



User Research

LOCUS

MAGGIE, RAJ, BANIBE,
WESLEY, KATI

Apple Vision Pro



Key findings

- 71% of people had previous experience with language learning apps
- 86% of people used a combination of Duolingo and in-person instruction
- Mixed feelings about integrating generative AI

Key Objectives

- Understand if incorporating generative AI can aid in language learning
- Better understand what aspects of current language learning apps users are looking
- Gain user insight and feedback around VR/AR in language learning

Research Methods

- We utilized interview and survey research methods
- Interviewed Eunkyoung Cha, a Ph.D student in Learning Design and Technology to assist in language learning
- Created an anonymous survey and shared with UGA students

Target Audience

- Our primary target audience is for anyone learning a language
- The ideal user for this app will be individuals interested in learning a language, frequent and upcoming travelers, and university students

Survey Results

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Questions Responses 7 Settings

7 responses

Summary Question Individual

Are you currently learning or have you in the past tried to learn another language?

7 responses

Copy chart

100%

Yes
No

How have you or how would you typically go about learning another language?

7 responses

Copy chart

Person-to-Person Instruction

Apps (Duolingo, Rosetta Stone)

Count: 5

5 (71.4%)

Survey Results

If you have used apps, what apps have you used?

6 responses

A horizontal bar chart titled "If you have used apps, what apps have you used?". It shows the number of responses for each app: Duolingo (6, 100%), Babbel (0, 0%), Rosetta Stone (1, 16.7%), Memrise (0, 0%), Busuu (0, 0%), Lingoda (0, 0%), and Drops (1, 16.7%).

App	Responses	Percentage
Duolingo	6	100%
Babbel	0	0%
Rosetta Stone	1	16.7%
Memrise	0	0%
Busuu	0	0%
Lingoda	0	0%
Drops	1	16.7%

What would you look for in a language learning app?

6 responses

A horizontal bar chart titled "What would you look for in a language learning app?". It shows the number of responses for each feature: Simulated or live conversations (4, 66.7%), Ability to create save flashcards (3, 50%), Quizzes (4, 66.7%), Curriculum based on level (5, 83.3%), An instructor (1, 16.7%), and A system to reward progress and consistency (4, 66.7%). A callout box highlights "Curriculum based on level" with a count of 5.

Feature	Responses	Percentage
Simulated or live conversations	4	66.7%
Ability to create save flashcards	3	50%
Quizzes	4	66.7%
Curriculum based on level	5	83.3%
An instructor	1	16.7%
A system to reward progress and consistency	4	66.7%

Survey Results



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Questions Responses 7 Settings

What problems have you faced in your language-learning journey? What do you wish you could see in one app?

7 responses

None, and again, I would never use apps.

Difficulty remembering and feeling discouraged. A fun way to learn. Games included maybe? Question-and-answer based, kahoot like.

No one to practice discussions and conversations with

Got too frustrated with conjugation/tense

I wish it was easier to keep track of progress and be able to see previous work and visually update your knowledge

I can't seem to integrate it into my daily system and remember to keep learning every day.

With apps such as Duolingo, I've had trouble retaining information about the language I'm learning (Korean), because it seems to be more based on lessons instead of actual practical applications.

How would you feel about using generative AI to assist in learning another language?

6 responses

Absolutely not

Survey Results

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Questions Responses 7 Settings

How would you feel about using generative AI to assist in learning another language?

6 responses

Absolutely not.

I don't know

Not great - probably wouldn't use it

Could be really useful if done correctly, could be really jarring if poorly executed

pretty good!

I feel that generative AI can be helpful, but also detrimental in learning a language. Most AI systems are trained in English, therefore, finding the resources (people, knowledge of that specific language) to train the generative AI on may be flawed.

How would you feel about using virtual, augmented, or mixed reality to learn another language?

6 responses

I did try briefly a VR language tutoring program on the HTC VIVE 7 years ago, back in 2018 (my girlfriend at the time had the entir VR kit). It was a virtual room with a teacher using full body trackers, in front of a virtual whiteboard. But I tried it only for novelty, I had no actual need (I'm already certified as c2 proficiency in English). Also I think they went bankrupt years ago.

Open to try

That's fine

Survey Results

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Open to try

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I don't imagine it would offer any specific benefits unless you're trying to improve spoken proficiency, though I haven't put a lot of thought into the idea. I imagine it would be more gimmicky than useful

pretty good!

I feel like these forms of learning would assist me greatly in learning another language. As someone who has experience interacting with these programs, I feel that I'd learn a lot easier by using them.