https://forms.gle/

Title: Gulfara Prototype Feedback Survey **Description:** Thank you for testing Gulfara! Your feedback will directly shape the next version. Please answer honestly — this takes only 5–7 minutes.

Section 1: First Impressions & Emotional Response

1. On a scale of 1–10, how visually appealing did you find the Gulfara interface? *(Linear scale 1–10)*

   Follow-up (Short answer): What specific elements stood out (positively or negatively)?

2. What was your immediate emotional reaction when you first saw the prototype? *(Multiple choice)* - Excited / Intrigued - Confused / Overwhelmed - Indifferent - Other: __

3. How well does the design communicate "premium Arabic learning experience"? *(Multiple choice)* - Very effectively - Somewhat effectively - Not effectively - Why? (Short answer)

Section 2: Value Proposition Clarity

4. After exploring the prototype, what do you think Gulfara does? *(Paragraph)*

5. What problem do you believe Gulfara solves for Arabic learners? *(Multiple choice)* - Makes learning Gulf dialect easier - Provides better study tools than existing apps - Creates Arabic learning community - Other: __

6. What's the SINGLE most compelling benefit you saw? *(Multiple choice)* - Spaced repetition technology - Gulf dialect focus - Community features - Gamification / rewards - Design / aesthetics

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Section 3: Navigation & Usability Pain Points

7. What was the most confusing moment during your exploration? *(Multiple choice)* - Understanding the card flip interaction - Navigating between sections - Understanding the value proposition - No confusion - Other: __

8. If you could change ONE thing about the navigation, what would it be? *(Paragraph)*

9. How intuitive was the card flip interaction? *(Multiple choice + short answer)* - Immediately understood - Figured it out after a moment - Never figured it out - Why? (Short answer)

Section 4: Feature Prioritization

10. Rank these potential features by importance *(Rank order)*: - Voice recording / pronunciation practice - Progress tracking & analytics - Social features (friends, competitions) - More Gulf dialect content / variety - Better offline functionality

11. Which of these would make you MOST likely to use Gulfara regularly? *(Multiple choice)* - Superior Gulf dialect content - Best-in-class SRS algorithm - Active community of learners - Beautiful, enjoyable interface - Effective gamification

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Section 5: Willingness & Barriers

12. What would prevent you from signing up for Gulfara? *(Multiple choice)* - Don't see enough value - Too expensive - Prefer existing apps - Don't trust it will work - Other: __

13. What would make you willing to PAY for Gulfara? *(Multiple choice)* - Proven learning results - Exclusive Gulf content - Superior to free alternatives - Community access - Not interested in paying

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Section 6: Competitive Differentiation

14. How is Gulfara different from other language apps you've used? *(Paragraph)*

15. What existing app would you compare Gulfara to? *(Multiple choice)* - Duolingo - Anki - Memrise - Other: __ - Don't use language apps

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Section 7: Demographic & Learning Context

16. What's your current Arabic level? *(Multiple choice)* - Absolute beginner - Know basic phrases - Intermediate (simple conversations) - Advanced (comfortable in most situations) - Native speaker (different dialect)

17. What's your PRIMARY goal for learning Arabic? *(Multiple choice)* - Travel / communication - Heritage / cultural connection - Professional / business - Academic study - Religious purposes

18. How do you currently study Arabic? *(Multiple choice)* - Apps (Duolingo, Memrise, etc.) - Tutoring / classes - Immersion / travel - Self-study (books, videos) - Don't currently study

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Section 8: Critical Improvement Priorities

19. If we could only improve ONE thing for the next version, what should it be? *(Multiple choice)* - More / better content - Improved user interface - Clearer value proposition - Better onboarding / explanation - Performance / speed

20. What's the ONE thing that would make you recommend Gulfara to a friend? *(Paragraph)*

Bonus: Rapid Fire Insights

21. What percentage of the value proposition was clear within 30 seconds? *(Multiple choice)* - 0–25% - 26–50% - 51–75% - 76–100%

22. How many clicks/taps until you understood the core offering? *(Multiple choice)* - Immediately (0–1) - 2–3 interactions - 4–5 interactions - Never figured it out

23. What metaphor would you use to describe Gulfara? *(Multiple choice + short answer)* - "Duolingo for Gulf Arabic" - "Anki but beautiful" - "Arabic learning community" - Other: __

Final Open-Ended Goldmine

24. Imagine Gulfara is your personal Arabic tutor. What's the first thing you'd ask it to help you with? *(Paragraph)*

25. What surprised you most (positively or negatively) about this prototype? *(Paragraph)*