

Learning Language

Glenn Davis

Brian Liu

John Reyna

Tamara Prstić

Felis Cum Dentes Adstringit

Initial POV

Elise



More Needfinding

Jeff

From Canada to South Korea



More Needfinding

John

Native American living in San
Francisco



More Needfinding

Branislav

From Serbia to San Francisco



Revised POV #1

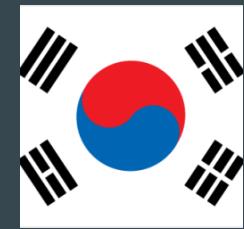


We met... Xiuzhi, a foreign medical graduate from China struggling to express herself with English in the United States.

We were amazed to realize... how much she wanted to take the “other person” out of the language learning equation.

It would be game-changing to... eliminate discomfort in communicating with other people or even to eliminate the other party completely.

Revised POV #2



We met... Jeff, a Canadian living in a small town in rural South Korea and working as an English teacher.

We were amazed to realize... that his two years of Korean language classes at a university in Canada did not allow him to communicate effectively in real-life situations.

It would be game-changing to... help him unlock the foundation of Korean that he learned previously and allow him to use it to navigate Korean society.

It would also be game-changing to... bridge the gap between his current level and a self-sustaining level where he could understand daily interactions well enough to be able to learn and improve through communicating with locals.

Revised POV #3



We met... Branislav, a Serbian native living in San Francisco and working at Apple.

We were amazed to realize... that he learned a significant amount of Italian in a couple of weeks living with an Italian family.

It would be game-changing if... we could connect people who need practice with languages to a dedicated group or family willing to teach or help.

It would also be game-changing if... we could simulate the experience of living with a local family.

Brian's mom

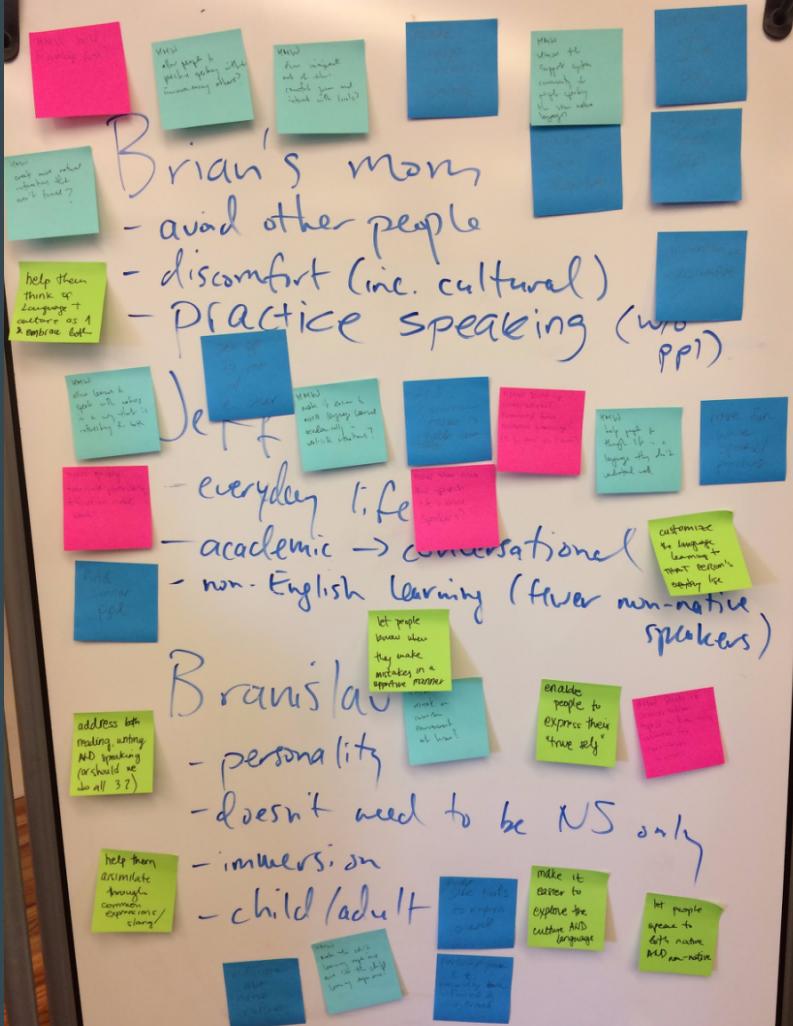
- avoid other people
- discomfort (inc. cultural)
- practice speaking (w/o ppl)

Jeff

- everyday life
- academic → conversational
- non-English learning (fewer non-native speakers)

Branišlav

- personality
- doesn't need to be NS only
- immersion
- child/adult

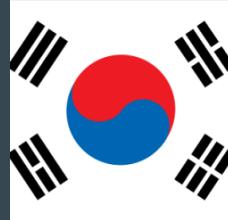


How Might We...

Customize language learning to *the person's everyday life and self-expression?*

How Might We...

Customize language learning to *the person's everyday life and self-expression?*



How Might We...

Customize language learning to *the person's everyday life* and *self-expression*?

Connect learners and speakers to get out of the virtual space and **do** everyday/mutually liked activities?

How Might We...

Customize language learning to *the person's everyday life* and *self-expression*?

Connect learners and speakers to get out of the virtual space and **do** everyday/mutually liked activities?



How Might We...

Customize language learning to *the person's everyday life* and *self-expression*?

Connect learners and speakers to get out of the virtual space and *do* everyday/mutually liked activities?

Get people *comfortable* with being *uncomfortable*?

How Might We...

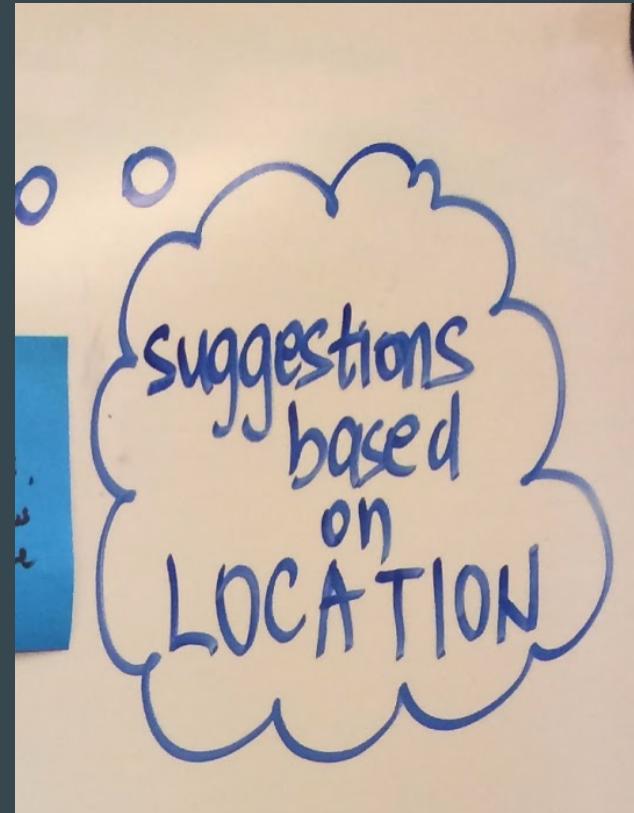
Customize language learning to *the person's everyday life* and *self-expression*?

Connect learners and speakers to get out of the virtual space and *do* everyday/mutually liked activities?

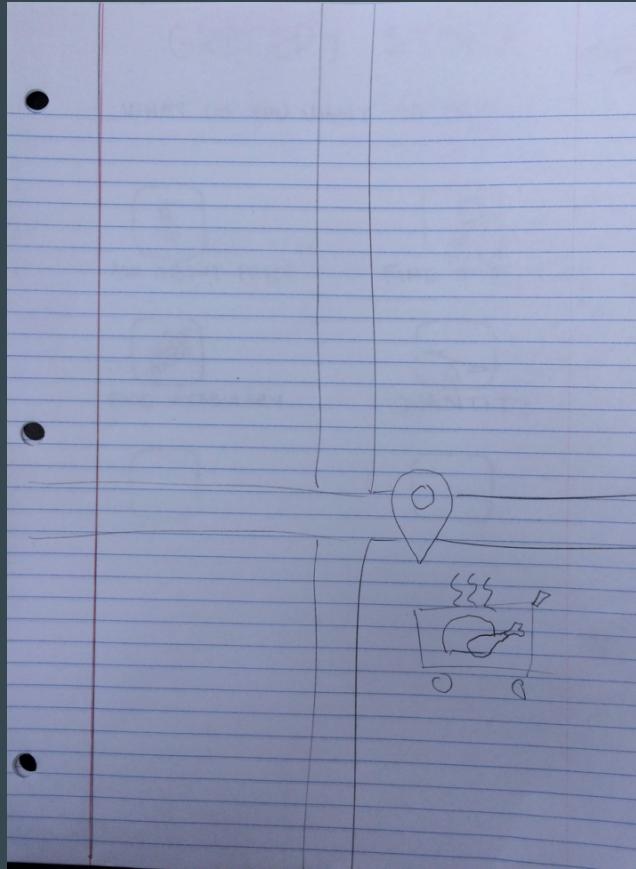
Get people *comfortable* with being *uncomfortable*?



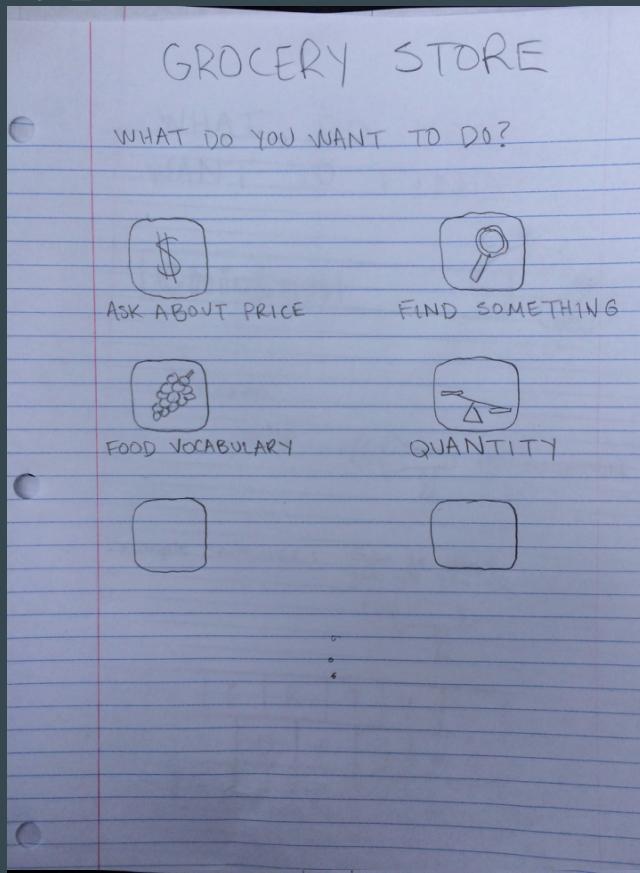
Experience Prototype #1: Location



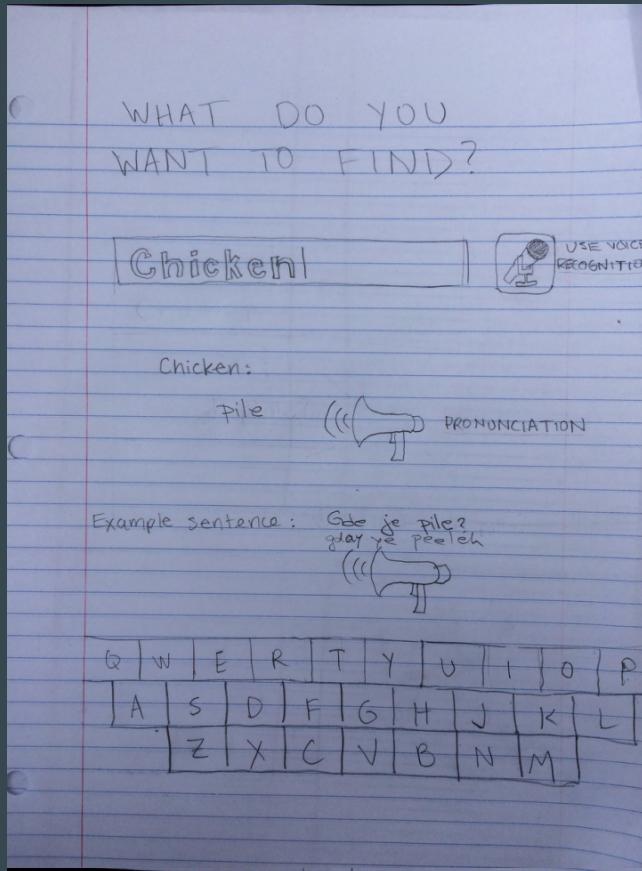
Experience Prototype #1: Location



Experience Prototype #1: Location



Experience Prototype #1: Location



Prototype #1 Results

Things that worked

Users enjoyed location-based suggestions



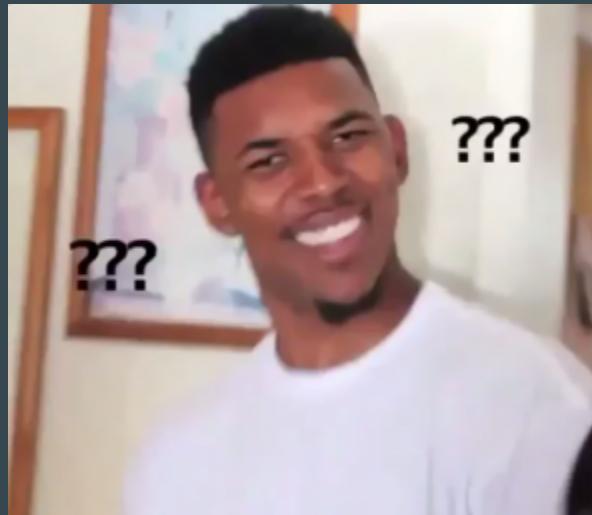
Prototype #1 Results

Things that worked

Users enjoyed location-based suggestions

Things that didn't work

The first two screens



Prototype #1 Results

Things that worked

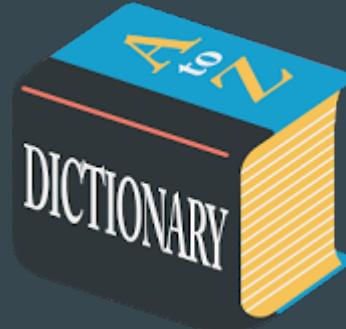
Users enjoyed location-based suggestions

Things that didn't work

The first two screens

New, surprising learnings

Our idea is no different from a traditional dictionary app



Validity of Prototype #1

Learners need access to different words depending on context.

Validity of Prototype #1

Learners need access to different words depending on context.



Validity of Prototype #1

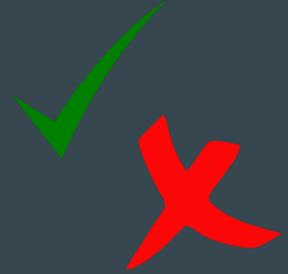
Learners need access to different words depending on context.



Learners would want to navigate thru menus to find specific phrases.

Validity of Prototype #1

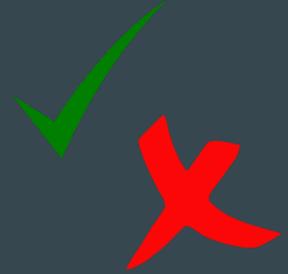
Learners need access to different words depending on context.



Learners would want to navigate thru menus to find specific phrases.

Validity of Prototype #1

Learners need access to different words depending on context.



Learners would want to navigate thru menus to find specific phrases.

Validity of Prototype #1

Learners need access to different words depending on context.

Learners would want to navigate thru menus to find specific phrases.

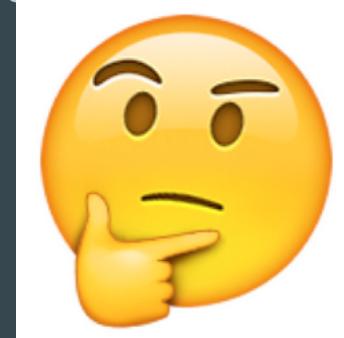
May be more useful to provide suggestions without prompting at all.

Validity of Prototype #1

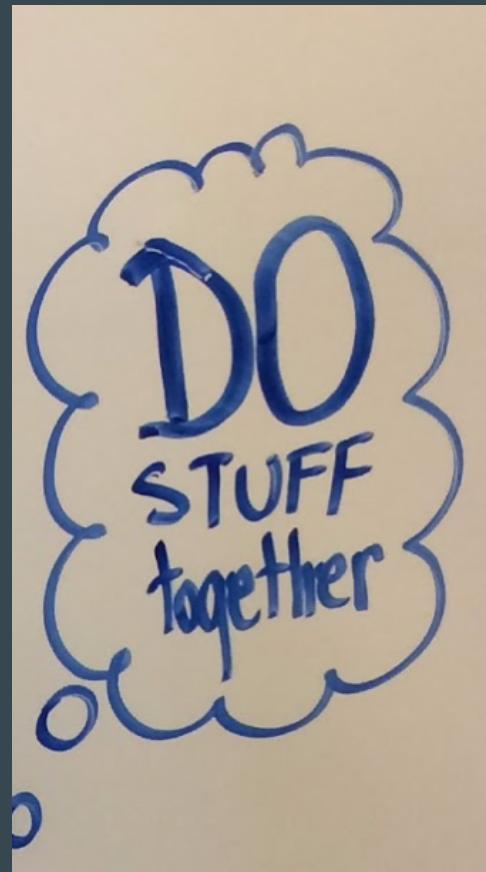
Learners need access to different words depending on context.

Learners would want to navigate thru menus to find specific phrases.

May be more useful to provide suggestions without prompting at all.



Experience Prototype #2: Mutual Activities



Experience Prototype #2: Mutual Activities

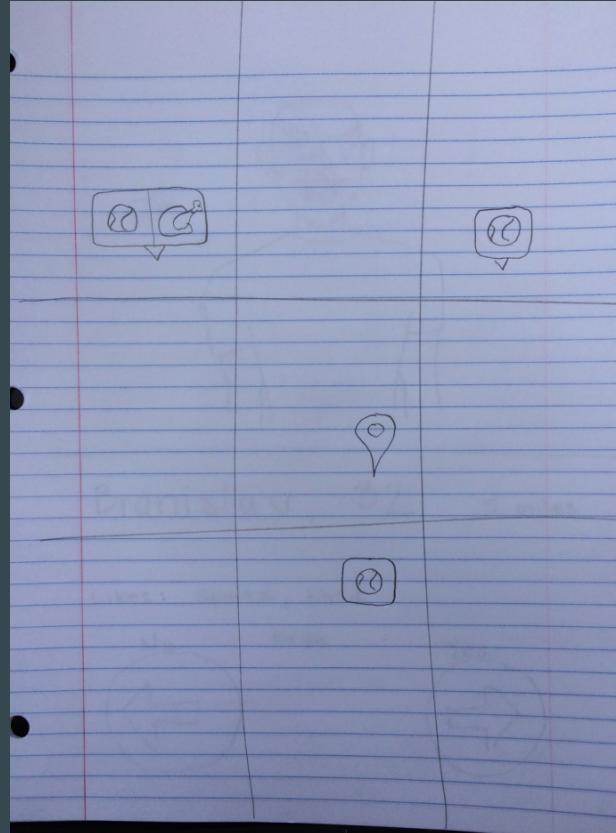
What is your primary language? English

What language do you want to learn? Serbian
⋮
 Serbian
⋮

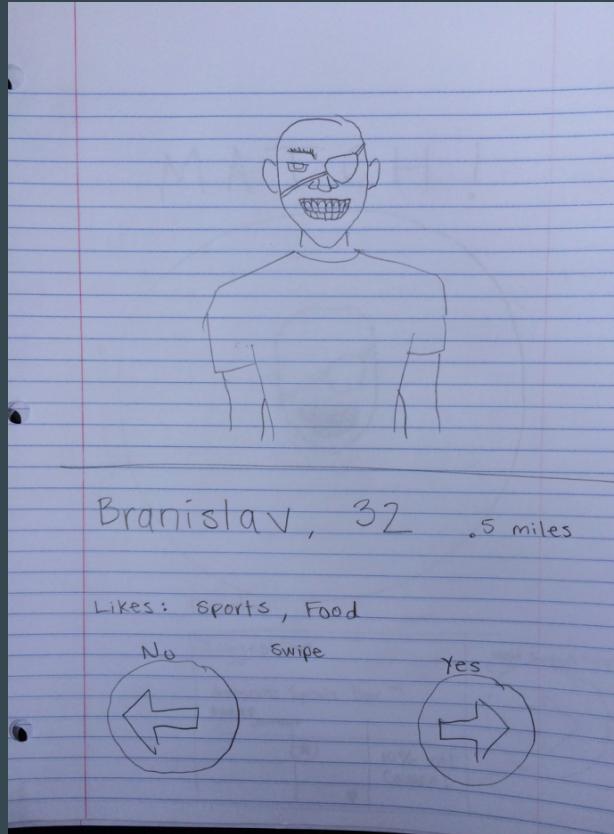
Select your interests:

SPORTS FOOD ART
⋮

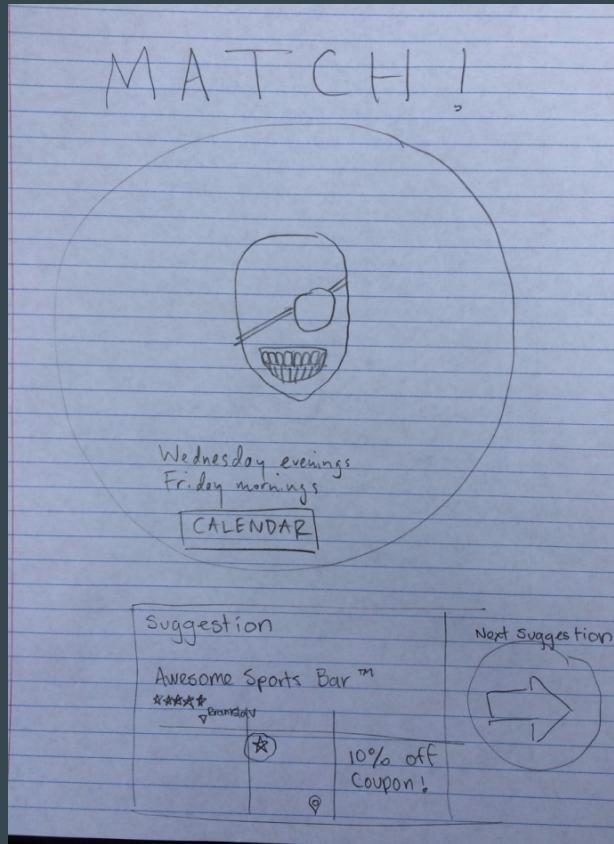
Experience Prototype #2: Mutual Activities



Experience Prototype #2: Mutual Activities



Experience Prototype #2: Mutual Activities



Prototype #2 Results

Things that worked

Do stuff together!

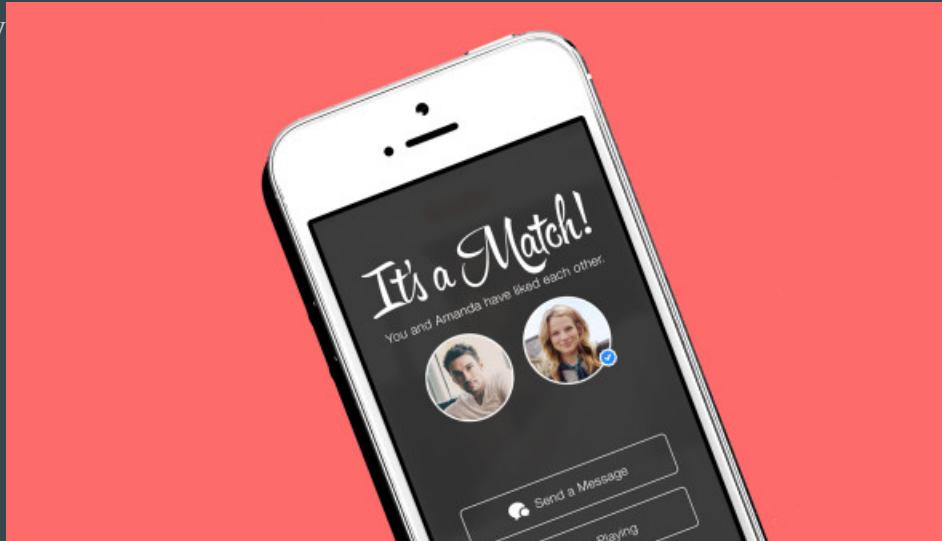


Prototype #2 Results

Things that worked

Do stuff together!

Tinder similarity



Prototype #2 Results

Things that worked

Do stuff together!

Tinder similarity

Things that didn't work

Meeting someone you hardly know



Prototype #2 Results

Things that worked

Do stuff together!

Tinder similarity

Things that didn't work

Meeting someone you hardly know

New, surprising learnings

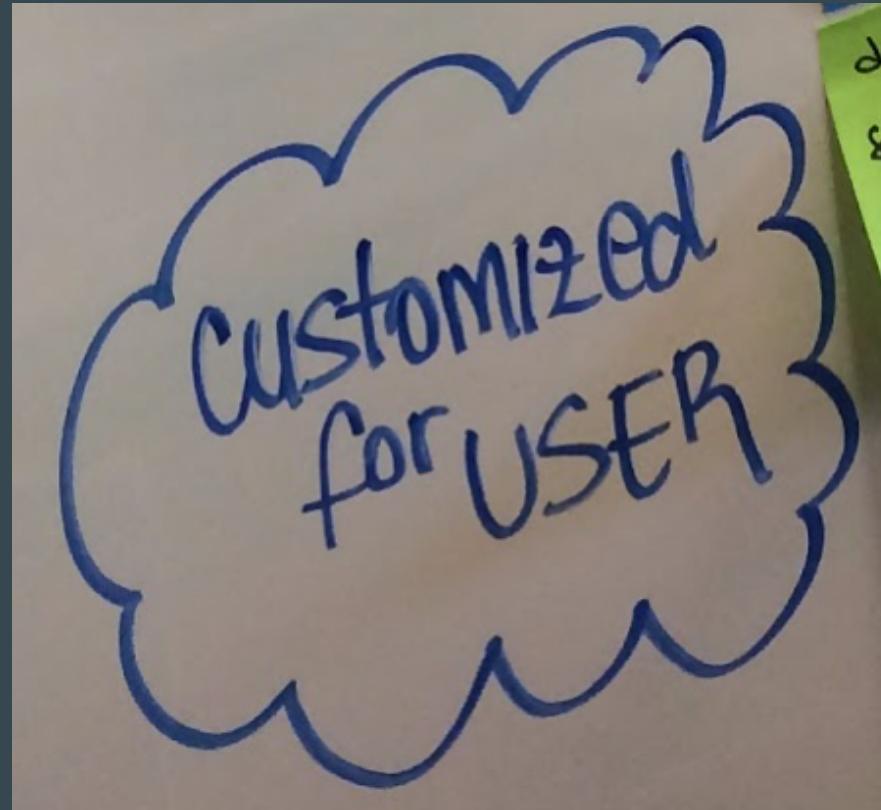
Doing stuff together != effective long-term l



Validity of Prototype #2



Experience Prototype #3: Personalization



Experience Prototype #3: Personalization

What is your primary language? English

What language do you want to learn? Serbian

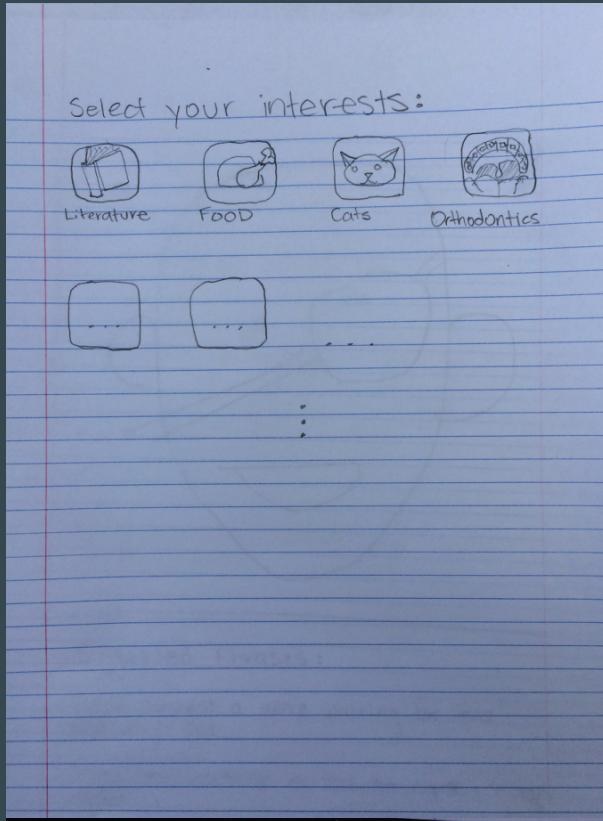
What is your speaking level for Serbian?

Beginner 1 2 3 4 5 Native Speaker

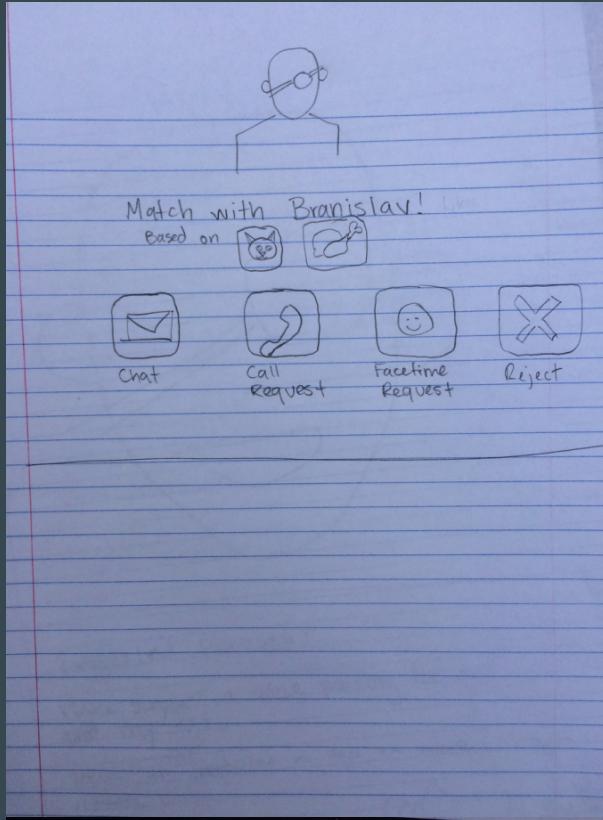
What level(s) would you like to connect with?

Beginner 1 2 3 4 5 Native Speaker

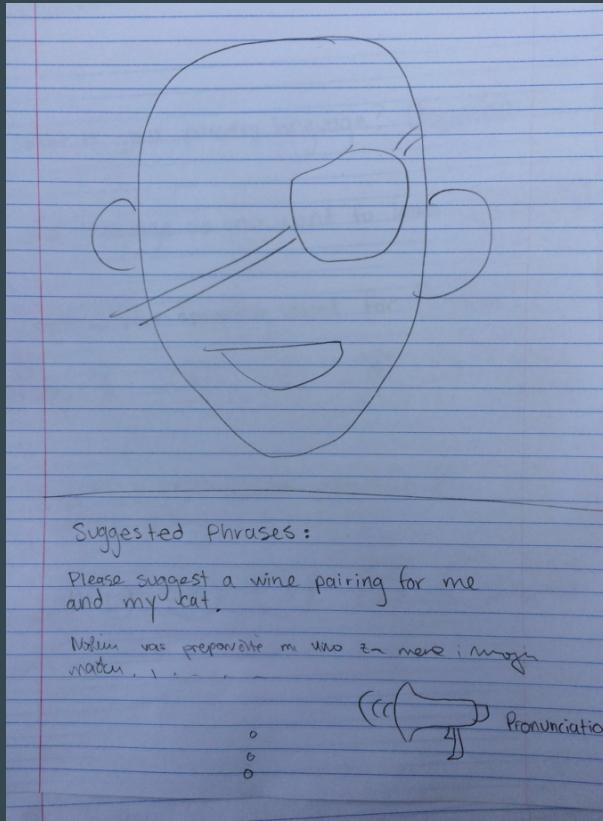
Experience Prototype #3: Personalization



Experience Prototype #3: Personalization



Experience Prototype #3: Personalization



Prototype #3 Results

Things that worked

Meet new people!



Prototype #3 Results

Things that worked

Meet new people!

Things that didn't work

I can't meet them...



Prototype #3 Results

Things that worked

Meet new people!

Things that didn't work

I can't meet them...

New, surprising learnings

The user started suggesting features of Pro



Validity of Prototype #3

Learners want to express their true selves, talk about their own interests, and feel comfortable while doing so.

BUT they still show a willingness to still get out there and actually meet people!

