# Pain Points

· Some people hesitate to speak a second language because they are not confident with their pronunciation.

· For those who are not confident enough to speak a second language, realizing that they don’t have to speak perfectly to communicate can be a turning point.

· The realization above can occur when they have face-to-face conversations in real situation.

· It is difficult to talk with native speakers without any guiding when the learner knows little vocabulary or phrase.

· Paying too much attention to grammar (= being afraid of making grammatical mistakes) can cause hesitation to speak a second language.

· The native speaker used to talk fast and hard to understand

· Have no enough vocabulary to understand or respond well

· Need to think about the grammar before talking

# Motivation to Learn

· Knowing that acquisition of the language will give them more opportunities and options for their life/career keeps can be their motivation to keep learning

· Speaking in a real conversation can motivate them to improve their language

· Having a purpose / reason of leaning is a basis of their motivation

All of them want to practice with the other person that they meet regularly.

They want to be able to communicate easily with people around them, such as the neighbour, friends, family, or people that they meet in the park, shop, or in the community.

# Insights

· Practice once a week with the whole family

· Practice between friends in the same community

· People who have limited knowledge of a language have trouble coming up with things to talk about. It’s a good idea for people to converse around a certain topic that’s presented to them like a 20 questions game etc.

· People exist who enjoy sharing their knowledge with others. Incentives may not necessarily need to be made available since some people are happy to converse with other learners if the platform is made available and convenient for them.

· When developing strength in a language it’s important to build a habit and practice it every day. Consistency is the most important.

· There’s a relation to how proficient a person is at communicating and how much they want to talk. At the early stages short sessions might be more beneficial to retaining members and as they progress longer sessions would be better.

· Ideally face to face spoken conversations are best but that can be difficult to put in place so text is better than nothing. Also text messaging is an important medium regardless.

· The most important thing to learning a language is exposure. The more time spend experiencing to a language the better. Talking in the language isn’t always the most important thing.

*While Mike’s points are valid and well justified we are aiming for a market that has a higher level of second language comprehension so ideally we’d like to stick with face to face conversation rather than text or any form of “Exposure”.*