LatAm Lingo.edu  
LatAm Language and Culture School

# Strategy Plane

## External user’s goal:

* To gain an understanding of and/or improve fluency in:
  1. The two dominant non-English European languages spoken in Latin America with special attention to their regional dialects.
  2. Regional indigenous languages and cultural history.
* To embrace multi-culturalism.

## Site owner:

* Boutique language school with plans for physical classrooms in four LatAm countries. The school founders are Beyond the professional desire for a profitable business is their societal goal of education and awareness about their native heritage. The government and NGO heritage organisations partially fund the start-up.

## Site owner’s goal:

* To inform potential users about the educational services offered and increase class enrolment.
* To educate the general public about the history of LatAm languages (pre and post-colonisation) and the indigenous populations.

## Unique Value Proposition (USP)

* Competition
  + Domestic and international online and F2F language schools.
  + Domestic and international Academic programs.
* Product Differentiation
  + Smaller size class.
  + Greater individual attention.
  + Cultural focus.
  + Inclusion of indigenous cultures.
    - Endorsements by and affiliations with:
      * UNESCO
      * National Heritage Departments
      * Heritage NGO’s
      * Indigenous Tribes

## Target Market

User community includes students, tourists, professionals, and locals. Although more in-depth user scenarios will be covered in the Scope Plan, a typical user of this site is:

* Educated
* Adventurous
* Comfortable with navigating an app

## Potential features to include:

|  | Importance | Viability/ Feasibility |
| --- | --- | --- |
| Schedule of events and locations. | 1 | 1 |
| Description of classes. | 2 | 1 |
| Profiles of instructors. | 2 | 1 |
| Gallery of locations. | 2 | 1 |
| Gallery of former student testaments. | 3 | 1 |
| Sign up form. | 1 | 1 |
| Contact Information. | 1 | 1 |
| School background story (history, formation, etc.). | 4 | 1 |
| Q&A language history | 5 | 1 |
| Nav Bar | 1 | 1 |
| “Burger” Nav Bar for small screens | 2 | 3 |

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## Elevator Pitch:

LatAm Lingo will help you to speak like a native and build the cultural awareness essential to effective communication.