

# 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.





# Manual Prototype: Detailed Design

# Application (or Website)

# Technology Chosen

## **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.

# 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.

## 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."



## 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