1. Shark – mascot of the service: search for a couple of different, choose best, preferably friendly looking
2. Check a couple of professional websites and apps to check how they look, layouts etc, especially lang services, apps: busuu, italki, language exchange websites, programming schools
3. Website logo: language shark
4. Website design: blue, sandy, green,

To have:

1. Folder with all flags!

Drawings for the presentation:

The instruction is maybe too long?

1. The rule of 3: a ship sailing with a shark capitan with 3 big cogwheel(? Kolo zebate) signs on the wheels: Motivation, Systematic, Small chunks(how to name it differently?) – clicking on the wheels gives a description or description of the 3 is under?
2. Choose the language step: empty bottle next to it a couple of flags
3. Shark in a library picture, with glasses, reading a book / OR 2 options shark in a library looking for a book between the shelves, then reading and preparing– option to choose your topic and prepare / book falling on his head – spontaneous option: he checks whats inside
4. Shark speaking to a bottle sounds get inside – the flag is on the bottle?
5. Shark throws the bottle to the ocean / or bottle is just drifting in the water
6. View of the world map as the bottle travels to another continent
7. The bottle gets to the beach / is digged in sand
8. Another shark – Asian shark, latino shark, afro hair shark picks up the bottle
9. He open the cork / puts a piece of paper inside / listens to it, sounds get out of the bottle
10. He talks back to the bottle
11. Throws the bottle / bottle is in water / view of the world map
12. First shark gets back the message, reads what’s inside, he is very happy
13. Template panel of the bottles which you can listen to: bottles, next to a list, some description, corked bottles, closed bottles

Small pictures for the expandable panels, not all would be used, only the most representative:

1. Creativity – happy shark painting, telling stories
2. Confidence – shark in sunglasses, wearing a leather jacket?
3. Friends – shark talking with a squid, turtle, other shark
4. Travelling – shark with a backpack, visiting maybe a wonder of the world
5. Quick-witted – shark on a podium answering to journalist, with a confident look
6. Fun – lauging shark, listening to the bottle
7. For busy people / short session – a shark in a suit with a briefcase but talking through the phone
8. Improvisation – shark talking – clouds with random pictures
9. Presentation skills – shark presents language shark
10. Handling stress – call centre – people stressed, shark happily answers the phone
11. Communication skills – shark talking with a fish

Above the register button:

Shark pointing to register

// Inside the app:

Library step:

1. Picture for standard topic
2. Picture for random topic
3. Picture for custom topic