

Persona 1: Casual Learner

Name: Emily

Age: 27

Occupation: Marketing Coordinator

Location: New York, USA

Subscription: Individual Plan

Background & Motivation:

Emily has always been interested in learning a new language but never found the time. She recently started planning a trip to Spain and wants to learn Spanish to communicate better with locals. She has some prior experience from high school but hasn't practiced in years.

Language Level: Beginner

Emily can handle basic greetings, numbers, and simple phrases but struggles with grammar and listening comprehension.

Pain Points:

- Finds grammar rules confusing.
- Struggles with pronunciation.
- Needs motivation to stay consistent.

Goals & Needs:

- Wants daily 10-minute lessons.
- Prefers interactive exercises with visuals.
- Needs a reminder system to keep up with learning.
- Enjoys game-like progress tracking.

App Behavior:

- Uses the app during her commute and lunch breaks.
- Engages with quizzes and flashcards.
- Would appreciate voice recognition for pronunciation help.

Persona 2: University Student

Name: Ahmed

Age: 21

Occupation: Engineering Student

Location: Istanbul, Turkey

Subscription: Student Plan

Background & Motivation:

Ahmed is studying abroad in Germany next semester and needs to improve his German quickly. Since he's on a student budget, he opts for the cheaper student subscription. He has some knowledge of German but struggles with fluency and advanced vocabulary.

Language Level: Intermediate

Ahmed can understand basic conversations and grammar but finds formal writing and speaking fluently challenging.

Pain Points:

- Struggles with long sentence formation.
- Needs to improve academic and professional vocabulary.
- Has trouble understanding native speakers?

Goals & Needs:

- Wants conversation practice for fluency.
- Needs grammar explanations for university essays.
- Prefers short but intensive exercises.
- Looks for affordable options.

App Behavior:

- Studies in short bursts between classes
- Uses the app's listening exercises to train his ear.
- Engages with grammar challenges and practice tests.
- Might consider upgrading to the Duo Plan to practice with a friend.