

## 1. Project Overview

The Speak Well is a mobile and web-based application dedicated to teaching conversational English to a global audience. The app is built on a self-paced, video-based learning model, and its core mission is to provide an affordable, accessible, and premium-feeling learning experience with a focus on lifetime value.

## 2. Target Audience

The application is specifically designed for three key user groups:

**Busy Professionals:** Individuals with limited free time who cannot commit to a fixed class schedule. The app must be accessible and flexible, allowing them to learn during commutes, lunch breaks, or late-night sessions.

**Remote Learners:** People living in areas with limited or no access to physical language schools. The app's digital-only model is a direct solution to this geographical barrier.

**Budget-Conscious Students:** Individuals who desire a high-quality English education but are priced out of traditional courses and private tutoring. The app's affordable, one-time purchase model is its primary draw.

## 3. Core Features & User Flow

### 3.1. Onboarding & Registration

The initial user experience should be seamless and quick. New users can create an account using email/password or a social login (e.g., Google, Apple ID). The onboarding process should be minimal, perhaps asking for the user's current English level to provide an initial course recommendation.

### 3.2. Learning Model & Structure

The app is structured around a tiered learning system:

**Levels:** The curriculum is divided into multiple Levels (e.g., Beginner, Intermediate, Advanced). Each level is an independent product that users can purchase.

**Units:** Each Level is composed of several Units (e.g., Unit 1, Unit 2).

**Lessons:** Each Unit contains a series of video Lessons focused on a specific topic (e.g., greetings, ordering food, job interviews).

The user's progress should be clearly displayed, showing which units and lessons they have completed.

### 3.3. Video Lessons

This is the central feature of the application.

**Access:** Once a Level is purchased, the user gains lifetime access to all video lessons within that level.

**Video Player:** The app must have a robust video player with standard controls (play/pause, progress bar, volume, full-screen mode). Lessons should be high-resolution and optimized for smooth streaming on mobile and web.

**Content:** The videos will focus on real-world, conversational scenarios. The tone should be friendly and encouraging, like a supportive tutor, avoiding overly formal or academic language.

### 3.4. Assessment System

To reinforce learning, a simple testing system is integrated.

**Test Frequency:** After every two Units are completed, the user will be prompted to take a short, multiple-choice test.

**Test Content:** The test will cover key vocabulary and concepts from the two preceding units.

**Functionality:** The test should be quick and easy to complete. The app should provide immediate feedback on the user's score and highlight areas that may need review. The tests are a helpful learning tool, not a strict, high-stakes exam.

### 3.5. Purchase & Access Model

This is a critical component of the business model and a major selling point.

**Buy Per Level:** Users purchase individual Levels rather than a monthly subscription.

**Lifetime Access:** Once a level is purchased, the user owns that content forever. There are no recurring fees or expiration dates. This must be a central pillar of all communication.

## 4. Visual Design & User Interface (UI)

The UI must reflect a "bold and expensive" aesthetic to reinforce the idea of premium quality at an affordable price.

**Color Palette:** Use a limited, assigned colour.

**Typography:** Use a clean, modern font that is highly readable on all screen sizes.

# APPLICATION DRAFT

Speak Well by Collins Teach Group

**Layout:** The design should be minimalist and uncluttered, with ample white space. The focus should always be on the video content and the user's progress.

**Visuals:** Utilize high-resolution images, video thumbnails, and icons. The overall feel should be sharp, professional, and visually appealing.

## 5. Key Differentiators

For development and marketing purposes, these are the app's core USPs:

**Affordable Premium:** The unique combination of a sophisticated, high-end design with a very accessible, one-time purchase price.

**Lifetime Ownership:** The "buy once, own forever" model is a major advantage over subscription-based competitors.

**Focused & Friendly Learning:** The emphasis on conversational English and a comfortable, tutor-like feel sets it apart from more academic or rigid programs.

