

**EXPERIENCE LANGUAGE**

value proposition



language learning:  
custom-made for  
you

problem

existing language learning apps don't offer the **necessary conditions** for successful language learning to occur

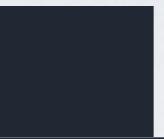
solution

identify and address these conditions through app features:  
introduce **opportunity for real life practice** with  
individuals with **similar interests** and **language learning needs** for a unique **user-tailored** experience

# tasks

|

learn vocabulary in context  
it is used in



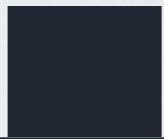
difficulty: simple

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# tasks

1

learn vocabulary in context  
it is used in



difficulty: simple

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2

have a real life conversation  
in a foreign language



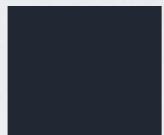
difficulty: medium

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# tasks

1

learn vocabulary in context  
it is used in



difficulty: simple

---

2

have a real life conversation  
in a foreign language



difficulty: medium

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3

meet people nearby with  
similar interests and language  
needs



difficulty: complex

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# Storyboard

Tamara

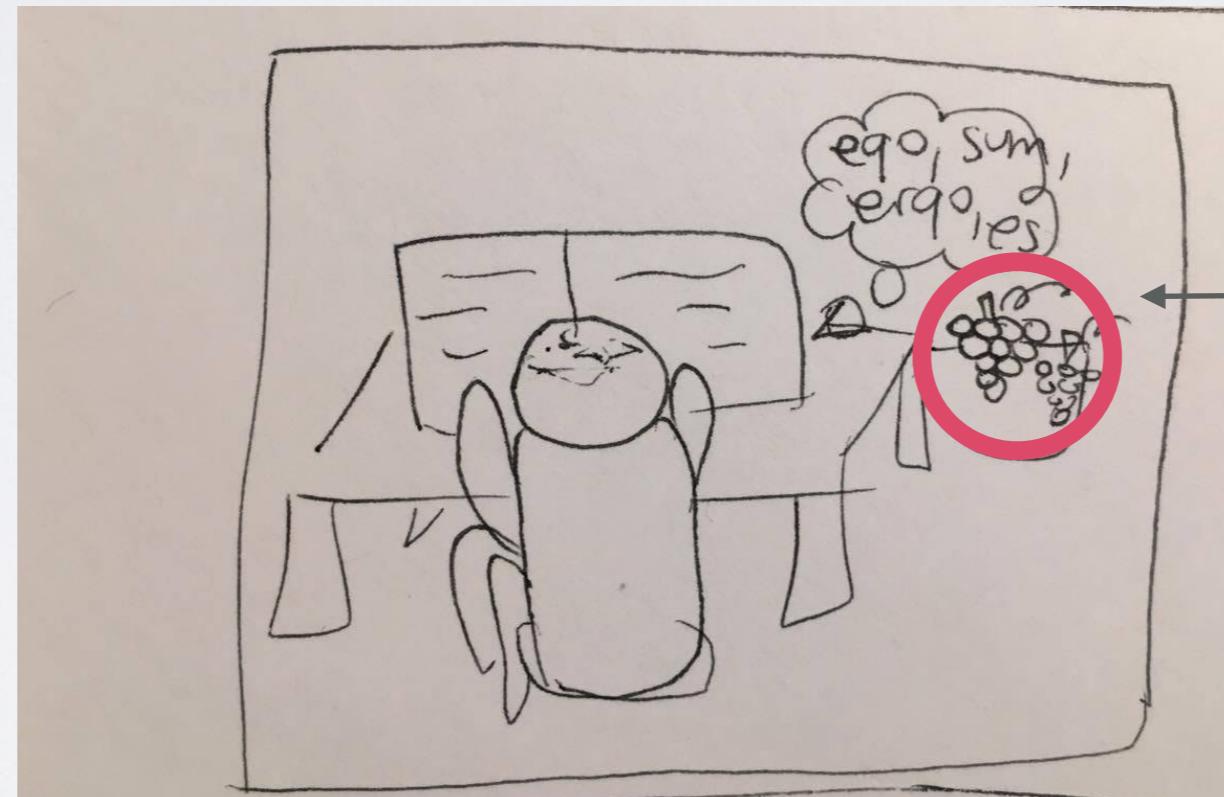
Glenn



Glenn tries to charm Tamara, a Latin speaker, but has no skills :(

# Storyboard

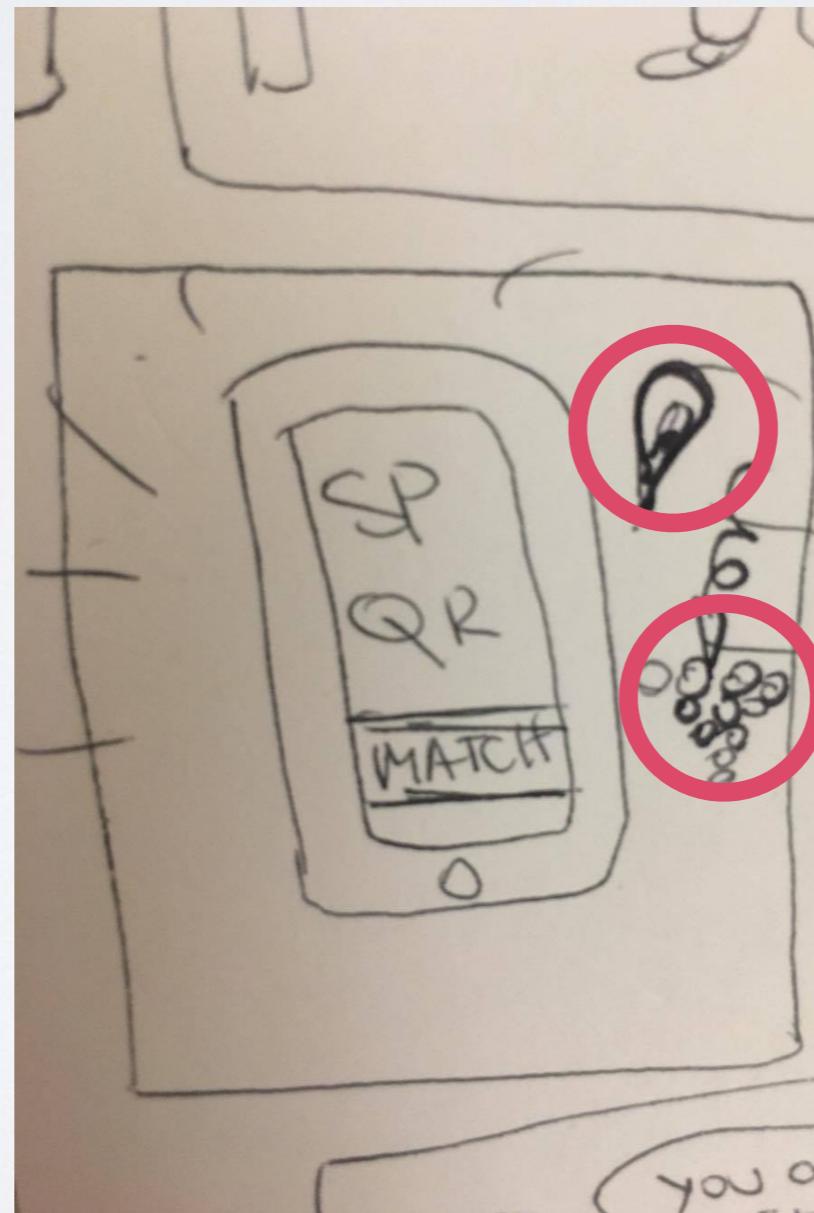
Glenn studying from a boring textbook



Glenn loves  
grapes

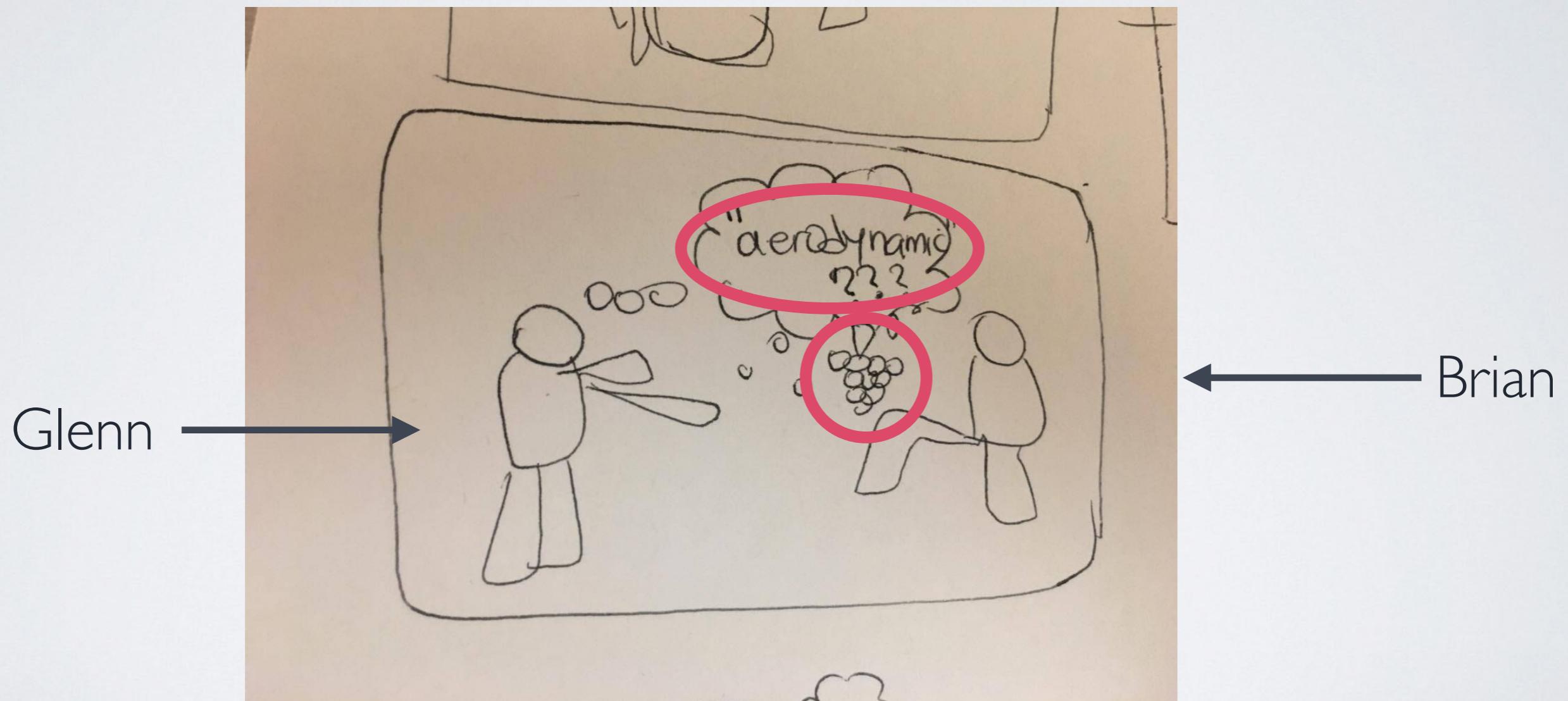
Storyboard

SPQR solved problem 3: **found  
a match with similar  
interests close by** (Brian,  
close, also loves grapes)



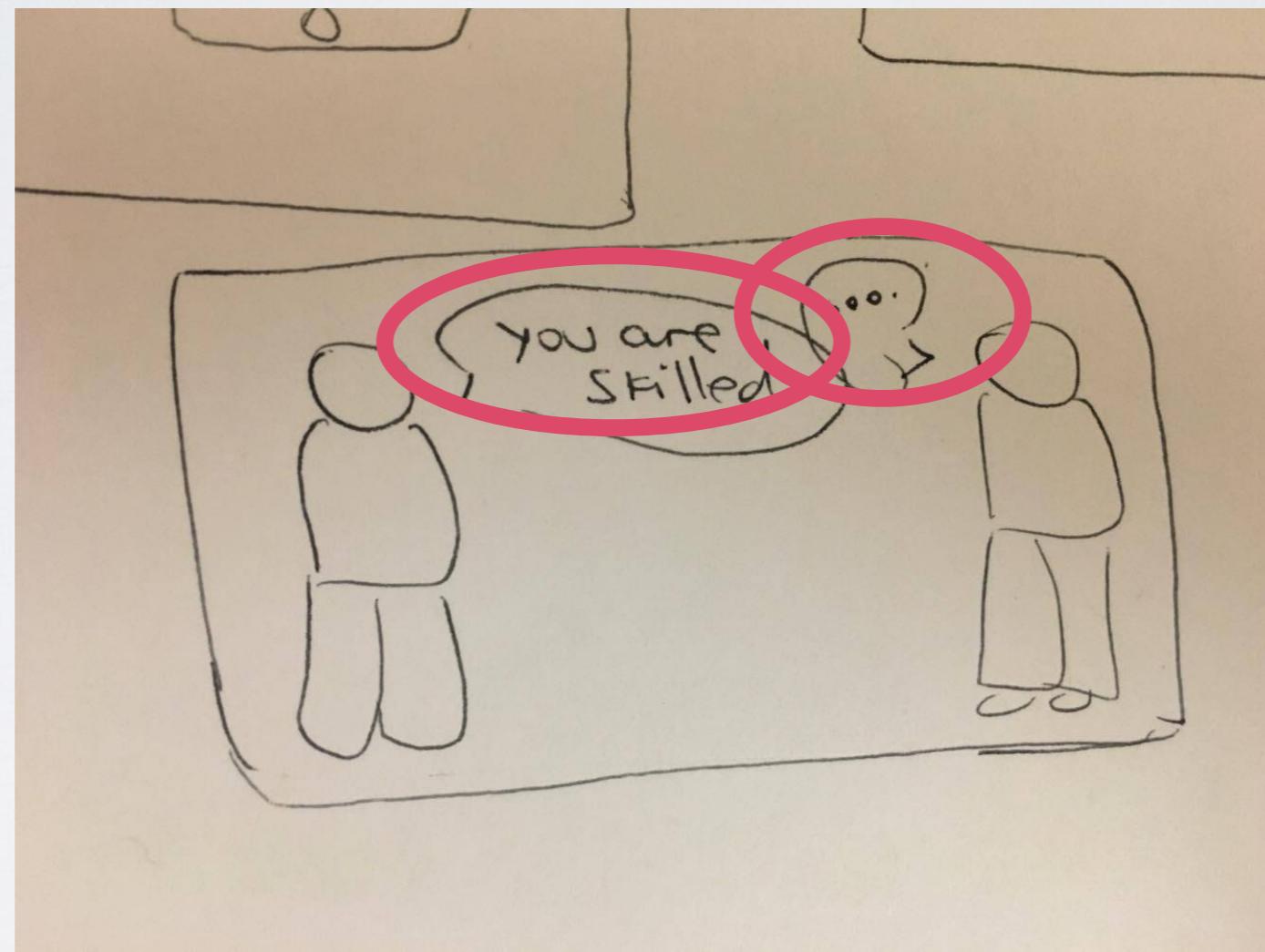
storyboard

SPQR solved problem 2: **Glenn**  
**is learning vocabulary in**  
**context**



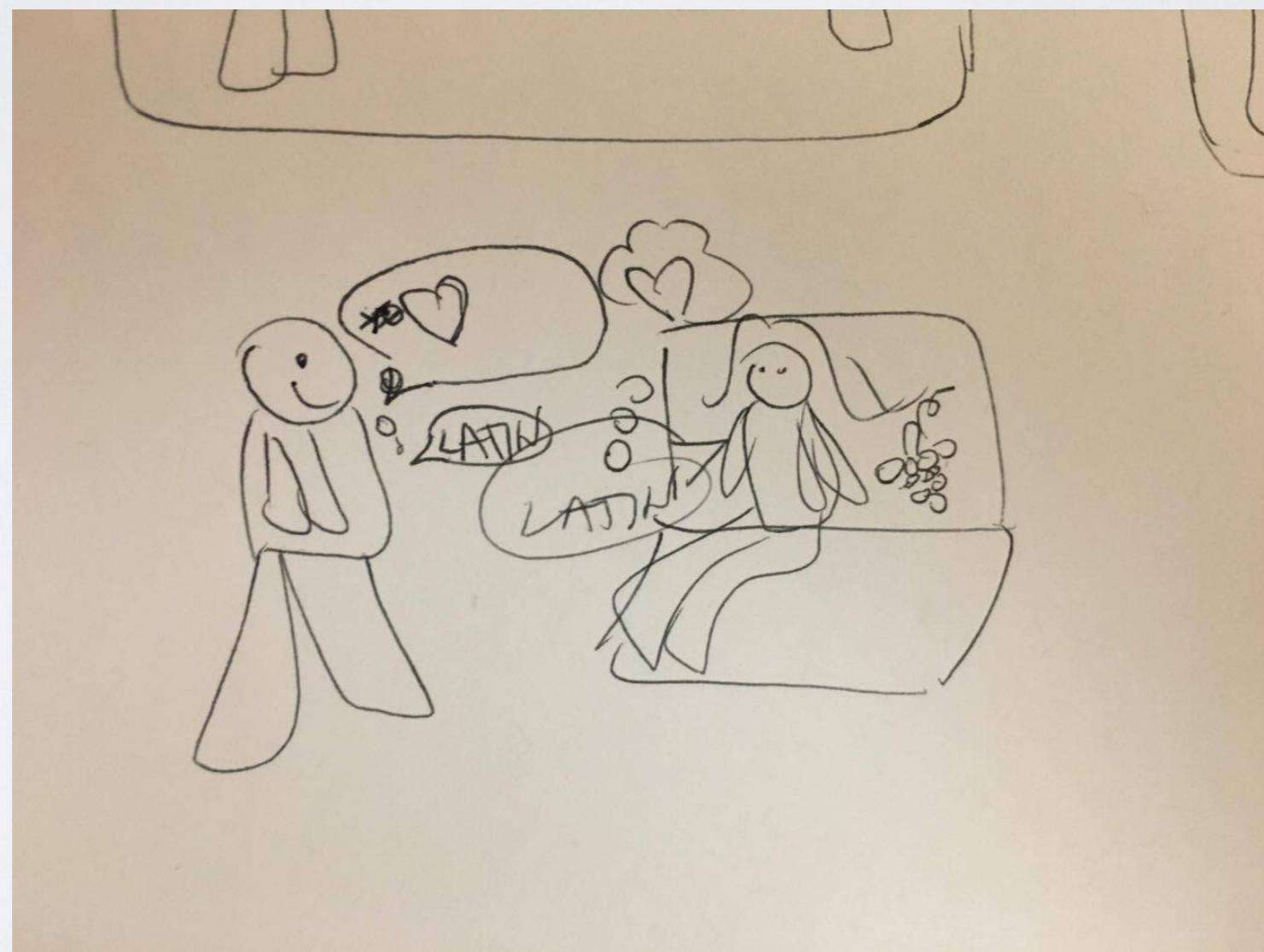
Storyboard

SPQR solved problem I: **Glenn is having a real life conversation in a foreign language**



# Storyboard

Glenn is back and now charms Tamara with his Latin fluency thanks to SPQR



<https://youtu.be/isBXBu4mI90>