QuickLang Lite
Daily Language Phrase App

Team 7

Paris-Saclay University

Overview

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

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?

Manual Prototype: Detailed Design

Application (or Website)

Technology Chosen:
- html pages
  - Python
- css for design
  - JavaScript

Team tests:

Team/external interface tests:

Acquisition and Retention

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

Acquisition:

Retention Strategy:

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?

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.

Detailed Analysis of User Behavior

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."

Conclusion and Decision

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.

Conclusion and Decision

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.

Monetization Plan:

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

Additional Information