學好廣東話
PORTFOLIO

Law Chun Hei

57201240

Ideas

At the beginning of the project, we had an idea of recycling, which is conducive to sustainable development. But making an app to improve it is difficult. So we think a little smaller. Something about younger age. Something could help foreigners or others learn more about our culture. A Cantonese learning app will help. Because Cantonese is a rare language, Mandarin will soon replace it. Educating non-Hong Kong people about our language is important.

This is usage of Cantonese: For learning and daily use

Why they want to learn Cantonese: Fun, want to be good and Integrate into Hong Kong

What is the reasons you interested in Cantonese: TV show, movie and music

Interview Note

A note was written during the interview with the Secondary school students. I asked them questions like: What is the use of content? What do you think is the important part of learning apps? Then, after they answer, I will base it on elaborate questions.

What would you like to include in a learning app? They may want to include more interactions like games or animation. Can communicate with others and co-op learning, which is useful in daily life.

Persona

Peter

- Age: 15
- Occupation: Secondary school student
- Location: Hong Kong
- immigrant students from mainland china
- Mother tongue is mandarin

Interests

- Basketball
- Football
- Mobile game
- Watching movies / TV series/Youtube/ TikTok

Needs and expectations

- Hobby class to learn Cantonese
- Break time
- An easy and simple way to learn

Influences

- Communication with local student

Motivations

- Fun/interesting
- not time consuming

Goals

- Settle a job in HOng KOng
- Achieve excellent results in studies
- Achievements in sports

Pain points & Frustrations

- No extra time for another study
- Doubtful about the importance of Cantonese

I organize the data from the user and make the persona. I make the information more detailed from interest to pain points and frustrations. I want to point out the main first point of the user.

For example, they like watching movies and TikTok, and they want the app to be more interesting and not time-consuming. Base on this information, we can improve more on the app.
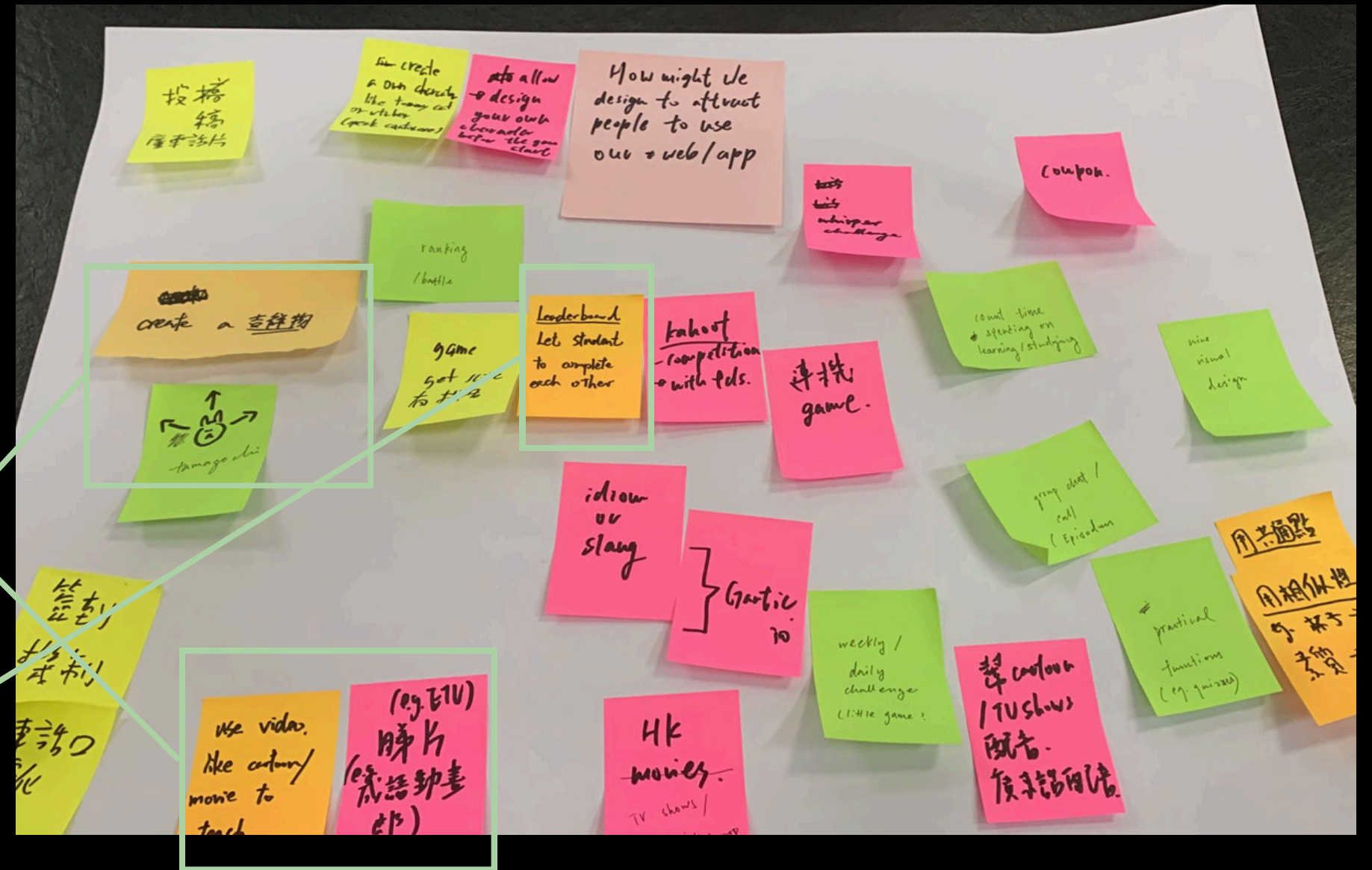
HMW

There is the question "How might we design to attract people to use our app?"

First, I suggest that we add a video to our app. Each up Cantonese movie or video etc.

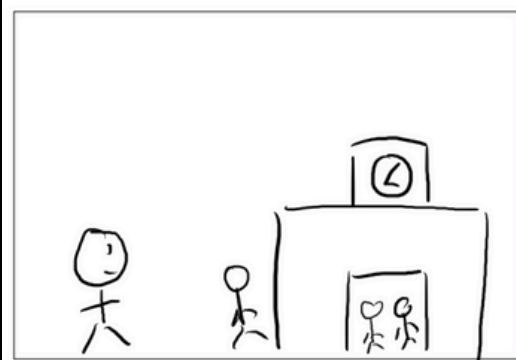Secondly, we can add a mascot to our app to attract users.

Third, we can add a leaderboard system so that people can check their progress in the app.
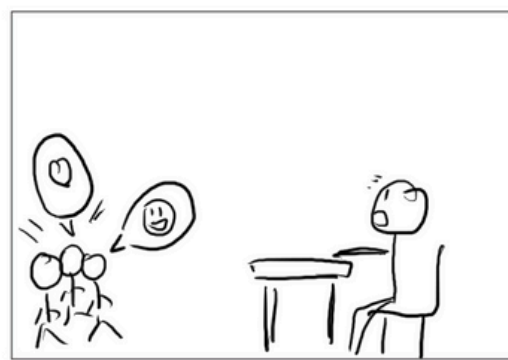
Storyboard

I simulate the situation that will happen before and after the user uses our app. It is time to solidify our idea, which is I want New immigrant students to communicate better with the locals.
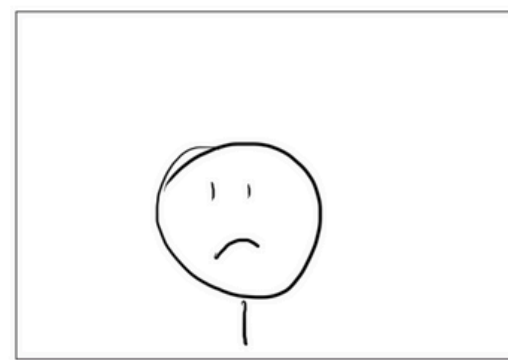
BEFORE

A student from mainland china come to him first day in Hong Kong school
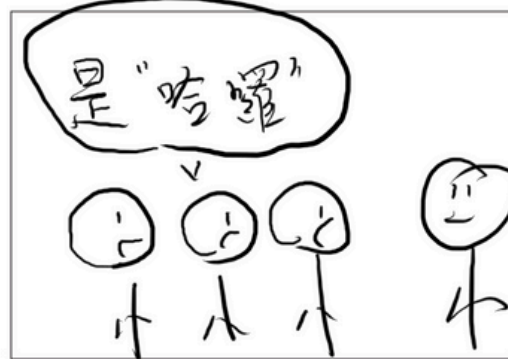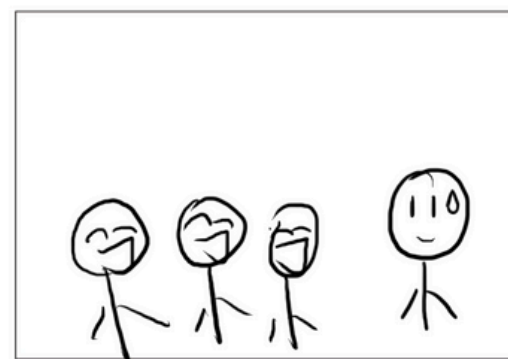
He see a group of student chatting

He want to join, but his cantonese is not good.

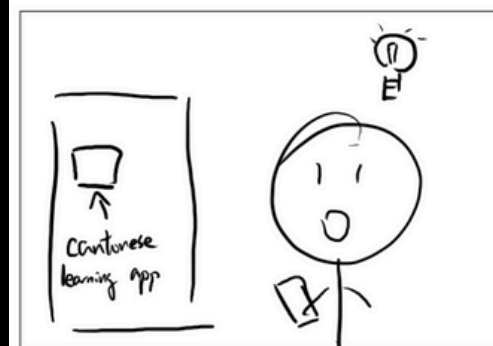He say 'hi', but he mispronounce it

Then they correct his pronunciation

They are laughing, and his feel awkward.

AFTER
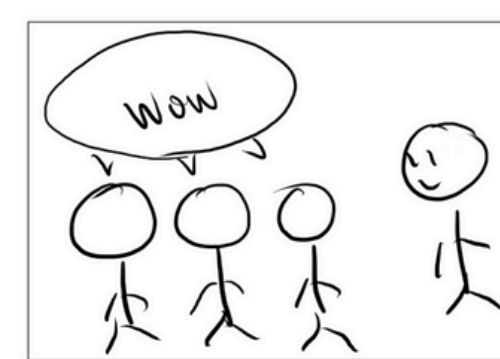

One he see a cantonese learning app

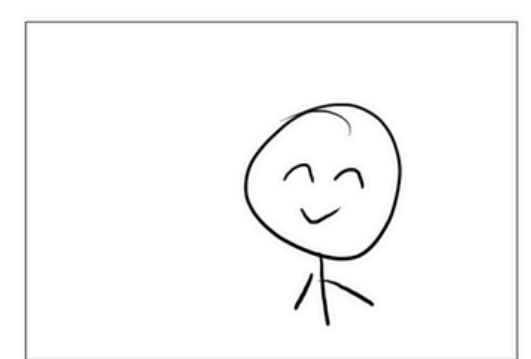he try to learn cantonese by using the app

He level himself from level 1 to level 99. He gain lots of skill.

He using his fluent cantonese talk to his classmate

They feel impress

And he is happy now.

Wireframes & UI Design
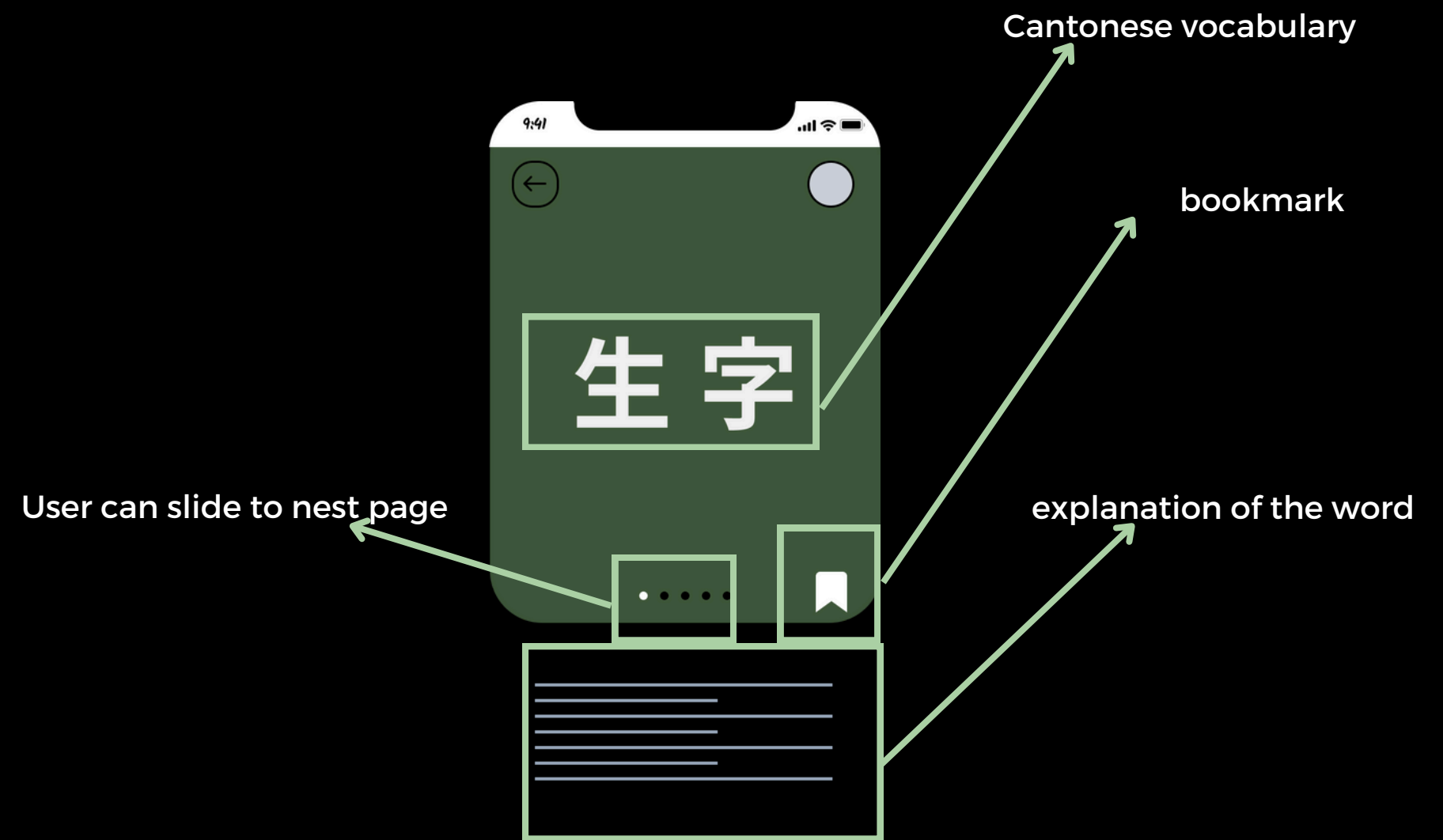
This wireframe is designed based on the user research and the storyboard. We want the user to have different improvements. We want to make the UI simple and clean.

Tone

生字

開始

A Name ⚙
Title
Subhead
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

A Name ⚙
Title
Subhead

上傳影片
+
標題
檢測

刪除影片
取消 確認

刪除
取消

#486943

#00696C

#D8C8BA

#E3E9E9

#AAD0A4

Wireframes & UI Design

Go back to previous page

User icon

Press this button to start

開 始

chat with AI

Cantonese vocabulary

bookmark

生 字

User can slide to nest page

explanation of the word
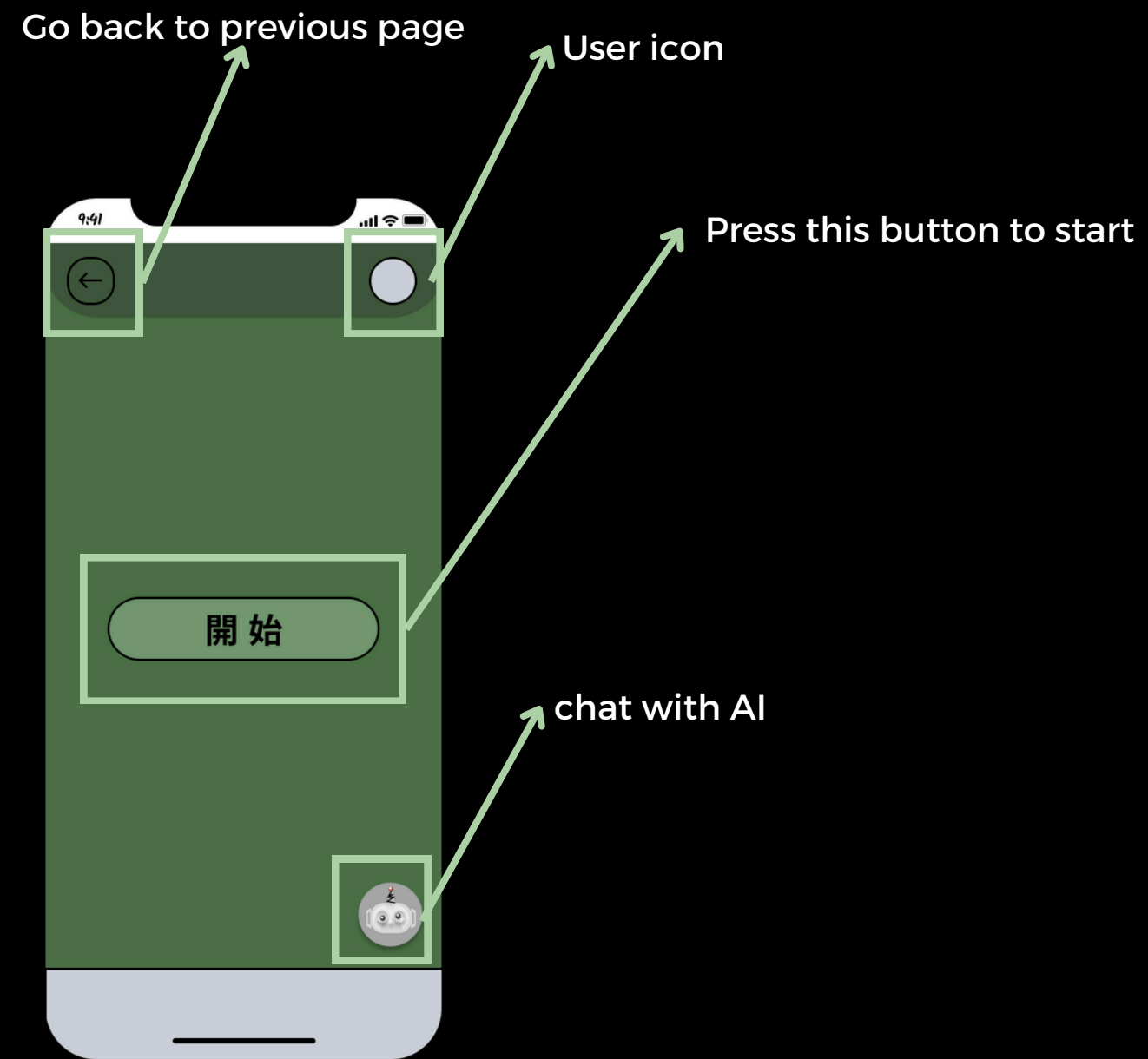
Finale Prototype

Here is the work I did in the finale. Because there are lots of visual problems in the wireframe. So I make the notefication and button more clear in the UI design.

Finale Prototype

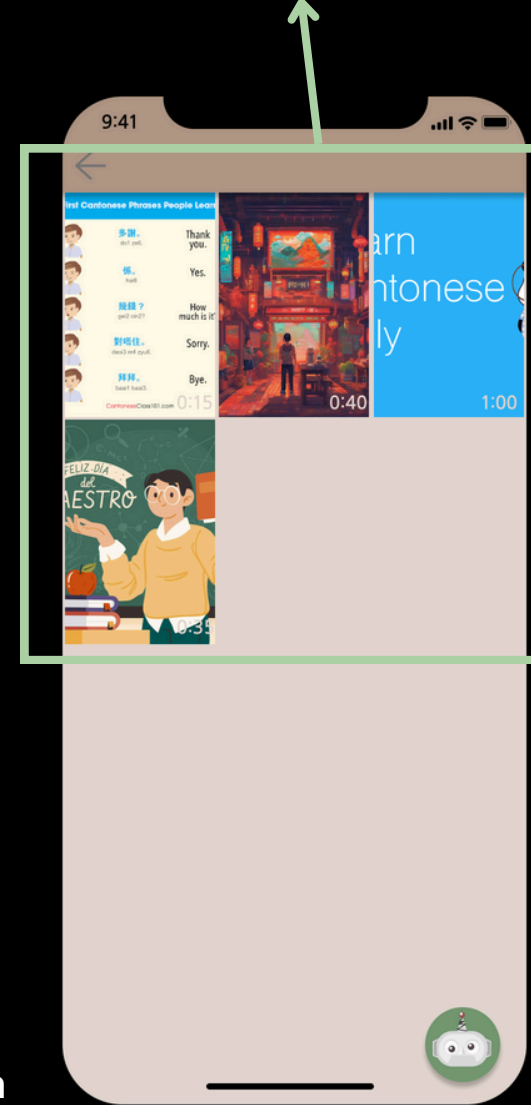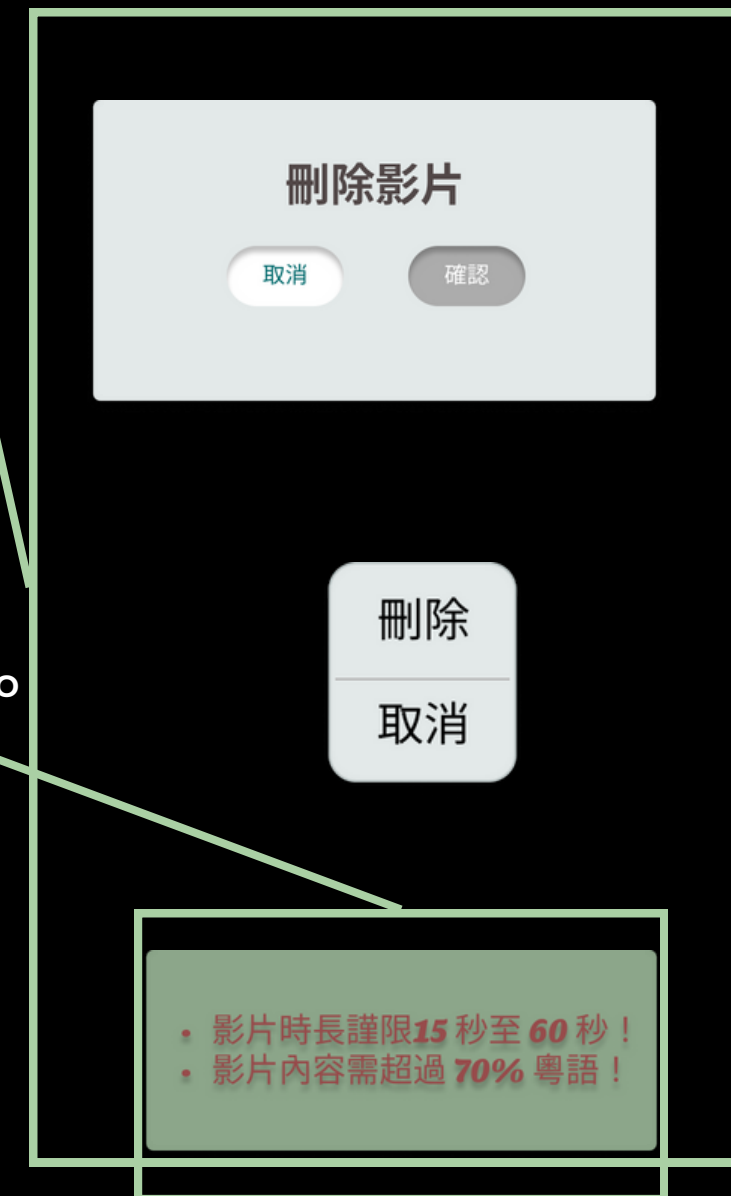User now have a view on their uploaded video

User now upload video, add title and description

User now can upload video from gallery

Information box

9:41

A Name ⚙

Learn
Cantonese
Daily

Learn Cantonese Daily
It is for beginners

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

A Name ⚙

係。 Yes.
hai6

幾錢？ How
gei2 cin2? much is it?

對唔住。 Sor...

Cantonese vocabulary and pronunci...
learning some common words

9:41

上載影片 ❗

+

標題：

檢測

done button

9:41

Thank you.

How much is it?

Sorry.

Bye.

Learn Cantonese Daily

0:15 0:40 1:00

刪除影片

取消 確認

刪除
—
取消

Notification for video check

• 影片時長謹限**15**秒至 **60** 秒！
• 影片內容需超過 **70%** 粵語！

THANK YOU