

Iolanda's life in Berlin!



IOLANDA

ITALIAN
36 YEARS OLD
MOTHER
CUSTOMER SERVICE
LIVES IN BERLIN



IOLANDA'S GOALS

1. GET A BETTER JOB
2. SPEAK WITH LOCALS

IOLANDA WAS TRYING TO LEARN WITH SOME APPS



BUT SHE JUST LEARNT GRAMMAR AND VOCABULARY. IT WAS STILL SO HARD TO SPEAK

WIE BITTE?

ICH KANN ZWEI CAFE ZU HABE, OKAY?



PROBLEMS IN BERLIN!

SHE COULDN'T SPEAK GOOD GERMAN AND PRONOUNCE WORDS PROPER

SHE WAS NOT ABLE TO COMMUNICATE WITH LOCAL PEOPLE

IOLANDA WAS DESPERATE!!!

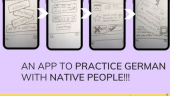
"NO TIME WITH MY DAUGHTER"

"NO TIME TO LEARN GERMAN, SO I'M NOT GONNA FIND A NEW JOB"

"I DON'T KNOW WHAT TO DO!!"



BUT WHILE IOLANDA WAS SLEEPING... HER FRIEND CROQUIS CAME UP WITH IDEAS!



AN APP TO PRACTICE GERMAN WITH NATIVE PEOPLE!!!

AND CROQUIS WAS ON FIRE!



YOU CAN ALSO ADD NEW WORDS AND SHARE THEM!!!

CROQUIS TESTED THE APP IN IOLANDA'S DREAMS; BUT...



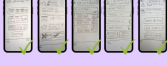
IT DIDN'T WORK OUT SO GOOD...



CROQUIS WAS REALLY SAD, BUT THERE WAS NO MINUTE TO LOSE. TIME TO FIX IT.



IOLANDA HAD SWEET DREAMS WITH THE NEW TEST!



THE APP COULD HELP HER IMPROVE HER GERMAN AND REACH HER GOALS!

IOLANDA WOKE UP. SHE FELT FULL OF ENERGY AND DOWNLOADED THE APP SPEAK LOCAL!



SHE STARTED LEARNING HER FIRST TOPIC FOR HER FIRST MEETING! SO EXCITING!

ONE WEEK LATER SHE MET SIMONE AND THEY SPOKE GERMAN FOR 30 MINUTES!



CROQUIS DID AN AMAZING JOB!



AND SHE IS ALREADY THINKING OF MAKING UPDATES!

WHAT LESSON DID CROQUIS LEARN HERE?



HOW TO MAKE USER INTERVIEWS
HOW TO DEFINE A USER PERSONA
PUT TOGETHER THE INFORMATION ARCHITECTURE
DRAW SKETCHES AND WIREFRAMES
PROTOTYPE THEM
TEST THE USABILITY
PRESENT THE WORK

NATÜRLICH NICHTS ZU DANKEN!

HALLO! ICH HÄTTE GERN VIERMAL BRÖTCHEN UND EINEN HAFERMILCHKAFFE, BITTE. VIELEN DANK!



FIRST BIG STEP!

AFTER A FEW WEEKS OF PRACTICE, IOLANDA IS ABLE TO HAVE BASIC CONVERSATIONS, LIKE ORDER IN THE BAR OR TALK ABOUT THE WEATHER WITH HER COLLEAGUES