Ideation Report: <u>Language learning web platform.</u>

Project Title

1. Introduction to the platform and the values it brings.
2. Expected list of platform features.
3. What we have similar in the internet?
4. Market survey.

1. Introduction to the platform and the values it brings.

The main idea of the platform is to improve conversational skills. The learning platform can help you improve your English by connecting with people with the same goal.

The value of the web application is not the study of grammar, but communication with people, curiosity to learn something new from people from all over the world. It's like a social network for people who want to break the barrier of misunderstanding and fear of speaking.

All the user needs is to have basic speaking and comprehension skills (approximately A-2 – B-1 lvl).

2. Expected list of platform features.

Here is the expected feature list:

- Video/audio chat
- Real-time notifications
- Filling out the profile
- Content sharing
- Networking element
- Privacy/Security
- Free to use
- File transfer

3. **What we have similar in the internet?**

Duolingo.com

Duolingo is one of the best places for learning a new language for free. At any time, you can switch to a different language. The website is clear and easy to grasp.

Busuu.com

Busuu features beginner, elementary, and intermediate language learning lessons. There's also a social tool on Busuu that lets you chat with natural speakers of the language you're learning.

Memrise.com

Memrise is another free language learning site that provides techniques for remembering each and every concept you run across. You can also make groups on Memrise to study with friends, classmates, or other people you know. Some options require a paid membership.

Preply.com

Finding the best tutor. You can choose from over 49,000 online tutors. Use filters to narrow your search and find the perfect fit. The platform has virtual classes. Also you can improve your speaking and vocabulary with preply learning plans.

ITalki.com

ITalki is a global language learning community that connects students and teachers for 1-on-1 online language lessons.

4. **Market survey.**

How many people learn English?

There are 1.5 billion English-language learners worldwide, says British Council member John Knagg. The group is one of the largest providers of English language instruction in the world with more than 3,000 full-time English teachers globally. The number of English-language learners has led to a great demand for those who can teach the language, Knagg says, adding: "The lack of qualified English language instructors presents one of the largest challenges to educators and citizens across the globe."

By Kenneth Beare

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https://www.thoughtco.com/how-many-people-learn-english-globally-1210367

Conclusion

Briefly compare the app features above with my app idea. The advantage of my application is the free use of a certain number of minutes per month, the ability to create a social network and communicate with people at any time and most importantly, break the wall of fears to speak English with people.