

Hi, I'm Justine, a product designer in San Francisco, CA

TRANSLINGUA

Contextual language-learning

VERS

A new hospital wayfinding system

POPCORN TIME

Streaming TV UI

Hi! I'm Justine, a product designer currently based in San Francisco. Right now I'm working full-time at Fuze and taking a part-time course in front-end web development.

Before this I graduated with a Bachelor of Industrial Design and spent some time working on BlackBerry's Foresights as a UX Designer.

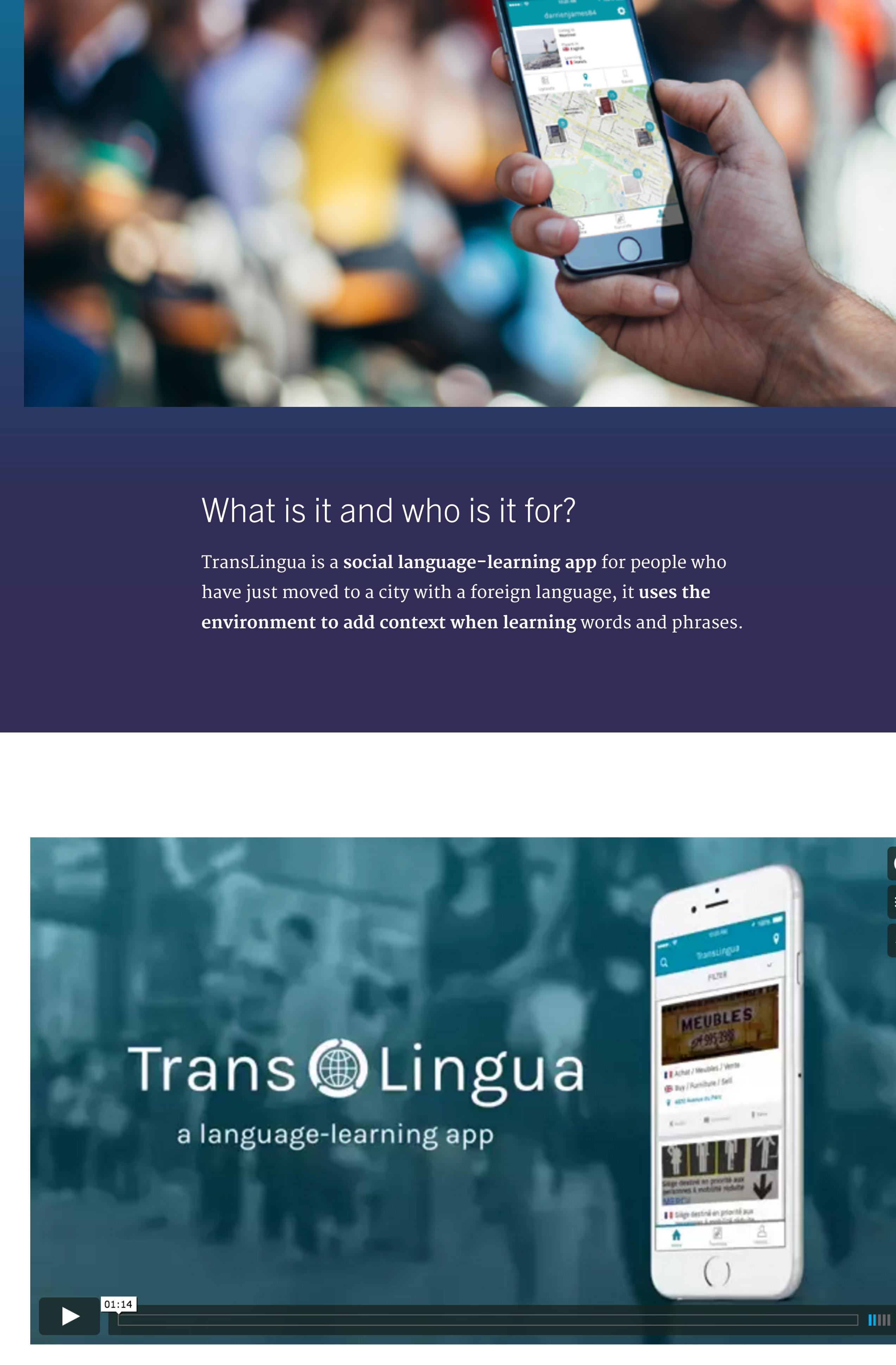
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justinesundelacruz@gmail.com [copy](#)



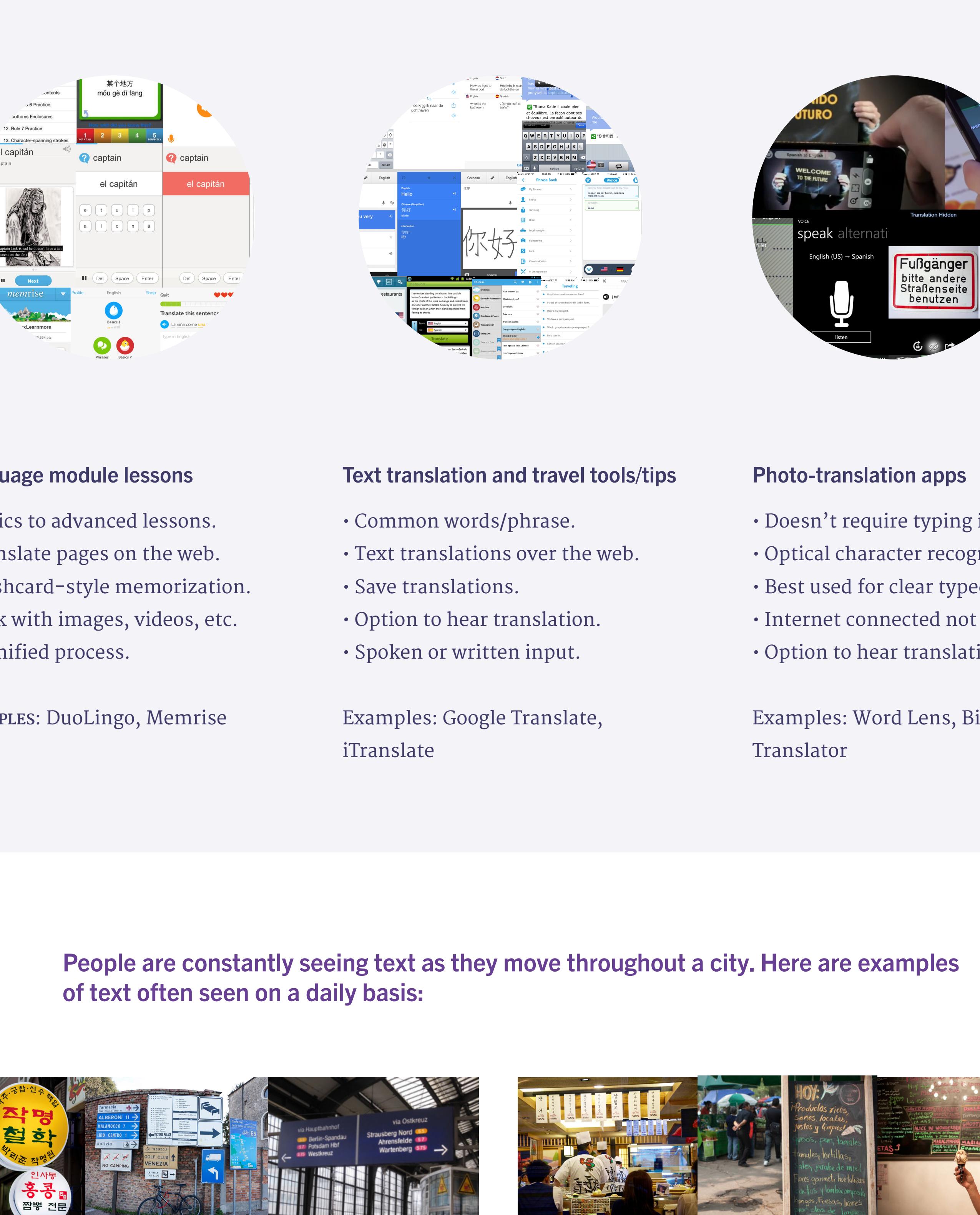
Other miscelaneous things I like? Twitter feed?





What is it and who is it for?

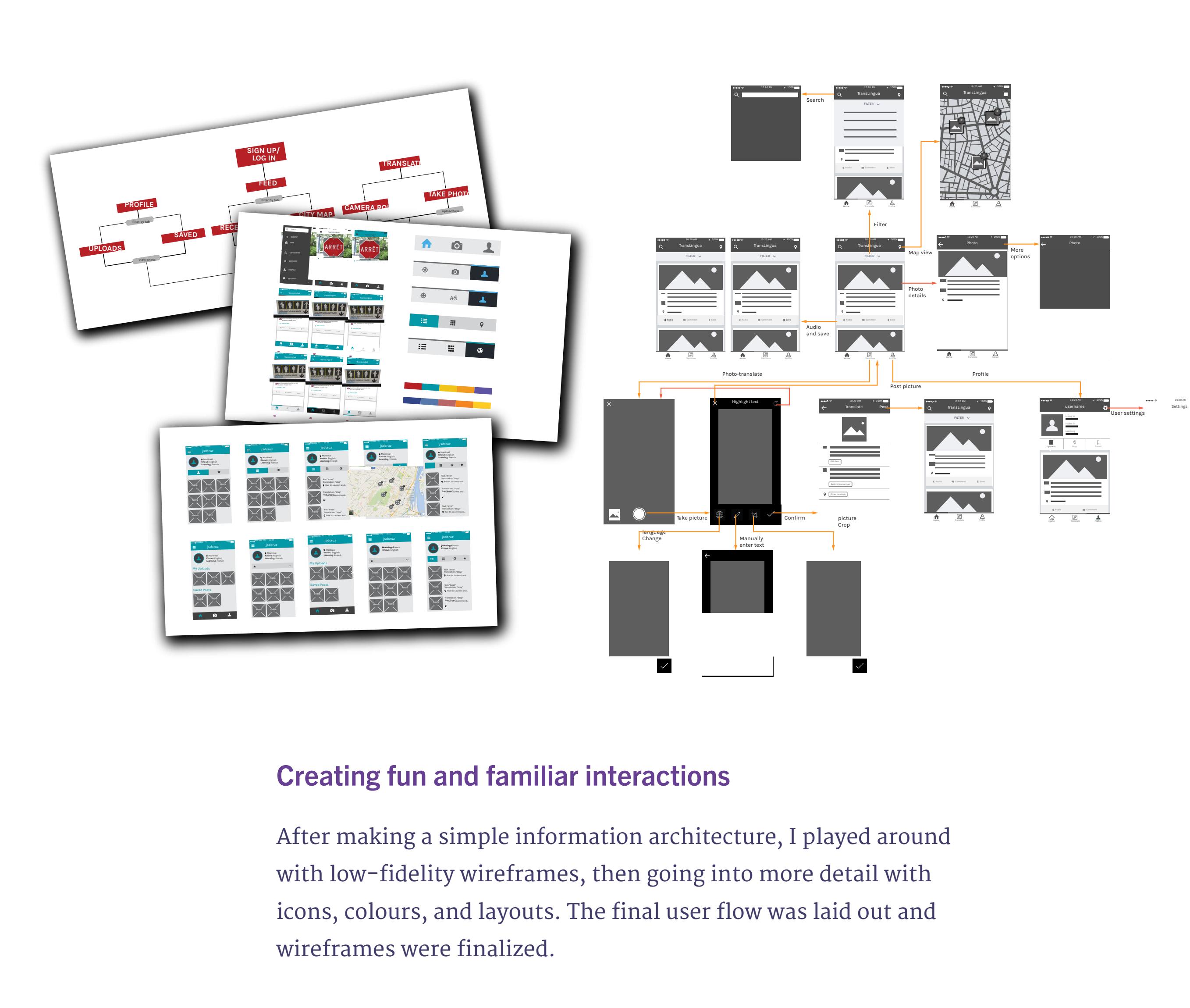
TransLingua is a social language-learning app for people who have just moved to a city with a foreign language, it uses the environment to add context when learning words and phrases.



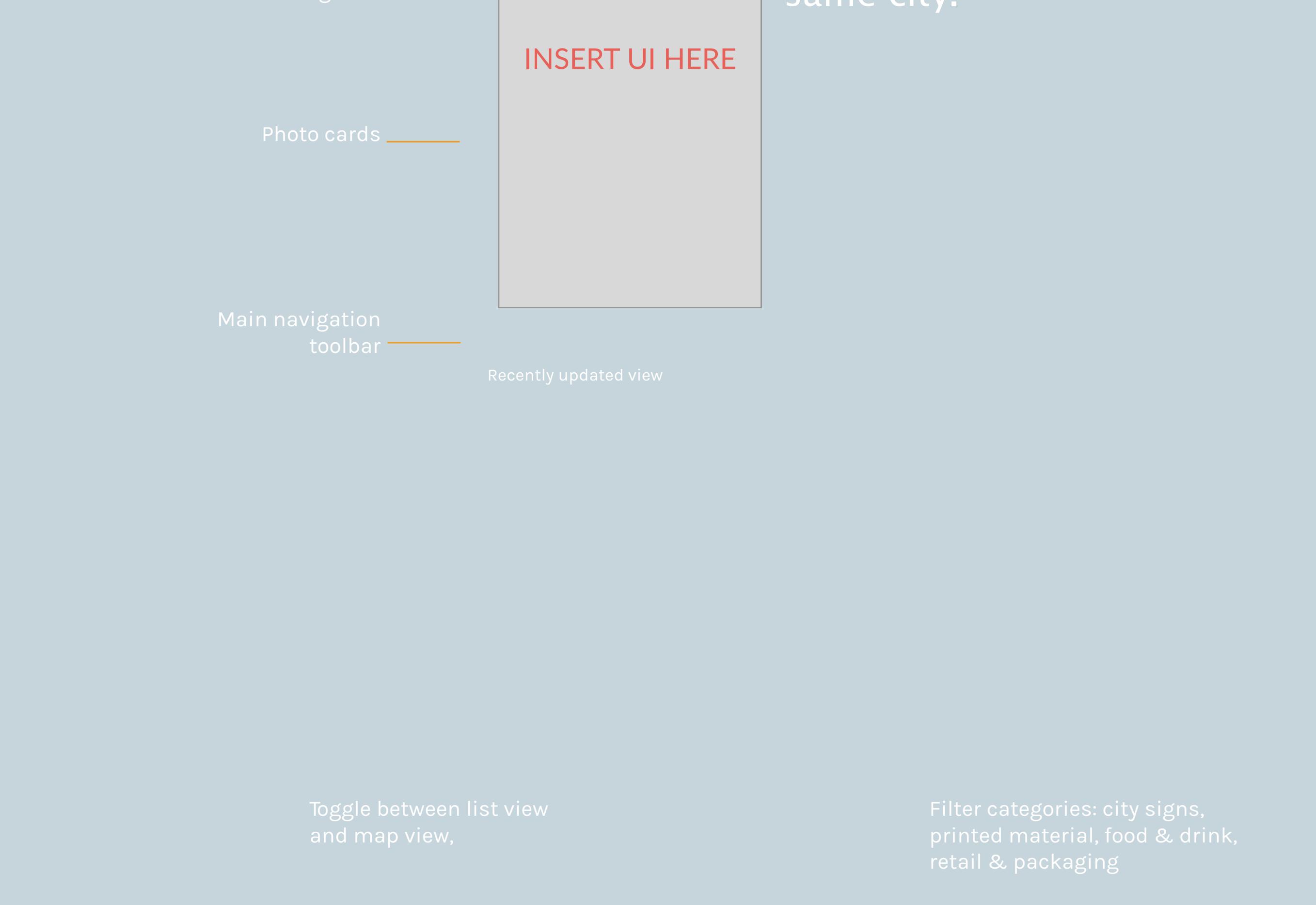
Research

Interviews and personas

Through informal interviews, asking people what they currently used to translate text in another language, how they accustomed themselves to foreign cities, and what language-learning tools they used, I created personas to synthesize the needs and trouble people were having.



What do people use to learn a language or translate text right now?



Language module lessons

- Basics to advanced lessons.
- Translate pages on the web.
- Flashcard-style memorization.
- Link with images, videos, etc.
- Gamified process.

EXAMPLES: Duolingo, Memrise

Text translation and travel tools/tips

- Common words/phrases.
- Text translations over the web.
- Save translations.
- Option to hear translation.
- Spoken or written input.

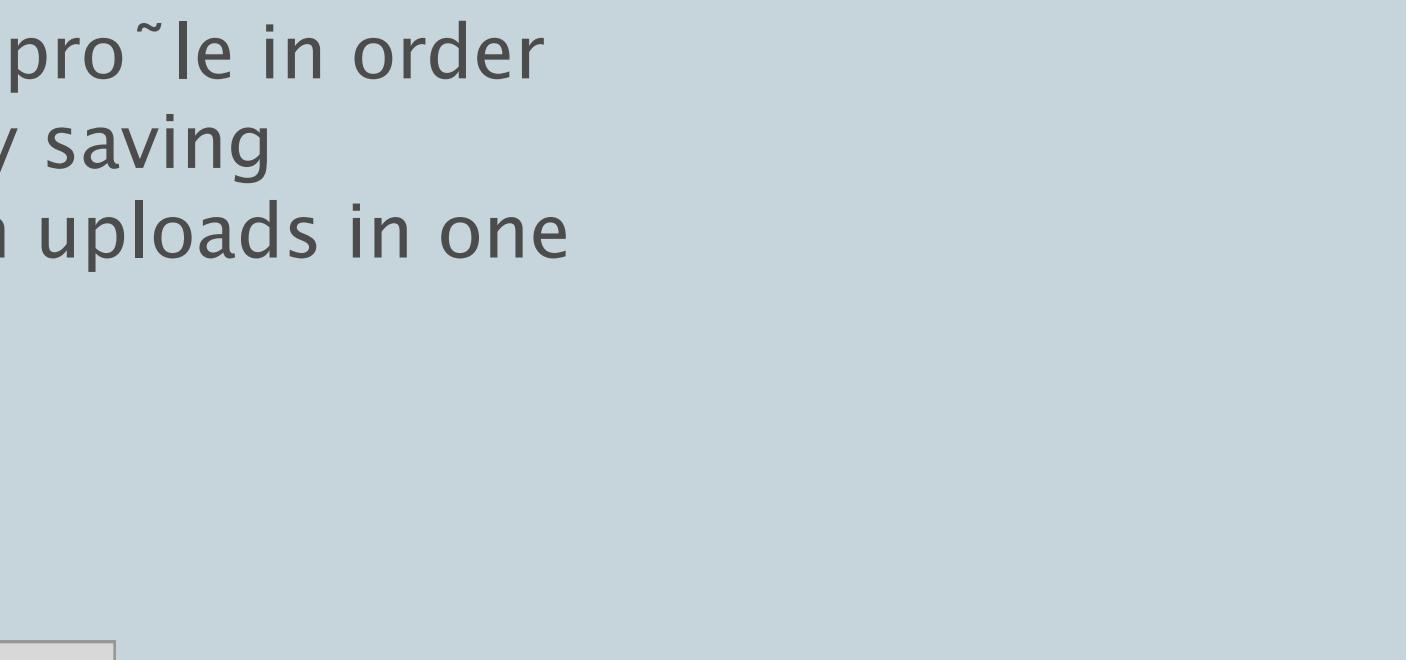
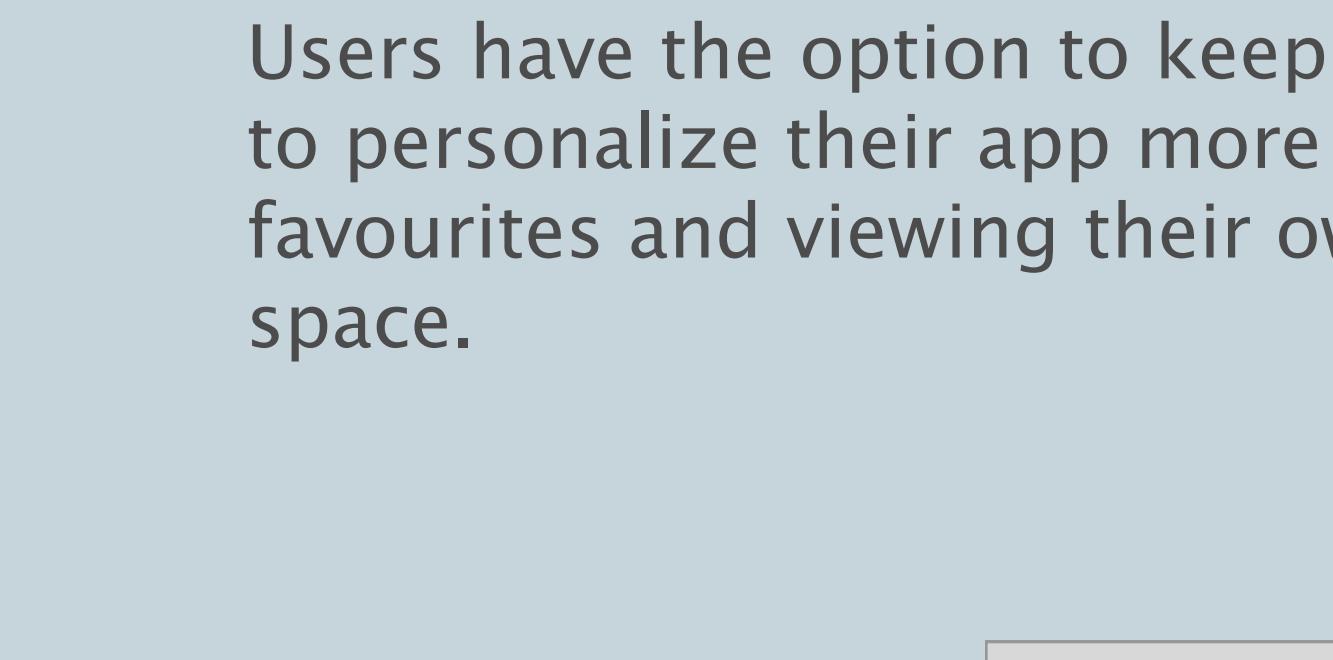
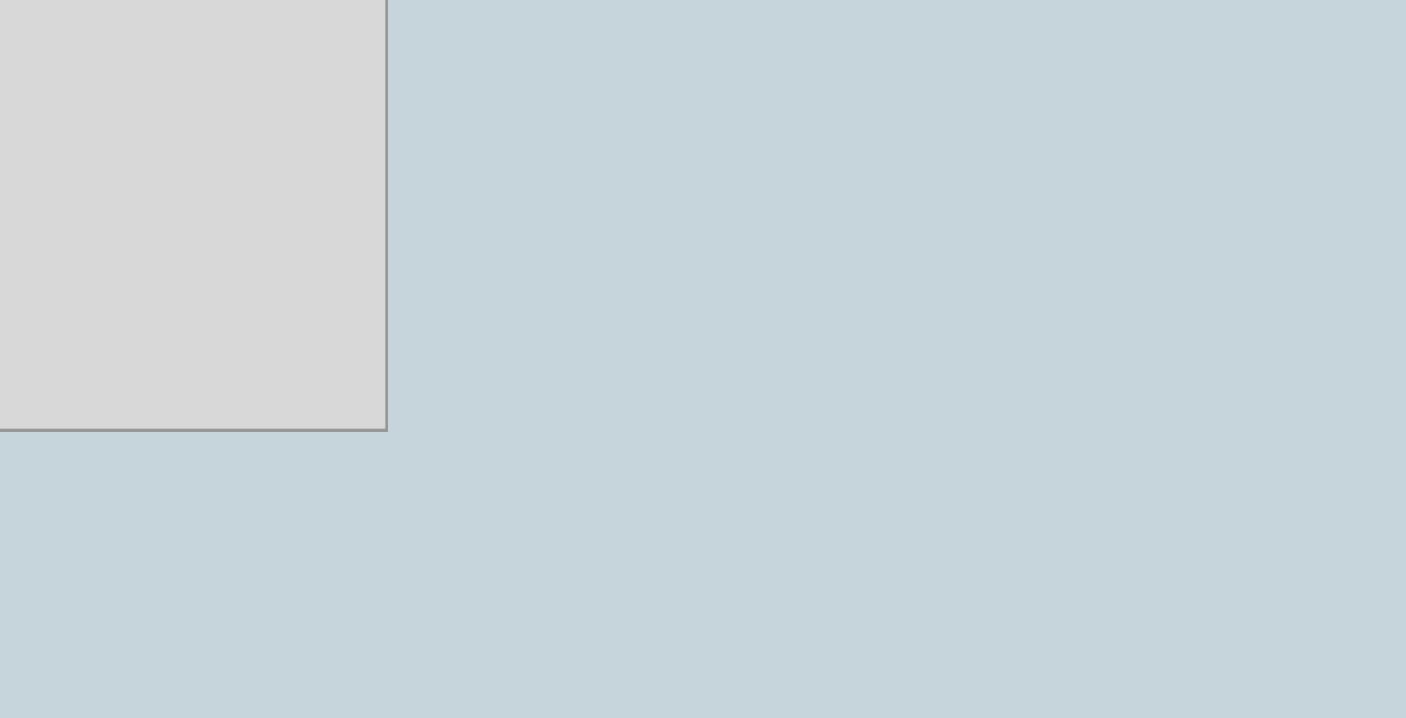
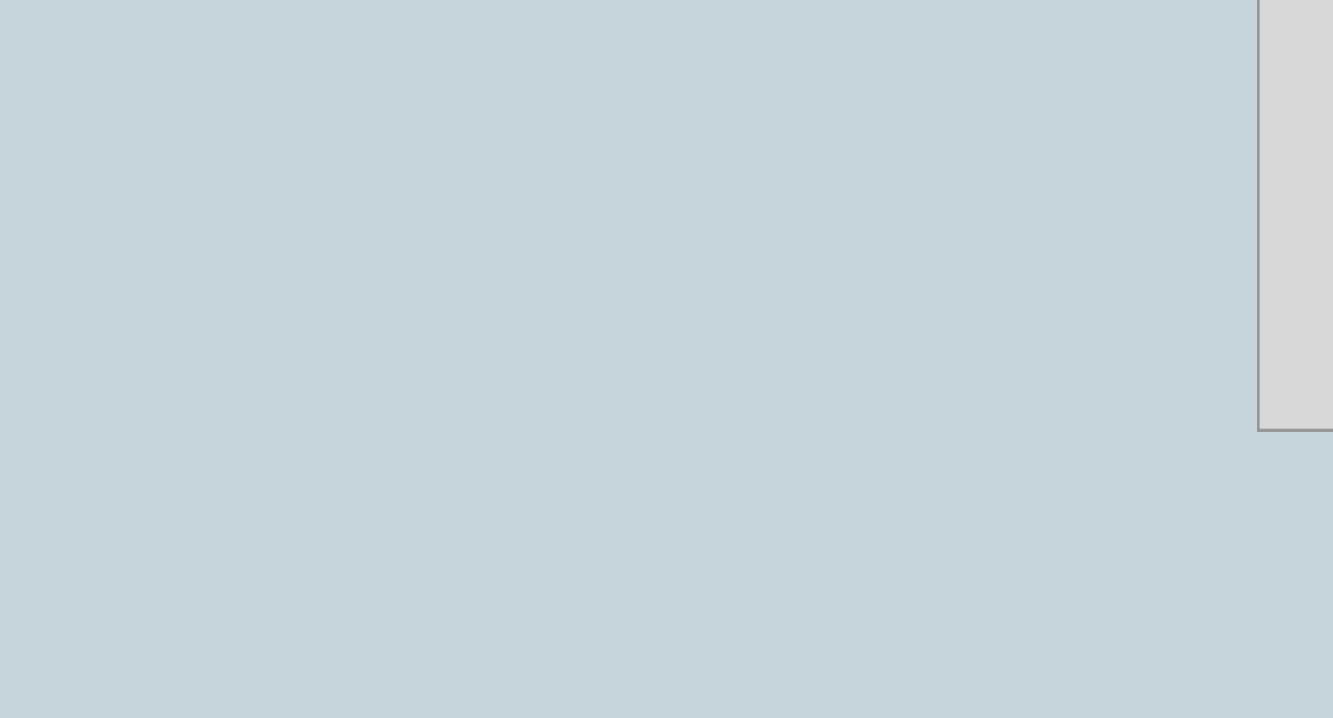
EXAMPLES: Google Translate, iTranslate

Photo-translation apps

- Doesn't require typing in text.
- Optical character recognition.
- Best used for clear typed writing.
- Internet connected not required.
- Option to hear translation.

EXAMPLES: Word Lens, Bing Translator

People are constantly seeing text as they move throughout a city. Here are examples of text often seen on a daily basis:



TransLingua is meant to complement foundational language-learning tools. It takes photo-translation software a step further by saving the images, building a city archive. By doing so, it strives to create memories based on images commonly seen in your environment and creates discussion amongst the community of learners.

How can we add context to the language people are learning...

...using real-world examples to familiarize them with what they see in their surroundings?

Wireframes



Creating fun and familiar interactions

After making a simple information architecture, I played around with low-fidelity wireframes, then going into more detail with icons, colours, and layouts. The final user flow was laid out and wireframes were finalized.

Final Design

Home Screen

The main page will show recently translated photos by users in the same city.

INSERT UI HERE

Recently updated view

Toggle between list view and map view.

Filter categories: city signs, printed material, food & drink, retail & packaging

Photo translations are held within photo cards.

Photo info
Photo in pic
Translated text
Geo-tagged location

Audio
Comment
Save

Photo cards

User info

USER CONTENT
User's uploads
Map of user's photos
Saved photos

Photo cards

Translate Screen

Translating texts is as simple as taking a picture (or choosing an existing one), highlighting the text and letting the translation software do the rest!

...using real-world examples to familiarize them with what they see in their surroundings?

How do you use it?

VERS

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CURRENTLY

[\[reading – goodreads\]](#)[\[listening – Spotify\]](#)[\[tweet embed\]](#)

TIMELINE

TODAY



2015

august

Fuze

SAN FRANCISCO – In August 2015 I moved to the US to join this company, working on video conferencing and collaboration.

july

Post-Grad Euro trip

EUROPE – I completed the typical post-grad Europe trip, traveling around to seven cities within a month.

may

Civic Design Camp

TORONTO'S MARSS BUILDING – Attended speakers and workshops.

july

Bachelor of Industrial Design

OTTAWA, CA – Sucessfully graduated and completed my Bachelor's degrees.

2014

august

UX Designer at BlackBerry

MONTREAL, CA – One year internship working on the Foresights team.

[etc]