

Learn Yoruba

Capstone 05 · EdTech · Talodabi Academy

1 · Project overview

You are designing a **5-minute daily habit**: audio, short lessons, and streak. This is cultural connection, not a university language course.

Deliverable	Full mobile MVP in Figma (not code)
Platform	Mobile app · Android-first · portrait
Screens	11 screens + 1 unhappy path (12 frames)
Features	3 core features
Bottom navigation	Bottom navigation with 4 items: Learn · Quiz · Streak · Profile
Prototype	4 linked flows

Build order: Auth (screens 1–4) → nav tabs (5–8) → core flow (9–11) → unhappy path → link prototypes.

2 · Problem & primary user

Young Nigerians growing up in cities, especially those from mixed-state families, can no longer speak their indigenous language. Yoruba, Igbo, and Hausa are quietly disappearing in urban households. There are no fun, mobile-first apps built specifically for Nigerian languages.

Primary user

"Tobi, a 19-year-old Lagos university student with a Yoruba father and an Igbo mother who speaks only English and cannot communicate with his grandparents in the village."

Geographic scope: National-level

3 · Goals

User goal: Learn basic Yoruba words and phrases through short daily lessons with audio and quizzes.

Business goal: Build a language platform that starts with Yoruba and expands to Igbo, Hausa, and Pidgin, with a diaspora subscription tier.

Success: In a quick test, someone completes **one lesson**, hears **audio**, and understands how **streak** works.

4 • Market context

QUESTION	ANSWER
Who pays	Tobi might pay a small monthly fee; stronger payers are diaspora parents funding family learning (assumption).
Why not WhatsApp	Family WhatsApp voice notes teach phrases but have no curriculum, quiz, or streak. YouTube is broad and not structured for Yoruba identity.
Design focus	Win on 5-minute daily ritual , audio-first cards, and cultural pride (not gamification overload).

Competitors to check:

- **Koyo** (Nigeria-built: Yoruba, Igbo, Edo; audio + culture)
 - **Lingawa, NKENNE** (Yoruba lessons; diaspora + streak-friendly)
 - **Duolingo, Bluebird** (global apps; thin on Nigerian cultural context)
 - **Family and church** informal teaching
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5 • Validate before you design

Interview 3–5 people who match your primary user. Update this brief if interviews contradict it. Do not start hi-fi until you complete the confirmation below.

FIELD	YOUR ANSWER
Validated user (name, age, city)	
Problem in one sentence	
One interview quote	
Success metric for your test	
Primary colour and tone	
One competitor you checked	

Interview prompts

- "Walk me through the last time this happened."
- "What did you use instead? WhatsApp, paper, or nothing?"
- "What would make you trust this on a cheap Android phone?"
- "What would stop you from using this every week?"

6 · Features & scope

v1 · three features

1. Daily 5-minute audio lessons with phrase cards
2. Pronunciation guide with audio playback for each word
3. Quiz mode with instant feedback and a daily streak tracker

Out of scope

- Igbo, Hausa, or full curriculum in v1
- Live tutors or grammar exams
- Social feed or chat

7 · Screens

Design every row in wireframe, high-fidelity UI, and prototype (where the flow applies).

#	LAYER	SCREEN	WHAT TO SHOW
1	Auth	Splash Screen	App name and a cultural illustration representing Yoruba identity.
2	Auth	Onboarding (2 screens)	Screen 1: Why learning your language matters. Screen 2: Pick your current level (Beginner / Knows a few words).
3	Auth	Sign Up Screen	Name, phone number, and PIN.
4	Auth	Sign In Screen	Phone number and PIN. Show user's current streak on this screen to motivate return visits.
5	App shell	Learn (tab)	Today's lesson card, phrase preview, and streak count.
6	App shell	Quiz (tab)	Start quiz button and last quiz score summary.
7	App shell	Streak (tab)	Current streak number and weekly completion calendar.
8	App shell	Profile (tab)	Name, level (Beginner / Knows a few words), and phone.
9	Core flow	Lesson card	Yoruba phrase, English meaning, audio icon. Show bottom nav on post-sign-in screens.
10	Core flow	Quiz question	Multiple choice on the phrase just learned. Show bottom nav on post-sign-in screens.

11	Core flow	Streak updated	Streak count increased after daily lesson. Show bottom nav on post-sign-in screens.
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Layers: Auth = 1–4 · App shell = 5–8 · Core flow = 9–11

8 · Prototype flows

Link these in Figma. Examiners should click through without your voice-over.

Flow 1 · App entry

Splash → Onboarding → Sign Up or Sign In → first main tab

Flow 2 · Core task (all three features)

Sign In → Learn tab → Lesson → Quiz → Streak updated

Core flow screens: Lesson card · Quiz question · Streak updated

Flow 3 · Navigation

Link every nav tab so examiners can tap each bottom nav item. Tabs: Bottom navigation with 4 items: Learn · Quiz · Streak · Profile

Flow 4 · Unhappy path

Trigger the unhappy path edge case and link to that screen.

9 · Unhappy path

Design this as its own screen state (frame 12):

User fails the quiz 3 times on the same lesson. Do not lock them out. Show: 'No worries. Let's replay this lesson before trying again.' Take them back to the lesson cards.

Link in **Flow 4**.

10 · Design system

RULE	DETAIL
Colour	You choose. Keep it simple and readable.
Type	You choose. Keep body text easy to read on a phone.

Tone	Design for your user, not for a tech audience.
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Reuse on every screen:

- Primary button (active and disabled states)
- Input field (empty, filled, and error states)
- Card or list item used across the app
- Navigation bar with correct labels and icons
- Empty state: what the screen looks like with no data

11 • Submit & defense

Deliverables

#	DELIVERABLE	WHAT GOOD LOOKS LIKE
1	Wireframes	Every screen in this brief, plus the unhappy path. Layout and labels clear.
2	High-fidelity UI	Same frames polished. You choose colour and type. Bottom nav on every post-sign-in screen.
3	Prototype	Four linked flows (entry, core task, navigation, unhappy path). Examiners can use the app without your voice-over.
4	AI prototype	Figma Make: at least 2 screens. Share link.
5	Case study (1 page)	Problem · User · Who pays · Competitors · Solution · One design decision
6	Presentation (6–8 slides)	Name · Problem · User · Solution · Key screens · Flow demo · One decision

Before you present

- ☐ Every screen designed in wireframe and hi-fi
- ☐ Unhappy path screen designed and linked in the prototype
- ☐ Four prototype flows linked end to end
- ☐ At least one empty state on a list tab
- ☐ Shared components reused: button, input, card or row, bottom nav
- ☐ Case study names who pays and one competitor you checked
- ☐ You can explain one design decision in critique (why, not what)
- ☐ Completed 5 user interviews or 1 usability test
- ☐ Checked at least one competitor listed under Market context

