Assignment 2

1. Write down initial hypotheses and user research goals.

Hypothesis:
Learners who are seeking to acquire new language skills face barriers including lack of personalized feedback, inconsistent engagement due to various reasons during the learning paths, and there is also limited access to native speakers for real conversational practice. Existing platforms provide structured lessons by the providers; yet they fail to offer an efficient and dynamically, culturally rich interaction that adapts to the learner's pace, style, and specific goal, such as a preparation for the business, travel, or social interaction in the target of the language which helps the learners to learn the language more effectively and dynamically.

Pinpoints from the users(learners.)

1. Lack of customization in app:
      Many users feel restricted by the standardised (one size fit all) path provided by most of the language learning apps which makes the teaching, learning ineffective especially for the beginner level students.They want personalized content based on specific needs (e.g., traveling, business communication, or cultural integration) which will make all category students feel included in the learning platform.

2.Limited Practical Applications: Learners feel the impractical based education in the platform as the users are not directly connected to the tutors.Existing apps(duolingo,babble , preply , etc) fail to provide enough real-world conversational practice, leaving users feeling unprepared for the real world challenge in there day to day activities. They want more interactive, immersive experiences in practical based learning methods.

3. Monotonous Experience: The current platforms in the markets often become repetitive in the process of learning and lose user engagement due to lack of variety, gamification, meaningful progress tracking, practice sets, games, one to one , etc.

4. Ineffective or NO Tutor-Student Collaboration: Most apps find it challenging to interact with the tutors and the students.The lack of accessible teaching tools for tutors also hinders collaboration.

5. High Subscription Costs: Getting the premium language is expensive and seeking a cost-effective solution with rich features. Learners find it ineffective to get a high cost which decreases the customers.

Pin Points of Users (Tutors):

1. Difficulty in reaching learners: Tutors struggle to find students who match their expertise or preferred teaching style.

2. Limited Tools for Effective Teaching: Current platforms lack robust tools for tracking student progress, providing interactive lessons, and delivering feedback efficiently.

3. Trust Issues and Payment Concerns: Tutors fear non-payment or exploitation, and they face difficulties managing contracts and taxation on international platforms.

User Research Goal:

Our goal is to understand the experiences, challenges, and expectations of language learners across different regions. Our primary target users, language learners from various countries, face unique challenges based on their culture and their background. We seek to compare the language learning paths, experiences, motivations, and expectations of users from diverse groups and ensure that our platform addresses the specific needs of each group and that the learning platform is inclusive for learners worldwide. This platform will also facilitate the user's real-time experience, conversational interactions, and many more.

- Users seek a **personalized, engaging, and goal-oriented** language learning experience. Providing customizable learning paths, AI-driven suggestions, and engaging content will address their needs.
- Enhancing **practical conversational skills** through immersive features like live practice sessions, virtual role-play, and cultural integration lessons will bridge the gap between learning and real-world application.
- Including **affordable pricing models** or freemium options with meaningful content will attract a diverse user base.

- Tutors need an intuitive platform that provides tools for **managing lessons, tracking progress, and offering constructive feedback** to learners.
- Offering secure payment systems and clear policies for contract management will address trust and payment concerns.

- By creating a marketplace where tutors can showcase their expertise and learners can choose based on reviews and compatibility, the app will foster a strong sense of trust and collaboration.

By addressing these hypotheses, the app will position itself as a superior alternative to existing platforms, creating a **trustworthy, effective, and user-friendly ecosystem** for language learning.

Create an interview plan with question groups, main questions, and sub-questions. Validate that you ask open questions related to your research goals.

For Language Learners and natives(User groups 1 and 3)
A synopsis of our app:

"Master languages at your pace with our comprehensive and immersive learning experience! Our app combines teacher-led and AI-based lessons, on-the-go podcasts, engaging stories, and interactive games to make language learning fun and accessible for everyone. Tailored to all ages with built-in safety features, we offer structured classes across all operating systems, cultural insights, personalized achievements, and official exams to track your progress. Connect, learn, and grow with a diverse global community. From visual aids and vocabulary variety to live interaction and pronunciation feedback, every tool you need for success is at your fingertips."

Group 1: App functionalities

1. What online language learning app do you use?
2. What are the major challenges you face when learning a new language through online platforms?
3. Can you please describe the most frustrating experience you've had with language-learning apps?
4. Which features in current language apps do you find most helpful, and why?
5. How do you feel about using gamified elements on a language learning app like Duolingo?
6. Do you receive personalized feedback on the app you use? How would you rate the personalized feedback you've received on other apps? What improvements would you like to see from your perspective?
7. Do you find cultural context and real-world scenarios important in learning a language? If so, can you tell me why?
8. What are your main concerns when considering a subscription or payment for a language-learning app?

Group 2: Motivation to study

1. What motivates you to keep using a language app? And what will make you stop using the app?
2. If given the option would you prefer to have your friend as a peer for the practices or a random person? Would that make you more productive?
3. Are you interested in learning a language for professional reasons, personal interest, travel, or other goals?
4. Would it be nice if an app customized lessons based on your goals and level of expertise?

Group 3: Structure of lessons

1. What aspects of language learning (e.g., vocabulary, conversation practice, grammar, pronunciation) do you struggle with most?
2. How often do you prefer interactive lessons(like in-person classes) versus independent study time on an app?
3. Does the app you use have a self-study option? If so, does it have sufficient notes for learning?
4. How important is it for you to have regular interactions with native speakers or tutors?
5. Can you describe any challenges you've faced with finding suitable practice partners or tutors?
6. What's your ideal learning schedule, and how does it align with the flexibility of existing language apps?
7. How comfortable are you with virtual group lessons or live sessions for conversation practice, rate the comfort on a scale of 1-10.
8. Is the live session more effective or the recorded sessions, explain which one is more effective and why.

Group 4: Improvement suggestions

1. What label of progress do you want to see on yourself therefore you would be willing to pay for a certain app?
2. How important is it to you that language apps support specific dialects or regional variations? Give us your view on the matter with an example.
3. What would your ideal language-learning experience look like, and what would it include that is currently missing from other apps that you have been using or know about?
4. Would it be better if the app ran without the internet for a certain part or for the whole app?

5. Are you interested in making notes in the app itself for a better learning experience?

For Language Tutors (User Group 2)

Challenges

1. What are the biggest challenges you face when teaching or working with language learners on current platforms?
2. What are your main concerns when working with learners from different backgrounds or cultural contexts?
3. Can you describe any positive or negative experiences with specific platform features, like lesson planning or communication tools?
4. What tools do you wish to exist to help track and adapt to a learner's progress over time?

Learner preference

1. How important is flexibility in scheduling sessions with learners and What challenges have you faced while conducting the coordinating sessions?
2. How often do learners request feedback, and what types of feedback do you find are most useful to learners for better progress?
3. Have you faced issues with learners' long-term commitment or consistency in practice, what are the reasons for this?
4. What types of lesson plans or content would help you provide better guidance to learners at various levels according to the learner's progress?
5. Would you be open to providing additional cultural context or tips for learners interested in specialized vocabulary or business language?

Tutor preference

1. Can you describe the process you follow to connect with learners on existing apps?
2. Which tools or features would make it easier for you to support a variety of language skill levels in the app?
3. How do you assess a learner's current level, and how do you determine the best way to proceed with their lessons?
4. What is the ideal duration for a lesson or practice session, and what is not the ideal duration, in your experience?
5. How do you handle language-specific nuances or cultural contexts with learners for better understanding and coordination?

6. Can you describe any positive or negative experiences with specific platform features, like lesson planning or communication tools?
7. How comfortable are you with technology used for remote language teaching (video calls, chat, shared documents, etc)?
8. How do you approach teaching different dialects or regional language variations, if applicable or not?
9. How important is it to set clear expectations about lesson goals, timelines, and outcomes with learners?
10. Can you describe your ideal learner profile, and what qualities make learners easier to work with as a tutor?
11. How do you measure a learner's success, and what indicators help you know they're progressing effectively?
12. Would you like to give some sort of reward to the learner after certain progress?

HERE WE PRESENT THE INTERVIEWS WITH THE AUDIO LINK AND THE INSIGHTS FOR EACH INTERVIEWS:

[Wanzia interview.m4a](#)

INSIGHTS:

We found that the users are frustrated with the app's customization and the expensive subscription for the premium levels of different languages and learners do not feel connected to the tutor due to the lack of interaction and one-on-one active participation. Personalized feedback during lessons was well-received, but cultural context and real-world scenarios were emphasized as vital for deeper language understanding. These insights suggest that while gamification and feedback are strengths, there is room to improve user experience through refined communication and contextual learning.

[Enam's interview.m4a](#)

INSIGHTS:

The interviewee shares various feedbacks and problems that they are facing in day-to-day activities especially since they feel that the apps lack the major grammar and real-world teaching-learning which makes it difficult in the real world to experience a new language. They also mentioned the lack of fun games and quizzes in the app which makes it boring sometimes.

[Cici's interview.m4a](#)

INSIGHTS:

This interviewee is frustrated with the random notifications shown in the app which makes it and sometimes apps more focused on ads than the actual learning platform which makes them distracted during the learning process. The user wants the apps to be more game, virtual and real-world experience-based rather than online course even though it will be an online-based platform.

[Tadiwa's interview- Student](#)

INSIGHTS:

The student was unsatisfied with the duolingo where they were trying to learn French and was unable to figure out the manuals in the app. User mentioned that the customization plays a great role in such cases. User wants it to directly suggest to you the particular area which needs to be improved in a better way. Users also want to have some sort of feedback from the tutor which keeps them motivated towards learning the language. They also want one - on one video chat, forming group of people for learning which will keep them going.new language.

[Tinotenda's interview](#)- learners

INSIGHTS:

This user is someone who is interested in learning new languages and has been learning different languages. Users suggested that if the app itself provided some sort of websites and links to certain languages it would be much helpful as not everyone learning a language comes from the background where they are widely exposed to the new languages in schools. Users also would like the app to be available without the internet sometimes because that makes them use it more often.User would love to have more exercise in terms of grammar , pronunciation as well.

[Kris's interview.m4a](#)

[Amit's Interview](#)

[Sandesh's Interview](#)

📄 Alexia's Interview.m4a

📄 Huda's Interview .mp3

User Group:

Group 1: Language Learners
Group 2: Language Tutors
Group 3: Natives

Insights and Findings from interviews

Users have different learning styles that influence their frequency of using language-learning apps. Their study goals vary widely, and most existing language apps do not address these diverse objectives. Many users are dissatisfied with how their progress is presented; they desire more personalized feedback.

Additionally, there is a perceived lack of speaking practice and tailored feedback to meet individual needs. Depending on their goals—whether personal, professional, or travel-related—users aim to build confidence in the language they are learning so they can express themselves easily and access the necessary resources to support their goals.

Some users prefer not only to learn formal language but also to understand slang to better connect with their peers. Frustration with repetitive lessons that do not apply to real-world situations is common. Satisfaction with personalized feedback is low, as many users seek more detailed insights based on their progress.

Users also want to connect with people and cultures through language, seeking customized lessons and practice opportunities rather than random exercises. Some dislike the constant reminders and notifications from language-learning applications. Additionally, users appreciate the ability to schedule lessons that fit their routines, allowing them to continue learning without the pressure of daily commitments.

Finally, if a social feature were to be implemented, users emphasized the importance of security when connecting with fellow learners on social media platforms. They also highlighted the need for a simple application that makes understanding its functionalities easy and not overwhelming.

While users enjoy the gamified elements of certain language-learning apps, particularly the engaging graphics, they are eager for the opportunity to participate in live practice sessions with native speakers and fellow language learners to enhance their skills.