



CS 147

Assignment 4

Concept Video

10.18.2024



∞ Mora ∞



Bryant

Senior
Computer Science



Candy

Senior
Urban Studies



Lulu

Junior
Computer Science



Tommy

Junior
Undeclared

- ROADMAP -

01

Pivoting

Changes since last week

02

New Solution

One liner, Description, Value Proposition, Design Values:
(Stakeholders, Ethics)

03

Market Research

Competitive Analysis

04

Tasks

Explanations & Time
Approximations in Video

05

Storyboard

The skeleton of our concept
video!

06

Concept Video

Get excited about Mora!



01

Pivoting

Journey since last week

Implementation feasibility? Unclear thread from
POV -> HMW -> Solution

**Feedback about our
proposed solution**

Nora's thread felt the most compelling
to us!

New solution!

1

**Decided on a
proposed solution**

Stories situated in the cultural context of the
target language. Learn as you read!

2

**Back to the drawing
board...**

We want a solution that **clearly** arises from our
needfinding with interviewees.

3

4



02

New Solution!

暫停

रुकना

ho'omaha

يوقف

tạm dừng

mora

more amusement.

more acquisition.

mora.

More on Mora - Problem/Solution Overview

The value proposition of Mora is to save the **language learner of all levels** from the **tedious, decontextualized language learning techniques** of old. Mora is a companion for streaming which **interrupts** your watching with **live language lessons** and links to an app which summarizes your stats, **curates review material** for your favorite shows, and **connects you to interest-based communities** of language learners to bond and/or **compete live with**.

Mora

More amusement. More acquisition. Mora.

- Why Mora? Mora is the latin word for pause
 - A central feature of our project is that it pauses your entertainment for learning
 - Additionally, it seeks to make language learning a “pause” — a restful, restorative activity — the way entertainment is



02.5

Values in Design

Stakeholder Analysis

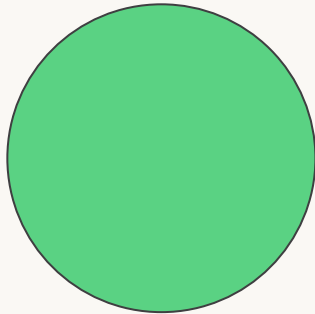
Direct

- Streaming platforms
- Media consumers
- Language learners

Indirect

- Media creators
- Language teachers
- Speakers of user's target language
- Travel/tourism industry
- User's classmates, friends, or family

Tarot Cards of Tech



The Siren

- Ethical Implication: does this product, by encouraging excessive media consumption, promote unproductive, antisocial behavior?
- Tension: Integrating learning with media makes its content more human-centered (more relevant and contextual) but actually makes it a less “human-involved” (social) interaction
- The intention is to take advantage of an “unproductive behavior” *that people already do* to be productive while still having fun
- When we imagine our user base, this product doesn’t replace a human:
 - Kids, teens — we see this as a supplement, not a substitute, to classroom learning
 - Adults — probably replacing self-studying practice like Duolingo
- We should center the social experience—the interest communities and live watch parties
- We could also encourage and craft an experience for in-person multiperson TV-watching

The Forgotten

- Ethical Implication: does this product exclude people who don't have access to subscription-based streaming platforms?
- Tension: This places our values of entertainment and education at odds with accessibility.
- The contextual, socially relevant type of language learning Mora empowers has larger barriers to entry otherwise (connections to fellow language speakers)
- We need to ensure that Mora has support for free platforms such as YouTube
- Potentially the app, with review material organized by media, could be accessible regardless of whether you engage with the media-mediated language lessons



03

Market Research

Who are our competitors?



Duolingo

“The free, fun, and effective way to learn a language!”



Duolingo is an app/website that facilitates language learning through stories, leaderboards, streaks, games.

What has worked?

- Gamification help create a continued interest in engaging with content
- Short & manageable lessons
- Accessible entry point for beginners

What hasn't worked?

- Exercises lack context
- Unengaging stories
- Doesn't prepare for real-life communication
- Pressure to keep up is a bigger motivator than genuine interest in language – can start to feel like a chore
- Leaderboard does little to incentivize collaboration to learn words and slang together

Sabi

“Turn your favorite show into a language learning game”



Sabi is a browser extension that interrupts your watching with exercises in your target language.

What has worked?

- Customizability: types of exercises and language skill to improve
- Integrates learning into entertainment
- Adaptive learning: continuous assessments of language level and adjusts difficulty accordingly

What hasn't worked?

- Difficult navigation: frustrating UI
- Irrelevant translations: system sometimes asks for translation of random, unrelated words that are not useful for expanding vocabulary
- Quiz indicators lack clear signals – users might be caught off guard -> bad user experience

Chatty

“Learning language in community”

Chatty is a former 147 project that connects language learners with native speakers of their language.

What has worked?

- Allows people to connect with other humans who are interested in their target language
- Learn relevant conversational skills
- Teaches language with proper social and cultural context

chatty

What hasn't worked?

- Conversations between members are only based on language, so they may be awkward and 1 dimensional
- Requires **effort and motivation** from both learners and native speakers to sign up

LangVRse

“Immerse yourself in a new language and culture!”

LangVRse is a former 147 project that uses VR to immerse language learners in the country that a language is spoken in, where they can complete activities and converse with native speakers.

What has worked?

- Allows people to learn from native speakers
- Adds cultural context to language learning
- Makes language learning feel fun

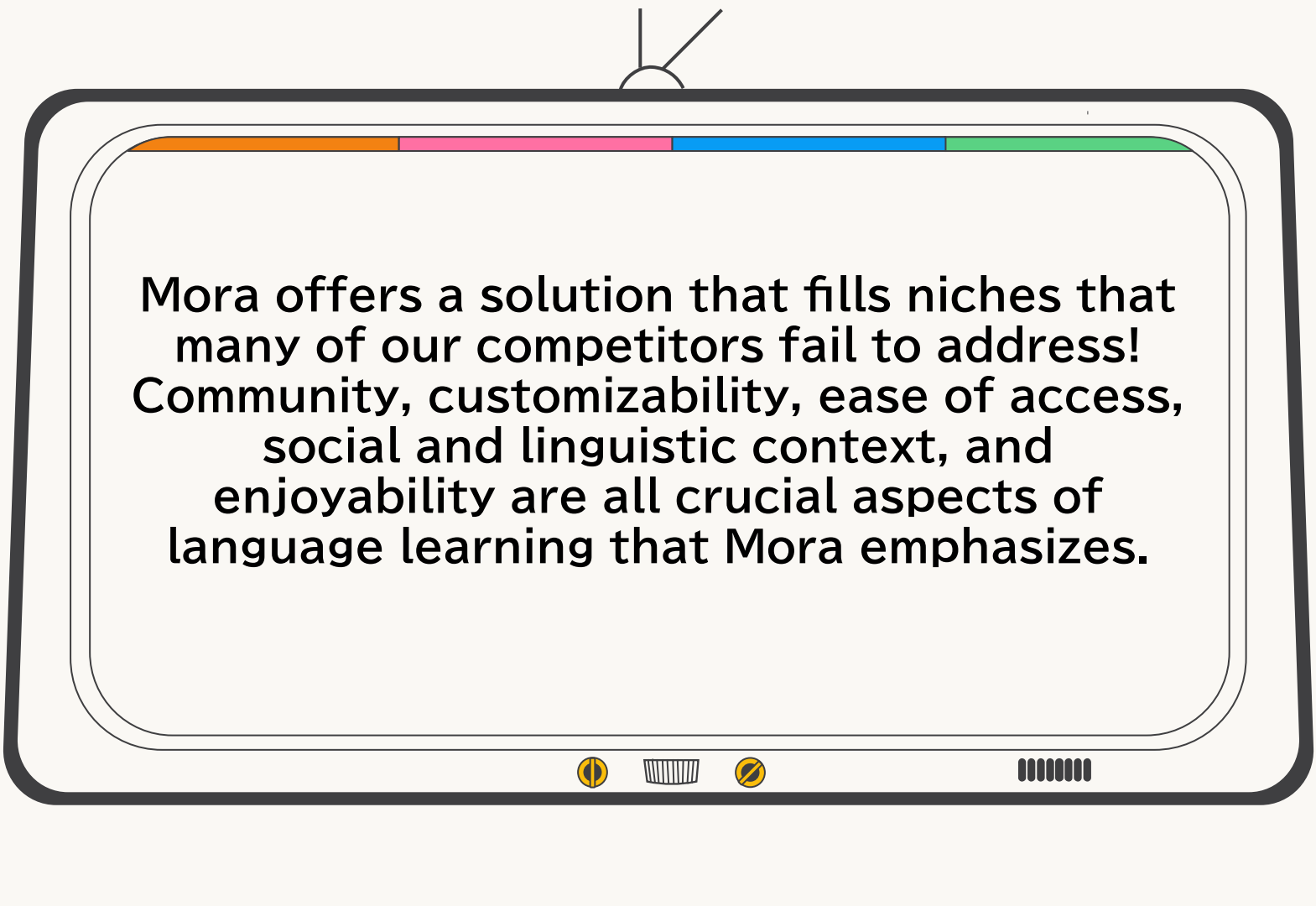


What hasn't worked?

- Vocab is less personalized towards individual learners' interests
- Lack of customization and adjustment of difficulty based on learners' abilities
- Accessibility: Not accessible for those without VR headsets



Adapts to users' skill level	✓	✓	✓	✗	✗
Fosters community	✓	✗	✗	✓	✗
Lessons with cultural, linguistic, social context	✓	✗	✓	✓	✓
Customizable interactions (areas of focus)	✓	✗	✓	✗	✗
Enjoyable, seamless learning experience (effort, UI, UX)	✓	✓	✗	✗	✓



Mora offers a solution that fills niches that many of our competitors fail to address! Community, customizability, ease of access, social and linguistic context, and enjoyability are all crucial aspects of language learning that Mora emphasizes.





04

Tasks

Who are our competitors?

Simple Task #1

Engage with entertainment of choice and learn from the interactive lesson.

Nora wants to work on her Mandarin but was planning on watching TV tonight, so she begins an interactive lesson to practice grammar and learn vocab while watching the show.

[This task is simple because it is the most routine task that users of our product will perform. We expect every user of our product to do this.]

Moderate Task #1

Chat with other people learning through the same media.

Anna has been watching Grey's Anatomy with Spanish lessons and doesn't understand how a slang term was used. She reaches out to the GreysWatchers community to see if anyone has ideas.

[This task is moderate because ...

1. It is likely performed by a smaller share of our users — we can imagine a user who wants to learn through TV but isn't interested in these communities
2. By users who do use it, it is probably used when something instigates it rather than by default when using the platform.

However, we still imagine most users engaging.]

Moderate Task #2

Review previously seen material through in-app practice.

Rebecca has been watching Nobody Wants This, but she got a lot of the real-time lessons incorrect. The next day, she reviews the vocab and grammar structures in the episode she watched through curated practice material.

[This task is moderate because ... it is performed, not regularly, but when prompted by specific conditions. It also requires a little more investment from the user to seek it out, so it use performed by fewer users. But, because of people's familiarity with this format for language content, we expect decent user engagement.]

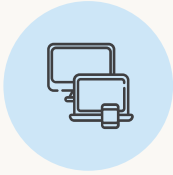
Complex Task #1

Organize a synchronous, optionally competitive watch party for your media-language community.

Hannah has been enjoying learning German watching Glee alone, but she is craving community. So she creates a watch party to learn and chat with others in real time.

[This task is complex because only power users committed to this learning method will participate in something synchronous and/or competitive. Additionally, it requires forethought and organization. So it is both infrequent and requires complex user behavior.]

Tasks In The Video



Simple

Engage with entertainment of choice and learn from the interactive lesson.

0:30



Moderate

Review previously seen material through in-app practice.

1:20



Complex

Organize a synchronous watch party for your media-language community.

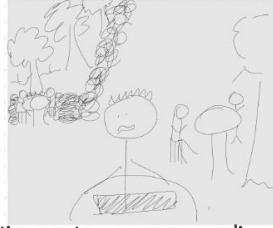
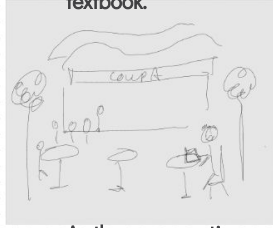
0:35



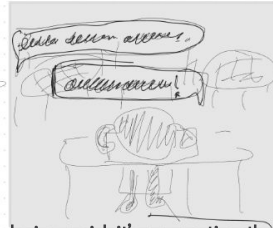
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Storyboard

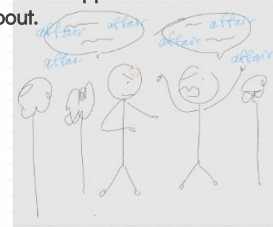
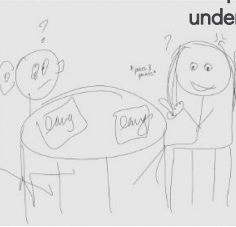
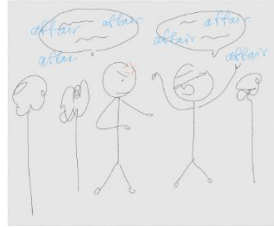
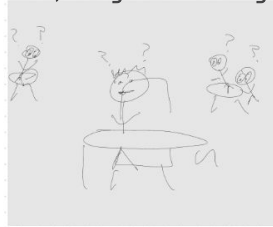
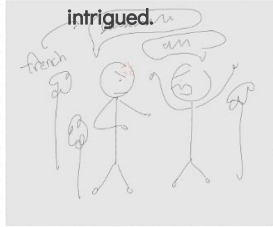
Scene setting: Matthew sitting at Coupa, feeling frustrated by his French textbook.



Suddenly, a loud conversation in French can be heard, piquing Matthew's interest.

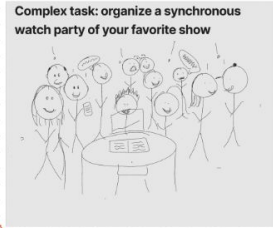


As the conversation continues, strangers surrounding Matthew are also intrigued.



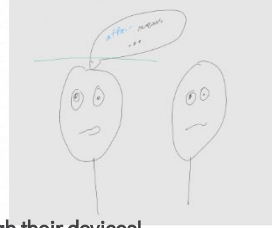
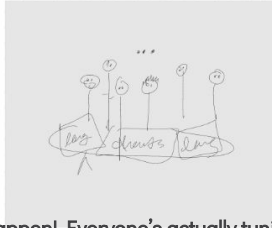
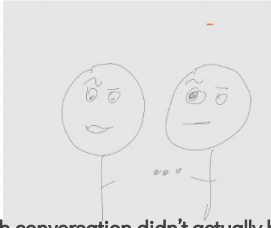
An unknown word keeps being said, it's preventing the eavesdroppers from understanding what's being talked about.

Complex task: organize a synchronous watch party of your favorite show

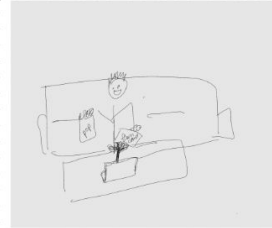


The crowd and Matthew work together to piece together parts of the conversation, crowdsourcing everyone's French knowledge.. The crowd gets louder and louder until Matthew tells everyone to focus on listening.

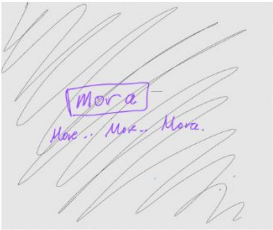
The confusing, unknown word is finally revealed by the French speakers and full context is finally revealed. The crowd is relieved and cheers, now with knowledge of new French idioms and vocabulary.



Plot twist! The French conversation didn't actually happen! Everyone's actually tuning in and learning French through their devices!



Moderate Task: review vocab from media with flashcard sets





06

Concept Video

<https://www.youtube.com/watch?v=joH6rJkoEeQ>