

User Demographics

- People of all ages and backgrounds who enjoy reading
 - People who own technological devices (phones, tablets, computers)
 - Individuals who only speak one or two languages
 - People interested in reading and learning more about global cultures
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Develop User Persona

Name: Sofia Martinez

Age: 21

Occupation: College student studying World Literature

Demographics: Bilingual (Spanish and English), college-educated, enjoys learning about cultures, prefers digital reading

Needs:

- Wants to read books from different countries
- Needs easier access to translated literature
- Wants to improve her second-language skills while enjoying reading

How the Product Meets Her Needs:

This app allows Sofia to read books in both Spanish and English side-by-side, providing quick translations, audio options, and discussion opportunities that make reading more immersive and educational.

Value Proposition

This translation app allows readers to enjoy books written in other languages without losing meaning or context. It solves the problem of limited translated literature by offering side-by-side text, audio narration, and cultural insights. Unlike other translation tools, it combines learning and enjoyment, helping users expand both their language skills and global understanding.

User Research

Methods Used:

- Interviews with three potential users (Kyley, Justin, Andy)
- Observations of reading habits and device preferences
- Short survey about reading in different languages

Sample Questions:

- What types of books would you like to read that aren't in your language?
 - How do language barriers affect your reading experience?
 - Would you prefer full translation or side-by-side text?
 - How often do you read digitally?
 - How important is pronunciation or audio translation?
 - What features would make reading in another language easier?
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Brainstorming

Three Ideas:

1. Add audio translation for listening in different accents
2. Include a built-in dictionary for instant definitions and grammar tips
3. Add a social reading feature for global book discussions

Incorporated Features:

- From #1: Narration in multiple accents
- From #2: Quick-translate pop-up for difficult words
- From #3: Discussion board for global readers

Discarded Feature:

- Automatic voice translation for every page (too slow and inaccurate for long books)
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Prototype

Description:

A simple reading app where users can upload a book and choose a target translation language. The app displays the original and translated text side-by-side and allows for pop-up translations on difficult words.

Feedback Gathering

Prototype shown to: **Kyley, Justin, Andy**

Feedback Summary:

- Loved the side-by-side feature for learning vocabulary
 - Suggested adding pronunciation and voice options
 - Recommended darker reading mode for comfort
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Feedback Integration

Patterns Found:

1. Users want pronunciation/audio support.
2. Users value customization (text size, color themes).

Integration Plan:

- Add audio playback feature with multiple accents.
 - Include reading mode customization options.
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Refined Prototype

Includes:

- **Value Proposition:** Breaking down language barriers through side-by-side translation and learning tools.
- **User Persona:** Sofia Martinez (bilingual literature student).
- **Key Functionalities:**
 1. Dual-language reading view
 2. Audio narration with multiple accents
 3. Quick-translate dictionary pop-up
- **Documented Feedback Integration:**
Added audio feature and customizable reading mode based on user feedback.