

# User Research

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# Tina B.

37, F. Fashion designer, visual merchandiser.

Living in Berlin, currently studies

UX Design

## ***1. Tell me about your typical daily routine. How much free time do you usually have?***

I was working part-time from 11:30 till 16:30 as a visual merchandiser and I was doing my freelance work mostly in the morning before that. After work I was meeting friends, drawing, going to do some yoga or visiting some events. Sometimes I had the feeling of having no free time at all because of my daily routine, work and hobbies were very organically interconnected. I would say I have 3 hours of free time a day for myself in the evening.

## ***2. When was the last time you were learning new words? How did you find it?***

Last month at German classes. I think I am not very consistent with learning in my daily routine. I have done reading, listening to audio everyday in my spare time and also visiting the course twice a week. Ideally, I study on my own using websites and mobile apps besides going to the classes. I prefer to listen to podcasts while travelling on public transport. I really enjoy doing it on the go. At German school, the class structure was not so stimulating for me. Practising language with my classmates was unsuccessful for me. Maybe because of the different language levels people had there.

## ***3. What was your motivation / goal to do it? Why?***

To be integrated into the society I live in is my highest motivation. Speaking another language gives more opportunities in life.

## ***4. Which tools or methods were the most valuable for you to remember new words? What didn't work at all?***

I was using the app LingQ but my motivation decreased very quickly. The content was very repetitive. The app was

offering reading and writing materials in different thematics from which you can pick the words you don't know so you can learn them. Another app I was using was an app called Innovative. The learning materials were presented in a podcast format. Conversations there were broken down in parts. I like to learn new words by having them in a certain context. The app was keeping track of my progress, this was in a way motivating but also very uncertain. Because having learned some new words in the app doesn't necessarily mean I am getting better immediately. I had long lists with unknown words which I never checked up again. Reading and listening to audio was the most progressive way of learning for me. Picking up unknown words together with some context helped me to learn efficiently.

***5. What do you like the most from the process of learning new vocabulary?***

Realising that I am improving myself, that I am getting better with learning words. Hearing the words I just recently learned in real life and being able to understand them! I like to learn things that can be applied and practiced immediately. I also like to use the correct grammar and the most complete way of communication. I like to express myself properly.

***6. What is the most challenging for you about learning new words? How could you improve that?***

Motivation on a daily basis. I need some structure to be continuously learning and I need to have an opportunity to practice what I have learned

***7. What is, according to you, essential for your success about learning new words?***

In a classical group it would be the teacher that motivates and inspires to learn. I would never start learning a new language by myself. To learn it on my own I would need lots of motivation and consistency. I lose my interest very fast when there is no context and apply of what I am learning.

***8. Do you prefer to learn new vocabulary by yourself or with the help of somebody else? What works better for you?***

It has to be a combination of things. I like to learn languages in a group because engagement with other people can have a huge impact on me.

## DOing:

- I do my freelance job in the morning.
- I work as a visual merchandiser from 11:30 till 16:30.
- I meet friends, do yoga or go to draw after work.
- I learn german at german classes twice a week.
- I read and listen audio in german everyday.
- I listen to podcasts while travelling public transport.
- I use mobile apps to learn new vocabulary.
- I learn better by having new words in a certain context.
- I put new words on the list and never check them again.
- I need lots of motivation and consistency to learn on my own.
- I lose my interest very fast.

## FEELing:

- I have the feeling of having no free time at all.
- I really enjoy learning by listening podcasts.
- I don't like repetitive content.
- I enjoy to learn new words within a context.
- I like to read and to listen audio content.
- I like to improve myself.
- I get frustrated when I learn without any context or

possible application of new materials.

- I like to learn languages in a group.

## THINKing:

- I think I have 3 hours of free time in the evening everyday.
- I think I am never very consistent with learning on my daily routine.
- I think practicing language with people in the class was not so successful for me.
- I believe speaking another language gives more opportunities in life.
- I think keeping a track of my progress in the app can be motivating but also very uncertain.
- I think learning some new words in the app doesn't necessarily mean getting better immediately.
- I think I improve myself with learning the words
- I believe I need to have an opportunity to practice what I have learned.
- I think I would never start learning a new language by myself.
- I think engagement with people can have a huge impact.
- I think the teacher in class can inspire to learn.

# Janna A.

35, F. Saleswoman.

Living in Berlin, currently learning german in a language school.

## ***1. Tell me about your typical daily routine. How much free time do you usually have?***

I usually get up at 7 am, do my morning routine and at 8 am I leave home to go to german classes. I wish I could do some learning also in the morning before I go out but it never works out for me. Usually, I have my classes till 12:30, then I take a short lunch break and go to continue learning on my own in the library till 5 pm. After this I go back home. In my free time I try to watch some videos in german on youtube. I watch them in both russian (her mother language) and german.

## ***2. When was the last time you were learning new words?***

## ***How did you find it?***

Yesterday in a coffee shop. I have a small notebook that I always keep with me in my bag whenever I go. I write down on it new words I want to learn. I do it everywhere, even on the bus or tram. By the way I forgot my notebook at that coffee shop that day. That made me very nervous and afraid of having lost it. But a nice waiter kept it and gave it to me back. I was so happy!

## ***3. What was your motivation/goal to do it? Why?***

I learn a new language for my future work and for living here in Germany.

## ***4. Which tools or methods were the most valuable for you to remember new words? What didn't work at all?***

The paper notebook works best for me so far. I often use the associative method of learning, I search for associations for a new word also in other languages I speak. I use lots of sticky notes at home and I put them there, where I mostly spend my time. I realise I have problems remembering phrases or words I have very low usage of in my daily life. Learning verbs is also challenging for me. Especially at school when the teacher gives us a couple of synonyms in

german to a new verb. This learning method doesn't work for me at all. Too much information at once.

I also have some apps on my cell phone: a *dictionary* app and the *DeutscheWelle* app. I like to watch videos on youtube or to listen to bloggers who share some interesting information in german or russian. I like to watch movies and to answer questions afterwards. I had one app for watching videos and then you have questions according to what you were watching. Unfortunately the app's materials were only until B1 level. I worked them all out. Haha. To work with real texts is the most effective method for me.

**5. What do you like the most from the process of learning new vocabulary?**

Oh I love the feeling when I have learned a new word and then I hear this word somewhere else and understand it. This is a wonderful feeling!

**6. What is the most challenging for you about learning new words? How could you improve that?**

Spelling is the most challenging for me now I guess. I have the feeling I try to remember new words but it is kind of incomplete. I can remember the beginning of a word but I am not always sure about its ending. Writing is still a diffi-

cult matter for me too. I don't remember how to write everything I learned during the day. That frustrates me a bit. I realise that I can translate easily from my mother language to german but to do it backwards is still challenging. To improve all of these aspects I definitely have to dive deeper into the language, to talk and to listen more in my daily life. I have to be more active using my knowledge. Reading is not enough.

**7. What is, according to you, essential for your success about learning new words?**

The environment is very essential for me. I need to have even more immersion with the native speakers or with them who speak german grammatically correct. I think as soon as I start to work here my learning progress will increase.

**8. Do you prefer to learn new vocabulary by yourself or with the help of somebody else? What works better for you?**

I think I like both. I like to learn and repeat on my own at the library, to learn grammar is better at school with the teacher. The group is better for mastering talking skills. I would like to work in pairs with somebody more often. That works very well for me!

## DOing:

- I get up at 7 am and do my mornings routine.
- I go to german classes at 8 am.
- I study till 12:30 and then have a lunch break.
- I go to the library and continue studying till 5 pm.
- I go back home after 5 pm.
- I watch videos in both russian and german.
- I watch videos sometimes also in the morning before going out
- I write down new words on my notebook everywhere.
- I learn a new language for my future work and for living here in Germany.
- I use the associative method of learning.
- I search for associations for a new word also in other languages I speak.
- I use sticky notes.
- I use mobile apps that help me to learn new vocabulary.
- I have problems remembering new words properly.

## FEELing:

- I feel afraid to lose my paper notebook.
- I feel so happy to have it back.
- I feel overwhelmed with information sometimes at school.
- I like to watch videos on youtube or to listen bloggers who share some interesting information.
- I like to watch movies and to answer questions about it afterwards.
- I like listening comprehension exercises.
- I like to challenge myself.
- I feel a bit sad that the app I was using was until a certain level.
- I love to use my vocabulary in real life.
- I have the feeling I try to remember new words but it is kind of incomplete.
- Writing frustrates me.
- It feels like reading is not enough for me.
- I like to learn and repeat on my own at the library.

## THINKing:

- I think I can learn something in the morning too.
- I think I have problems remembering phrases or words I do not use often in my daily life.
- I think I can learn a new language more effective.
- I think the teacher gives us too much information at once.
- I guess spelling is the most challenging for me now.
- I think I need to do more efforts to improve my learning results.
- I think I need to talk and to listen more in my daily life.
- I think I need to practice more with native speakers.
- I think as soon as I start to work my learning progress will increase.
- I think I like to learn language on my own and in groups too.
- I think learning in a small group works best for me.



# Mark C.

34, M. Former cellist.

Living in Berlin, studies at the Potsdam University, working part-time.

**1. Tell me about your typical daily routine. How much free time do you usually have?**

During the week I get up really early. I spend the whole day at the university and then I go to work until late in the evening. That's my usual weekly routine. During my travels in the city I listen to the news on the radio or do my homework. During this routine I have no free time at all. Over the weekend I focus on resting so I can start again next week. During the weekend I have lots of free time I can use to recover.

**2. When was the last time you were learning new words?**

***How did you find it?***

I learn new words every day! I usually write them down and use them repetitively in my head. Basically I use more than one variation of a certain word I want to remember. I think a lot about it in that way. I also do it in the other languages that I know. That's the way I do it!

**3. What was your motivation / goal to do it? Why?**

I like to amplify my lexicon so I can express myself successfully. I want to get better communication tools.

**4. Which tools or methods were the most valuable for you to remember new words? What didn't work at all?**

Analog methods are the best for me. To write words down with my hand on the paper is the most efficient method. I really believe in the old classical connection hand <--> brain, not with the computer. Watching movies and series is another way to learn languages. It is the moment when I don't really focus on learning. I am only consuming information in another language. Through that I am aiming to get the right pronunciation and new phrases that are not to be found in books. Tools like computers have never worked for me. Because there is no connection between a cognitive

process in my brain related to working at the computer.

**5. What do you like the most from the process of learning new vocabulary?**

Improving my communication tools is what I like the most. Usually I strive to learn new words that are pretty complex, so whenever I hear them, in the news for example, it allows me to understand much better the concept that is being explained. This feeling is awesome. (laughs joyfully)

**6. What is the most challenging for you about learning new words? How could you improve that?**

I wouldn't say that there is some challenge in learning for me. It's fun! It's not really difficult as long as I have the tools for it and that is of course a dictionary. Whatever dictionary. Online dictionary or it can also be a book. I like to have both actually. For example now, while learning german I have a German-German one, not one with translations, it works better for me to know the right definitions of what I am learning. You don't grasp the whole meaning of the word and its concept with a translation. It is always like an approach to the meaning of the word but not the real meaning. Every language is a different way of thinking.

**7. What is, according to you, essential for your success**

***about learning new words?***

I like to be able to write new information down. Maybe an explanation of it or to resume it in such a way so not only me can understand what is on the paper. To make it that simple and understandable that someone who can grab my notes is going to learn from it.

**8. Do you prefer to learn new vocabulary by yourself or with the help of somebody else? What works better for you?**

I prefer to let by myself following a book or a method. That works better for me.

## DOing:

- I get up really early during the week.
- I study at the university the whole day.
- I work until late in the evening.
- I listen to the news on the radio or do my homework while traveling through the city.
- I rest on the weekend.
- I learn new words every day.
- I usually write new words down and use them repetitively in my head in different languages.
- I use several variations of a new word I try to remember.
- I think a lot.
- I translate the word I try to remember in other languages.
- I write down with my hand.
- I watch movies and series.
- I consume information in other languages.
- I get the right pronunciation and new phrases I never find in books.
- I prefer to learn analogically.
- I learn complex words.
- I focus on learning the particular way of thinking a language has.

## FEELing:

- I like to amplify my lexicon so I can express myself better.
- I like improving my communication tools.
- I enjoy understanding complex concepts a lot.
- Learning is fun for me.
- I like to use online dictionaries and books as well.
- I like to write down.

## THINKing:

- I really believe in the natural connection hand <--> brain.
- I think that watching movies and series is a complementary way to learn languages.
- I think you don't grasp the whole meaning of the word with only a translation.
- I believe every language has a different way of thinking.
- I think I learn languages better by myself.