Language Training System

Software Requirements Specification

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Revision History

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Document Approval

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| Project  Overview  Statement | Project Name:  Language Training Systsem | Team: Red |  |
| Problem/Opportunity: Our world is becoming ever increasingly connected across social and business landscapes as a result of internet-based technologies than can bring together individuals from disparate communities which have traditionally been localized according to geographic constraints. Today individuals and business firms are able to connect and interact within a radius of coverage that covers most of the developed world. As a result communities have become more diverse as people coming from all cultures and locations can more easily connect, interact and transact with one another. While geographical boundaries have been broken via such technologies, there still exists language barriers amongst the many connected individuals who are unable to speak and understand the native tongues of those to whom they are connected.  The online language arts learning market is expected to be between $4-$8 billion during by 2024 [1] [2]. Indeed there is a recognizable demand for language training products worldwide who’s market majority is currently shared between two firms: Rossetta Stone Ltd. [3] and Duolingo Inc. [4] [2]. Rosetta Stone Ltd. offers a subscription based digital training platform that covers 30 languages through an online classroom styled delivery and also offers live one-on-one online tutoring via virtual web meetings [5] and has developed a social network presence within which users can interact on Facebook [6] and Twitter [7]. Duolingo Inc. covers 26 languages (including Klingon for avid Star Trek Fans) using a gamification styled delivery which is based on both an ad-free and fee based subscription models and provides an integrated social community that allows users to follow and compete with others in their Duolingo network [4].  Although the market for digital language arts training applications have been reached by several competing entities, we view opportunities to be captured within the space. Our analysis of the products offered by [4] [3] are disjoint along both the personal tutoring and gamification components. In our view there is room for significant improvement to the level of interactivity and engagement possible through a digital language arts learning platform. Namely we recognize the potential for value to be added by offering, in addition to language arts training via traditional modalities offered in existing solutions, a cognitive computing based solution that creates an intuitive virtual tutor than can be available to the user on demand via an audio-visual-text-social media based interface. Our aim is to 1.) hybridize traditional digital language arts learning modalities having demonstrated market success, 2.) expand upon current platform technologies offered using cognitive computing based solutions, and 3.) integrate said technologies into a uniquely defined product that offers market leading high quality and engaging language arts training that is cognizant of each individual user. | | | |
| Goal: | | | |
| Objectives: | | | |
| Success Criteria: | | | |
| Assumptions | | | |
| Risks | | | |
| Obstacles: | | | |
| Prepared By: | Date: | Approved By: | Date: |

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