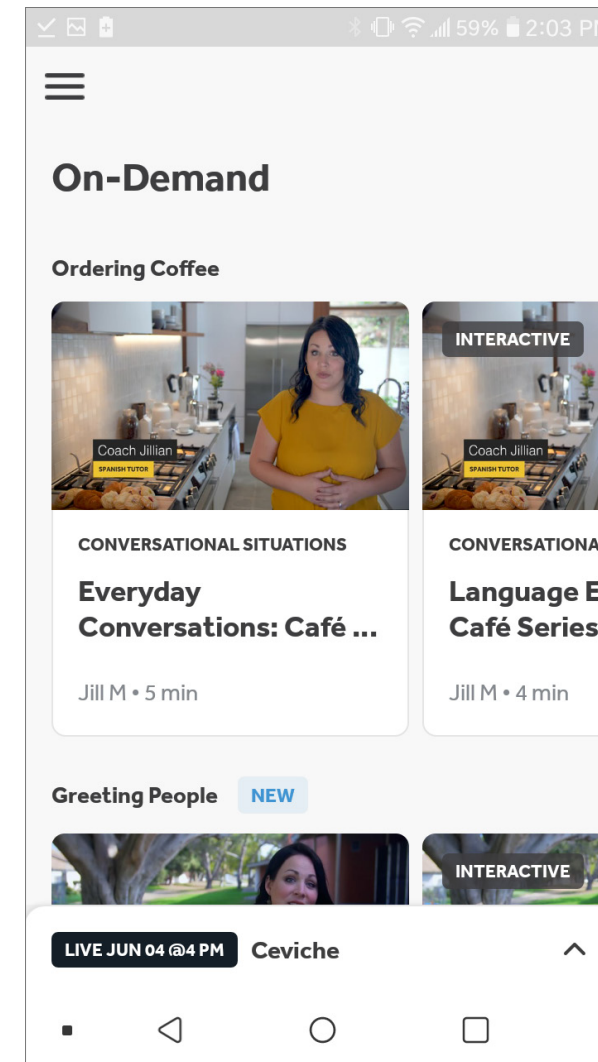
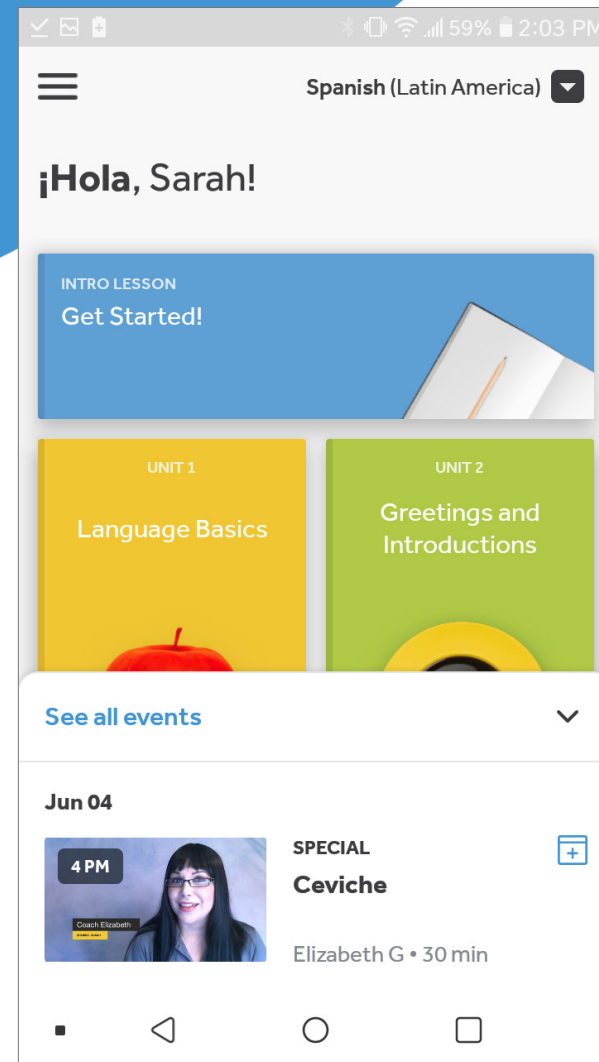
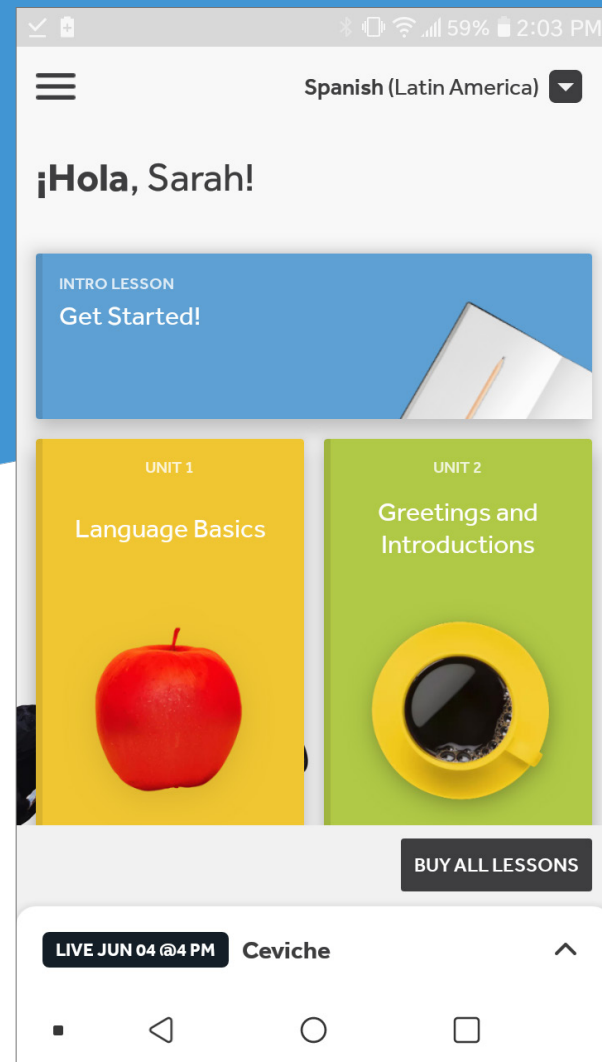
Outline flows for mobile, tablet, and desktop applications*

Showcase changes between device sizes

Specify component designs and behavior**

* Image shown to the left is iOS

** Design system still in early development at this time



Design Sprint: On-Demand Video

In-App Banner: Does not appear in lessons

V2: Customized

Default View >

Alternate view >

CATCH UP WITH RSTV Video title condens... ^
 NEW VIDEOS EVERY MONDAY ^
 NEW THIS WEEK Video title condensed... ^
 LIVE AT 4PM ^
 LIVE IN 10 MIN ^
 • LIVE ^
 LIVE YESTERDAY Video title condensed... ^
 WATCH AGAIN Video title condensed... ^

CATCH UP WITH RSTV ^
 TYPE OF THE VIDEO Video title Watch now
 NEW VIDEOS Video title condensed... ^
 NEW THIS WEEK ^
 TYPE OF THE VIDEO Video title Watch now
 LIVE AT 4PM Video title ^
 LIVE IN 10 MIN Video title ^
 • LIVE Video title ^
 LIVE YESTERDAY ^
 TYPE OF THE VIDEO Video title Watch now
 WATCH AGAIN ^
 TYPE OF THE VIDEO Video title Watch now

Show latest unwatched video (past live or vod)
 If all of the video library has been watched, either disappear (yay) or if that's not okay, show 'watch again'

Take to one of the new videos

Take to a new, unwatched video
If they've watched all new videos, use 'catch up'

Go to live video detail page

Go to live video detail page

Go to live video

Go to recent live video

If they have watched all videos, show 'watch again'

In App Banner Schedule

Key

Short Banner Extended Banner

Sunday

"Catch up with RSTV"
Show last live video

Monday

"What's new"
Show featured video when new videos are uploaded

Tuesday–Thursday

"New this week"/"Featured Videos"/ etc.
On expand, show videos released on Monday

Friday

"Live at 4pm"
12 hours before? 1 day? 2 hours? Test it

"Live in 10 min"
Briefly before broadcast

"Live"
During the broadcast.

Saturday

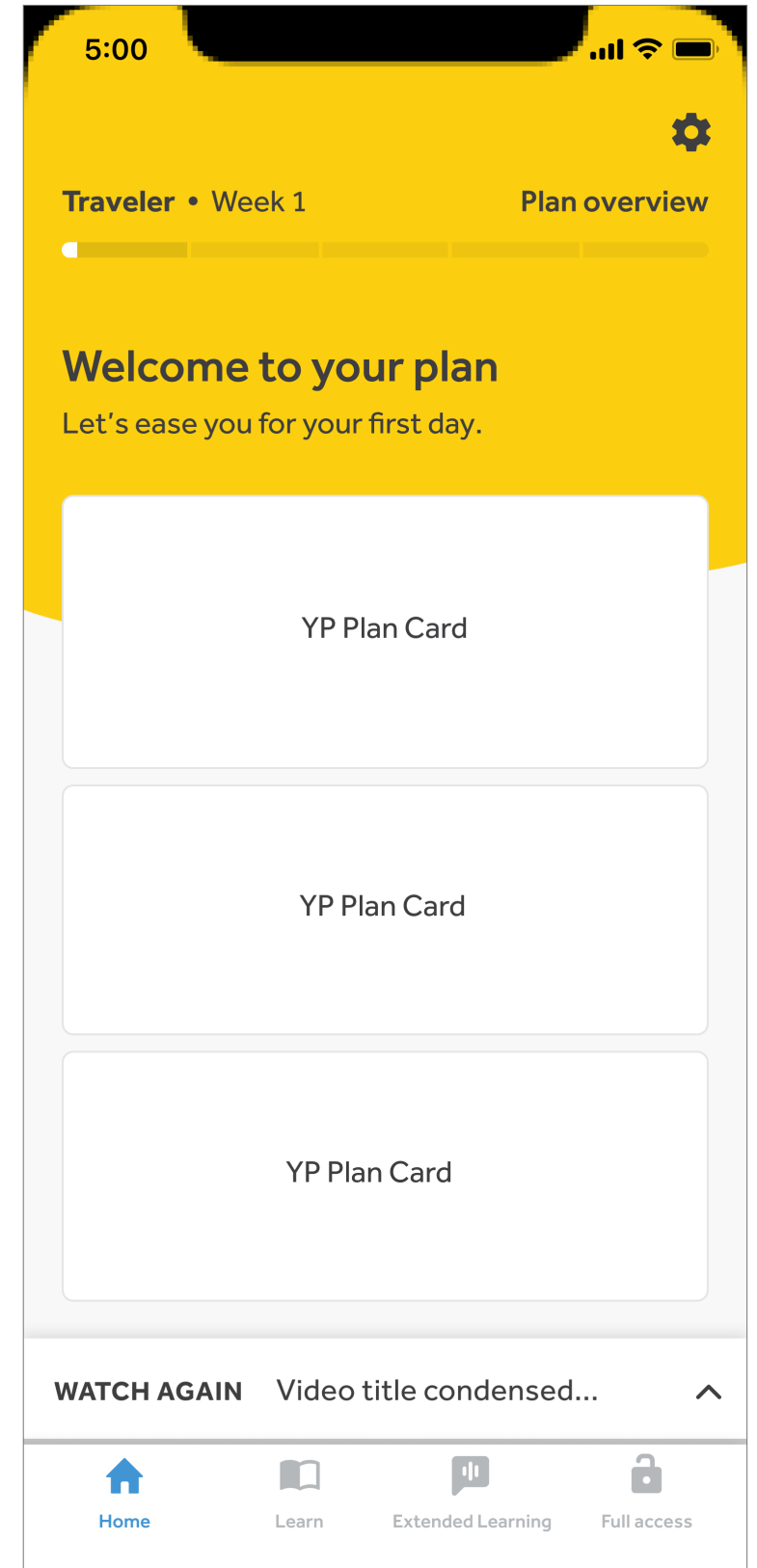
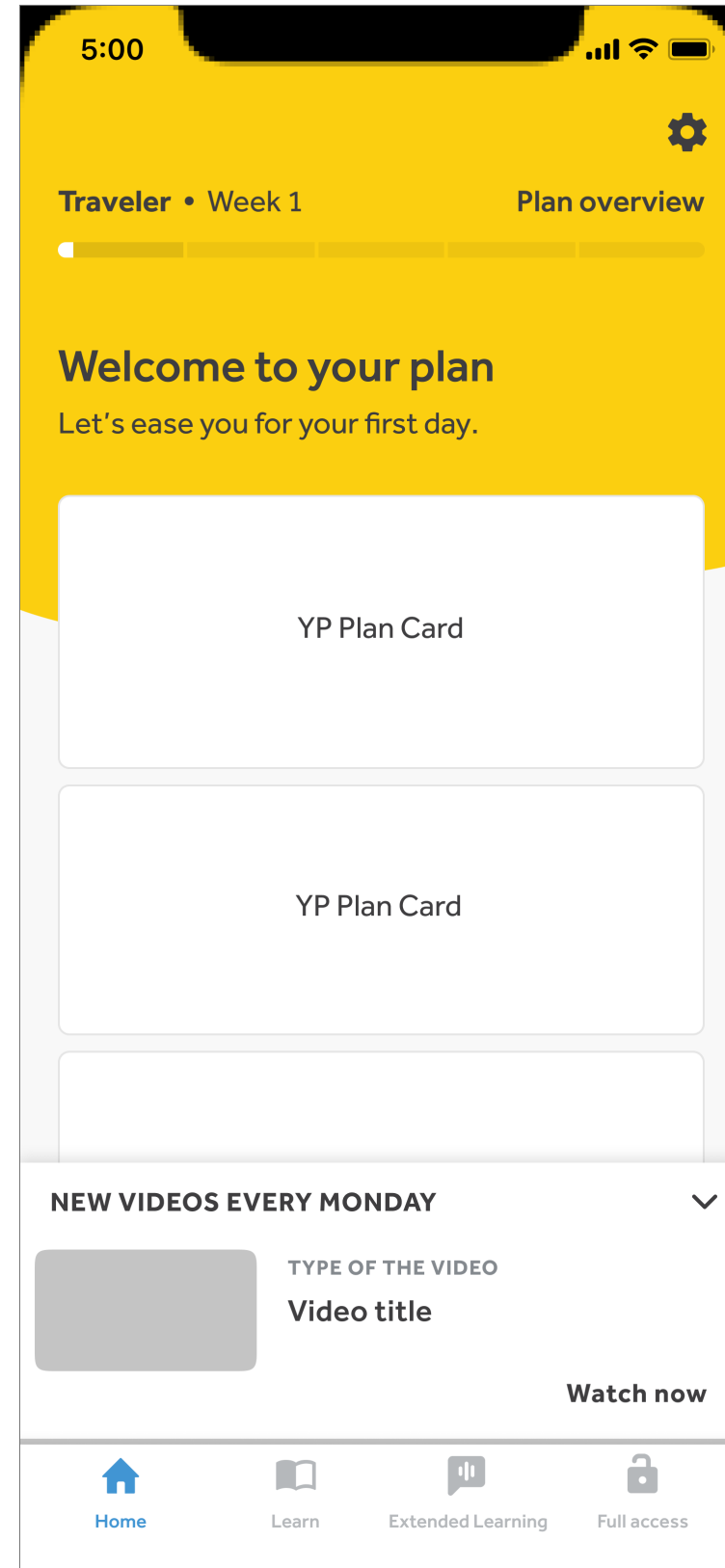
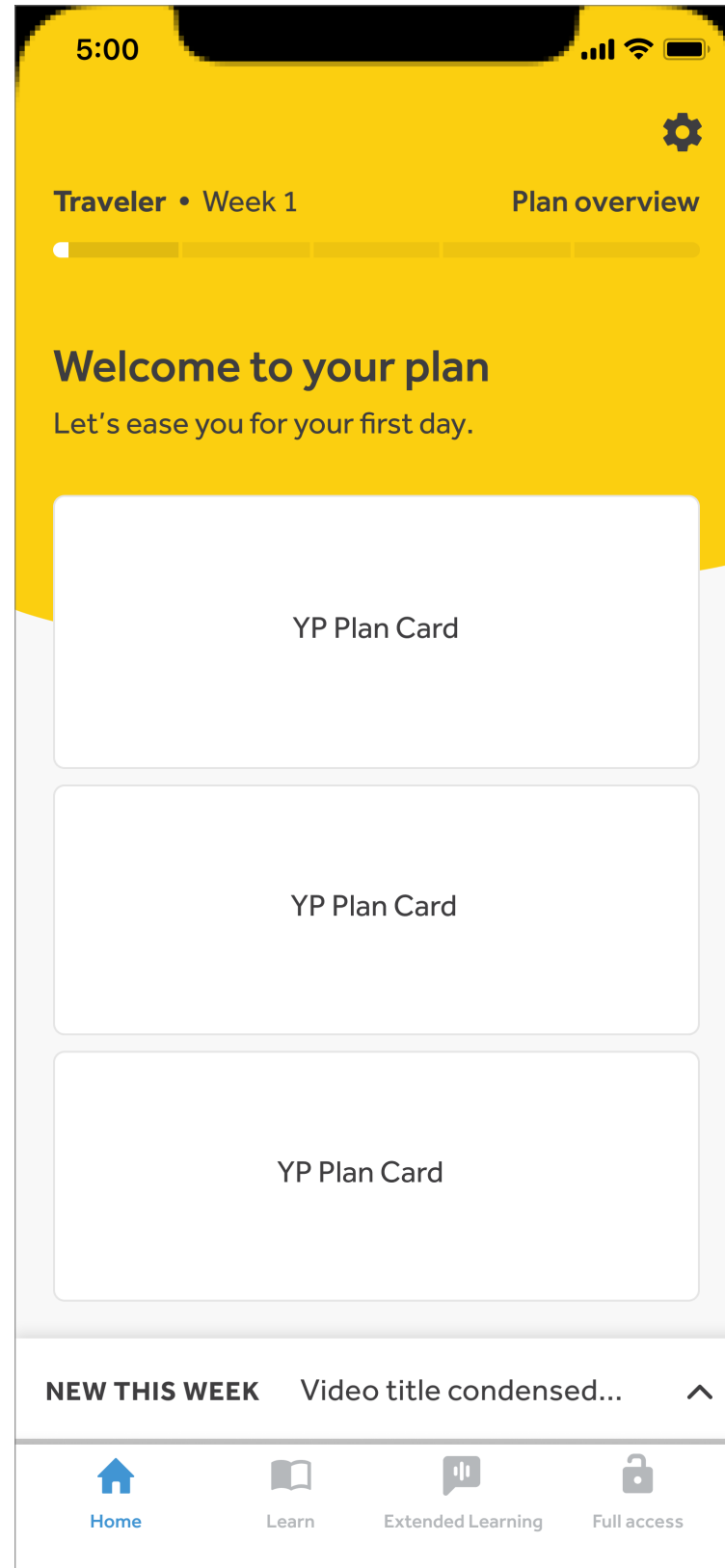
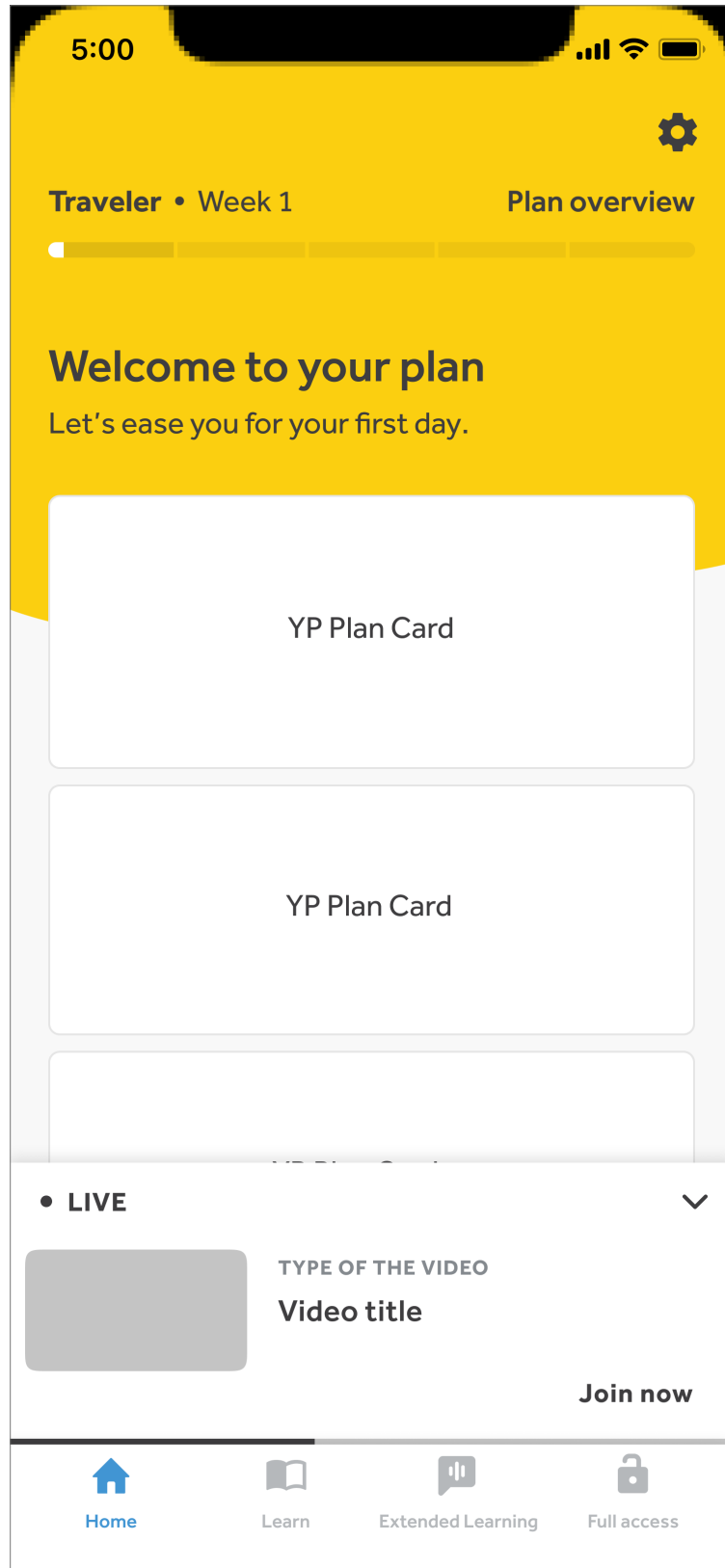
"Live yesterday"
Show last live video

With the UX Researcher, I was assigned to create recommendation on in app banner usage as a method of promotion for the launch of Live Lectures and On-Demand Videos, as well as states for users who lost connection to the internet during or before using the feature.

The two of us worked to leveraged business requirements (banner always displayed at top-level pages immediately after launch) with UX recommendations (not distracting from learning/giving priority when new or live content was available to interact with). After discussion, I began work fleshing out the banner designs while my colleague began outlining offline behaviors.

Above: Outlines how the default state of the banner would display on top of the alternate state.

Left: Outlines when the extended and short banner would be default, with sample copy.



Rosetta Stone® 

Design System Foundation

Color

An overview of the basic colors used in Rosetta Stone applications.

Brand	Extended	Signal	Neutral	Accessible
 Brand // Primary #F5C719	 Extended // Phrasebooks #4C8866	 Signal // Error #D64527	 Neutral // Shade 100 #2F3F3F	 Accessible // Shade 1 #88D0C8
 Brand // Primary Dark #E18A3D	 Extended // Stories #714967	 Signal // Success #00B050	 Neutral // Shade 400 #293939	 Accessible // Shade 2 #C0C99D
 Brand // Secondary #4192D3	 Extended // Audio Companion #444444		 Neutral // Shade 100 #E6E6E2	 Accessible // Shade 3 #A0D0F6
 Brand // Secondary Dark #2778B3	 Extended // Speak & Spell #E83131		 Neutral // Shade 200 #D9D9D3	 Accessible // Shade 4 #8080E8
			 Neutral // Shade 100 #F0F0F8	 Accessible // Shade 5 #F0D1A1
			 Neutral // Shade 0 #FFFFFF	
			 Neutral // Stroke #E6E6E3	

Typography

The typeface used within the mobile and web applications is Effra, ranging from Light to Medium weight.

Specification format

Regular • 22/100 • 0.2

Weight Size/Line height % Letter Spacing

Type styles

Header 1 M Header 1 L

Medium • 32/114 Light • 32/114

Header 2 M Header 2 L

Medium • 24/115 Light • 24/115

Header 3

Regular • 20/120

Header 4

Medium • 17/115

Body Copy

Regular • 17/140

Button Copy

Medium • 17/190 • 1.6%

Caption Copy

Regular • 13/190 • 1.6%

Quoted Copy

Medium • 13/165 • 1.6%

Characters per line

Minimum	Maximum	Adjusted
The line width for long strings of text should always be within the range of 45 to 70 characters per line, including spaces.	The line width for long strings of text should always be within the range of 45 to 70 characters per line, including spaces.	The line width for long strings of text should always be within the range of 45 to 70 characters per line, including spaces.
45 characters per line	70 characters per line	65 characters per line

Conduct a UI Audit of the consumer and advanced language application, and extract basic elements (color/type/grid/etc) to be refined. Work with Senior Designers from the web and mobile team to layout a starting style guide to later be tested and iterated on in a design sprint in March of 2020.

Photography

Photography is an important method through which we communicate our brand values, encourage learners, and immerse them in their target language.

Characteristics



Realistic
Use natural lighting, minimal post-processing, and images with candid posing.

Immersive
Capture relevant everyday moments that tell stories about our learners and their motivations.

Lively
Pull viewers in using bright lighting, warm tones, and dynamic image compositions.

Styles



Portrait Still life Cut-out

Treatment



Focal Points

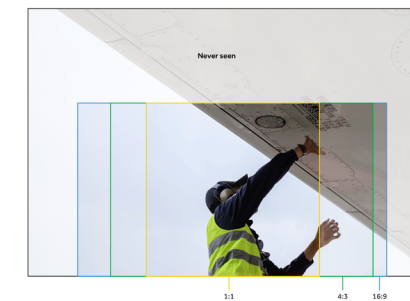


Photography

Images used in our applications can move between different aspect ratios, so determining a focal point ensures smooth transitions and recognizability.

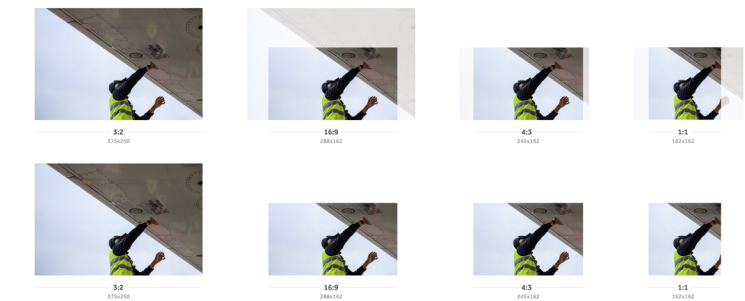
Cropping

An image should maintain the same focal point, even when it appears in different aspect ratios.



Aspect ratios

Within our apps, we typically use the 3:2, 16:9, 4:3, and 1:1 aspect ratios.



Define what styling we have as a way to build a common language between the team to support further efforts.

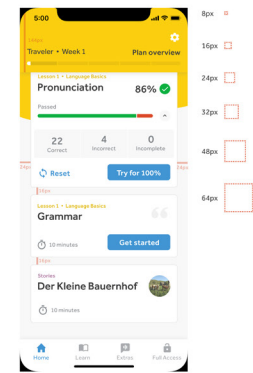
Begin setting up the system library with colors, grid styles, and type styles.

Grid

Different layout grid styles allow us to design components and layouts in a consistent manner across all products and features.

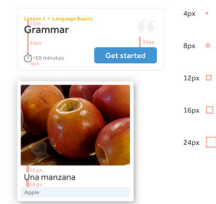
Canvas Grid

The canvas grid is an 8 pixel grid for the overall layout of each page. Use for sizing components or groups of components and determining the space between them.



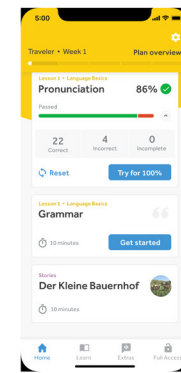
Component Grid

The component grid is a 4 pixel grid used for sizing and spacing elements within components.



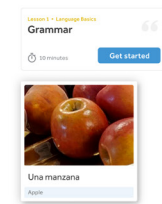
Device Margins

Outlines the maximum width of the page content on different devices.



Component Margins

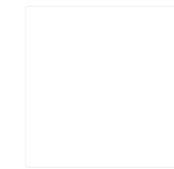
Sets up the space between the content and edge of a component.



Elevation

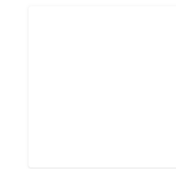
Surfaces within the Rosetta Stone application exist in a simplified space, and use effects such as outlines and shadows to communicate their relation between one another.

On surface



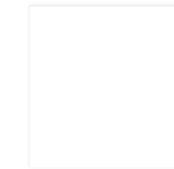
Outline with stroke
Width 1, inside
Neutral // Shade 250 (#E5E5E5)

Level 1



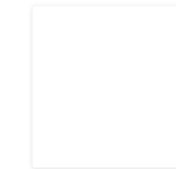
Ambient Shadow
Blur: 8 / (0.0) / 8% opacity
Directional Shadow
Blur: 4 / (0.2) / 16% opacity
Neutral // Shade 400 (#84898E)

Level 2



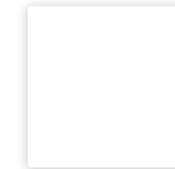
Directional Shadow
Blur: 8 / (0.2) / 24% opacity
Neutral // Shade 400 (#84898E)

Level 3



Directional Shadow
Blur: 12 / (0.2) / 24% opacity
Neutral // Shade 400 (#84898E)

Level 4



Directional Shadow
Blur: 24 / (0.2) / 48% opacity
Neutral // Shade 400 (#84898E)

As a final piece of this project, I prepared the six pages included for handoff to the lead designers as a way to prepare for the next design sprint. Original UI Audit is not available, but was based upon Brad Frost's suggestions related to Interface Inventories.