Project proposal

Team members:

Meera Surendran, Abdulrahman Isegen, Samrudh Kumaraswamy, Nadiia Ramthun

App name:

Scientia

App description:

Learning a second language is fun, improves your cognitive abilities, makes you able to connect to people, and can even deepen your connection to other cultures. So, if you are looking to learn a new language, Scientia will make the best companion for that journey.

Scientia is a fun app that lets you learn a language in the shortest span of time.

Why should you use Scientia?

You get to know how words are pronounced.
There is no fun in learning a language just by memorizing a bunch of words. The process of learning languages is made more exciting when we get to pronounce the words as naturally as a native speaker. In studies in which the native speakers were asked to rate the speech of learners, pronunciation proved to be an important factor in getting a high score. Our app ensures that the learners speak confidently the language they have learned.

You can create goals and work towards them while tracking scores.
Employing a strategic approach to learning always let you have the upper hand
Over others. Setting goals and tracking your scores motivates you to attain your goals faster.

Includes image display for words.
Sometimes memorizing a word with just translation is not enough. So, our app helps you aid your memory recall and facilitate learning by displaying pictures of the corresponding words. The use of images makes it easier especially for kids and teenagers to follow along.

Scientia provides all courses free of cost and does not bother you with ads.

A slogan or promotional saying that would appear on the Play Store:

Scientia, the science of languages!!!

Target users of the application:

Teenagers 13-19 years of age, enough cognitive difficulty and pictures for better understanding for users.

Problem/task(s) the application helps the users address:

Scientia helps the users learn new languages in a fun way. It will help the user to improve their listening skills. It will improve their language skills significantly and will help them to get a command of the language through the wide variety of words it offers. It can also lead to future employment opportunities where the desired learned language is used for communication purposes.

Three current apps on the Play Store (or other app stores, such as iTunes) who would be our closest competitors:

Duolingo, Babbel, HelloTalk, Rosetta Stone.

Is our app better or different from the competitors?

Existing apps focus either on talking or on memorizing a random assortment of vocabulary/sentences. Our app would present topics in a progressive manner so that users can interact with native speakers on common topics. We will also focus on designing an addictive app vs existing ones that bore users fairly quickly.

What themes do we see when we browse the reviews of the competitors?

Babbel :
- Lessons are behind a paywall, users have to pay to get a considerable amount of valuable lessons.
- The app is more focused on young adults than kids.

Duolingo:
- Levels take forever to pass, some have multiple repetitive rounds which is counterintuitive.
- The heart system, restricting users to a certain amount of tries and forcing them to stop playing but also somewhat entices users to play when they get their hearts back.

What is innovative about your app idea? What will be particularly surprising or elegant about the concept?

Our app focuses on teaching words that are practical for users to communicate with native speakers rather than presenting a random group of words. Additionally, words are chosen based

on their complexity. When a user struggles with learning new words, they would be presented with easier words; however, when a user seems to have an "easy" time, they would be challenged with a harder word to keep them appropriately challenged.

What about our app will keep people engaged using it for a long time, even once the novelty wears off?

The app motivates the user to keep learning by providing a personalized list of words. For example, when users are doing well with their learning and scores, more challenging words are presented to them. If the user starts scoring low with the new list of challenging words, the app provides them with easier words so that they do not get frustrated and stop using the app. The app keeps track of how well the user is doing and presents the list of words such that the score does not go very low. This instills confidence and motivation to continue their learning, although they are unaware of what is happening at the backend.

What are the top potential weaknesses of our application idea and how will we address them?

Writing and speaking are two different things, so users being able to select options from questions are more writing than anything else. To combat this we have a text to speech functionality to help users have a sense of conversating.

Will we be able to design, build, and test this app before the end of the semester?

Since our app doesn't require any functionality that is beyond the scope of this class, it is our aim to finish the app by the end of the semester which would include designing, building, and testing it.