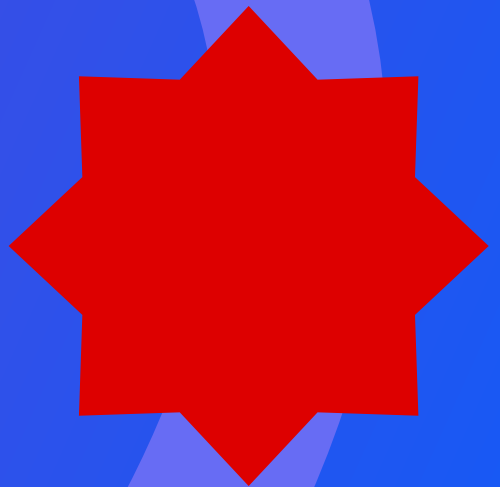
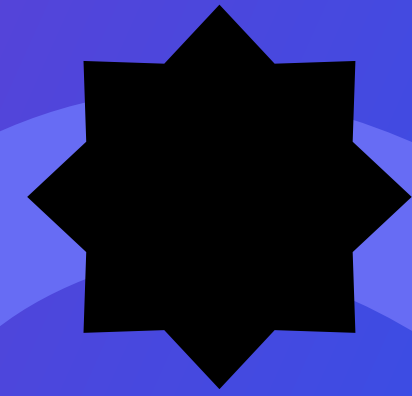


STREETSCHATZ

APP

Everyday German
learning



Primary target audience



Zainab

- Came to Germany for studies
- Her German: B1
- Learned German for Goethe Zertifikat

Characteristics

- **living in Germany**
- knowing some German
- learned academic German but not the everyday language as much

Secondary target audience



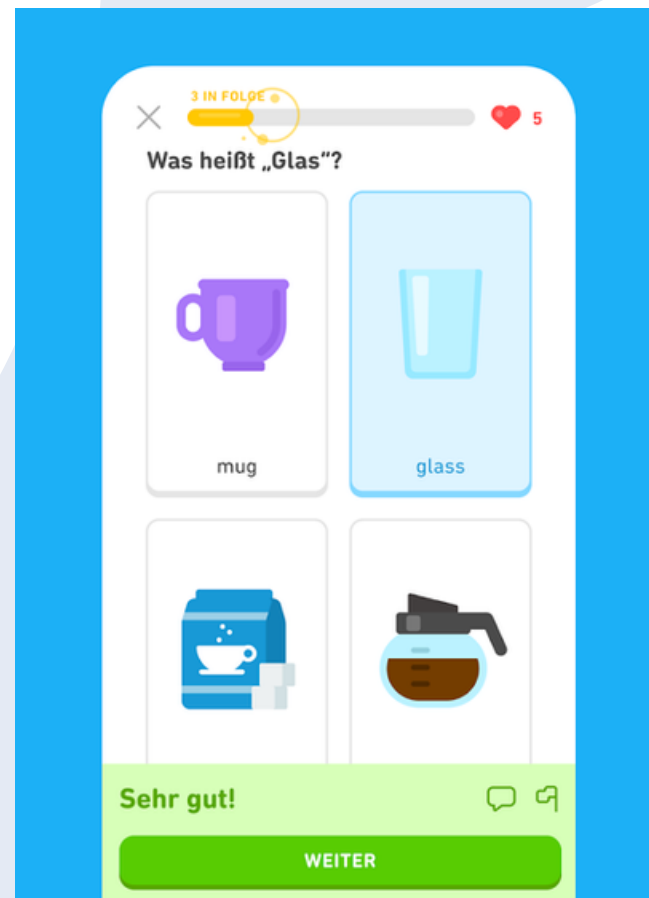
Stjepan

- Learns German at home in Bosnia and Hercegovina
- Wants to study in Germany
- Likes to increase his vocabulary everyday

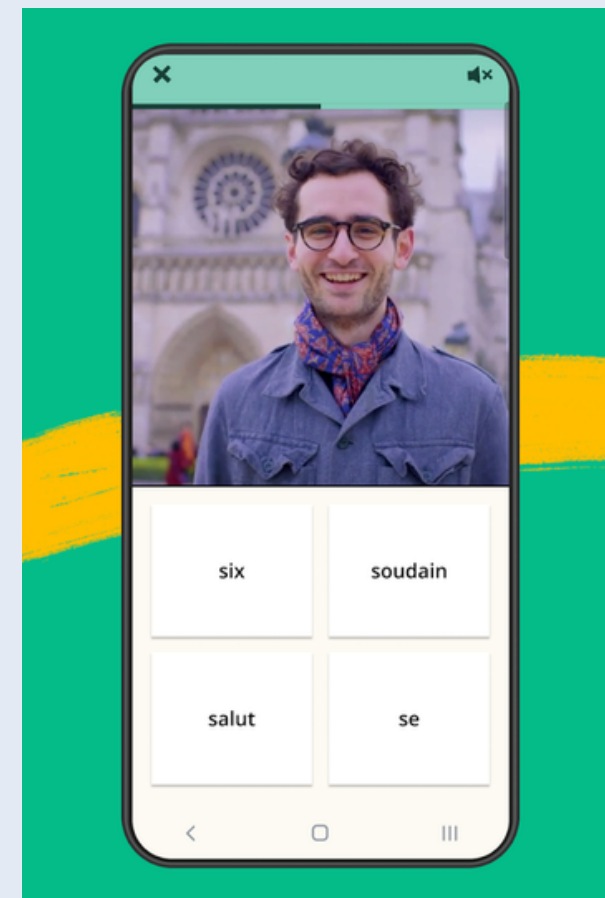
Characteristics

- wants to use German in daily life (wants to come to Germany)
- knowing some German
- learning mostly academic German

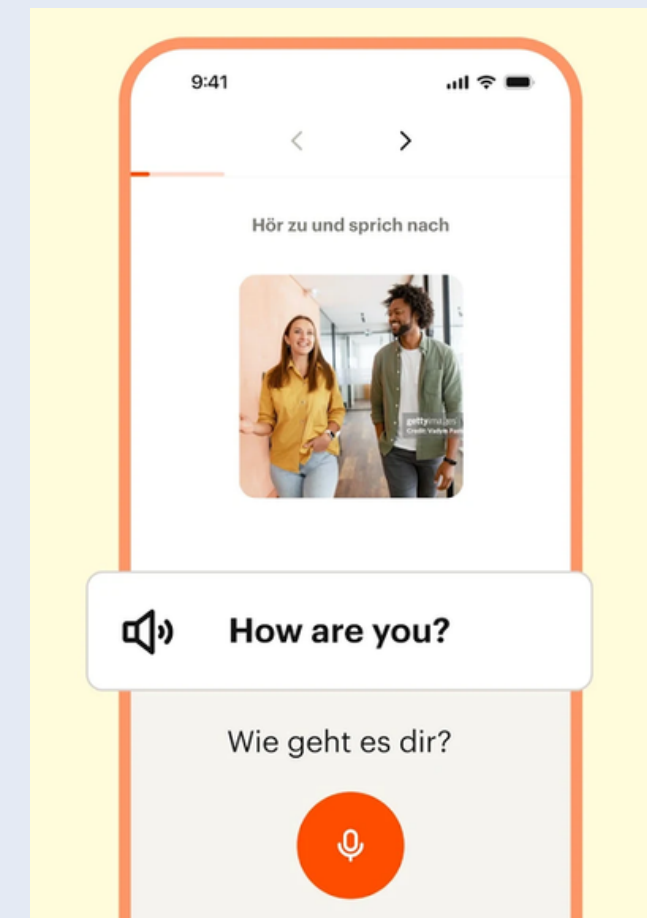
Competitor analysis



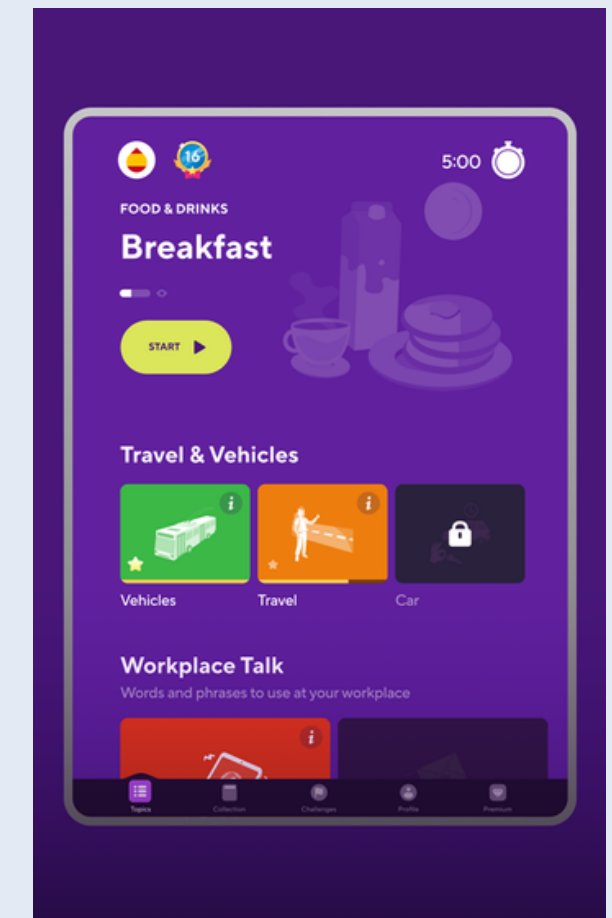
Duolingo



Memrise



Babbel



Drops

teach you planned and basic/academic content
you can at most choose categories to learn the words from
not going deep enough (vocabulary)
not based on daily life/user input





Problem



- As a German learner, nobody teaches you the everyday mundane objects you want to refer to all the time.



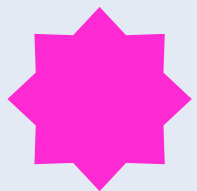
- You do not know where to look this words up (mundanity), you do not have time to look them on the go and you forgot them by the time you can look them up (at home).



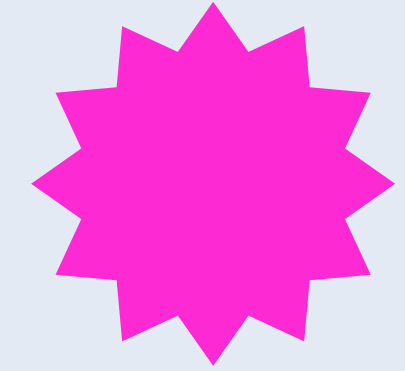


Solution

A digital app which allows you to submit pictures of the object you saw and that generates the list of German words automatically for you. Additionally, it makes the words more memorable through interactive functions.



Uniqueness validation



Bing Chat

I'm sorry, but I don't know of any app that can do exactly what you want. The apps I mentioned can translate text from images, but not identify objects and translate their names. However, there is a feature in Google Lens¹ that can identify objects and give you information about them, such as their name, description, and related images. You can also use the Google Translate app to translate the information into German or any other language. To do this, you need to:

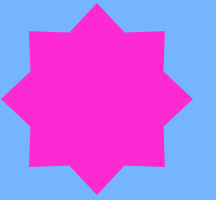
Google Bard

Here are some specific examples of apps that can generate the names of objects on the pictures you upload:

- **Google Translate:** Google Translate's image recognition feature can identify and translate the names of objects in over 100 languages.
- **Microsoft Translator:** Microsoft Translator's image recognition feature can identify and translate the names of objects in over 60 languages.
- **ImageTranslate:** ImageTranslate's image recognition feature is more powerful than Google Translate and Microsoft Translator, and it can identify and translate the names of objects in over 20 languages.



User flow - core functionality



Upload
pictures

multiple
images
allowed



Submit them
for
processing



Wait for
process to
finish

Images sent
for AI object
identification
and German
word
translation



See the
words next to
your images
singular, plural + share
words on social media



Download
words as txt



Core functionality features

Frontend:

- Image upload
- Information on status while processing
- Error message if process fails
- German words presented with images
- Download as txt
- Customized theme of Streamlit

Backend:

- Communication AI language models through API
- Handling of API errors





Welcome to Streetschatz

Let's get the names of those treasures of Alltag!

Upload your photos



Drag and drop files here

Limit 200MB per file • JPG, PNG, JPEG

Browse files

Initial state

die Küste, die Küsten

✕ Post



Download words as a txt file

The result

User flow – extended functionality



See a
sentence with
a gap

sentence
generated by
language
generation AI



Enter the
missing word

one of the
previously
generated
words



If correct,
hear the
sentence out
loud.

generated by
AI voice
generator



Go to the
next word



Download
sentences as
txt at the end



Extended functionality features

Frontend:

- See tabs with tasks
- On a tab, see sentence with a missing word
- Enter the word into an input field
- If correct, see the whole sentence and be able to hear it out loud

Backend:

same as core



Welcome to Streetschatz Quiz

1st task 2nd task 3rd task Results

1st task

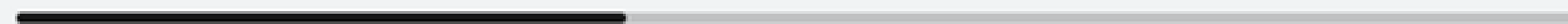
___ ___ ist über die Jahre zu einer beliebten
Begegnungsstätte geworden.

What is the word? Write both the definite article and the word.

das bootshaus

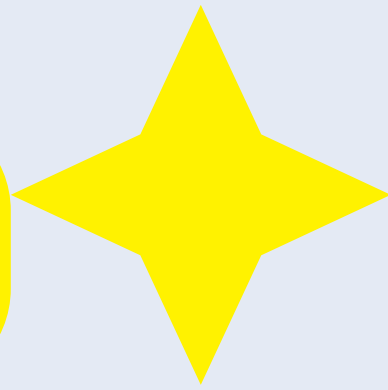
✓ Correct!

▶ 0:01

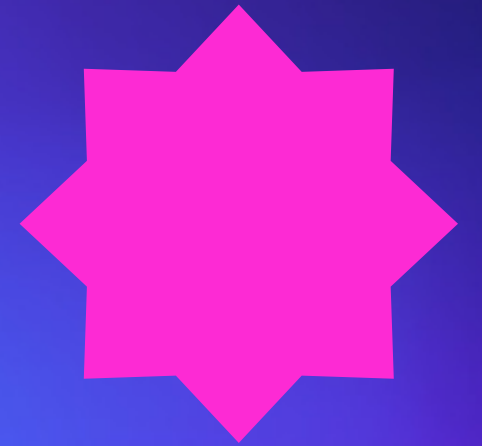


One tab (one task)

Launch and marketing



- approach
 - international offices at German universities to include this tool in their onboarding materials
 - immigrant organizations to send this tool to the people they work with
 - German-teaching YouTubers (DeutschLera, Lingster Academy, Learn German Fast) to share in their videos/materials
 - post in German-language learning online communities (Reddit)



SWOT




STRENGTHS

- niche functionality
- no costs for operation at a small scale (free APIs)
- little competition

WEAKNESSES

- responses not 100% (depends on the models (API))
- low potential for attraction of ad space buyers

OPPORTUNITIES

- include more languages
 - allow for account creation and result saving
- 

THREATS

- need to finance the access to API if usage increases



Preliminary user feedback

Divya:

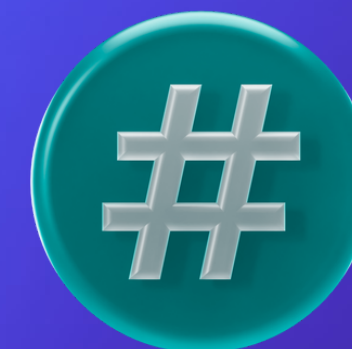
“-It's quick

-I don't have to note down the name of the object separately.

--And..It might be helpful in retaining the name of the word in my memory better.”

Adam:

“one concern I would have is that it will confuse the object I am taking a picture of (say I want to know the word for cafeteria but it only identifies tables, chairs, windows, wall, pillar... but not the object I actually need).”



That's it,
folks!

