

# QuickLang Lite - Project Proposal

## 1. Project Idea: QuickLang Lite - Daily Language Phrase App

## 2. Situation/Users

- **User Profile:**

- Anya, an international student who recently moved to France for studies at Paris-Saclay University.
- Struggles with the local language (French), particularly in daily interactions like ordering food, buying groceries, or asking for directions.
- Limited time for formal language courses due to academic workload.

- **Context:**

- Many international students face language barriers in new environments.
- Existing language-learning solutions are often time-consuming or impractical for immediate use.

## 3. Problem

- Daily interactions become stressful and difficult due to language barriers.
- Current language-learning apps demand significant time, effort, or prior language knowledge.
- Lack of tools offering quick, ready-to-use phrases tailored for real-life scenarios.

## 4. Solution

- **QuickLang Lite Features:**

- A mobile app delivering one essential, practical phrase daily for everyday conversations.
- Includes translations, phonetic pronunciation guides, and offline accessibility.
- Simple, distraction-free interface focused on usability.

## 5. Value Proposition (Gains)

- **Time Efficiency:** Learn practical phrases in less than a minute each day.
- **Confidence Boost:** Enables users to handle real-life situations more comfortably and effectively.
- **Ease of Use:** No complex functionalities or distractions – just one useful phrase a day.

## 6. Tagline

**“QuickLang Lite - Master daily conversations, one phrase at a time!”**