Japanese Learning Website Project

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# Executive Summary

Problem:

Japanese learners…

* Don’t have an instant feedback method for their sentence corrections (ChatGPT is available but requires continuous prompting).
* Don’t have a method of automatically generating study material (flashcards) based on their mistakes.
* Don’t have access to short placement tests that measure their Japanese level/progress with feedback.
* Don’t have an idea of what to study, i.e. lack structure.

Solution:

A structured app that provides…

* Grammar lessons.
* Kanji/vocab lessons.
* Opportunity to practice grammar freely with already learnt vocab.
* AI corrections.
* Flashcards.

Target Audience:

* Japanese learners who at the minimum already know hiragana, katakana and basic phrases.

Revenue Target:

* $10,000/month from 1,000 paying users at around $10 a month.

# Project Objectives

Core Objectives:

* Build an AI sentence corrector for Japanese learners.
* Provide a clear learning structure from JLPT N5-N1.
* Use flashcards and spaced repetition to aid memorisation.
* Create a revenue-generating subscription model.
* Reach 1,000 paying users within 12 months of launch.

# Features and Functionalities

Core features:

1. **Learning Path**: Users follow a structured path to learn N5–N1 grammar, kanji and vocabulary using flashcards. (MVP)
2. **AI Sentence Corrector**: Users input sentences, and the AI corrects errors and explains why the changes were made. (MVP)
3. **AI Translator: Users input sentences in English and the AI translates it (causal/formal) and breaks it down.**
4. **Practice Sessions**: Users must translate a sentence into Japanese using the vocab, grammar and kanji they have already learnt. (MVP)
5. **Flashcards**: Mistakes from corrections are also converted into flashcards for review. (MVP)
6. **Spaced Repetition System (SRS)**: Flashcards are reviewed at optimal intervals to reinforce memory. (MVP)
7. **Progress Tracking**: Users can see daily/weekly reports as well as doing progress/placement tests. (MVP)

# User Flow and Experience

1. **Sign Up / Log In**: User creates an account.
2. **Select Starting Level**: User either takes a placement test or selects their current level (N5 – N1).
3. **Select Study Plan**: User selects how many lessons per week they want to cover.
4. **Daily Lessons**: User is presented with 3 daily lessons of flashcards (kanji, grammar, vocab).
5. **Practice Sessions**: User translates sentences from English to Japanese using the kanji, grammar and vocab that they learnt in the daily lessons.
6. **Review**: Review learnt content using flashcards with spaced repetition.
7. **Progress Tracking**: Users can see their streak, progress within a level (e.g. N5 50% complete) and personal reports.

# Technical Specifications

Tech Stack:

* **Frontend**: React.js (for dynamic UI/UX)
* **Backend**: Node.js / Express (for logic, user accounts)
* **Database**: PostgreSQL
* **AI/ML**: OpenAI API (for corrections) and Custom NLP (for context-specific analysis)
* **Hosting**: AWS or Render

# Subscription Model and Monetisation

Pricing Options:

Free Plan:

* 1 lesson/day (kanji, grammar, vocab).
* 5 sentence corrections/day using AI.
* 50 flashcard reviews/day.

Premium Plan:

* Unlimited lessons, flashcards and corrections.
* Progress reports and personalised study plans.

# Timeline

1. **Month 1**:

* **Define Features**: Finish planning the MVP
* **UI/UX Design**: Create wireframes and clickable prototypes.
* **Build Basic Structure**: Set up user accounts, log in and basic backend.

1. **Month 2**:

* **AI Integration**: Connect to OpenAI API and build sentence correction/translation model.
* **Flashcard System**: Build Space-Repetition-System algorithm.

1. **Month 3**:

* **Content and Lessons**: Add flashcards for kanji, grammar and vocab.
* **Backed**:Complete backend logic.
* **UI/UX Design**: Refine the frontend.

1. **Month 4**:

* **Progress Tracking**: Add progress bars (e.g. “N5 50% Complete”).
* **Initial MVP Launch**: Get 10-20 beta testers to test corrections, flashcards and translations.
* **Launch Premium Subscriptions**: Start charging users for premium features.

1. **Month 5**:

* **Launch Marketing**: Run early-access campaigns on Reddit, Product Hunt and Discord etc.
* **Fix Bugs**: Based on beta feedback, improve features.

# Risk Assessment

Risks to Consider:

* **AI Accuracy**: How will you ensure that AI provides meaningful and accurate corrections/translations?
* **Churn**: How will you keep users subscribed for 6-12 months.
* **Competition**: How will you outshine resources such as WaniKani, BunPro or Duolingo.

Mitigation Plan:

* Use AI models (like OpenAI GPT) for better corrections.
* Gamify the app (streaks, flashcards) to increase retention.
* Offer unique features like **instant feedback** and **flashcard generation**.

# Marketing Plan

Acquisition Channels:

* **Reddit & Discord**: r/LearnJapanese, JLPT Discord group and student forums.
* **Content Marketing**: Create SEO content on YouTube, Tiktok or Instagram.
* **Influencers**: Partner with YouTubers who teach Japanese.
* **Launch Sites**: Use **Product Hunt, IndieHackers** and launch newsletters.

# Cost Estimation

Costs to Consider:

* OpenAI API usage (per 1,000 calls)
* Hosting fees (AWS or Render)
* Marketing budget (ads, partnerships with content creators)