Innovativeness (25%) –

- Customisability and scalability – easy to change to suit the teacher's and learner's needs. Also linked to desirability as exemplified in the cheesy phrase – 'teacher knows the class best'.
  A further point would be that the app does not simply have to encompass teaching solely the English Language. It's specificity is simply to adhere to the buildathon's rubrics. Can also be scaled to include content and contextual based subjects such as: geography, economics, et cetera.
- In comparison to other apps such as Word Learner or Quizlet (don't mention them of course, unless in general), what they lack in customisability and specificity is available in our app.
- Good metrics/stats to keep the teacher informed and updated about a student's performance or the class as a whole. Graphs about the words/phrases most commonly misunderstood could allow teachers to actively formulate directed learning experiences towards students.

Desirability (25%) –

- Caters to two different users – the teacher, and the learner.
- For the teacher, its desirable because it is easily customisable to suit their teaching requirements (be it for English, geography, or whatever subject). Specifically frame questions and content based on what the class requires. Easy to use and keep track of student/class progress.
  Allows them to be in control of the content – as teachers they would be the ones most qualified to attract and sustain the attention of their class. Think inside jokes, pop culture references that only a teacher-student relationship can maintain. We would simply be providing the framework for efficient interaction.
- For the learner, maybe we can bring up points to sugar coat the app. Suggestions would be aspects such as gameifying the app to entice students via a Rewards system (intrinsic would be through Leveling up and progressing; extrinsic would be offering actual rewards like Milo lol.)
  We could also create a Leaderboard to motivate the more competitive students. Low motivation to succeed could simply be a lack of positive inspiration to succeed (maybe they think learning isn't cool, and they would find motivation through beating their friends)

- Spaced repetition system envisioned in a high-frequency, short duration format for the quizzes? So it wouldn't be too draining on the less capable students (after all, they are our primary audience for now). This can be complemented by a difficulty system: like, one difficulty would really easy, with quizzes that are very short (think 5-10 qns) but are frequent to emphasis the learning point; and quizzes that last longer and get increasingly challenging for the higher-order student.

Few key pointers –

- I think we should sugarcoat our presentation to score as much as possible for tomorrow. Which implies hardcoding aspects of the product that is simply not feasible to fulfil by tmr. Stuff like google charts, spaced repetition system, difficulty system, scalability for other subjects, leaderboards, pictures to be ensure the learning stays (think memrise)

This is especially important because as we saw the marking scheme has 20% for BOTH presentation and implementation, vs the 50% total for innovation and desirability.

- Frame our presentation such that the first 1/3 or ½ of it is our actual example of a user (the teacher) demonstrating how such an app has an actual use and need in teaching environments, and that it would solve a very real pedagogical problem faced by teachers, especially those who teach problem students.

Second half would be focused on elaborating on the more technical aspects, so the various features mentioned above. Actually I think we need more time, so we only allocate about 45s to the teacher to tell them about our needs? idk