



Team 731

Name	Email	Country	Work
Annel Contreras	acontreras21@twu.edu	USA	<ul style="list-style-type: none"> · Designed the Graphics flyer and wrote the copy of the content · Contributed to the executive summary section · Wrote the content gathering section and universities Linguado can partner with
Anthony Ramos-Anguilar	aramosaguilar1@pride.hofstra.edu	USA	<ul style="list-style-type: none"> · Wrote the promotional channel section
Fernanda Rivera Ramirez	frivera13@ucol.mx	Mexico	<ul style="list-style-type: none"> · Made the overall design of the report · Summarized the sections · Created the slides · Wrote the SWOT analysis, Message, Attracting Users, and Investment Opportunities sections
Shambhavi Saxena	shambhavi.saxena25@bimtech.ac.in	India	<ul style="list-style-type: none"> · Wrote the Professionalizing the HR section and the Pricing Strategy section · Contributed to the Executive summary section
Oladipo Mubarak Olalekan	oladipomubarak2017@gmail.com	Nigeria	<ul style="list-style-type: none"> · Wrote the competitive advantage, Engaging the users, UX/UI of Linguado, Safety, Finance sections · Contributed to the copy of the social media content · Compiled and edited the report · Coordinated the Team

TABLE OF CONTENT

Title Page.....	1
Table of Content.....	2
Executive Summary.....	3
1.0 Section I - Market Analysis.....	
1.1 Industry and Competitor Analysis.....	
1.2 Competitive Advantage.....	
1.3 Pricing.....	
1.4 SWOT Analysis.....	
1.5 Universities Linguado can partner with.....	
2.0 Section II – Marketing.....	
2.1 Promotional Channels.....	
2.1.1 Attracting New Users.....	
2.1.2 Engaging users.....	
2.2 Message.....	
2.2.1 Main Marketing Campaign.....	
2.2.2 Main Slogan.....	
2.2.3 Social Media Promotional Post.....	
3.0 Section III – Management.....	
3.1 Finances.....	
3.2 Investment Opportunity.....	
3.3 Pricing Strategy.....	
3.4 Safety.....	
3.5 Professionalizing the HR department.....	
3.6 UX/UI of Linguado App.....	
3.6.1 Personalization.....	
3.7 Content Gathering.....	
References.....	

Executive Summary

The purpose of this report is to showcase a variety of marketing strategies which Linguado can utilize to continue to expand in the competitive field of online language learning while facilitating the engagement of a multilingual audience. Critical focal points are listed below

- Linguado is a free mobile application which enables worldwide native speakers to connect, communicate, and share cultural exchange from a desired country.
- Linguado projects to reach \$20 billion globally by 2027. This will be possible by targeting promotional channels that can reach vast audiences such as Instagram, Tik Tok, and LinkedIn. Additionally, the partnering of universities and schools around the world will provide Linguado with a consistent audience and user engagement.
- The introduction of tiered pricing aims to offer users a variety of pricing options which will attract and retain customers.
- Premium services will provide users with additional tools and access to unique services. This additional service enables the potential for additional revenue through ads and monetization through the tracking of users.
- The implementation of a new slogan such as “Connect. Learn. Grow!” is another marketing strategy that will attract additional customers seeking to be a part of a unified community.
- Linguado offers compelling factors such as strong market demand, clear differentiation, and a scalable platform.
- **Competitor Comparison**

Competitor	Unique Features	Pricing	Strengths	Weaknesses
Duolingo	Gamified learning, free version	Freemium	User base, accessibility	Lacks real-time practice
LingoDeer	Grammar-focused for Asian languages	\$12.99/month	Strong language modules	Limited cultural exchange
Linguado	Real-time cultural exchange	Freemium	Socially-driven, cultural focus	Needs stronger marketing

- **Proposed Model**

1. **Freemium Tier:** Basic features with ads and limited practice sessions.

2. **Premium Subscription:**

- Monthly Plan: \$9.99
- Annual Plan: \$99.99 (discounted)
- Features: Unlimited link requests, ad-free experience, personalized coaching options.

- **Value Proposition**
 - **Educational Institutions:** Bulk licensing discounts and curriculum integration opportunities.
 - **Individual Users:** Affordable plans with loyalty discounts to encourage renewals.
- **Promotional Channels**
 - **Social Media Platforms:** Instagram, TikTok, and LinkedIn for targeted outreach.
 - **Professional Collaborations:** Partner with influencers in language learning and cultural exchange.
 - **Corporate Partnerships:** Collaborate with HR teams to integrate Linguado into employee training programs.
- **Messaging and Slogan**
 - "Bridging Cultures, One Conversation at a Time."
- **Social Media Strategy**
 - **Content Themes:**
 - Cultural trivia posts to engage users.
 - User success stories highlighting connection experiences.
 - **Step-by-Step Guide:**
 - Create a professional Instagram account.
 - Schedule posts with compelling visuals and educational value.
 - Use Instagram's Insights to optimize engagement.
- **Conclusion and Call to Action**
 - Linguado is not just a language-learning app but a bridge connecting cultures and people worldwide. By leveraging its innovative platform, accessible pricing, and targeted marketing strategies, Linguado can transform the way people learn languages and interact globally. Join us in fostering a more connected world.

1.0 SECTION 1: MARKET ANALYSIS

- Emphasizing on cultural exchange, connectivity, and location-based discovery tools.
- Introducing gamification and personalized AI feedback to enhance user engagement
- Expanding partnerships with universities and language schools
- Developing structured lessons, add video call functionality, and target iOS compatibility

1.1 Industry and Competition Analysis

A free mobile App to instantly link with a native of a language you desire by proximity or worldwide

- Language
- Culture exchange
- Communication

Operation

With Linguado, users can;

1. Communicate language learning objectives to others.
2. Can participate in forums or groups specific to particular languages.
3. Communicate with other language learners via messages, comments, and discussions.
4. Exchange language-learning resources, advice, or materials
5. Take part in language-exchange initiatives or work with native speakers.

1.2 Competitive Advantage

1. Immersion: A community-first strategy that allows individuals to develop their language abilities in an enjoyable and distinctive way while also opening up new experiences and meaningful human relationships
2. With more than 250 nations and languages, Linguado is a representation of many cultures.
3. Discovery and Filter Feature: Linguado can be used to explore user desired country, find out about trends in the country, and can be used to locate and screen people according to their location, age, gender, nationality, or language.
4. Report/Block feature for terms and conditions violators

Competitors Include

- Rosetta Stone
- Duolingo (largest language company)
- Babble (popular in the US)

1.3 Pricing

Revenue through ads. Linguado is free, however a user can pay to access premium services. They also seek to track users for monetization. (example: tribes)

Lacks

- Video call technology is not available.
- A few countries do not support the app- such as Nigeria.

- Not available for iOS yet due to more restrictions.

1.4 SWOT Analysis

Strengths

Having the differentiating factor of getting to contact other users from the app, in comparison to most language learning apps

The connection with native speakers offers the users exposure to different accents and dialects

The users can practice whenever it suits them and is very flexible

Connecting users with other language learners can provide additional support and motivation.

Weaknesses

They currently have no budget for advertisement

There is no advertisement plan established

The company relies heavily on the availability of native speakers in the desired language

Other language learning apps might offer more language options

Linguado doesn't provide structured lessons or grammar explanations, which might be necessary for some learners.

Opportunities

Partnering with language schools could expand the company's reach

Using AI tools to analyze conversations and personalize feedback

Incorporating elements like points, badges, and leaderboards to increase user engagement and motivation

Threats

There are already other well established competitors with wider customer base

If user preferences change to other language learning methods, the company would have to adapt to stay relevant

Technical difficulties could negatively impact the user experience and therefore the company's reputation

1.4 Universities Linguado can partner with.

1. Korea University, Korea

Department of Linguistics

lib016@korea.ac.kr

(02) 3290-2170

2. New York University, USA

Department of Linguistics

Associate Professor of Linguistics and Social & Cultural Analysis: Renée Blake

renee.blake@nyu.edu

3. The University of Hong Kong, Hong Kong
Department of Linguistics and Modern Languages
Professor and Chairman Victor Junnan Pan
victorjunnanpan@cuhk.edu.hk
3943-8616

4. The University of Tokyo, Komaba, Japan
Department of Language and Information Sciences
landinfo@boz.c.u-tokyo.ac.jp
81-3-5454-6376

5. Texas Woman's University, USA
Department of Language, Culture & Gender Studies (English, Rhetoric & Spanish)
940-898-23-24
engspfl@twu.edu

6. University of Ilorin, Nigeria
Department of Linguistics & Nigerian Languages, Faculty of Arts
hodlingandniglang@unilorin.edu.ng

7. Universidad de Guadalajara, Mexico
Centro Universitario de Ciencias Sociales y Humanidades
maestria_linguisticaaplicada@administrativos.udg.mx
veronica.gmarquez@academicos.udg.mx
33 38 19 33 00, ext 23601

8. Université Paris Cité, France
Department of Linguistics
anne.abeille@u-paris.fr

9. University of Delhi, India
Department of Linguistics
Professor Tanmoy Bhattacharya
head@linguistics.du.ac.in
011-2766-6676

10. University of São Paulo, Brazil

Department of Linguistics

Coordinator Ana Müller

anamuler@usp.br

Section II: Marketing

- Incorporate gamification, quizzes, offline access, and accessibility features.
- Use app store optimization, inbound marketing, and partnerships with influencers.
- Highlight native speaker connections and user testimonials to attract users.
- Craft clear messaging with engaging slogans

2.1 Promotional Channels

The following are some of the ways to attract and engage more users to using the App;

2.1.1 Attracting New Users

The best option would be to implement an inbound marketing strategy that will attract customers in a non-intrusive way, creating useful content for the user and using digital channels. The strategy could be based in the following actions:

- Emphasizing the company's focus in community building, using it as a differentiator from other language learning apps
- Share testimonials from users who have achieved their language learning goals through Linguado
- Provide rewards to users that refer family or friends to use the app
- Offer free trials as a hook for new users
- Partner with language learning influencers to promote Linguado to their followers.
- Encourage satisfied users to share their positive experiences on social media.
- Reinforce the creation of content in their social media by making informative videos, sharing tips, learning strategies and cultural insights
- Provide excellent customer support to maintain the satisfaction of the users

2.1.2 Engaging Users;

Incorporating the following features in the App and localizing the interface for non-English speakers can increase user (both English and non-English speakers) engagement on the App.

- **Gamification and Incentives:** the use of gameful approaches has been found to increase learner motivation and engagement (Flores, 2015). There are several types of game-based language learning, including role-playing games for practicing communication like Werewolf (Plotkin 1997).
- **Offline access:** It seems that an app's offline functionality is essential to its long-term viability. Considering that a free broadband connection isn't accessible in some areas, as a result, people prefer using applications that are available in offline mode and just use the Internet to update (Fateme, 2020)
- **App store optimization:** By translating app descriptions and keywords, region-specific screenshots and promotional images.

- **Accessibility Features:** Features such as text-to-speech, speech recognition for pronunciation practices
- **Quizzes and Challenges:** Language specific quizzes or challenges can be rewarded with badges. Leaderboard can also be included to increase users competition.
- **Partnerships and Integration:** Integrating with popular social media or messaging app would attract and engage more users.

2.2 Message

2.2.1 Main Marketing Campaign

The focus of the campaign should be on the benefits of connecting with native speakers of your target language and the community it creates, since this will attract new customers (by showing the benefits) and create loyalty of the customers (by emphasizing the creation to the community).

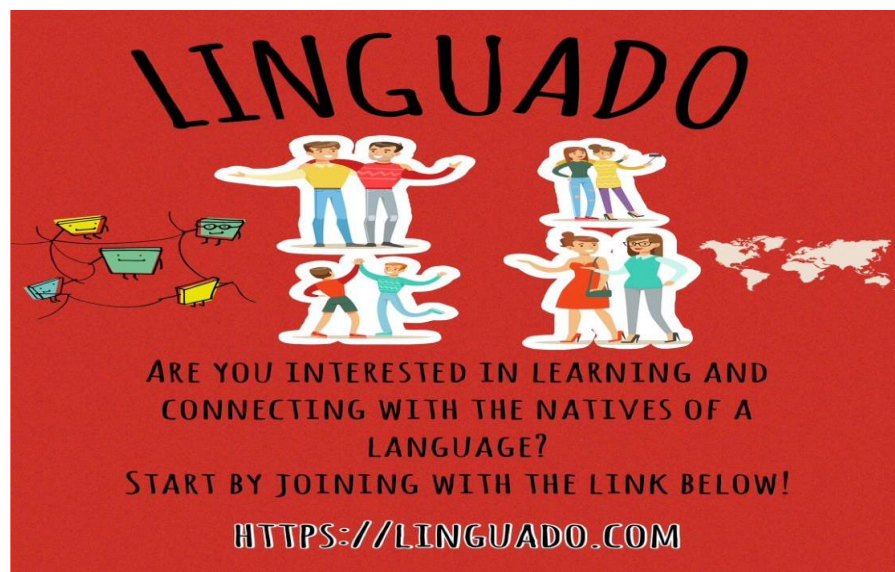
2.2.2 Main Slogan

A good message for the Linguado, since we already settled that the focus of the campaign would be connecting and the community, is **“Join a global community of language learners”**. It is really simple and straight forward but highlights what we’re looking for.

So far the company doesn’t count with a slogan, but based on the focus the marketing strategy has, here are two proposals: “Connect. Learn. Grow.” or "Your World, Your Language.

2.2.3 Social Media Promotional Post

Do you know you can learn any language faster than you could ever think? With Linguado, you will achieve fluency immediately and even connect with natives of any language of your choice .Start now by clicking the link, www.linguado.com



SECTION III - Management

- Focus on real-time practice, cultural exchange, and social connectivity to differentiate
- Emphasize the value of the language-learning market
- Leverage freemium models, partnerships, and sponsored content to monetize
- Incorporate AI moderation, community guidelines, and reporting to ensure safety

3.1 Finance

There is a need for careful planning around payment collection, currency exchange, taxes, and security. Here are some considerations:

Transaction Fees: the fees charged by payment processors should be minimized

Currency Exchange: Avoiding unfavorable exchange rates by using services offering competitive rates is necessary

Taxes: Staying compliant with local tax laws, such as VAT or GST depending on users' location is also important

The following are some payment gateways that can be used;

- **Global payment processors** like **Stripe**, **PayPal**, or **Adyen**, which handle multi-currency transactions and often provide localized payment options (e.g., UPI in India or iDEAL in the Netherlands).
- **Local Payment Methods:** By partnering with local payment services like **Alipay** in **China** and **M-Pesa** in **Africa**, for greater market penetration.
- **Currency Exchange Platforms:** Platforms like **Wise** (formerly TransferWise) or **Payoneer** for transferring funds internationally with low exchange fees have a faster transfer rate compared to traditional banks.

Pros and Cons of International Payments

Pros:

- 1. Global Reach:** Accepting international payments allows you to tap into a broader customer base, boosting revenue.
- 2. Local Currency Options:** Customers are more likely to pay if they can transact in their local currency, improving conversion rates.
- 3. Diverse Payment Methods:** Accommodating local payment preferences increases accessibility.

Cons:

- 1. High Fees:** Payment processors often charge higher fees for cross-border transactions.
- 2. Exchange Rate Fluctuations:** Volatility can affect profitability, especially when revenues are converted back to the base currency.
- 3. Tax Complexity:** Managing tax obligations across multiple jurisdictions can be challenging and may require expert consultation.

Possible Security Issues: Some of the possible security issue may include;

- 1. Fraud:** International payments are often targeted by fraudsters due to the complexity of monitoring cross-border transactions.
- 2. Data Breaches:** Customer payment data (e.g., card information) is a prime target for hackers.
- 3. Regulatory Compliance:** Non-compliance with laws like GDPR (in the EU) or PCI DSS (globally) can lead to fines and reputational damage.

The followings are some mitigation measures to securing the finances of the App:

- 1. PCI DSS Compliance:** Ensuring the app and payment processors comply with global payment security standards.
- 2. Tokenization and Encryption:** Using secure methods to store and transmit payment data.
- 3. Fraud Detection Tools:** Employing tools that flag suspicious transactions and verify the authenticity of users.
- 4. Regular Security Audits:** Conducting penetration testing and audits to identify and address vulnerabilities.

3.2 Investment Opportunity:

Pitch desk

Slide 1: Presentation



Slide 2: The language learning challenge

- Finding language partners and being able to do real-time conversational practice is a challenge that presents to many people that are trying to learn a new language
- Most language apps focus on vocabulary and grammar but lack conversational practice and immersive cultural experiences




THE LANGUAGE LEARNING CHALLENGE

- Finding language partners and being able to do real-time conversational practice is a challenge that presents to many people that are trying to learn a new language
- Most language apps focus on vocabulary and grammar but lack conversational practice and immersive cultural experiences

Slide 3: Solution: Linguado

Linguado offers a social platform for people to connect globally for real-time language practice and cultural learning



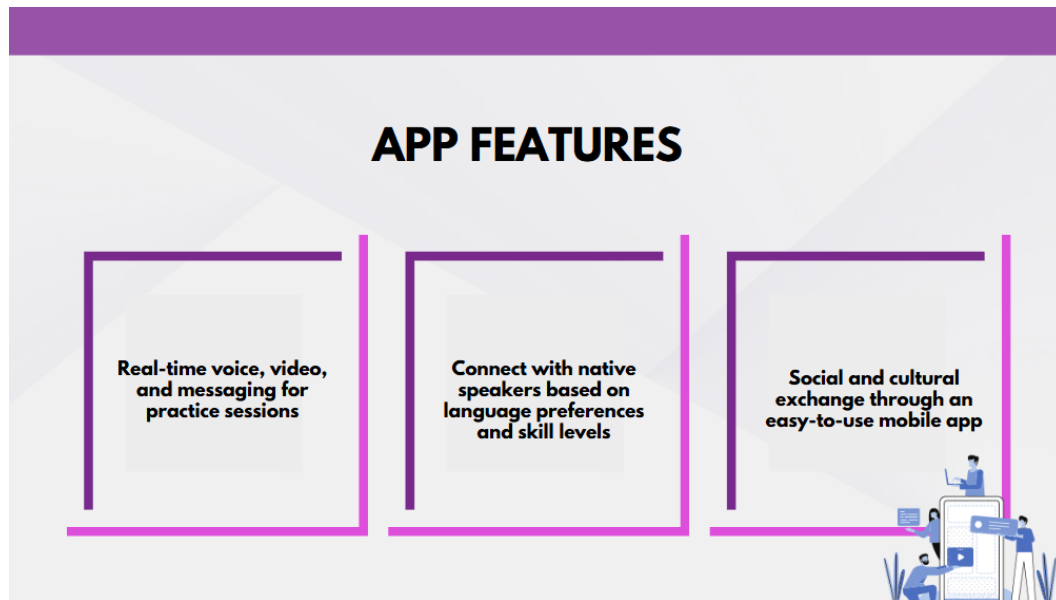
SOLUTION: LINGUADO

Linguado offers a social platform for people to connect globally for real-time language practice and cultural learning.

Slide 4: App features

- Real-time voice, video, and messaging for practice sessions.

- Connect with native speakers based on language preferences and skill levels.
- Social and cultural exchange through an easy-to-use mobile app.



Slide 5: Market opportunity

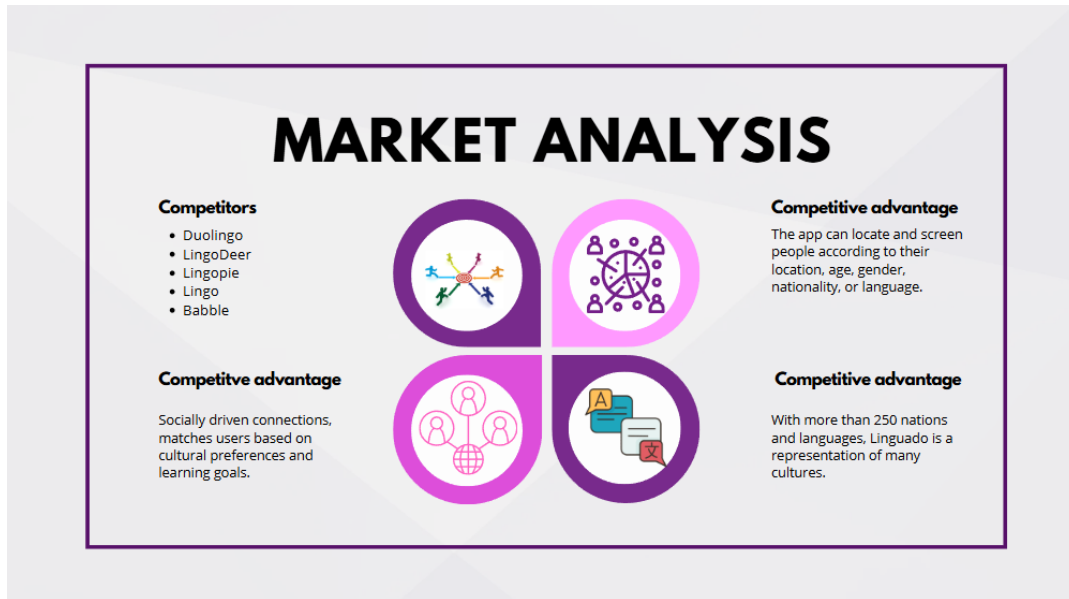
- The language learning market size is projected to reach \$20 billion globally by 2027
- The increasing globalization, remote work, and migration trends are growth drivers for this industry



Slide 6: Market analysis

- Competitors:
 - Duolingo, LingoDeer, Lingopie, Lingo

- **Competitive advantage:**
 - Socially driven connections, matches users based on cultural preferences and learning goals
 - The app can locate and screen people according to their location, age, gender, nationality, or language.
 - With more than 250 nations and languages, Linguado is a representation of many cultures.

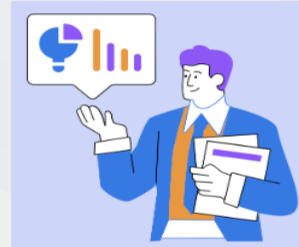


Slide 7: Business model

- **Freemium model:**
 - The app is available for free but there is a paid premium version with more services
- **Sponsored content**
- **Affiliate marketing and partnerships**

BUSINESS MODEL

- Freemium model:
 - The app is available for free but there is a paid premium version with more services
- Sponsored content
- Affiliate marketing and partnerships



Slide 8: Why Invest in Linguado?

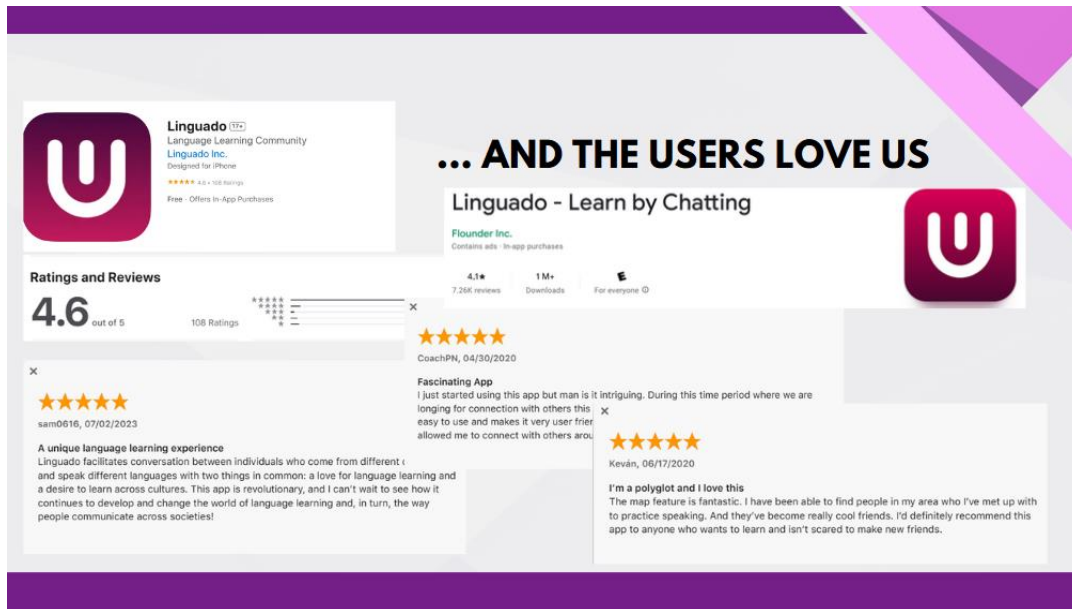
- Compelling Factors: Strong market demand, clear differentiation, scalable platform.
- Social Impact: Fostering global connections, breaking language barriers, and promoting cultural understanding.
- Vision: Becoming the go-to platform for authentic language learning and cultural exchange

WHY INVEST IN LINGUADO?

- Strong market demand
- Clear differentiation
- Social Impact
- Accomplishing the goal of becoming the go-to platform for authentic language learning and cultural exchange.

Slide 9: ...and they love us

- Positive reviews from customers and amount of downloads



Slide 10: Contact information

- alex@linguado.com
- Instagram: [instagram.com/linguado](https://www.instagram.com/linguado)
- TikTok: [tiktok.com/@linguadoapp](https://www.tiktok.com/@linguadoapp)
- Twitter: twitter.com/linguado
- Facebook: facebook.com/golingado



3.3 Pricing Strategy for Linguado

Linguado's **Pro version** includes valuable features like unlimited link requests, live in-app support, and an ad-free experience. Here are tailored pricing strategies to enhance profitability:

1. Tiered Pricing

Offering multiple subscription plans adds flexibility and attracts different types of users:

- **Monthly, Quarterly, and Annual Options:** Encourage commitment by offering discounted rates for longer-term plans.

2. Feature-Based Pricing

Keeping core functionalities free while monetizing premium features offers both access and exclusivity:

- **New Pro Features:** Consider additional paid features like personalized coaching or enhanced language modules to appeal to dedicated learners.

3. Loyalty Discounts

Rewarding long-term users can foster loyalty and improve retention rates:

- **Renewal Discounts:** Offer special discounts for loyal users or those who renew their subscription before it expires.

4. Limited-Time Offers and Seasonal Discounts

To attract new users, Linguado could implement time-limited offers or seasonal discounts:

- **Holiday Discounts:** Introduce promotions during key holiday seasons to drive sign-ups.

3.4 Safety

These strategies can make the application a safer place for the users

Technology-Based Solutions:

- **Robust Reporting Systems:** Implement easy-to-use reporting tools that allow users to flag inappropriate content or behavior directly within the app.
- **AI-Powered Moderation:** Utilize artificial intelligence to detect and filter harmful language, images, or links.
- **Anonymity Restrictions:** Limit anonymity to reduce the potential for harassment and abuse. Consider requiring users to verify their accounts or use real names.
- **Time-Based Matching:** Match users for language exchanges based on time zones to minimize opportunities for prolonged, one-on-one interactions.
- **Group-Based Interactions:** Encourage group-based activities and forums to foster a sense of community and discourage one-on-one interactions that could become inappropriate.

Community Moderation:

- **Clear Community Guidelines:** Develop comprehensive guidelines that explicitly prohibit sexual harassment and other forms of misconduct.
- **Active Moderation Teams:** Employ dedicated moderators to review reports, take action against violators, and maintain a positive community atmosphere.
- **User Education:** Educate users about appropriate online behavior, the dangers of sexual harassment, and the importance of respecting others.

- **Encouraging Reporting:** Promote a culture where users feel comfortable reporting incidents of harassment without fear of retaliation.
Policy and Legal Considerations:
- **Zero-Tolerance Policy:** Adopt a strict zero-tolerance policy towards sexual harassment and other forms of misconduct.
- **Legal Compliance:** Ensure compliance with relevant laws and regulations regarding online safety and user privacy.
- **Collaboration with Law Enforcement:** Establish procedures for cooperating with law enforcement agencies in cases of serious offenses.

3.5 Professionalizing the HR Department for Linguado

1. Recruitment Approach

To attract high-quality candidates, Linguado should develop a targeted hiring strategy. This can include:

- **Using Professional Platforms:** Leveraging LinkedIn and specialized job boards to connect with language and tech professionals.
- **Building University Partnerships:** Collaborating with language and technology programs to establish an internship pipeline and find fresh, enthusiastic talent.

2. Compensation Strategy

Linguado can attract and retain talent by offering a balanced, performance-driven compensation model. Considerations include:

- **Competitive Base Salaries** paired with performance-based bonuses.
- **Stock Options** to reward long-term commitment and foster a sense of ownership.

3. Performance Tracking

Tracking performance consistently is key to building an accountable and motivated team. Linguado could implement:

- **KPIs and Regular Reviews:** Establish clear Key Performance Indicators (KPIs) and conduct bi-annual performance reviews.
- **Performance Management Software:** Use tools to track progress toward goals, providing transparent metrics for employee evaluation.

4. Online Team Building

To maintain camaraderie among remote employees, Linguado could introduce virtual team-building activities:

- **Monthly Team Games and Social Hours:** Create a casual and interactive atmosphere for teams to bond.

- **Virtual Workshops:** Engage employees in skill-building workshops that strengthen both the team and the individual.

5. SOPs and Guidelines

Clear SOPs help create a shared understanding of company expectations. Linguado can develop:

- **Guidelines for Remote Work and Communication:** Set best practices for collaboration.
- **A Code of Conduct:** Promote a respectful and inclusive environment.

6. Onboarding Process

Linguado can craft an engaging remote onboarding process that introduces new hires to the team culture:

- **Virtual Orientation:** Provide training materials and resources in a structured onboarding sequence.
- **Mentorship Program:** Pair new hires with mentors to ease the transition and foster connections.

7. Internship Program Structure

A structured internship program can benefit both the company and interns:

- **Hands-on Learning and Project-Based Tasks:** Interns should engage in meaningful projects.
- **Regular Feedback and Development:** Offer guidance and growth opportunities that encourage professional development.

8. Recognition and Rewards

Implementing a recognition program can increase motivation and employee satisfaction:

- **Points-Based System:** Allow employees to earn points for achievements and milestones, redeemable for rewards.
- **Monthly Recognition:** Highlight top performers in team meetings or internal newsletters.

9. Career Development Opportunities

Providing career growth paths is essential for employee retention:

- **Skill Development Workshops:** Host internal training sessions and support professional certifications.
- **Cross-Functional Projects:** Encourage employees to explore different roles and responsibilities to broaden their skill sets.

3.6 UX/UI of Linguado App

3.6.1 Personalization

To create a personalized language learning experience that adapts to a user's language level and preferences, these techniques can be implemented;

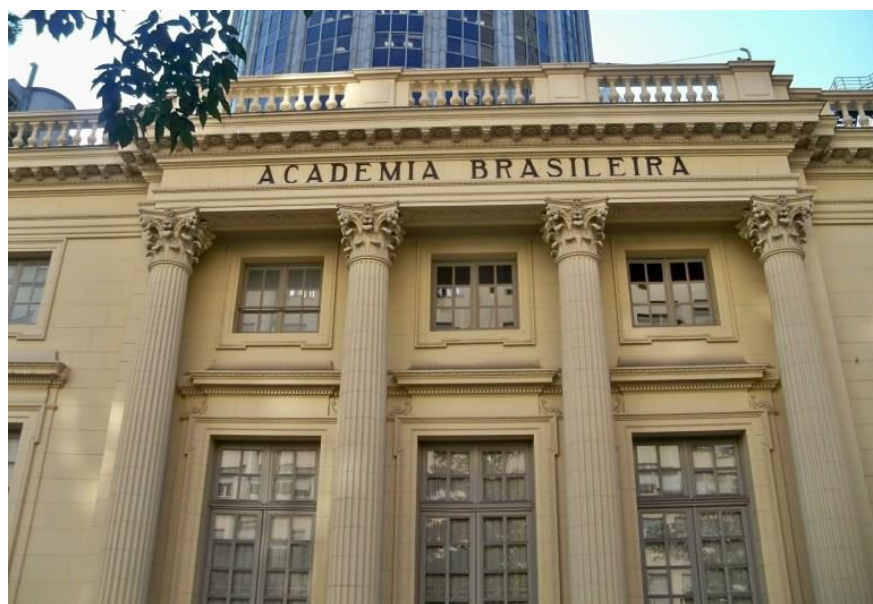
Dynamic Language Level Assessment:

- **Adaptive Testing:** By continuously assessing a user's proficiency through adaptive tests that adjust difficulty based on performance.
- **Personalized Learning Paths:**
- **User-Centric Content:** Tailoring content to individual user's interests, goals, and learning style (e.g., visual, auditory, kinesthetic).
- **Adaptive Difficulty:** Adjust the difficulty of exercises and lessons to match the user's current language level.
- **Intelligent Tutoring Systems:**
- **Real-time Feedback:** Provide immediate and specific feedback on user answers, highlighting areas for improvement.
- **Error Correction:** Employ advanced error correction algorithms to identify and correct mistakes, suggesting alternative phrasings or vocabulary.

Gamification and Leaderboard Feature:

- **Personalized Challenges and Rewards:** Create personalized challenges and rewards to keep users engaged.
- **Progress Tracking:** Provide clear and visually appealing progress tracking to motivate users.
- **Social Features:** Incorporate social features like leaderboards and discussion forums to foster community.

3.7 Content Gathering



<https://glli-us.org/2020/04/13/brazilian-academy-of-letters/>

BRAZIL

Displayed above is the Brazilian Academy of Letters institution. Founded in 1897, is a prominent landmark located in Rio de Janeiro, Brazil. Many consider it the most prestigious literacy institution of the country. The academy aims to preserve literature and national language.



<https://www.britannica.com/place/Mount-Fuji>

JAPAN

Shown above is Mount Fuji located in Japan. It is known to be a synonymous landmark to Japan and one of three sacred mountains in the country. It is Japan's tallest mountain and climbing it has been a longstanding religious practice.



https://www.erco.com/en_us/projects/public/gyeongbokgung-palace-seoul-7296/

SOUTH KOREA

Gyeongbokgung Palace is located in Seoul, South Korea. It is the largest of five grand palaces built during the Joseon dynasty. Established in 1395, it is historically recognized as a center of governmental activity for the royal family during the dynasty. The palace underwent multiple rebuilds and currently displays traditional Korean architecture.



<https://kids.nationalgeographic.com/history/article/statue-of-liberty>

UNITED STATES

Statue of Liberty is located in New York, USA. It is one of countries most monumental landmarks. The statue was presented as a gift from France, signifying freedom and independence. Construction began in 1886 and became a national monument in 1924.

<https://www.nps.gov/stli/index.htm>



<https://www.history.com/topics/landmarks/eiffel-tower>

FRANCE

The Eiffel Tower located in Paris, France, is the most prominent and famous landmark of France. It was built from 1887 to 1889 by Gustave Eiffel. It was commissioned by the French government to celebrate the French Revolution's centennial year.

<https://www.britannica.com/topic/Eiffel-Tower-Paris-France>



<https://www.nationalgeographic.com/travel/world-heritage/article/taj-mahal>

INDIA

Taj Mahal located in Agra, India is known as one of the seven wonders of the world. Build between 1631 and 1648, it displays Mughal architecture and is a symbol of Indian history. This mausoleum was commissioned by emperor Shah Jahan, a year after the passing of his wife. It serves as the burial site of his wife, Mumtaz Mahal.

<https://whc.unesco.org/en/list/252/#:~:text=An%20immense%20mausoleum%20of%20white,ma sterpieces%20of%20the%20world's%20heritage.>



<https://www.britannica.com/place/Chichen-Itza>

MEXICO

Chichen Itza located in Yucatan, Mexico is a sacred Mayan site. The archeological site is known for its diversified architecture and displays of influence from multiple foreign invaders. It is known to have been a cultural and political central point.



<https://www.alluringworld.com/abuja-national-mosque/>

NIGERIA

Abuja National Mosque located in Abuja, Nigeria was built in 1984. It is an important religious mosque that was built during the capital relocation from Lagos to Abuja. The architecture displays the rich historical cultural traditions of Nigeria. Visitors of all faiths are welcomed at the mosque.

References

Flores, J.F.F. Using gamification to enhance second language learning. Digit. Educ. Rev. 2015, 27, 32–54

Plotkin, A. Werewolf; Board Game; Looney Labs: College Park, MD, USA, 1997.

F. NAMI. Towards More Effective App-Assisted Language Learning: The Essential Content and Design Features of Educational Applications, 2020. ISSUES IN LANGUAGE TEACHING (ILT) VOL. 9, NO. 1, 245-278, June 2020 <https://doi.org/10.22054/ilt.2020.52777.501>

Language Mobile Application: Marketing Strategies for Language Mobile Applications. (2024, June 24). Faster Capital. Retrieved November 3 of 2024, from <https://fastercapital.com/content/Language-Mobile-Application--Marketing-Strategies-for-Language-Mobile-Applications.html>

Wisniach, B. (2024, June 6). *7 Strategies to Incentivize App Referrals.* Customer Engagement Blog. <https://onesignal.com/blog/7-strategies-to-incentivize-app-referrals/>

<https://glli-us.org/2020/04/13/brazilian-academy-of-letters/>

<https://www.britannica.com/place/Mount-Fuji>

https://www.erco.com/en_us/projects/public/gyeongbokgung-palace-seoul-7296/

<https://kids.nationalgeographic.com/history/article/statue-of-liberty>

<https://www.nps.gov/stli/index.htm>

<https://www.history.com/topics/landmarks/eiffel-tower>

<https://www.britannica.com/topic/Eiffel-Tower-Paris-France>

<https://www.nationalgeographic.com/travel/world-heritage/article/taj-mahal>

<https://whc.unesco.org/en/list/252/#:~:text=An%20immense%20mausoleum%20of%20white,ma sterpieces%20of%20the%20world's%20heritage.>

<https://www.britannica.com/place/Chichen-Itza>

<https://www.alluringworld.com/abuja-national-mosque/>