

# **GenZlator v2: Pitch Deck**

Presented by !false engineers (Team 8)

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# **Statement of Purpose**

# GenZlator

## *Bridging the Gap Between Emojis and Language*

### Purpose:

To make digital communication more inclusive and expressive by translating **emoji-based language into text** and **text into emojis** — helping users, brands, and AI systems better understand Gen Z communication patterns.

### The Problem:

Emojis have become a universal but ambiguous language — often misunderstood across **generations, cultures, and contexts**

### Our Vision:

To create an **emoji-intelligent communication layer** that enables seamless understanding across users and platforms — from casual messaging to sentiment-aware AI tools.

- **Web App:** A browser-based translator for everyday users
- **Slack Bot:** An integrated workplace assistant that translates emoji-heavy or slang-filled messages directly within Slack, improving clarity, tone, and team communication across generations



# Market Trends

# Trends in the workplace



U.S. emoji users agree that using emoji at work can help users:



**79%**

Quickly  
share ideas



**62%**

Make team decision-  
making more efficient



**58%**

Boost  
creativity

# Trends in Social Media

10

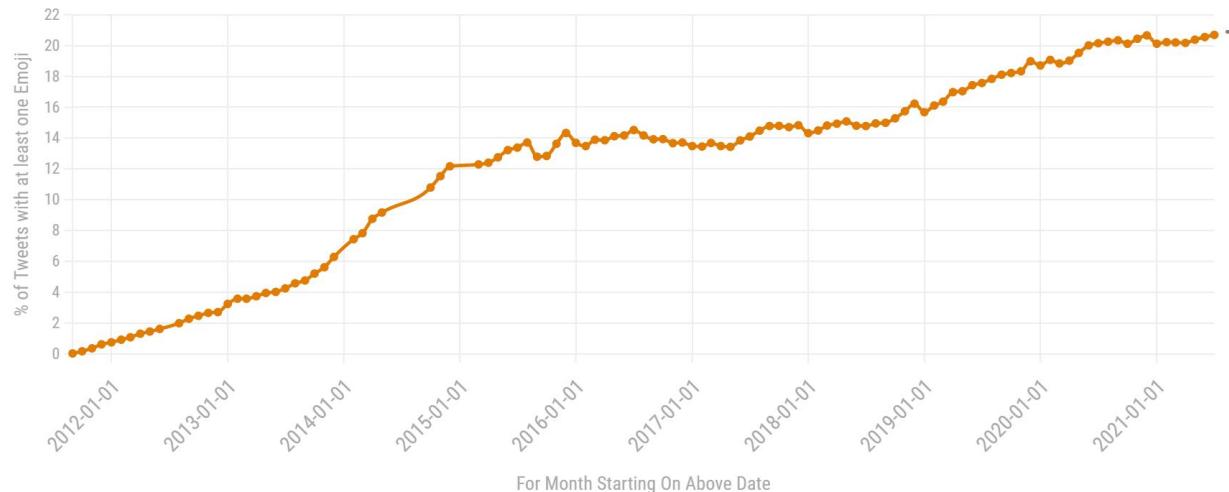


## Ten Years of Emoji Use on Twitter: 2011 - 2021

Source: Emojipedia analysis of over 6.5 billion global tweets dated between 2011-09 and 2021-07 [Published July 2021]



% w/ least  
one Emoji



Note: figures represent the percentage of tweets containing at least one instance of each emoji on a monthly basis. Tweets that contain multiple instances of the same emoji were only counted once.

# User Personas

# Developer Sandbox

**Name:** Alex, 32 — Senior Software Engineer / Team Lead

**Context:** Leads a small dev team; communicates daily via stand-ups and Slack

## Pain Points:

- Junior devs use emoji-heavy or Gen Z slang that's hard to interpret
- Miscommunication slows mentorship and follow-ups
- Asynchronous channels lack tone/context clarity

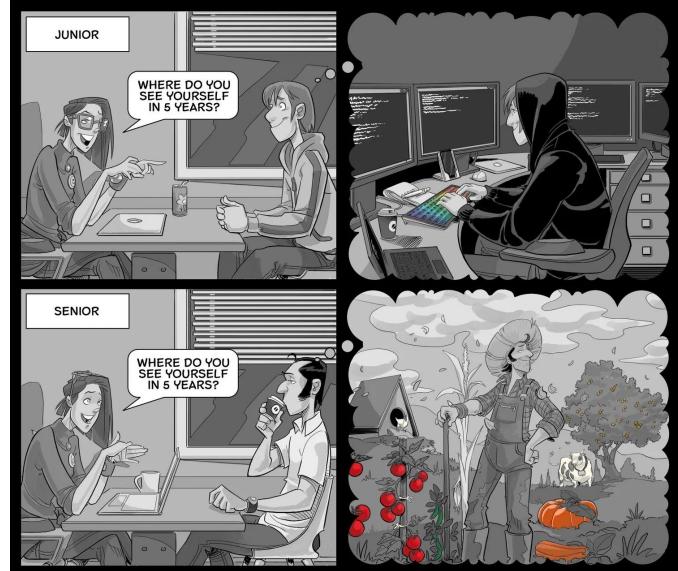
## Needs:

- Quick way to **translate emojis or slang into clear meaning**
- Maintain professional tone while understanding team culture

## How GenZlator Helps:

A **Slack bot** that auto-translates emoji-heavy or slang messages into clear, professional summaries — and can re-express Alex's replies with approachable tone.

"Now I can translate ' 💀 ship'd it lol' into 'Feature deployed successfully' — without breaking focus." — Alex



# Family Chat

**Name:** Maria, 48 — Parent of a Gen Z Teen

**Context:** Communicates with her child daily over WhatsApp and iMessage.

## Pain Points:

- Her teen's messages are packed with emojis she doesn't fully understand.
- Misreads tone — unsure if “💀💀💀” means something bad or funny.
- Finds herself asking for clarification, disrupting natural conversation flow.

## Needs:

- A tool that **translates emoji-filled Gen Z messages into clear text**.
- Help keeping up with modern expressions while staying connected emotionally.

## How GenZlator Helps:

The **GenZlator website** allows Maria to paste any message and instantly see its **plain-text translation** — or translate her own words into Gen Z lingo to match her child's tone.

“Typing ‘I’m so proud of you!’ and seeing it become ‘😊❤️👏’ makes chatting with my teen way more fun!”— Maria



# Risks & Rabbit Holes

## Risks

- Model accuracy evaluation is uncertain
- Ensuring LLM model consistently meets response time requirements
- Model may become outdated over time as new slang emerges; the model may need to be manually updated every year or two to ensure updated emoji slang
- Fine-tuning an LLM model: proper training data is sparse, along with limited time frame, makes it hard to have significant improvements to generic models with precise prompt-engineering

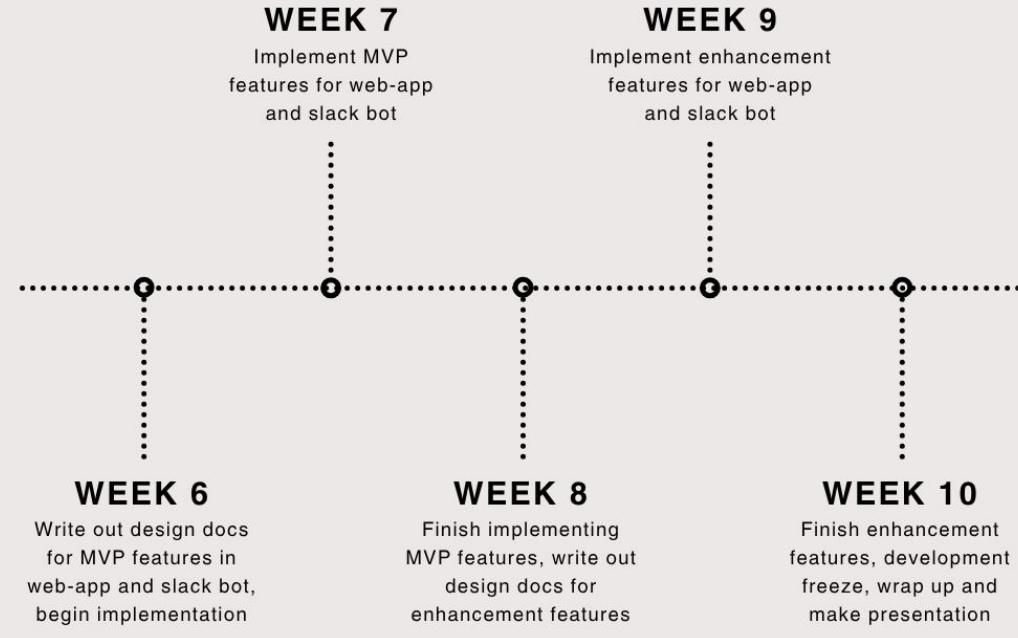
## Rabbit holes

- Fine-tuning an LLM model: As explained above, the amount of time spent fine-tuning an LLM will likely greatly outweigh the potential accuracy gain
- Scalability is vast: this translator can function as extension for chrome/slack/fb messenger, all with different development procedures. We simply chose Slack based on the Developer Sandbox User Persona, but the potential use cases are limitless

# Project Timeline

# Milestones

## Timeline Diagram



# Thank you!