Product: Travel Lingo is a language learning app for travelers.

1. User Research

Target Users:

Travelers who are interested in learning some basic phrases and communication skills before visiting a foreign country.

Insights:

Users want to have quick, applicable lessons in real-life situations.

Most find language apps too lengthy or too school-like.

Travelers like offline access when on a trip.

2.Persona Development

Persona: Sai

Age: 35

Gender: Male

Location: Los Angeles

Profession: Marketing Manager

Goals and Objectives: Basic French phrases for a trip to Paris, France. Some phrases used for ordering food, asking directions, and conversation.

Hobbies: international cuisine, travel photography, networking.

Personality: ambitious, inquisitive, and pragmatic.

Behaviour and Preferences:

Learns better in smaller bits and bytes: 5-10 minutes.

Interactive quizzes, speech recognition, and others

Intuitive interface with an aesthetical appearance.

Pain Points/ Challenges: Do not have the time to learn the language Absolutely hates apps with too much emphasis on grammar.

3. Journey Mapping

Travel Lingo User Journey Phases:

1.Awareness:

Sai sees an ad on YouTube that Travel Lingo can actually teach its users the right words in just 7 days.

He clicks the link, and it takes him to the app's home page.

2.Consideration:

Sai looks through the reviews of the app in the store, and he found that the app is preferred for its simplicity.

He downloads the app and gets a feel for it with the free version of it.

3. Onboarding: He chooses "French for Travel" profile.

His experience is now customized through the lessons like "Greetings," "Dining Out," and "Asking for Directions."

Offline usage and speech practice.

4. Usage:

Sai dedicates 10 minutes every day to practice and earns points and badges for a lesson completion

He uses "Speech Practice" to improve pronunciation.

He downloads the lessons to have them for when he does not have Internet.

5. Retention:

Sai is able to use the app on his trip and likes it.

Upon returning, he continues to learn Spanish for the next trip.He pays to get access to premium features.