

Fukushima Yohei**Motto**

"We build our future today"

Age: 20

Gender: Male

Location: Hirakata, Osaka

Education: 2nd year of university

Job: University student studying international tourism, supported by 2 part time jobs

Income: ¥140,000/month

Work Hours: 18 hours/week study, 21 hours/week part time job. Free time spend studying/doing homework.

Technology: Quite a lot, he is young and grew up in the age of the modern internet.

Experience Level: High grades in high school English, but due to lack of practice he has poor conversational/practical ability.

Family: His father died when he was young, he and his younger brother were raised by his mother.

Persona

Yohei is studying international tourism at Kansai Gaidai. At high school he got fairly good marks in English class, but is still a little shy when it comes to actually utilising his English in conversation. As his field of study greatly benefits from improved language skills, so through a flyer he found on the university message board; he has decided to give the enCharge system a try.

Scenario

After finding a flyer posted on the wall of his university campus, Yohei decided to check out enCharge. Although there was a QR code on the flyer to connect directly to the LINE bot, he decided to go directly to the website to read about the company. After doing so he decided he wanted to give it a try and booked a session via the website. He attended the session and all went well, at the end of the session he left with a pamphlet which had the QR code for the LINE bot as it felt more convenient and was recommended by the teacher.

When he first boots up the chat, it welcomes him and asks what language he wants to use. He selects English, confident in his ability. He reads through the options carefully, but only one seems relevant to him right now. He selects to Book an Appointment. The first prompt comes up and he selects to view the bookings. From the LIFF prompt, he selects a free time in the week. On the next prompt he follows the button and puts his address. Followed by text prompts for topic, his level whether the lesson is private(he chooses private) and then confirms. He confirms a confirmation message and closes out of the chat window.

Image Source

https://future-students.uq.edu.au/life/international_student_testimonials/hayato-nagai-japan

~ Primary User ~

Nakayama Fumiko



Motto

"It's never too late to learn!"

Age: 44

Gender: Female

Location: Kobe, Hyogo

Education: University Graduate in Japanese Literature Studies

Job: Housewife, married for 25 years

Income: ¥0, but shares her husbands income of ¥7,000,000/year

Work Hours: 21 hours/week of domestic chores

Technology: Moderate, she has kept up with the times. Uses search engines for searching recipes and answering the occasional questions. She uses a few different social media platforms and enjoys watching streaming video.

Experience Level: She has conversational English.

Family: Has a husband and son who has recently moved out of home

Persona

Fumiko is a housewife with a lot of free time on her hands, she had one son when she was 21 but he has recently left home. Her husband works long hours, so aside from her chores and socialising she has a lot of free time on her hands. Though, it's been a while since she studied in any official capacity; she's recently been wanting to learn new things to expand her horizons. Over the years, she's continued her English study on her own with the occasional textbook, conversation group and eikaiwa class. Her friend told her about the enCharge company, so she's decided to look into it a little.

Scenario

After hearing about enCharge from a friend, Fumiko decided to download the app to check it out. Not as confident in her English ability, she set the language to Japanese on the initial welcome screen. As her friend was raving about the flashcard feature, she decided to go straight for that. However, it came up with a message that she needs to have four dictionary entries. So she decided the best course of action would be to go to her English reading material and try to read through until she found any words she didn't know. With those words, she searched the dictionary and selected the appropriate words. After finishing her reading, she had a dozen or so words and tried the flashcard feature once again. It only came up with

Image Source

<https://www.alamy.com/woman-in-kitchen-image64356464.html>

~ Primary User ~

Frank Southerland



Motto

"English is the key to opening the world!"

Age: 26

Gender: Male

Location: Namba, Osaka

Education: Bachelor's Degree in Linguistics and a minor in Asian Cultural Studies

Job: English Language Teacher

Income: ¥2,000/hour

Work Hours: Varies; 20-30/week

Technology: Frank is with the times and has a solid understanding of modern technology

Experience Level: Native English speaker, with N4 JLPT level in Japanese

Family: An only child, his parents live back in his home country

Persona

Frank is a university graduate originally from England, he has spent the last few years travelling through China, Korea and Thailand teaching ESL on Working Holiday Visas. He is now living in Japan and has been working for enCharge for the last 5 months, he quite likes both the company and life in Japan so he is thinking about transferring his Working Holiday Visa to a regular Working Visa when his year ends.

*As an instructor, Frank has a different version of the bot to act as a companion to his students.

Scenario

Frank's phone goes off, and he checks his messages. It will soon be time to meet his student so he takes a look through the previous lesson notes and what the upcoming lesson is. After he finishes getting ready, he gets a second notification to let him know it's time to leave. When the notification comes up, it pops up with directions to the location of the student and he makes his way there. As he teaches the lesson, the student doesn't know a couple words so as he explains their meanings; he searches the dictionary on his phone to find the translations. As it is currently during that student's session, the searches show up as dictionary entries for them and thus are storable in their flashcards. After the session is over, Frank helps to organise their next session and on the way home he takes session notes for next time.

Image Source

<https://www.americanesol.in/blog/5-useful-esl-teaching-tips-for-every-new-tefl-teacher/>

Takemura Hiroshi



Motto

「英語全然分からない。」

Age: 50

Gender: Male

Education: High School

Job: Construction Worker of 27 years

Income: ¥450,000/year

Work Hours: 45 hours/week

Location: Daikokucho, Osaka

Technology: Minimal, his daughter has recently gotten him a smartphone. However, he constantly needs help trying to use it.

Experience Level: Has minimal English ability or desire to learn.

Family: Divorced, father of 3 children

Persona

Hiroshi doesn't have too much interest in learning English. It's not that necessary for his daily life or career. Having completed high school 32 years ago, what little English he learned at that time is mostly forgotten par the most basic of gairaigo phrases. Though he doesn't want to put in the effort to learn English, he does have a passing interest to communicate with all of the foreigners he keeps seeing at bars lately as he is quite a social and funny person. His daughter who has recently graduated university has started using the enCharge company to improve her English. She has been encouraging him to take a look at the application to improve his English to have an easier time talking to the interesting foreign people he's been meeting lately.

Scenario

It's a night like any other and Hiroshi is at the bar. There are some foreigners, who walk in. Being the social butterfly that he is; he approaches them but his lack of words catches up with him. He stutters and gets a few words of introduction and conversation out and after he awkwardly hangs around trying to listen for any words he knows to try join in, but really just tries to laugh along and interject in Japanese in hopes that he's heard.

A couple of nights later, his daughter is back in town and they go to an izakaya. There are some foreigners there. He encourages his daughter to try and start a conversation with them. As her English skill is still quite sharp from her time studying, she had no problem in having conversation. She did however refer to the enCharge chatbot to search a few words. Her father watches in proud amazement. Afterwards, he asks her how he could improve his English. She connects him to the enCharge bot and tells him to search words he doesn't know when they come up, do the flash cards and if he is really interested to schedule a session. Hopefully he takes her advice and remembers this next time he is out on his own.

Image Source <https://www3.nhk.or.jp/nhkworld/en/tv/worldprime/20200104/3016060/>