

AppN - GruppN

The product is a language learning tool for Android smartphones. The primary target customer is newly arrived refugees in Sweden who do not necessarily have experience in learning a secondary language. They have very different backgrounds (cultural and linguistic) and varying previous knowledge of the Swedish language. The single largest barrier to Swedish society that newly arrived will encounter is the language. Learning a language is difficult, especially for older generations who may not have learnt a second language in school. The application needs to be fun, motivational and engaging.

Conventional learning tools are not very engaging to someone who has not grown up with them, or has not been using them for a long time. In order to encourage this wide audience, we need to look at the basic needs of any human. We all thrive to compete and show off. That motivation can be nurtured by gamifying the learning process and giving it a competitive aspect.

The core concept of the application is that the user is able to create their own vocabularies by combining pictures and words. These vocabularies can be utilized in a variety of different *minigames* to practice the words. Depending on how well the user does in these *minigames* they will be rewarded. These results will show up in a leaderboard so users can compare scores with their friends. The user can also choose to share their vocabularies with other users by making them available for download. All public vocabularies are collected in one shared feed and sorted algorithmically by popularity. The creators of popular vocabularies will be rewarded in a similar way to people playing *minigames* and the score from having a popular vocabulary also shows up in the leaderboards.

By allowing users to create their own content we do not need to invest much time or money to create vocabularies for the application. This allows us to

focus on the structure rather than the content. The product should be ready for release 28th of October 2016.