Berlin Entdecken App! (Discover Berlin)

:sparkles: Idea

Berlin Entdecken is an app that combines both the Travel and Education Categories, helping tourists learn common grammar rules and phrases needed in and around famous attractions in Berlin-Mitte!
For example, a tourist visiting a famous Coffee Shop and learning common phrases to order Coffee or request something.

:brain: Brainstorm:

I decided on doing this app because I am currently in an Intensive Beginning German class and I'm hoping to travel to Germany sometime over the summer. Therefore, I can think about this app not only as a developer but also as a user. I will therefore continue with this idea.

:iphone: App Evaluation Criteria:

Mobile: How uniquely mobile is the product experience?

What makes your app more than a glorified website?
Try for 2 or more of these: maps, camera, location, audio, sensors, push, real-time, etc

Usually, tourists don't take their laptops, especially when exploring a new city. Moreover, through location tracking and maps the app can localize the Touristic area or landmark where the user is at.

Story: How compelling is the story around this app once completed?

*How clear is the value of this app to your audience?
How well would your friends or peers respond to this product idea?

I'm hoping to showcase the app with my German classmates and recieve their input and feedback about how much would they use this app and what's the most relevant feature.

Market: How large or unique is the market for this app?

What's the size and scale of your potential user base?
Does this app provide huge value to a niche group of people?
Do you have a well-defined audience of people for this app?
Berlin attracts around 14 million tourists annually who struggle with language barriers. My

app targets both language learners and travelers - a dual market that's substantial. The niche value is in providing contextual language learning tied to specific locations, rather than generic phrases. My target audience includes English-speaking tourists visiting Berlin with an interest in learning practical German.

Habit: How habit-forming or addictive is this app?

How frequently would an average user open and use this app?
Does an average user just consume your app or do they create?

Users would open the app multiple times daily during their Berlin trip - whenever they encounter a new landmark or need language assistance. It's primarily a consumption app, but could include features for users to record their pronunciation or track mastered phrases. The location-based triggers create natural usage patterns throughout a tourist's journey.

Scope: How well-formed is the scope for this app?

How technically challenging will it be to complete this app by the end of the program?
Is a stripped-down version of this app still interesting to build?
How clearly defined is the product you want to build?

The core functionality is clearly defined: location-based language lessons tied to Berlin attractions. The technical challenges include accurate geofencing and creating relevant language content, but these are manageable. A stripped-down MVP could focus on just Brandenburg Gate and Alexanderplatz areas with basic phrases, which would still demonstrate the concept effectively. So the limitations and MVP can be well-defined for a V1.

✏️ Activity 2: Product Spec-ing: