

Case study

# Making a Difference: How Loop11 Helped the FUNetix Team Optimize their App

## Loop11 features used by FUNetix

- ✓ App testing
- ✓ Online usability testing
- ✓ Screen recording
- ✓ Moderated testing

## About FUNetix



[funetix.org](http://funetix.org)

**FUNetix** is on an ambitious mission to ensure every single American child learns to read and write.

FUNetix is an interactive tablet and desktop app for children and their parents. Children who struggle to learn English in a mainstream curriculum can learn with FUNetix in a matter of months or even weeks. The app is designed to be consumed in 12 hours and is aptly named “The FUNetix 12 Hour Reading App.”

## Industry

Education

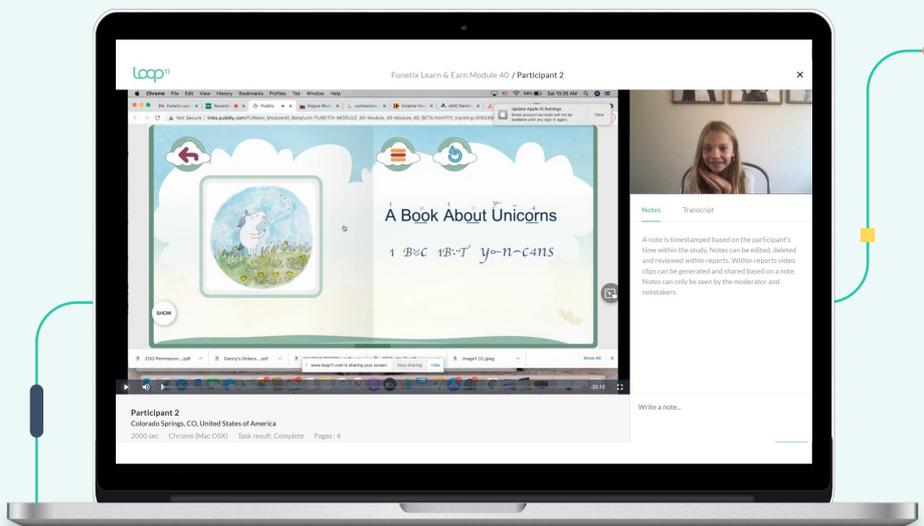
## Introducing Loop11 to FUNetix

FUNetix has always operated as a dynamic learning and UX research lab. For 19 years, the experience and feedback of real children, parents, and teachers has driven the evolution and growth of their products.

At the start of 2020, with an alpha version of the app in development, FUNetix began planning face-to-face testing with users. The team secured a local space, lined up tutors and began talking to families. However, COVID abruptly put a halt to these plans – and the team needed to pivot to an online testing solution. After exploring a vast array of user testing software, they settled on Loop11 for its winning combination of functionality and price.

The FUNetix UX team used Loop11’s screen recording feature to view children and their parents using an alpha version of the app. This enabled them to identify problems and challenges, and refine the app to improve the user journey before launch.

By using Loop11, the UX team was also able to expand the scale of their testing. More than 20 families provided hundreds of hours of testing and feedback before, during and now, since the launch of the app!



## Getting up to speed with Loop11

As a volunteer-led organization, the FUNetix UX team changes over regularly. Most staff are new and emerging UX designers. Working with FUNetix and Loop11 is often their first opportunity to apply their skills to the real world.

To ensure a smooth transition between staff, and to maintain momentum with UX testing, the original UX team documented a clear workflow for using Loop11 with FUNetix.

With Loop11's intuitive interface, and FUNetix's documented processes for running effective tests, onboarding new staff and running user tests is always straightforward.



### Testimonials

*R. Kali Woodward  
FUNetix Founder*

**“Loop11 has been easy to use from the parent and user standpoint, and easy for us on the back end to capture the video, download the video, and manipulate what we need, using the admin software that Loop11 provides us.”**

**“The real world is a messy place. Loop11 has allowed us to see the app in use in a real-world environment, which has been incredibly valuable for us. Our goal is to continue to improve outcomes for children. And that means keeping our finger on the pulse of what's really happening, how the app is being used, and the results that families are getting.”**

**“We explored the entire world of user testing software, and we settled on Loop11.”**

Mr. R. Kali Woodward is the founder of FUNetix and the American Youth Literacy Foundation. He is also a former Spanish and Arabic linguist for the US army. Twenty years ago, he designed the FUNetix system for his own son who was struggling to read at school. He has since taught thousands of children to read by mobilizing a passionate team of talented volunteer professionals.

## Learning lab with UX at its heart

Testing an app like FUNetix comes with a unique set of challenges and opportunities. The app functions as a course, with thousands of screens of linear content. The experience is presented as an interactive treasure hunt, with children asked to make choices from multiple options to move forward. The app has simultaneous users: children, and the parents supporting them.

As well as understanding how a user navigates the app, the FUNetix UX team also needs to focus on whether children are achieving the intended learning outcomes. That is, are they learning to read? The design and mission of the app means that Loop11's moderated and unmoderated testing are both invaluable for gaining insights.

The FUNetix team works in sprints and regularly tests with Loop11 to refine and enhance the app. Their ultimate aim is to optimize learning outcomes by continually optimizing the experience for kids, minimizing frustration for both kids and their parents, and smoothing over any friction points to allow for consistent literacy acquisition in just 12 hours.

## The future looks bright for the FUNetix app



Today, the FUNetix app is downloaded all over the world. From solving an individual challenge faced by his own son, to supporting thousands of families facing similar challenges, the American Youth Literacy Foundation and FUNetix are an example of how personal passion and innovative technology can disrupt existing systems to solve national and even global challenges.

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