

# AI: NEED FINDING

BRYANT PERKINS

# TEAM LIMITLESS

Candy



Bryant



Lulu



Tommy



**DOMAIN: LANGUAGE LEARNING** 

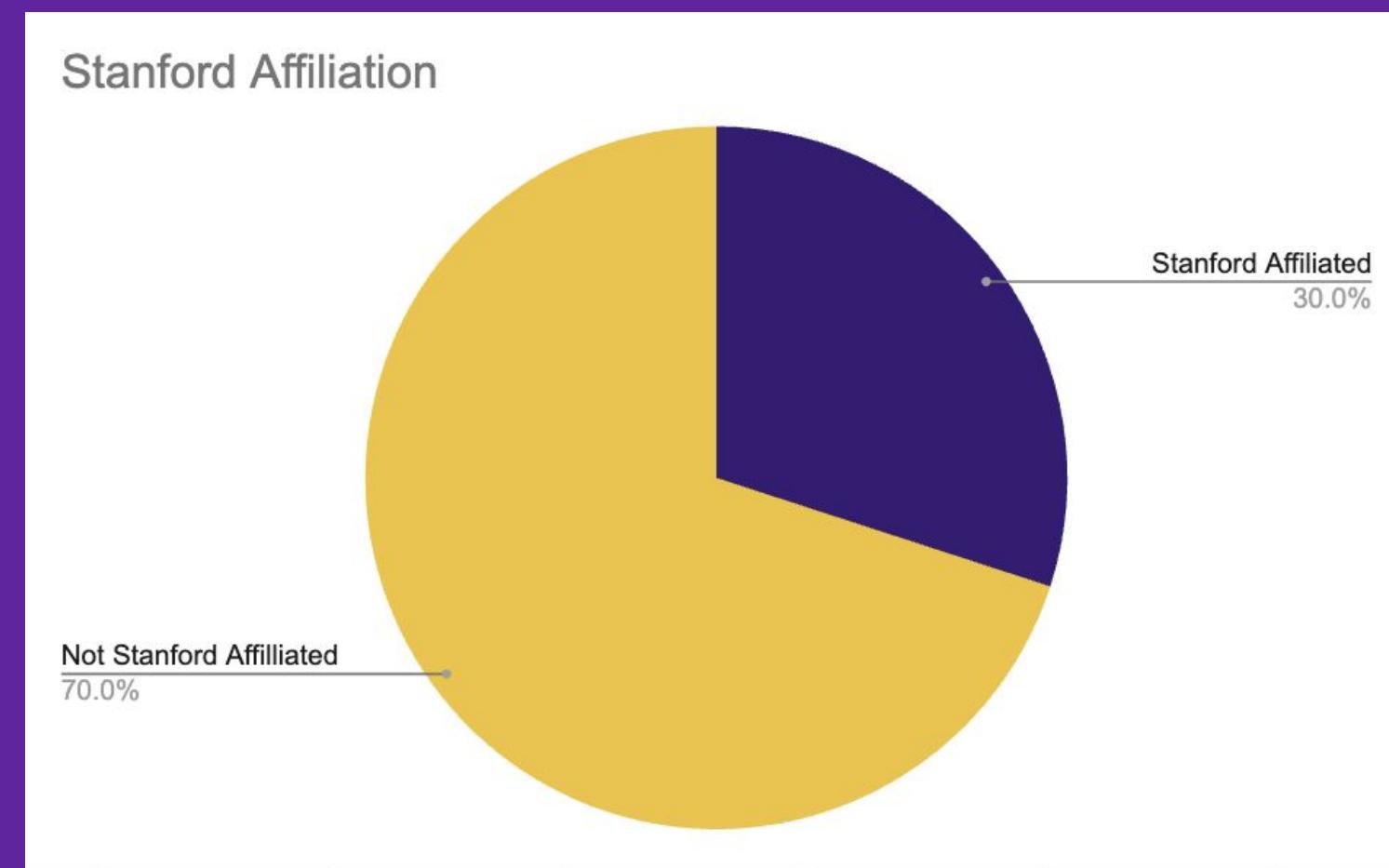
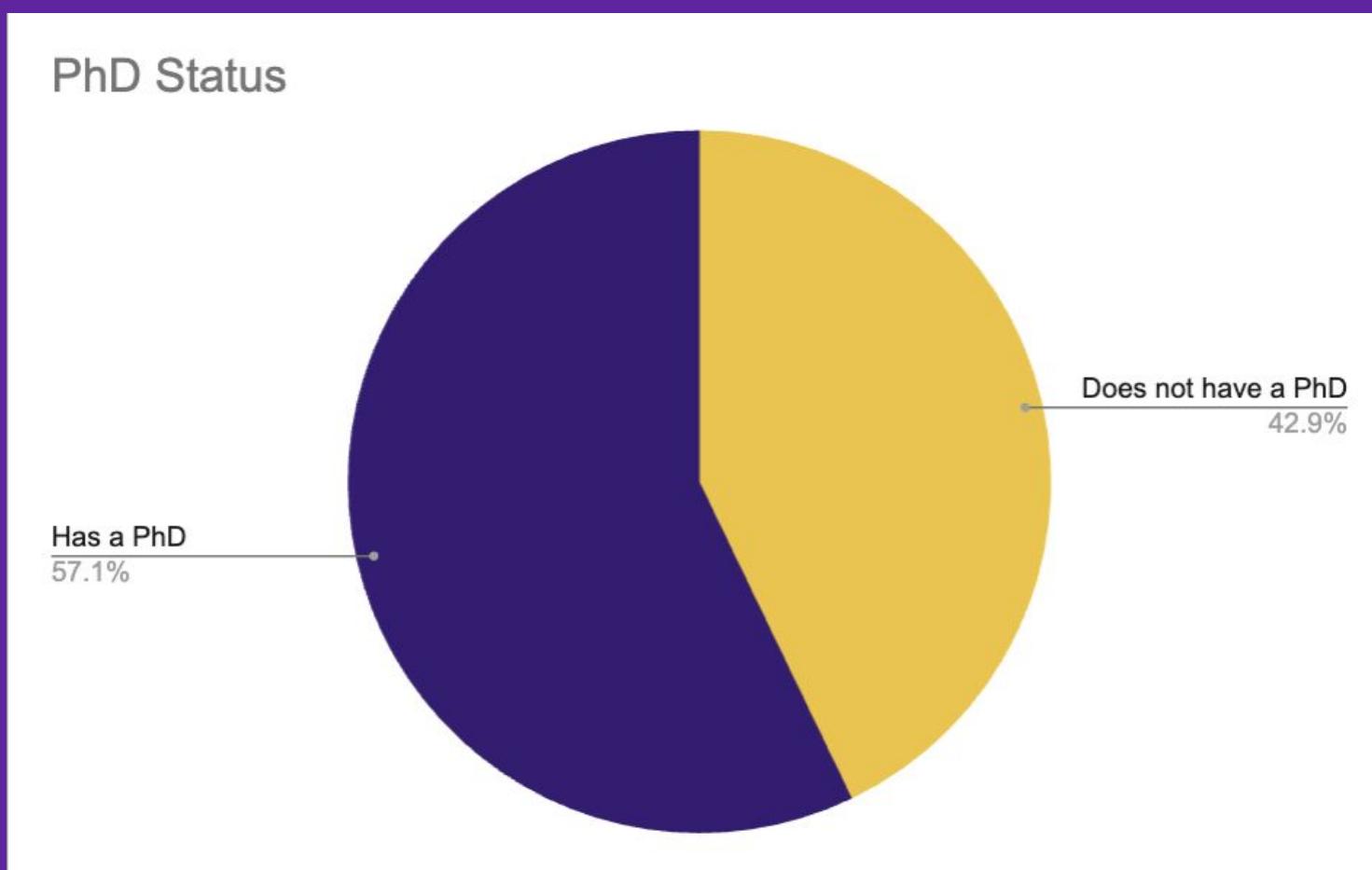
# **NEEDFINDING METHODOLOGY**

# PARTICIPANTS

- Who
  - 4 random / 3 strategically selected
    - Linguistics Professor
    - Rabbi
    - Tourist
    - ~~Stanford Student~~
  - Information compensation
- Where
  - 1 Park, 3 Coffee shops,  
2 private offices, 1 Main Quad



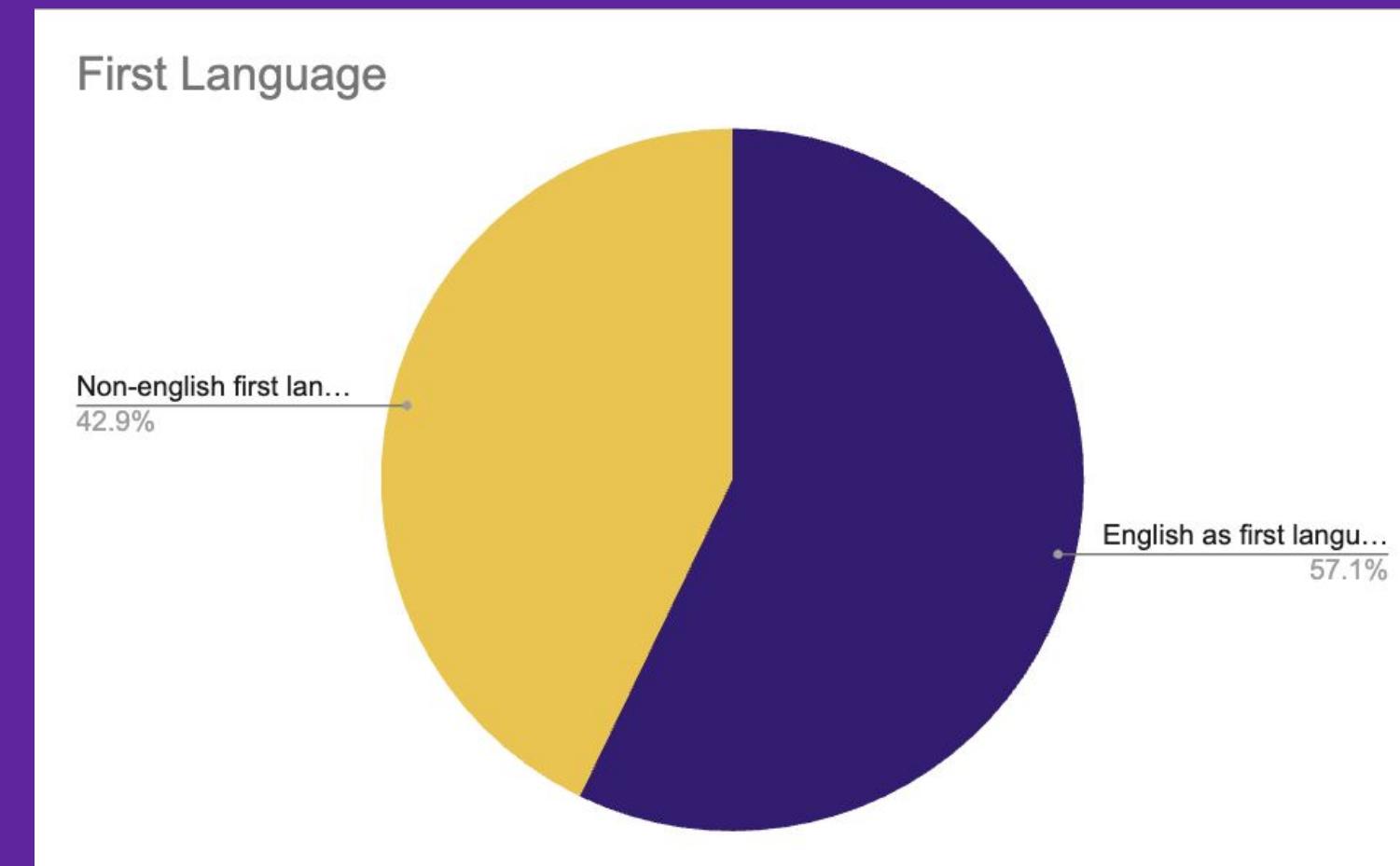
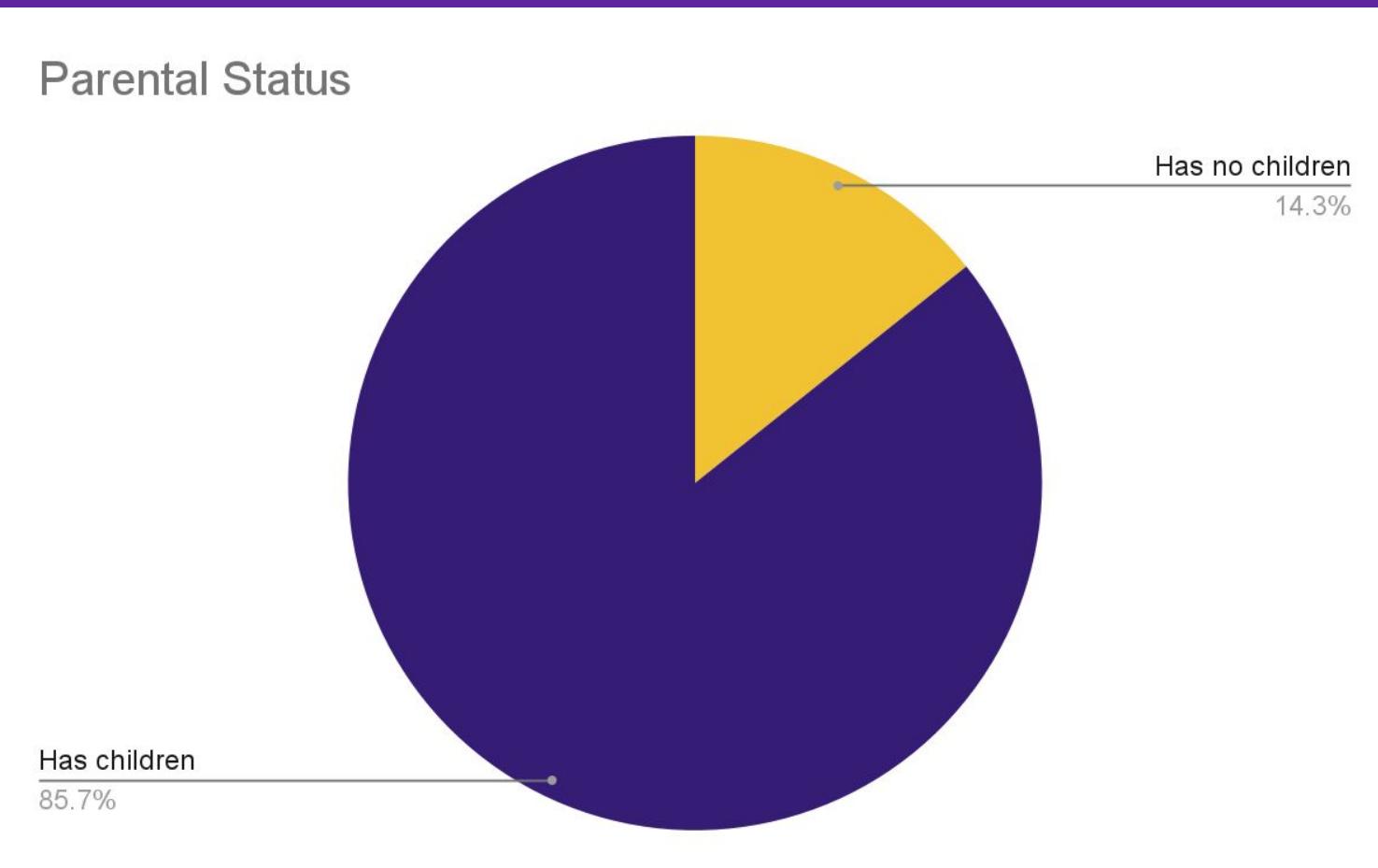
# STATS AND TRENDS



## Extreme users:

- **Rebecca** → particularly bad
- **Jennifer** → experienced
- **Anna** → luddite

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# CONTENT & ROLES

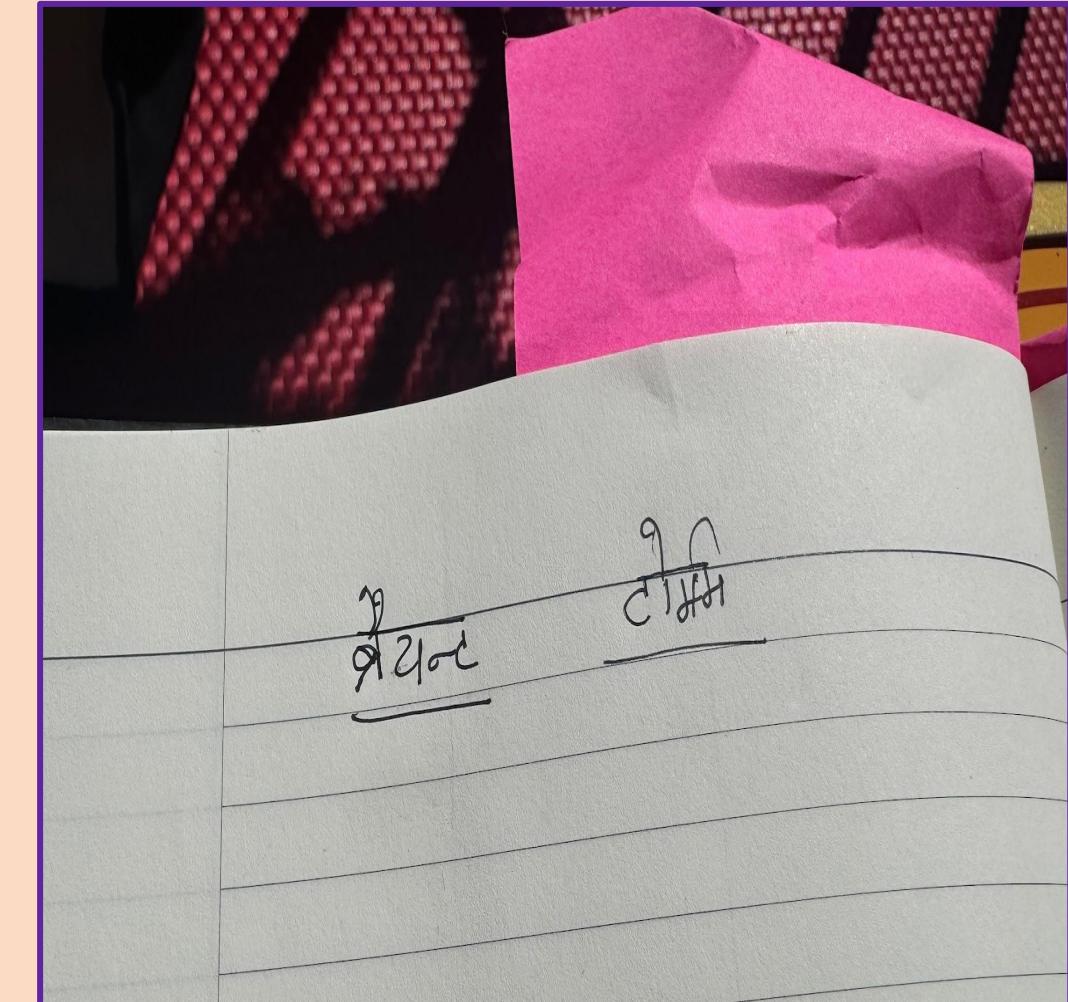
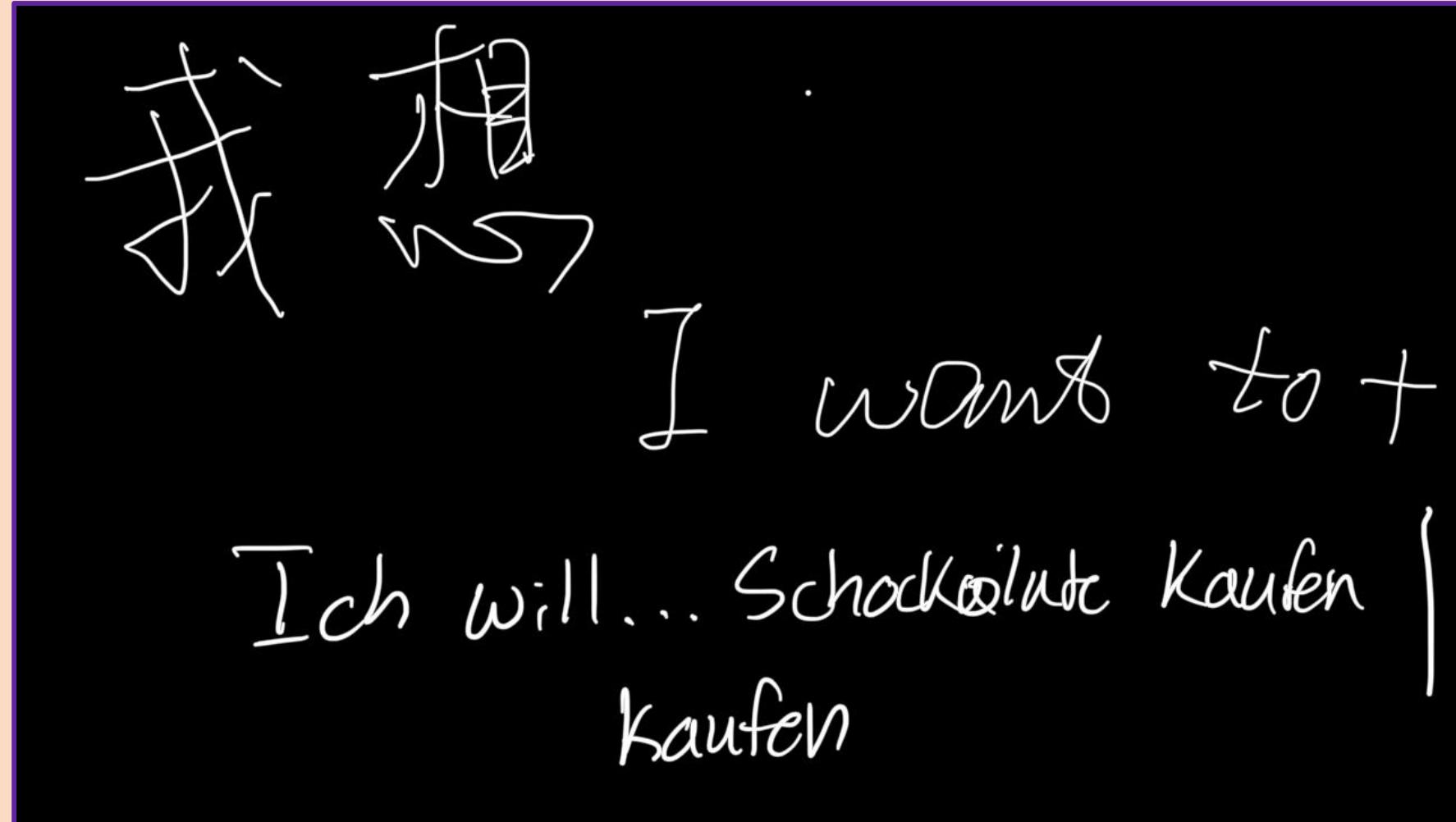
- **What was asked?**
  - Language use: What/When/How (many)
  - Parents: How do you speak to/teach them
  - AI: yeah or no?
  - History and Cultural significance
  - Language exchange exercise
  - etc.
- **Roles**
  - Switched up roles a lot

# APPARATUSES

- Recording
  - Apple's voice memo → Otter.ai
- Note taking
  - Google Docs
  - Notability
  - Notes App

# ARTIFACTS AND QUOTES

“OH GOD THIS IS SO AWFUL PLEASE JUST MAKE IT STOP”

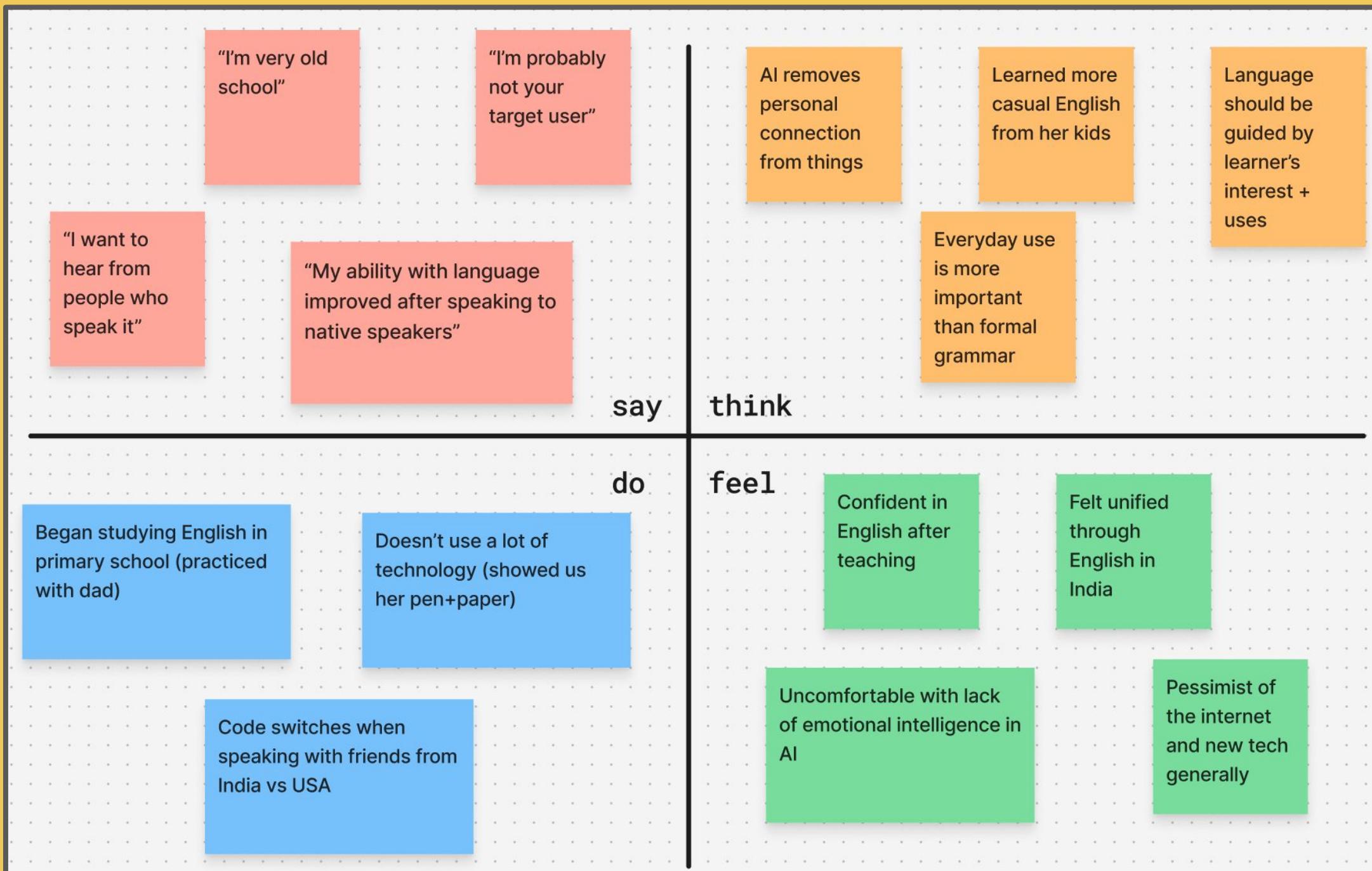


“wait - are you doing a project with ai? 😂”

# **ANALYSIS**

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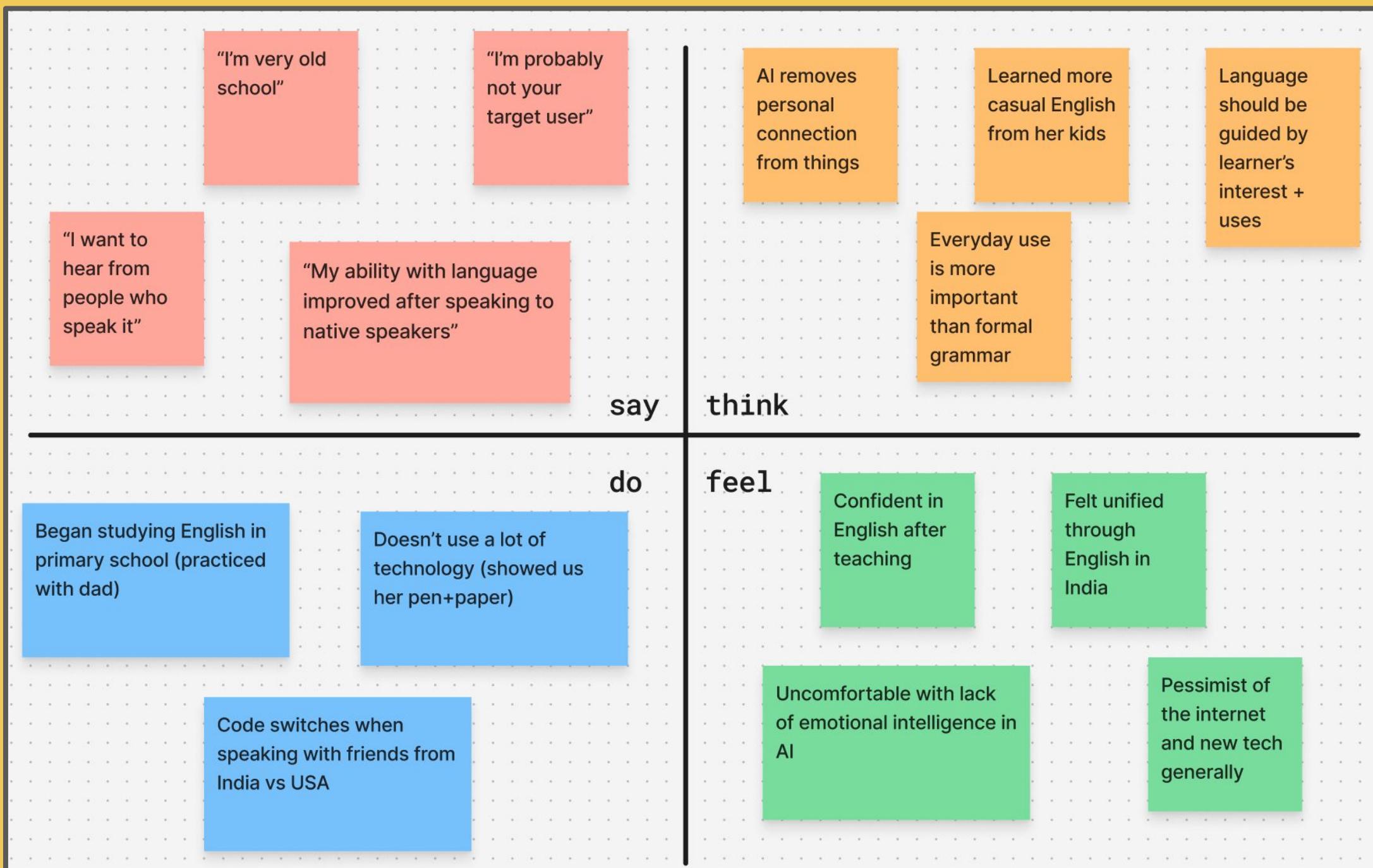
# ANNA



## Surprises, tensions, and contradictions:

- **Contradiction:** Grew up with academic focus but gravitates towards non-academic learning styles
- **Surprised:** Was embarrassed to share new english slang from kids
- **Tension:** Super critical of AI ("I am not unsettled, I am critical")

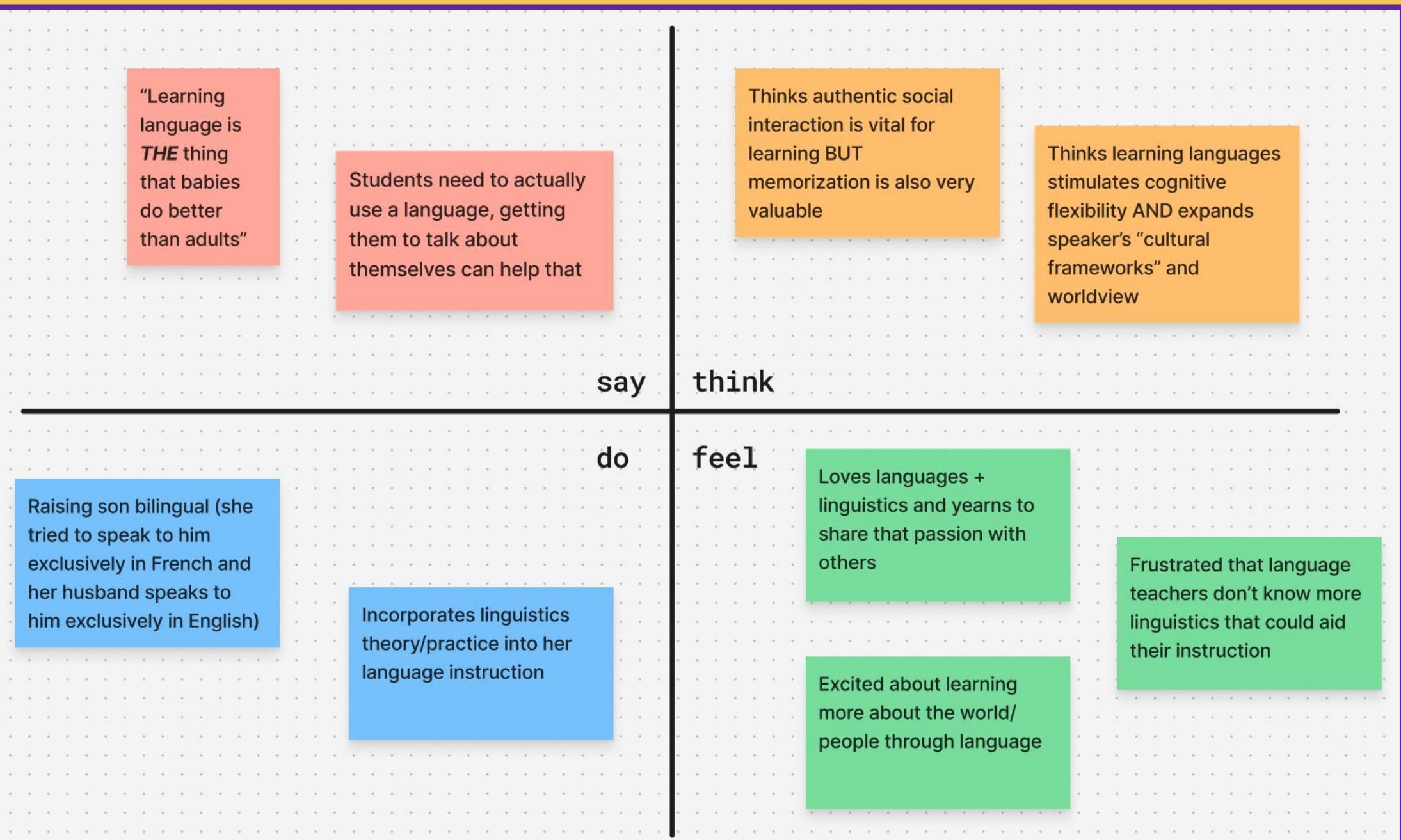
# ANNA



## Needs/insights:

- **Need to preserve emotional intelligence in teaching**
- **Needs tailored language learning style, not one size fits all**
- **Insight: Users may be deeply uncomfortable with AI**
- **Insight: Some want to hold on to traditional learning styles**
- **Insight: Teaching is also a great method for learning**

# JENNIFER



## Surprises, tensions, and contradictions:

- **Tension:** has had positive experiences incorporating linguistics into language teaching, but worries whether too much technicality would go over language teachers' and learners' heads
- **Tension:** believes that authentic social interaction is vital, and recognizes rote memorization as valuable

# JENNIFER



## Needs and insights:

- **Jennifer needs an aid for teaching language which balances social interaction and rote memorization**
- **Insight: A potential limitation of current apps is their inability to simulate authentic conversation**
- **Insight: Learning a language may be good for you — might expand your worldview and your cognitive flexibility**
- **Jennifer needs a language learning medium that centers the culture and people which that language belongs to**

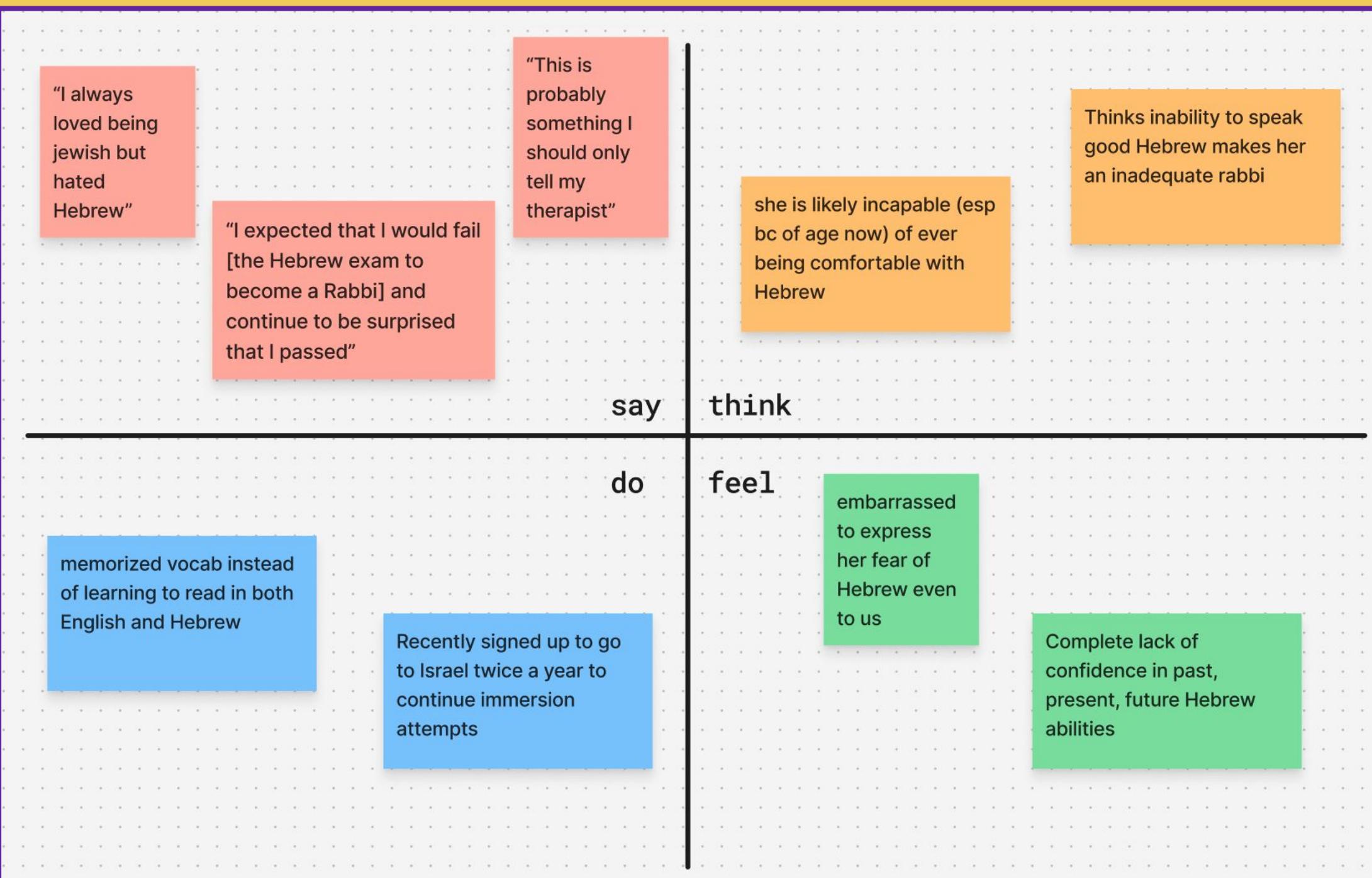
# REBECCA

		say	think
	do	feel	
"I always loved being jewish but hated Hebrew"	"I expected that I would fail [the Hebrew exam to become a Rabbi] and continue to be surprised that I passed"	"This is probably something I should only tell my therapist"	she is likely incapable (esp bc of age now) of ever being comfortable with Hebrew Thinks inability to speak good Hebrew makes her an inadequate rabbi
memorized vocab instead of learning to read in both English and Hebrew	Recently signed up to go to Israel twice a year to continue immersion attempts	embarrassed to express her fear of Hebrew even to us	Complete lack of confidence in past, present, future Hebrew abilities

## Surprises/tensions/contradictions:

- Surprised that she has so little confidence that she literally doesn't believe she passed the Hebrew exam
- Tension: cutting herself off when talking about particularly how she still feels like she will never learn and saying she should save for therapist
- Fear/embarrassment held her back from doing things she knew would help like immersion in study abroad
- Contradiction: Thinks she will never really learn at this point but still signed up for Israel immersion now

# REBECCA



## Needs/insights:

- **Needs to gain confidence in language learning**
- **Needs a new way to learn a language**
- **Insight: Language learning is more difficult for people with learning disabilities**
- **Insight: Language learning is more difficult the longer you struggle at it**



# KEY LEARNINGS

- Little diversity in interviews
- There's is a negative connotation with AI
- Language Learning applications have much to be improved on

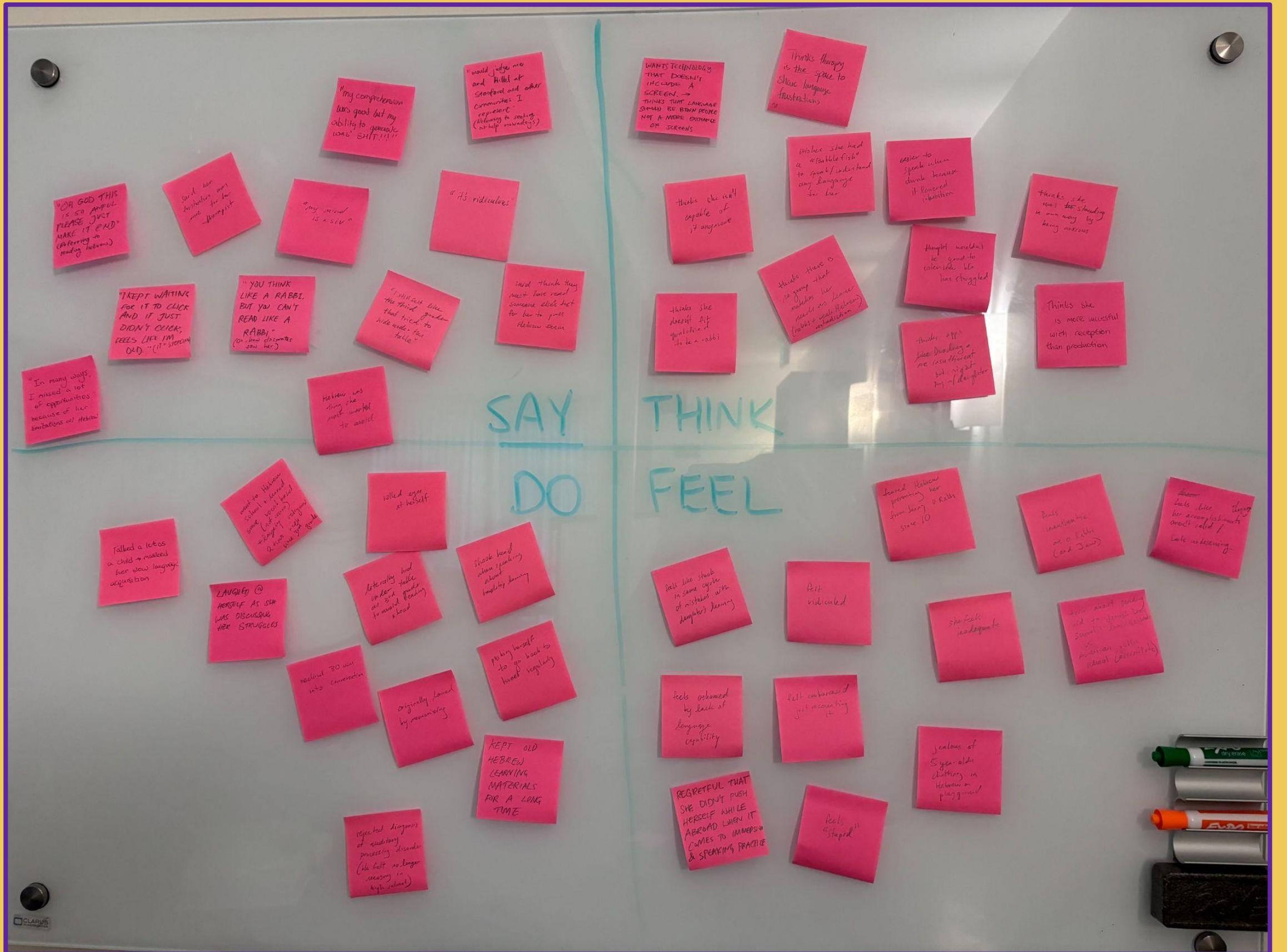


# WHAT'S NEXT?

- More interviews with a younger audience
- Less of higher education
- Thoughts on AI/other language technologies
- Heritage learners/Those with no formal instruction in second language

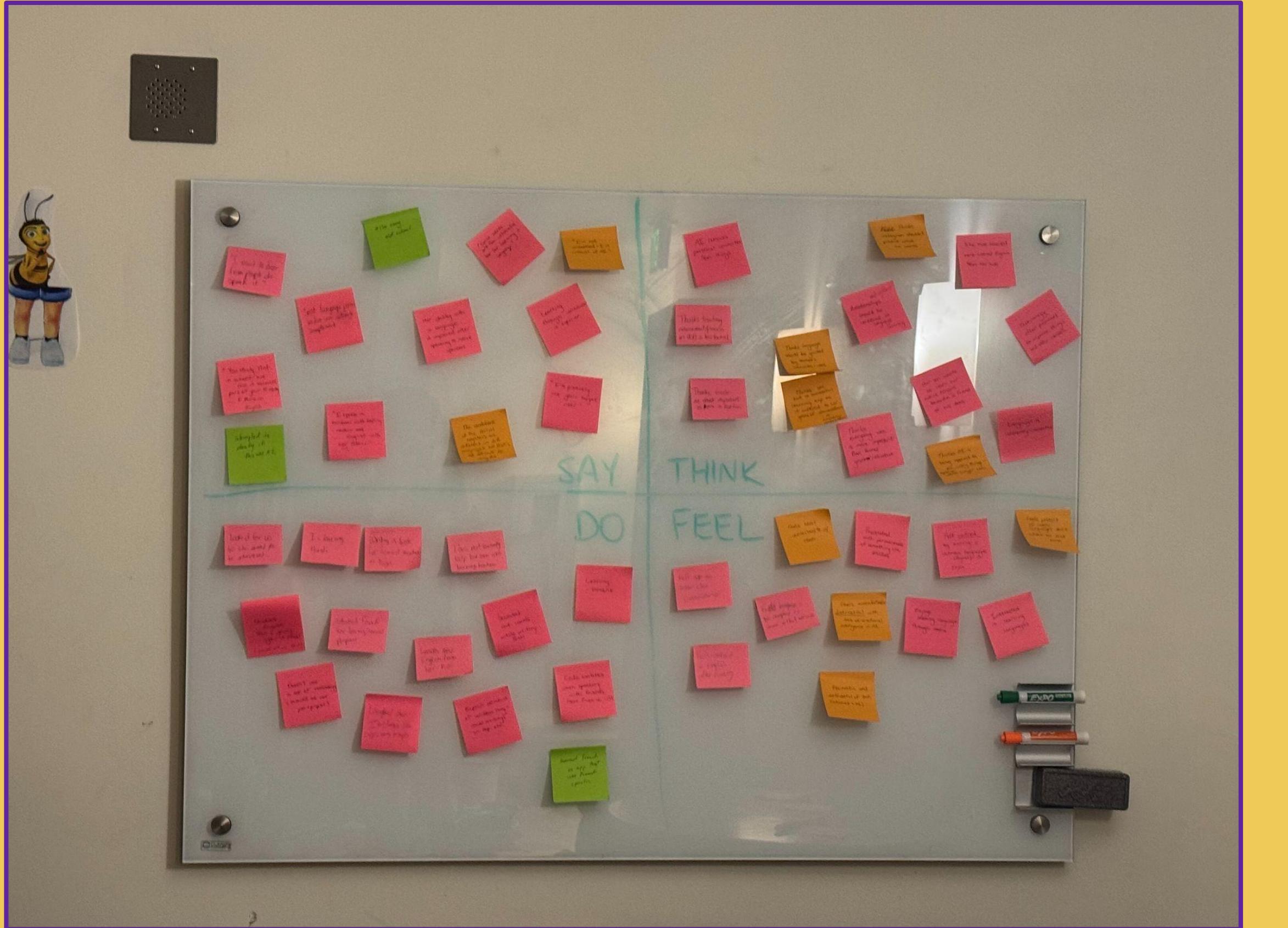
# APPENDIX

# REBECCA



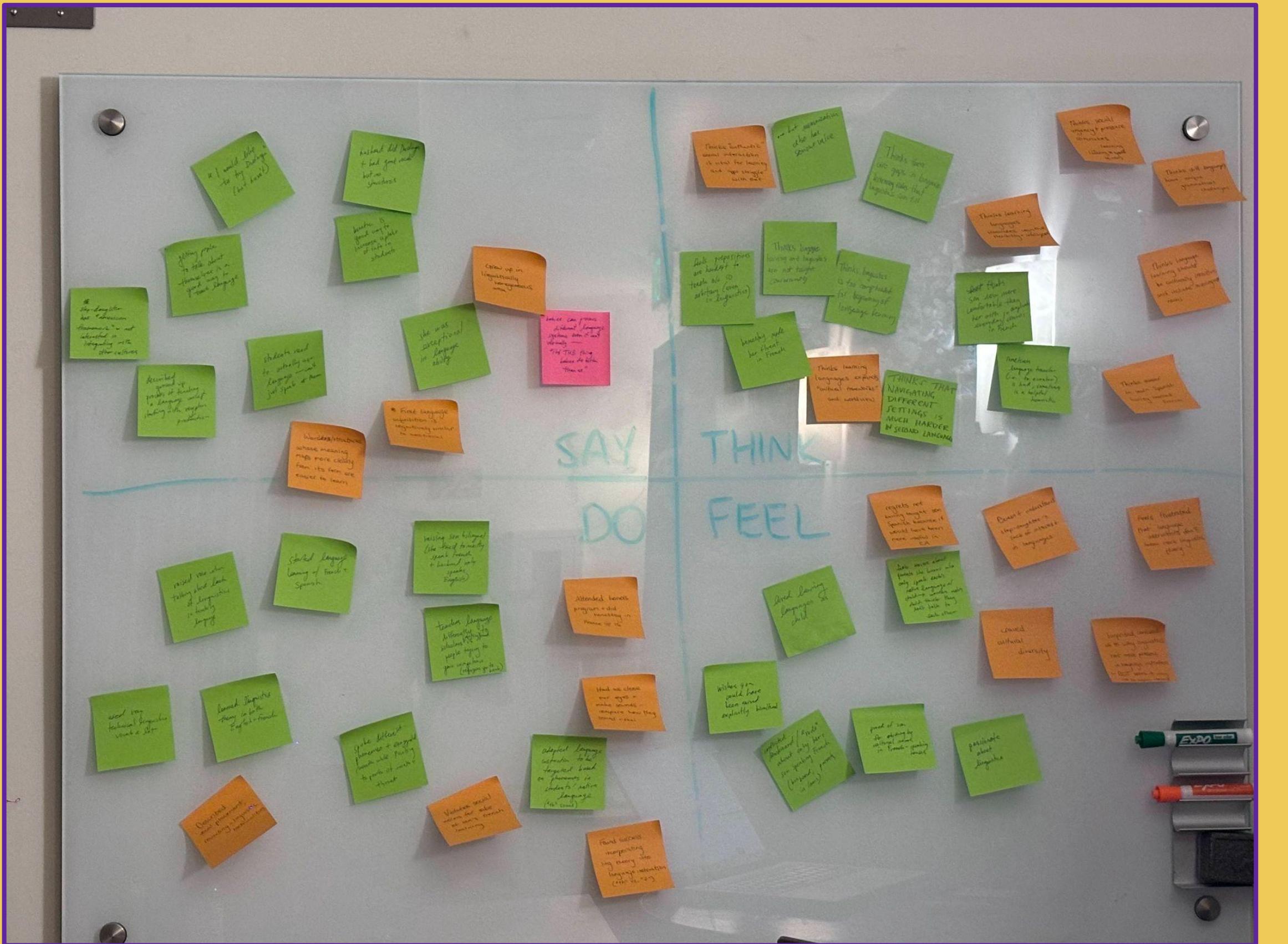
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# ANNA



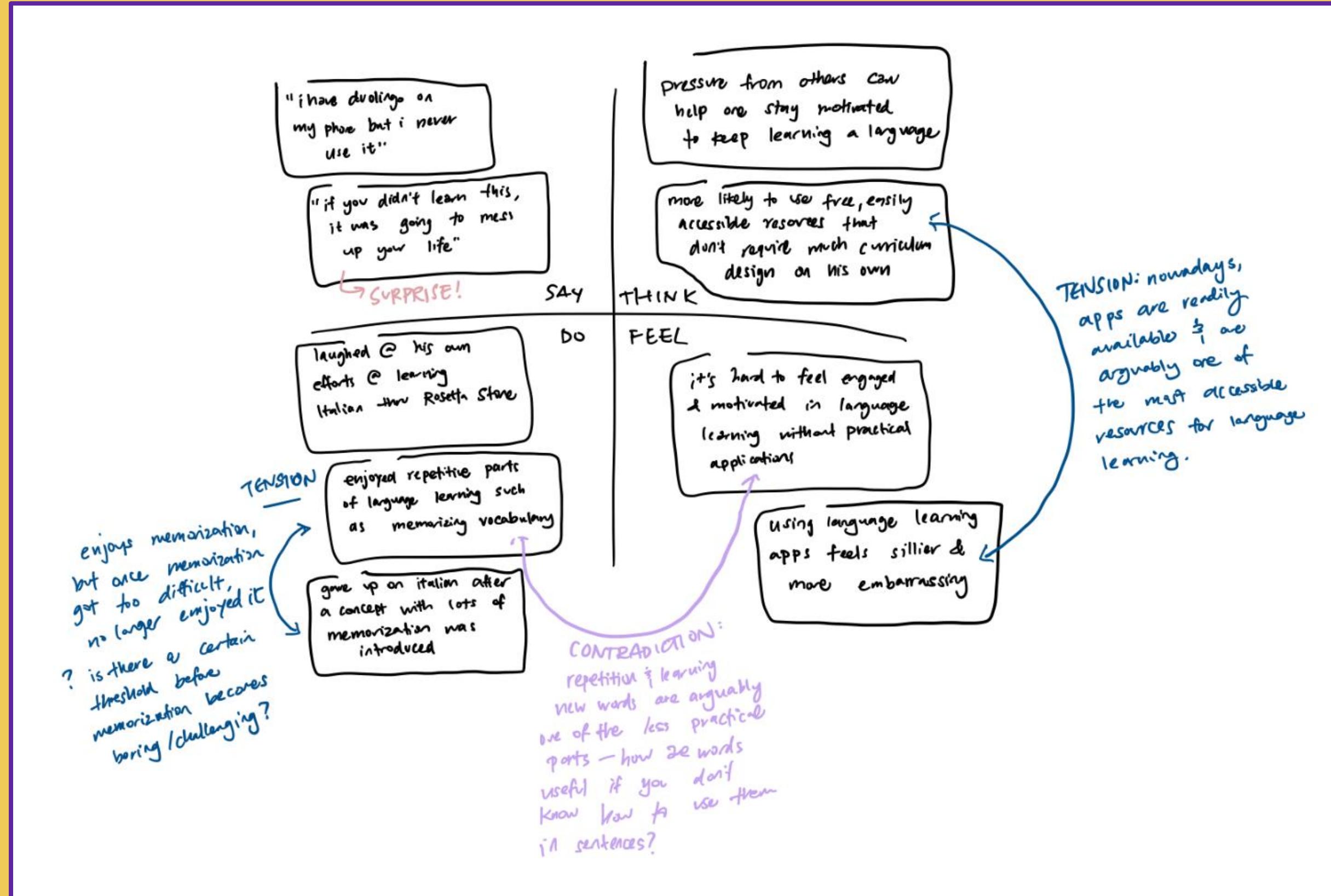
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# JENNIFER



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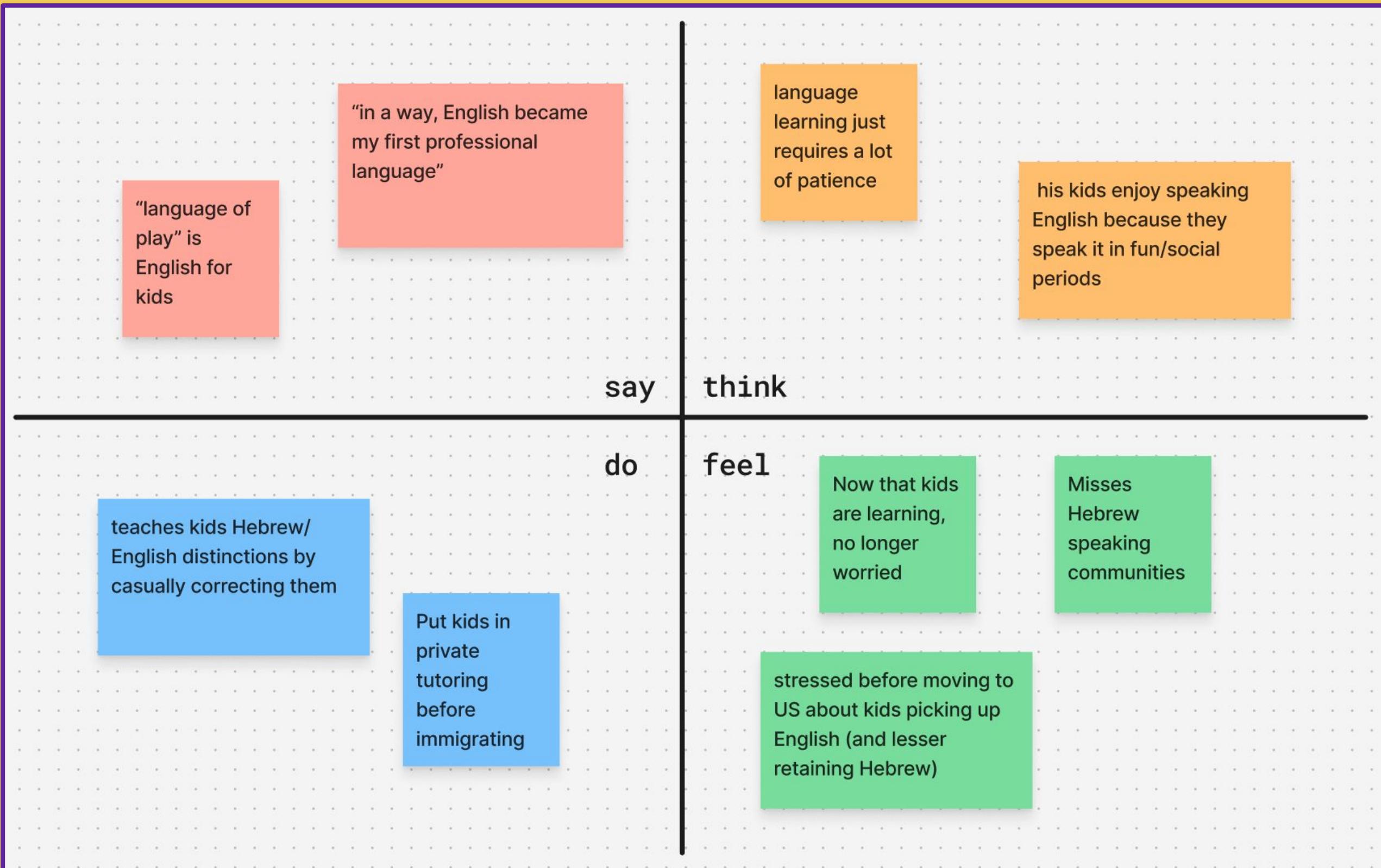
# STEVE



## Needs & Insights:

- Needs a way to learn a language that's organized, free/low-cost, and practical.
- Needs learning curves in language learning journeys to be gradual, yet challenging enough to remain engaging.
- Views a lot of digital language learning resources (eg: Duolingo, Rosetta Stone) as impractical.

# DAVID



## Surprises/tensions/contradictions:

- Was really anxious about kids English acquisition but now seems really chill and even laughing at past anxiety
- English as a professional language for him vs play for his kids

## Needs/insights:

- He needs a way to feel more confident that him and his kids will learn and retain Hebrew
- It isn't obvious when immigrating how good language assimilation opportunities will be
- Language acquisition can be fun in a natural way

# LOLA

"Her daughter has learned well through dino lingo (children's adaptation of duolingo)"

"Teaching math was less impeded than other subjects by language barrier"

say

Learned speaking English through teaching math in English

Used "italki," app which pairs learner with native language partner

think

Symbols and written language better facilitate communication because no accents

Language instruction is most effective through short, entertaining segments

do

feel

Professional/financial pressure to adopt English quickly

Grateful for generosity, patience of target language's native speakers

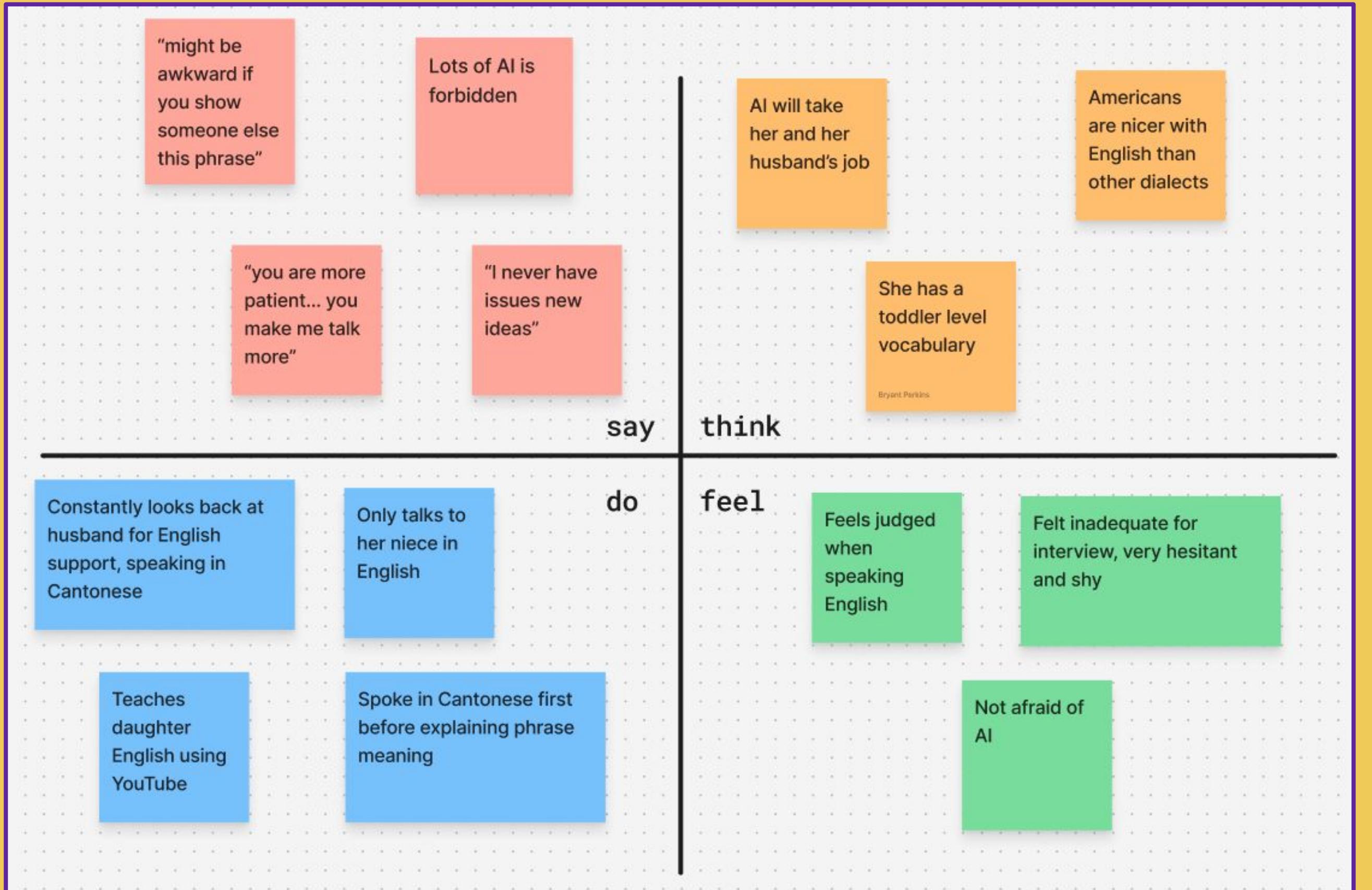
## Surprises/tensions/contradictions

- Contradiction: believes written language is more objective and interpretable, but has used conversation primarily for her intentional language learning/practice
- Surprise: because of strong immigrant community post-immigration felt more professional pressure than social pressure to learn english

## Needs/insights:

- Lola needs a language learning tool that involves visual stimulation
- Insight: People learn well by talking to native speakers of a language

# HANNAH



## Surprises/tensions/contradictions

- Says she has toddler level vocab but also doesn't ever have issues creating new ideas
- English speakers outside of the US are intimidating and limit her speaking performance
- A lot of AI is forbidden but she thinks it will take her job
- Is not trying to learn more English

## Needs/insights:

- A more comprehensive diagnostic with informative results could be useful for properly attaining confidence
- People need nicer and patient speaking partners

# THANKS!!!

