

Research Goals

We want to learn **why people have hard time choosing a new foreign language** so that we **can provide useful and accessible products for users to achieve their goals in learning a new language.**

1. Understand the reasons why they would like to learn a new language. (goal from users standpoint)
2. Understand how long they want to spend learning a language in each day
3. Understand how good they want to be in certain period.
4. Understand what users native languages are.
5. Understand the users learning style and learning materials (paperbook, youtube, manga) they have used
6. Understand the age of users

Introduction (2 minutes)

Hi, thank you very much for taking your time for interview. Would it be okay if I record our conversation for my research purpose?

In this interview, I would like to hear your experiences when you started finding a foreign language to learn. You can honestly tell me about your story and how you felt or what you thought about it.

If you need some time to think, or if you are not comfortable answering my questions during the interview, just feel free to let me know.

Interview Questions (15-20 minutes)

Building Rapport

1. How has your day been?
2. How often do you think you want to start learning a new language?

General Questions

1. Please tell me about yourself. Could you please share your native language and age for our research purpose as well?
2. How do you make your decisions on which language you would like to start learning?
3. How would you evaluate the most important part in a language? (listening, speaking, writing, reading)?

4. What is your general learning style? When you learn a new language? Do you use flash cards or audio clips or 1 on 1 conversation practice?

Experience:

1. Could you share your experience with us when you tried to learn a new language before?

a. If the new language learning went well and you became pretty good at language, what do you think was the most important in your learning?

2. When you tried to learn a new language, how much time did you normally spend in a day to practice that language?

3. How much did want to be good at after a year when you start learning a new language?

Challenges:

1. If new language learning did not go well, and you gave up learning that language, what was the reason for that?
2. What is most challenging part in learning a new language?

Reflection

Are there any more questions or any comments you would like to add before we end the session?

Wrap up (2 minutes)

Great, I really enjoyed having conversations with! Thank you very much for your precious time today. Would it be okay to keep in touch with you for further questions that might be necessary for the research?