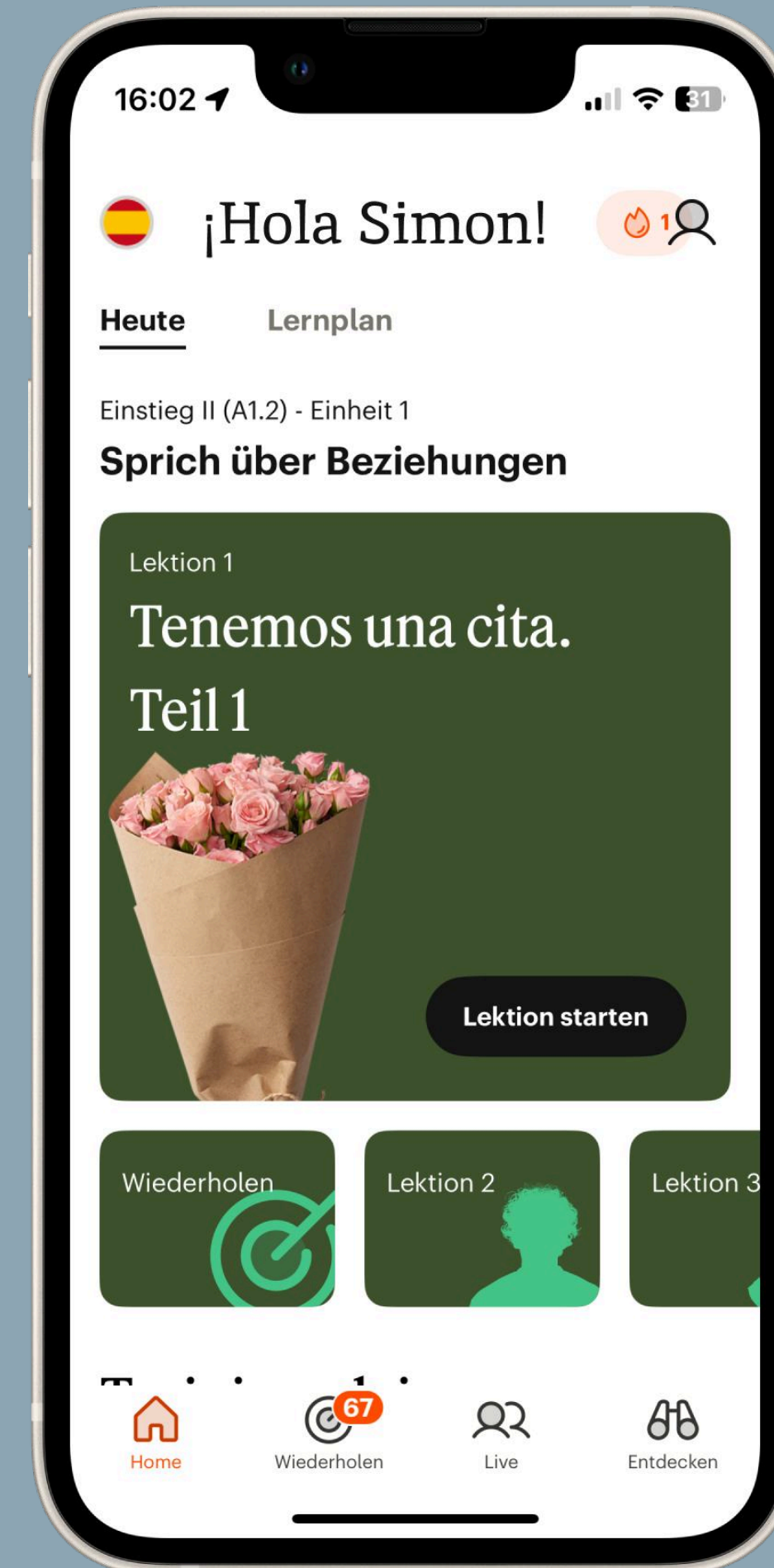


Babbel App

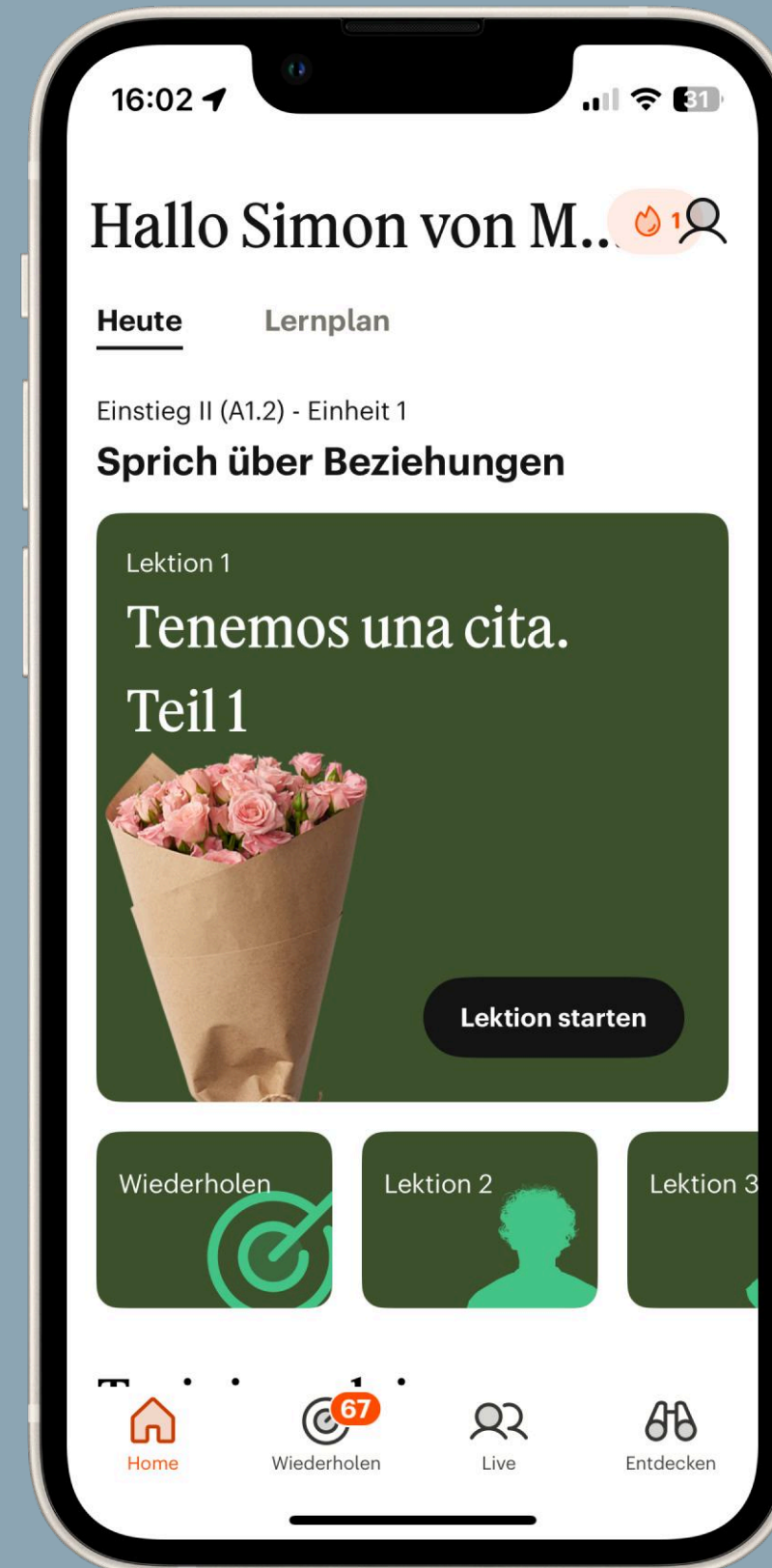
Language Switching

Optimization Recommendations by vm/hx



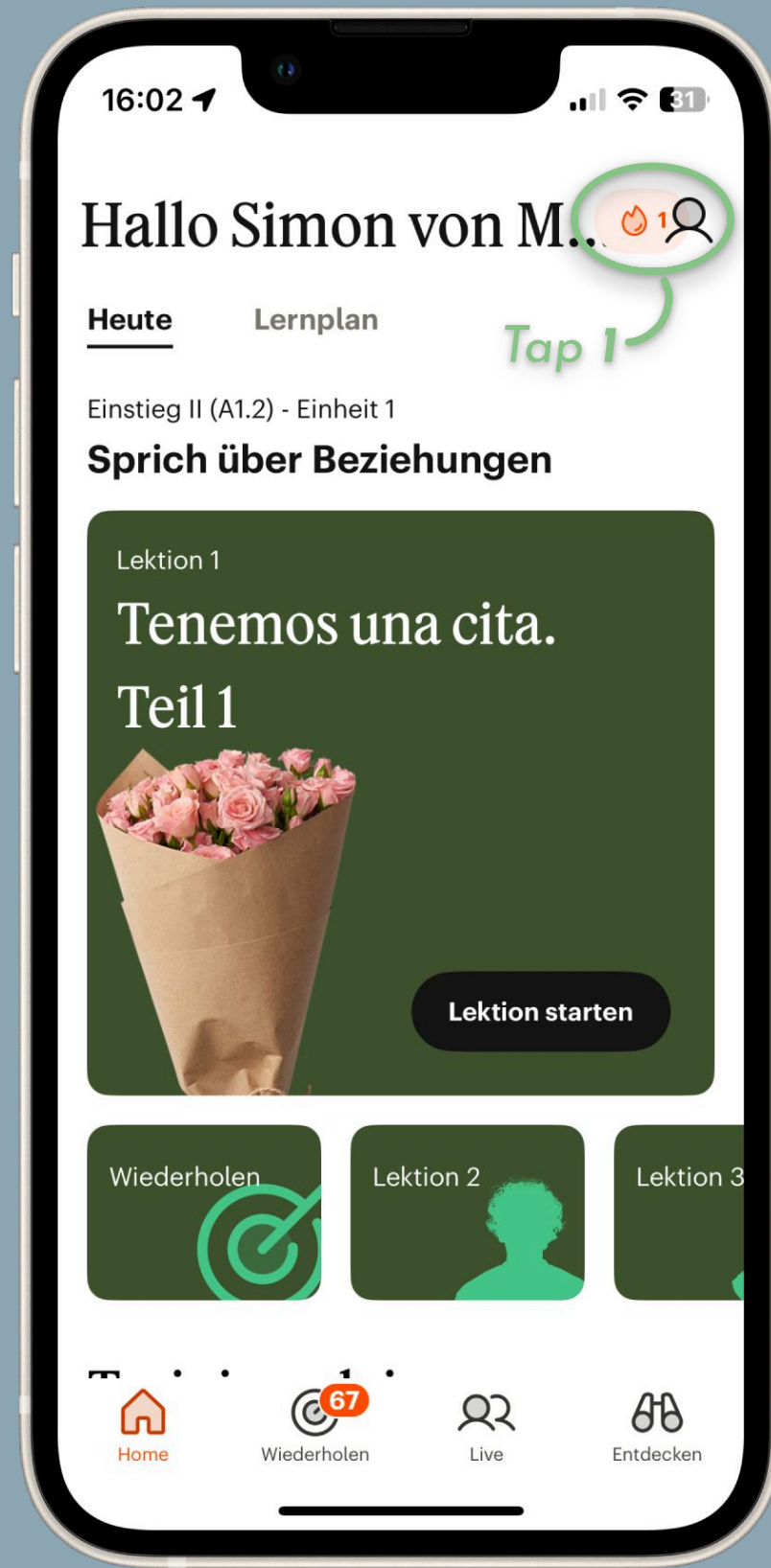
Problem:

I am using Babbel to learn French and Spanish...

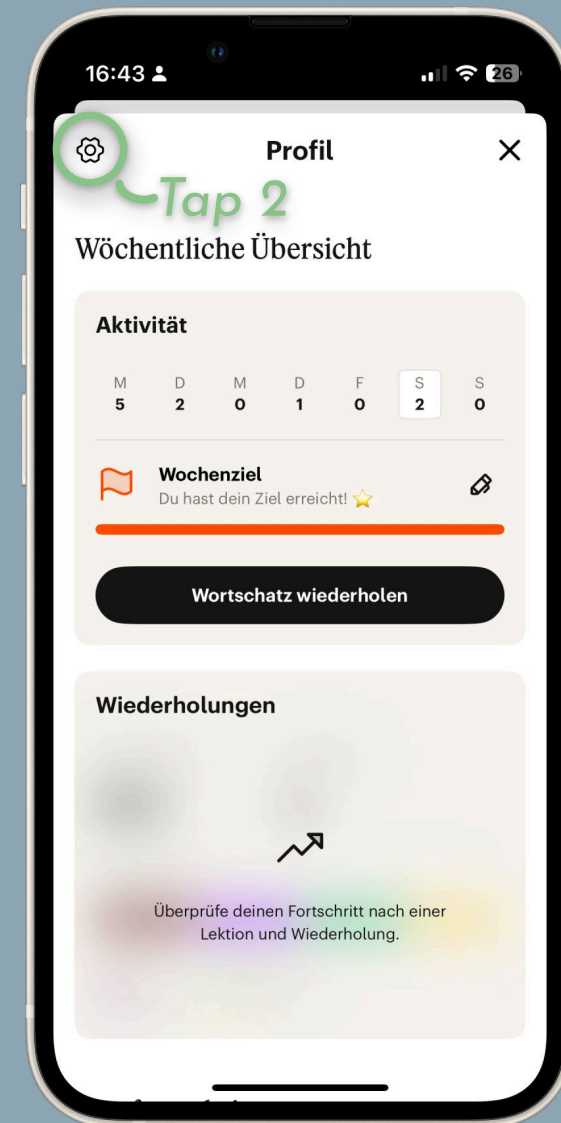


...how can I switch languages?

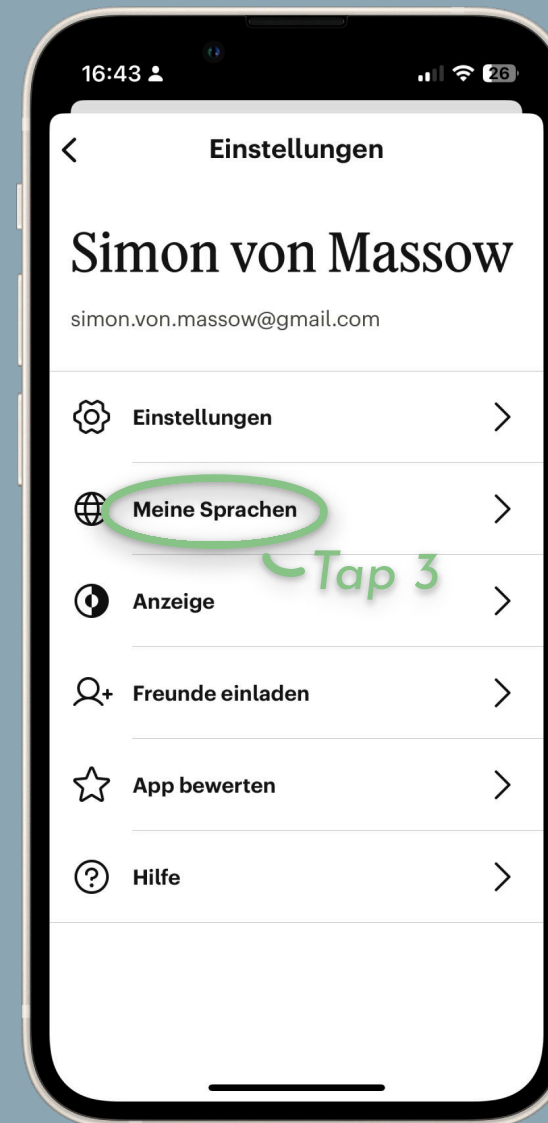
Babbel App Language Switching User Flow - Current UX Status



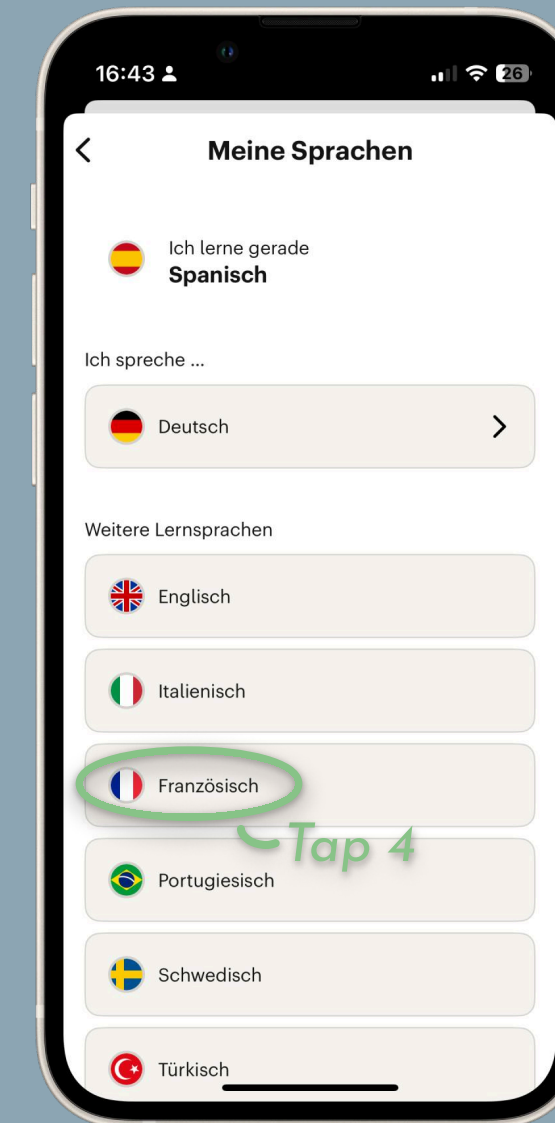
1) Home



2) Profile



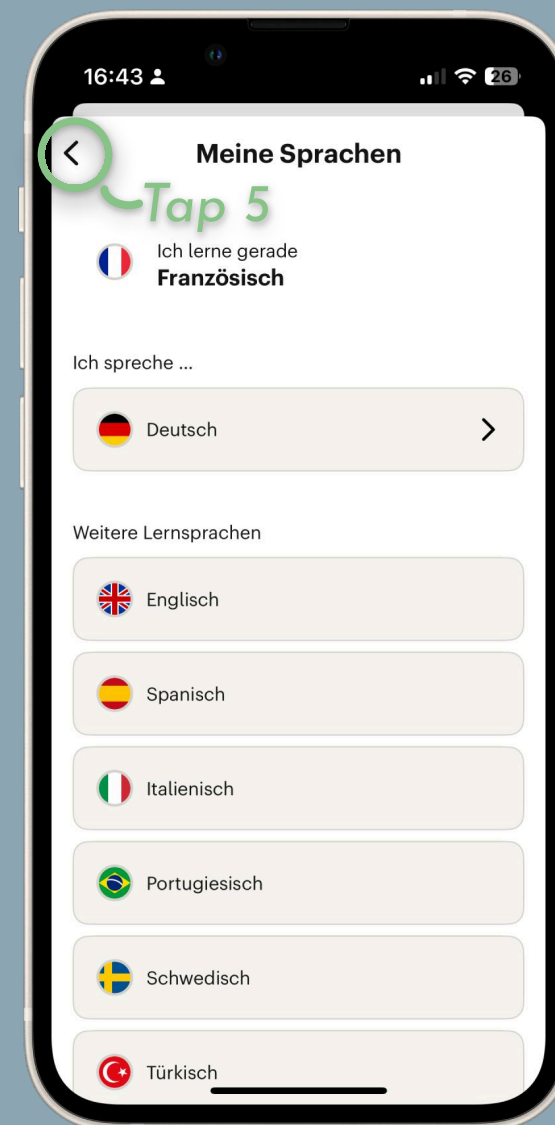
3) Settings



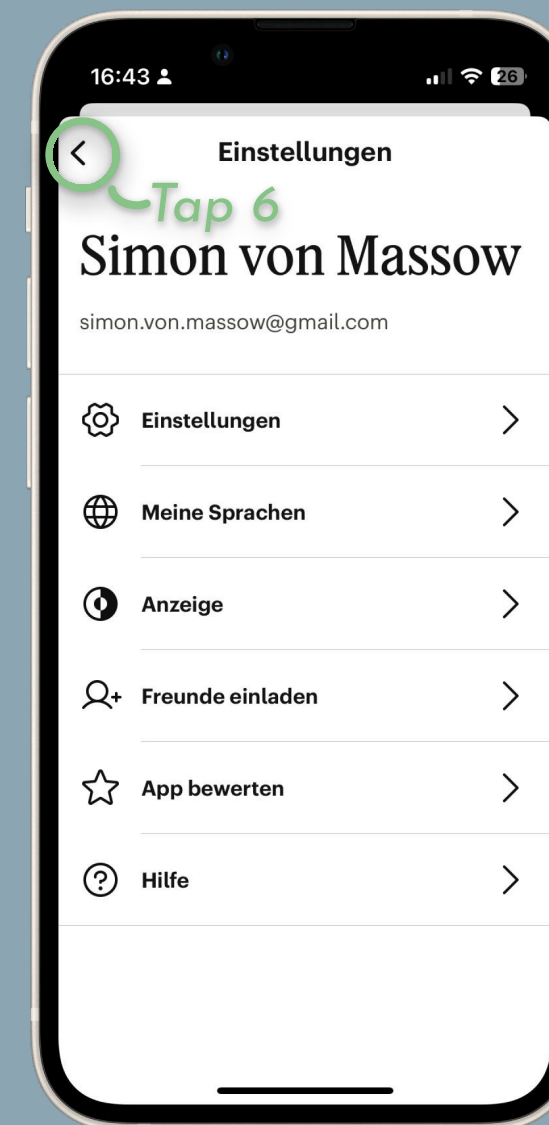
4) My Languages



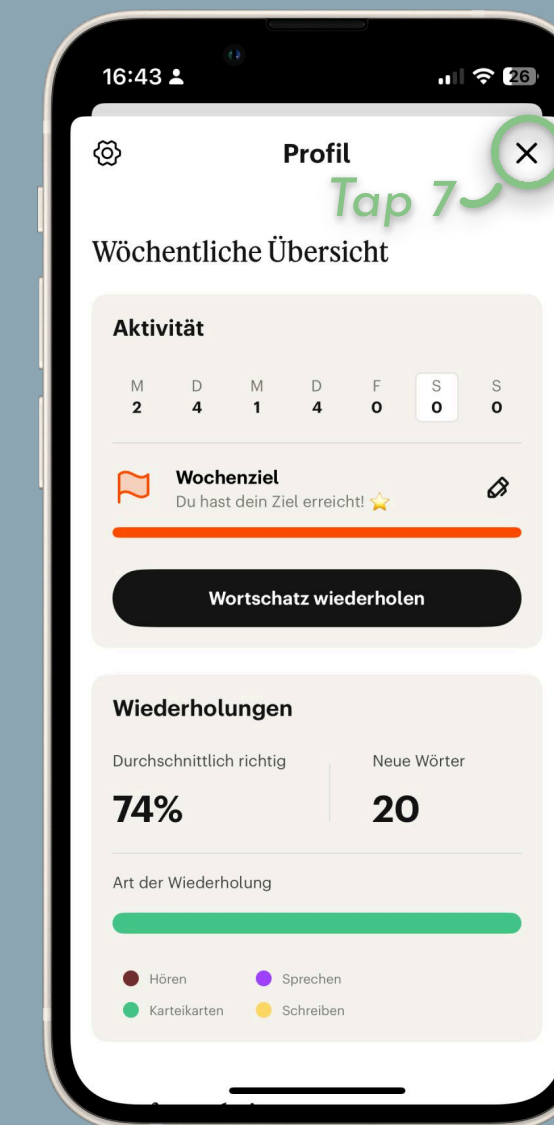
8) Home



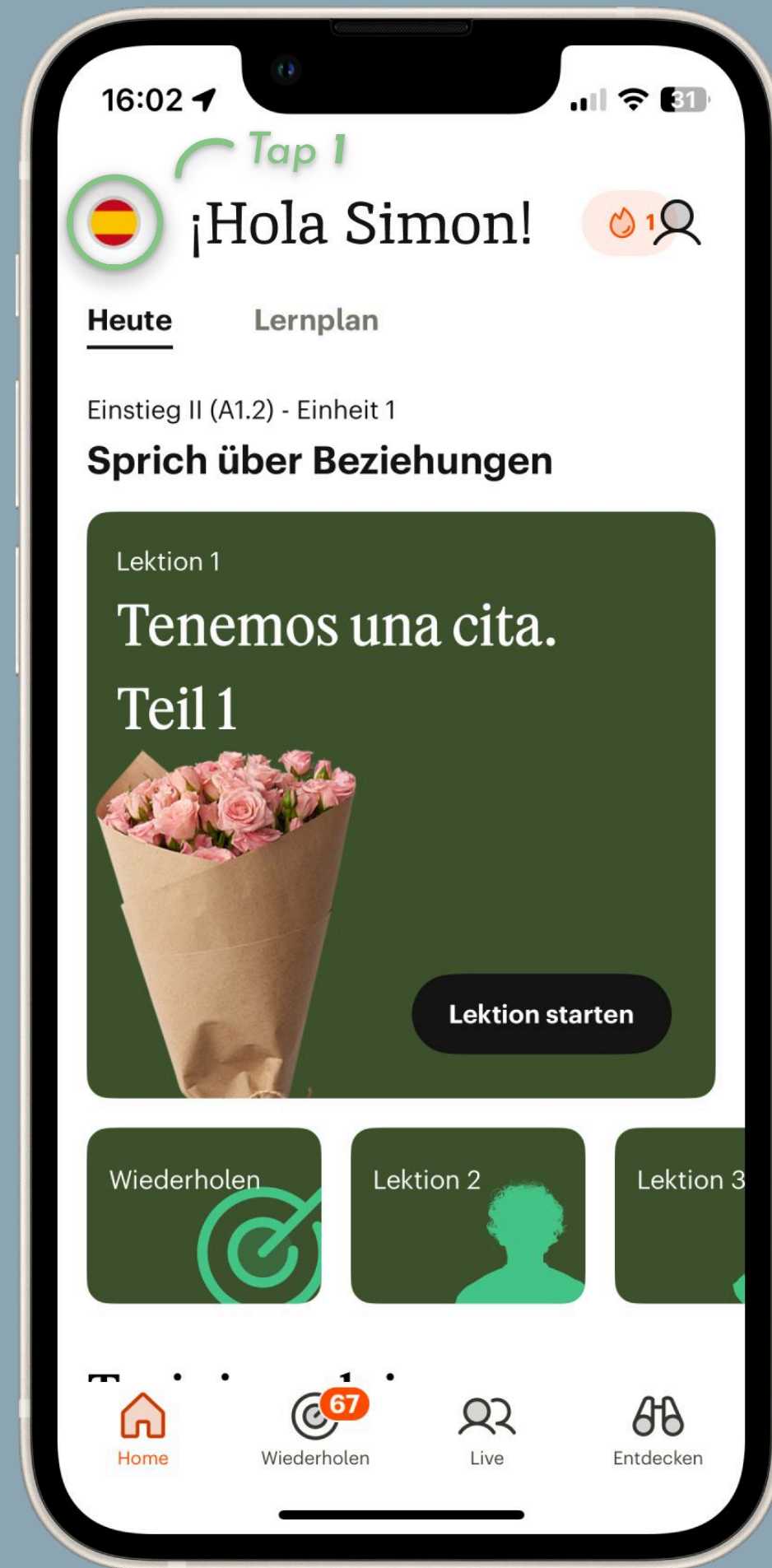
5) My Languages



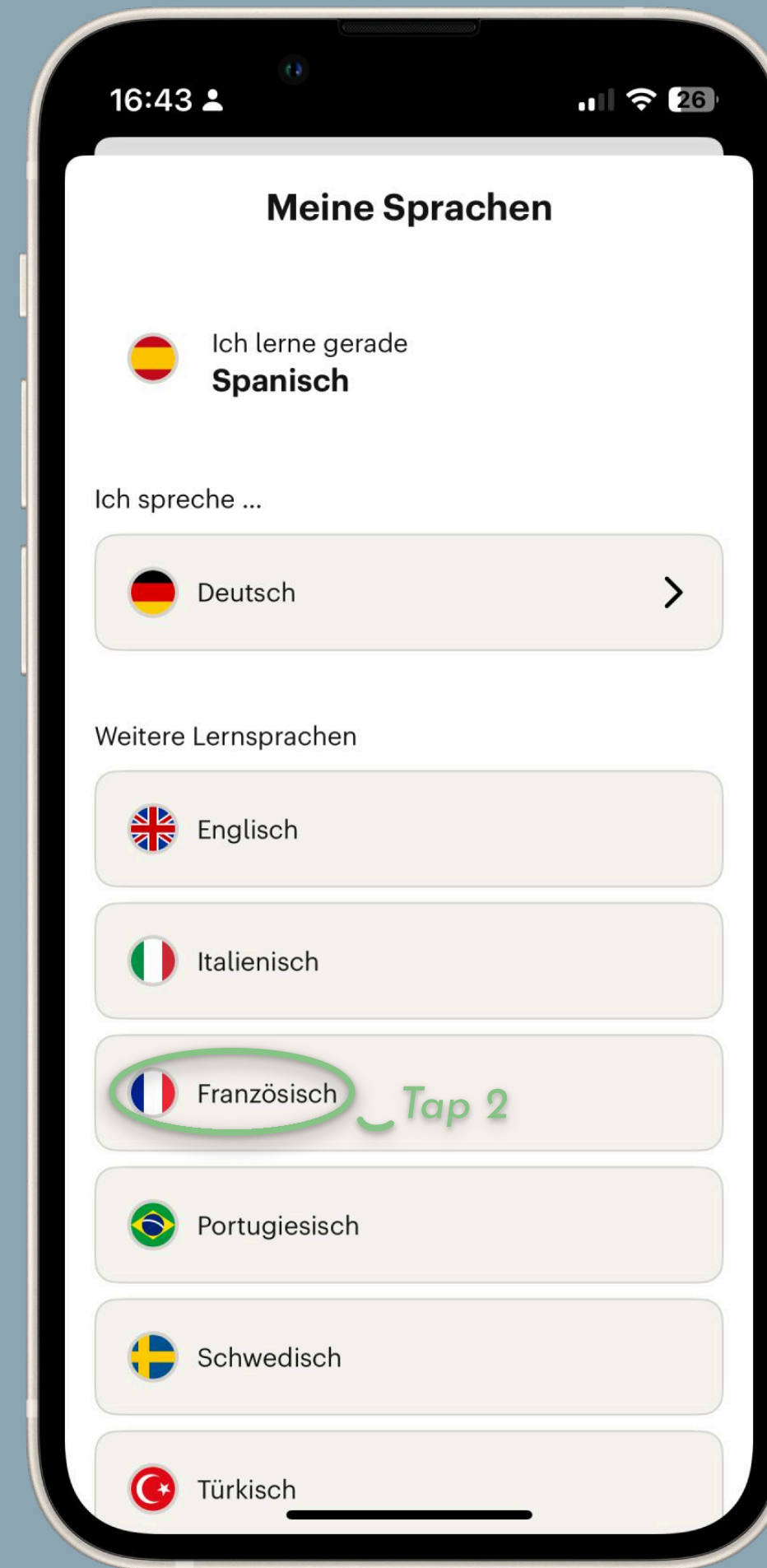
6) Settings



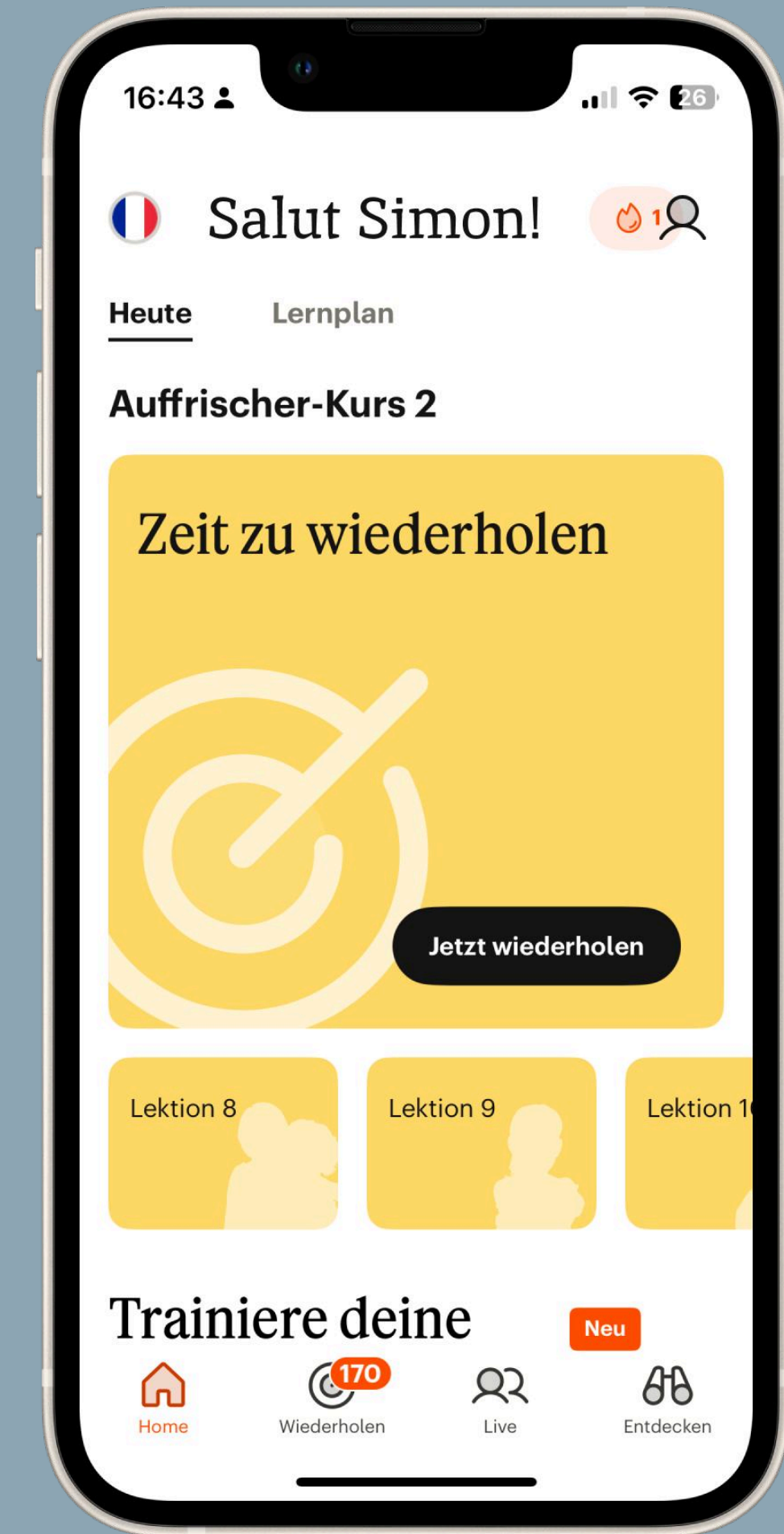
7) Profile



1) Home

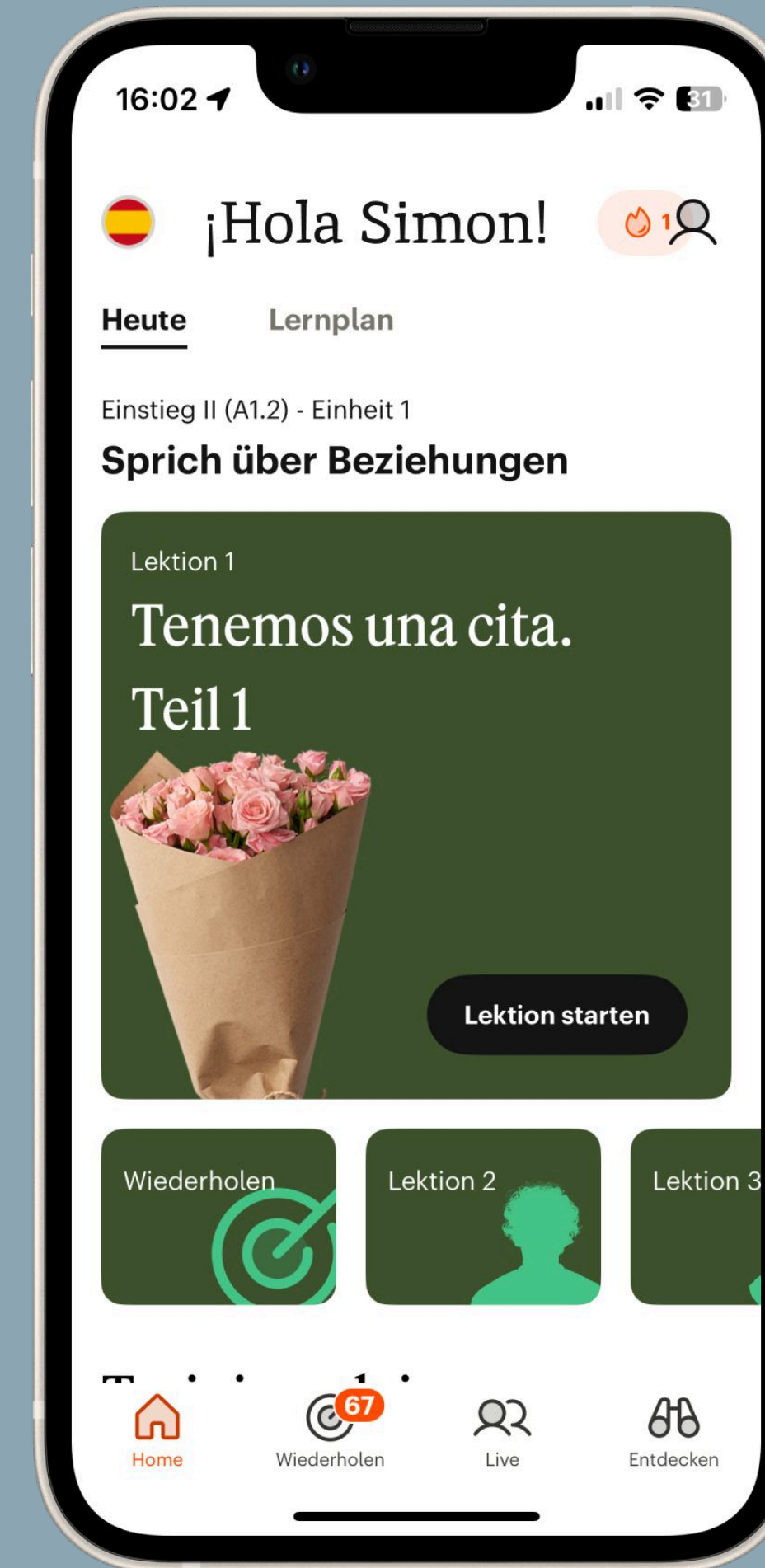


2) Language Selection



3) Home

- ✓ **Clear Information** about Current Language Setting
- ✓ **Direct Access** to Language Setting
- ✓ **71% Fewer Interaction Steps** to Switch Languages



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Simon von Massow
human experience
consultant