UsawUlearnt - UsawUlearnt

PROBLEM

Modern dictionary only helps if the user knows how to call the object in one's own native tongue.

Object like a container for water has different forms, e.g. a cup and a mug, user has the need to expand vocabulary.

Some objects are not commonly used, to describe them requires using more than one dictionary or searches.

EXISTING ALTERNATIVES

Products made by other group's assignment from the same course.

Snap & Translate - Translator - Apalon Apps.

Camera Translator: Translate+ -Vulcan Labs Company Limited.

SOLUTION

Visual guide to let the user simply use the phone camera to take a picture of any object, the possible translation matches displayed for the user to choose.

A translation allows the user to see the object in both English and Chinese language.

KEY METRICS

App store ratings

API traffics

UNIQUE VALUE PROPOSITION

You came, you saw, you undersood.

There is no noues that you can't handle.

Learn to say one thing at a time, life is so simple.

HIGH-LEVEL CONCEPT

UNFAIR ADVANTAGE

Existing apps can be easily found, the differences is down to the app UI design.

Designers are bilingual, who know the pain of being unable to call an object.

CHANNELS

Word of Mouth.

Making keywords easier to appear in google search in both English and Chinese language when user are struggled by the PROBLEM.

Tell our intent to people in the Church, who will help spreading the good app.

CUSTOMER SEGMENTS

Chinese travellers

Elderly Chinese who has migrated to NZ.

Chinese students who choose to start oversea education.

Upgrade to allow English speakers to learn Chinese.

EARLY ADOPTERS

Elderly immigrants who have little knowledge in fancy technology or confuesd by overly designed UI.

Keen lingustic learner.

COST STRUCTURE

Cloud service cost. e.g. Once upgrade to better Azure cognitive services.

iOS Developer cost

REVENUE STREAMS

Donation.

Advertisement at the bottom of the App. e.g. display language school ad.

Co-existing with bigger dictionary provider.