

QuickLang Lite

Daily Language Phrase App

Team 7

Paris-Saclay University

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Situation and Problem

Customer Segment: International students, tourists and travelers and expats.

Occurrence Frequency:

- Daily interactions (e.g., ordering food, buying groceries).
- Frequent situations requiring quick communication.

Problem:

- Language barriers create stress in daily interactions.
- Traditional language learning apps require time and effort.
- No simple tool exists for practical, quick-use phrases.

Key Revenue Streams:

- In-app purchases for additional phrase packs.
- Subscription model for premium features.

Pricing:

- Free basic version.
- Affordable subscription plans.

Solution and Value Proposition

Solution: QuickLang Lite

- Mobile app delivering one useful phrase daily.
- Includes translation and phonetic guide.
- Works offline for ease of access.

Value Proposition:

- **Time Efficiency:** Learn in under a minute a day.
- **Confidence Boost:** Helps users feel comfortable using the language.
- **Ease of Use:** Simple, distraction-free interface.

Functionalities:

- Displays daily phrases with translations and phonetic guides.
- Offline functionality for convenience.
- Minimalistic design with one screen for all content.

Screens:

- **Home Screen:** Displays the list of topics that include phrases for daily situations.
- **Topic Screen:** Displays the list of phrases in English and French.
- **Settings Screen:** Customize language preferences.

You can find code here:

- QuickLangLite code 1 version
- QuickLangLite code 2 version

QuickLang Lite

Our Mission: Empower international students with one essential, practical French phrase daily to simplify their lives and boost their confidence.

Key Features: Daily practical phrases, translations, and phonetic guides with an offline-friendly app.

Daily Phrases:

| Category | French Phrase | Translation |
|----------|--|--|
| Banking | Je voudrais ouvrir un compte bancaire. | I would like to open a bank account. |
| Banking | Quels documents dois-je fournir pour ouvrir un compte? | What documents do I need to open an account? |
| Banking | Puis-je ouvrir un compte en tant qu'étudiant? | Can I open an account as a student? |
| Banking | Quels types de comptes proposez-vous? | What types of accounts do you offer? |

Choose a Situation



At the Bank



Using Public Transport



At the University



At the Supermarket



Renting an Accommodation



At the Doctor's Office

Manual Prototype: Detailed Design

1. At the Bakery (La Boulangerie)

Hello, I would like...
"Bonjour, je voudrais..."

A baguette, please.
"Une baguette, s'il vous plaît."

How much does it cost?
"Ça coûte combien ?"

Thank you, have a nice day
"Merci, bonne journée !"

2. At the Grocery Store (Le Supermarché)

Where can I find...?
"Où puis-je trouver... ?"

I would like a bag, please.
"Je voudrais un sac, s'il vous plaît."

Can I pay by card?
"Puis-je payer par carte ?"

3. At a Restaurant or Café

Can I see the menu, please?
"Puis-je voir le menu, s'il vous plaît ?"

I would like to order...
"Je voudrais commander..."

Do you have any vegetarian dishes?
"Avez-vous des plats végétariens ?"

The check, please.
"L'addition, s'il vous plaît."

4. Asking for Directions

Excuse me, where is...?
"Excusez-moi, où se trouve... ?"

How do I get to...?
"Comment puis-je aller à... ?"

Is it far?
"C'est loin ?"

Technology Chosen:

- html pages
- Python
- css for design
- JavaScript

Team tests:

Team/external interface tests:

Acquisition:

- The app prototype was tested by a selected group of international students who study at Paris Saclay University.
- Feedback from users gathered in a database to refine features and improve retention.

Retention Strategy:

- Set weekly reminders for practice the phrases which used by users during the week.

Acquisition and Retention: user list

| | A | B | C |
|----|-------------------|---------------------|-----|
| 1 | Name | Email | Age |
| 2 | Ravi Patel | ravipatel@yahoo.co | 20 |
| 3 | Maria Ivanova | ivanova88@outlook | 22 |
| 4 | Fatima Zahra | zh.fatima200@gmail | 24 |
| 5 | Tariq Elhassani | tariqelhassani@yaho | 23 |
| 6 | Alexandre Dumont | alexandreumont12@ | 21 |
| 7 | Omar Diallo | tgrerre@outlook.com | 19 |
| 8 | Arif Khan | arif.khan.2002@gma | 22 |
| 9 | Elena Vasilenko | elenavasilenko89@y | 23 |
| 10 | Idriss Amara | idrissamara@esi.dz | 20 |
| 11 | Amina Kelta | amina.kelta@gmail.c | 24 |
| 12 | Igor Petrov | igorpetrov@yahoo.co | 22 |
| 13 | Lella Mounir | lella.mounir80@gma | 21 |
| 14 | Svetlana Petrovna | svetlanapetrova@ya | 25 |
| 15 | Nia Kabir | kabir82@gmail.com | 22 |
| 16 | Hassan Benali | hassanbenali@outlo | 24 |
| 17 | Anastasia Belova | anastasiabelova@gm | 20 |
| 18 | Yassir Mebarki | yassimebarki93@ou | 25 |

Market Study:Users/Customers

Methodology:

- Interview and questionnaire-based study with potential users.

Key questions:

- Was this app easy to navigate between different categories?
- What features do you like about using this app?
- What features do you dislike about using this app?
- What other features would make this language app more engaging for you?
- Was this app helpful in your daily situations in France?
- How much would you pay for this app?
- Do you recommend this app to other international students like you?

Interviews

Overview:

- Conducted 15 in-depth interviews with international students and expatriates living in France.
- Focused on understanding daily language challenges and preferences for language-learning tools.

Key Findings:

- Common language barriers include:
 - Ordering food.
 - Asking for directions.
 - Shopping in stores.
- Feedback on existing solutions:
 - Too complex for quick, everyday use.
- Expectations for the *QuickLang Lite* app:
 - Simplicity and intuitive interface.
 - Offline functionality for use on the go.relevance.

Note: Example quotes from the interviews are provided in the appendix for reference.

Questionnaire

Objective:

- To gather insights into user needs, preferences, and expectations for a practical language-learning application.

Structure of the Questionnaire:

- **Demographics:** age, nationality, level of fluency in French.
- **Current Language Tools:**
 - Do you currently use any language-learning apps? If yes, which one(s)?
- **Daily Challenges:**
 - What are the main difficulties you face when communicating in French?
 - In which contexts do you most often require language assistance (e.g., public transport, restaurants, shopping)?
- **App Features:**
 - How important is offline functionality for you? (Very important / Somewhat important / Not important)
 - Would you prefer features such as phonetic guidance or voice input for practicing pronunciation?

Questionnaire (continuation)

- **Price Expectations:**

- What price range would you consider acceptable for a language-learning app?
- Would you prefer a one-time purchase or a subscription model?

Key Trends in Responses:

- **Most Requested Features:**

- Offline mode for convenience.
- Quick access to context-specific phrases.
- Phonetic transcription and pronunciation guidance.

- **Top Challenges Identified:**

- Understanding native speakers in fast-paced conversations.
- Translating cultural nuances into appropriate responses.

- **Pricing Insights:**

- Majority of respondents are willing to pay between €3 and €8 for a reliable tool.

Market Study: Competitors

Competitors:

Key apps: Duolingo, Memrise, Google Translate, Babbel.

Features comparison:

- Duolingo: Gamified learning, global reach.
- Memrise: Emphasis on memory techniques.
- Google Translate: Instant translation but lacks context-based learning.

User Gaps Identified:

- 75 percents of respondents felt existing apps lack focus on repetitive daily phrases.
- 40 percents noted existing apps often do not provide cultural context or real-life scenarios.

Detailed Analysis of User Behavior

Key Insights from Feedback:

Ease of Use:

- Most users find the app easy to navigate, though some suggest improvements in interactivity.

What Users Like:

- Practical and daily-use phrases
- Simplicity in design
- Focus on real-life situations

What Users Dislike:

- Audio quality and loading time were noted as areas for improvement.
- Advanced content for specific use cases (e.g., university, business) is in demand.

Key Insights from Feedback:

Purchase Likelihood:

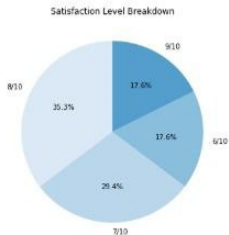
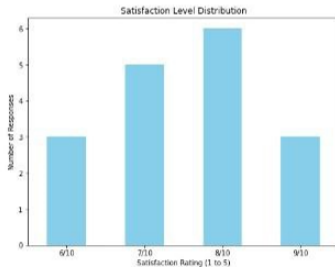
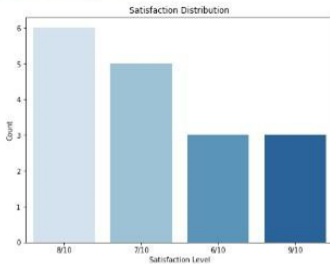
- Willingness to pay ranges between €3 and €6.
- Most indicate interest if the app stays affordable.

Comparison with Other Apps:

- The app is appreciated for its focus on repetitive, practical phrases.
Quote: "Other apps like Duolingo are good, but they don't focus on practical communication."

User Feedback of Application

```
8/10    6  
7/10    5  
6/10    3  
9/10    3  
Name: Satisfaction, dtype: int64
```



Monetization Plan:

- Offer the app at an affordable price (€3–€5).
- Consider a freemium model to attract more users.

Key Findings:

- Users value practical phrases and simplicity, but demand better audio quality and advanced features.
- Competitors focus on gamification or broad learning, leaving a niche for context-specific practical learning.

Decisions Based on Feedback:

Priority Updates:

- Improve audio clarity and speed
- Add content for advanced scenarios (e.g., academic and professional settings).

Differentiation Strategy:

- Maintain a niche focus on everyday life phrases for expats and international students.

13 Appendix: Example Quotes

Example Quotes from Interviews:

- “I need something simple that works without Wi-Fi when I’m on the move.”
- “Learning entire phrases is more useful than individual words.”
- “The app should feel like a real conversation helper, not just a dictionary.”
- “Sometimes it’s not the words but the cultural context that confuses me the most.”
- “I find pronunciation guides helpful, especially if they’re interactive or use voice examples.”