App Information

**Name**: Ling-Go

**Target Audience:** Travelers and those learning new languages

**Problem:** Language barriers make communication and travel more difficult. Most language learning apps don’t implement immersion opportunities for experiential learning.

**Our solution:** By integrating AI into the mixed view mode of the Vision OS, users will be able to more effectively learn new languages and navigate the world without a communication barrier.

\*\*research the benefits of experiential/immersion learning

App features

* Gamified learning
* Active translation in 3D environment
* Play around with Apple Translate (with voice-to-text feature) integration for active conversation translation

Canva:

<https://www.canva.com/design/DAGc3UKGLcQ/MZhleJDtuNMi8_Z5mvmrzg/edit?utm_content=DAGc3UKGLcQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton>

<https://www.youtube.com/watch?v=IY4x85zqoJM>

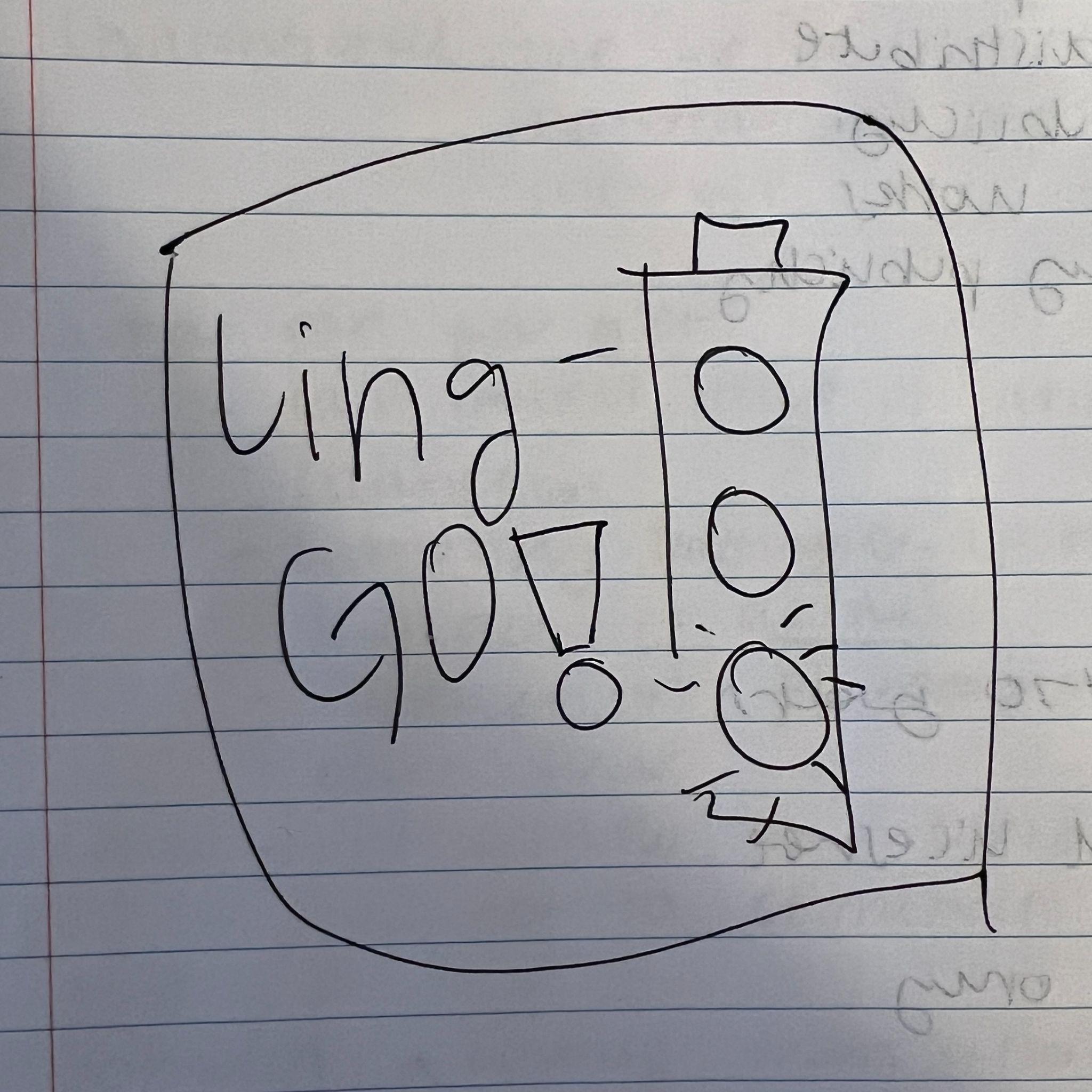
Links from John:

<https://about.fb.com/news/2024/09/introducing-orion-our-first-true-augmented-reality-glasses/>

<https://developer.apple.com/documentation/visionos/>

<https://developer.apple.com/documentation/visionos/incorporating-real-world-surroundings-in-an-immersive-experience>

<https://developer.apple.com/documentation/translation/translating-text-within-your-app>

Branding Idea: 

Ad ideas?

* There’s 2 directional signs to tell you where to go and one looks right, so you go that way (without bothering to read the language). It’s unfortunately the wrong way (make it something funny)
* You’re discreetly looking up words and stuff or you’re looking at a menu trying to figure out what everything is saying. Put the glasses on and use the app to
* Give an example of active learning
  + while traveling
  + Example of using the gamified learning → maybe a boomer saying something about kids these days, but the kid is actually learning another language
* Funny
* Maybe show an aesthetic travel ad with edited photos (but include words all in other languages) initially thought to promote some sort of travel. But then show you putting on the Vision OS and watching it again, but the words are funny or boring or just uninspirational