

Presentation Brainstorm

Problem:

- Lack of a way to connect with people native speakers of a language that a user is learning
- Show lack of “humanity” in different ways to learn, translation technologies
- John wants to learn Japanese, but doesn’t know anyone and it’s boring to try and learn just from software

Concepts:

- proficiencies: languages that a person is fluent/native in.
- connection: a person that you have talked to in the past or are currently talking to

Challenges:

- how to make sure a person is actually fluent
- what if there is no one to match up with

Design Risks:

- how we match users
- exchange of personal information

Implementation Risks:

Development Risks:

Presentation Slideshow

First Section:

- Thinking a picture of someone frustrated looking at a computer trying to learn a language or looking in the mirror trying to practice or talking to someone who doesn’t understand them. Wish them good luck with that approach
- can include a table of spanish conjugations (how I was taught spanish in high school); http://img.brothersoft.com/screenshots/softimage/a/amigos_spanish_for_mac_os_x-126027-1.jpeg
 - point out that children learn by speaking with their family

Second Section:

- Present concepts above that will set apart our service from these methods, correct problem
- Bring the immersion to you.
- A relationship is really the end goal in learning a new language - a relationship with a group of people with whom it would have been more difficult to have one before, so why not start the process with a relationship.
- Explain the basis and goals of the relationship: can be used for a simple translation or a long term friend with whom you communicate on a daily basis, but the end result is

that you have a resource of always having someone with whom you can practice or learn.

- rather than teach using conjugation tables and vocabulary lists, our service will allow language students to immerse themselves in the language, and practice by actually communicating with another person
 - that is what language is for

Third Section:

- Present challenges section
- Dont need to say quite how we are going to fix them yet (maybe in our presentation we can talk about what ideas we are thinking about for how to solve them)

Fourth Section:

- Present one of each design, implementation, and development risks, with partial solution at least
- Have others that we can bring up in our presentation/discussion with TAs

Fifth Section:

- Present some sort of “slogan”