

# QuickLang Lite

## Daily Language Phrase App

Team 7

Paris-Saclay University

# Overview

- 1 Situation and Problem
  - Business Model Canvas
- 2 Solution and Value Proposition
- 3 Functionalities and Screens
  - Code + Demonstration
  - Manual Prototype: Detailed Design
  - Application (or Website)
- 4 Acquisition and Retention
- 5 Acquisition and Retention: user list
- 6 Market Study:Users/Customers
- 7 Interviews
- 8 Questionnaire
- 9 Questionnaire (continuation)
  - Market Study:Competitors
- 10 Detailed Analysis of User Behavior
  - Detailed Analysis of User Behavior
  - User Feedback of Application
- 11 Financial plan multi-annual
- 12 Conclusion and Decision
  - Conclusion and Decision

# 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 18 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:

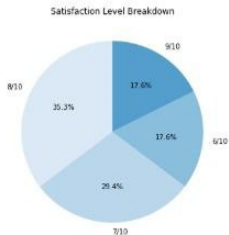
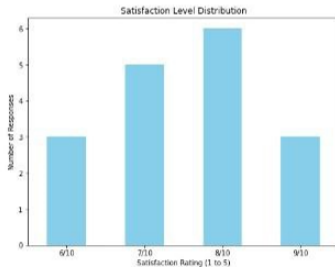
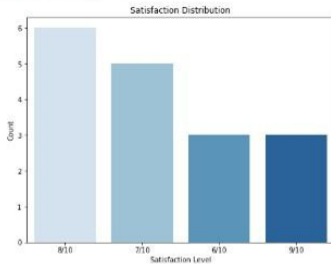
- Willingness to pay ranges between €3 and €6.
- Most indicate interest if the app stays affordable.

### 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.”