QuickLang Lite
Daily Language Phrase App

Team 7

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Overview

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   - Application (or Website)
   - Technology Chosen

Appendix overview

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.

Business Model Canvas

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 and Screens

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.

Code + Demonstration

Manual Prototype: Detailed Design

Application (or Website)

Technology Chosen

Additional Information