

SlangLang Proposal - Team 3

Project Team Members

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1. Executive Summary (Overview)

SlangLang: A translator that translates your lang-slang!

SlangLang is a cross-platform application – available as a mobile app, website, and desktop program – that translates slang, shorthand, or generational terminology into clear, conventional English. Users can upload screenshots, paste text, or enable real-time screen monitoring for instant, accurate translation.

The app is designed to help individuals unfamiliar with contemporary slang, particularly Gen Z expressions, better understand and engage in modern communication. Whether for Millennials, Gen X, Baby Boomers, or even Gen Alpha, SlangLang bridges the generational language gap by promoting clarity, comprehension, and meaningful interaction.

By combining accessibility, accuracy, and innovative real-time translation features, SlangLang offers a practical solution for making digital and everyday conversations more coherent across age groups.

2. Market Research and Need Justification

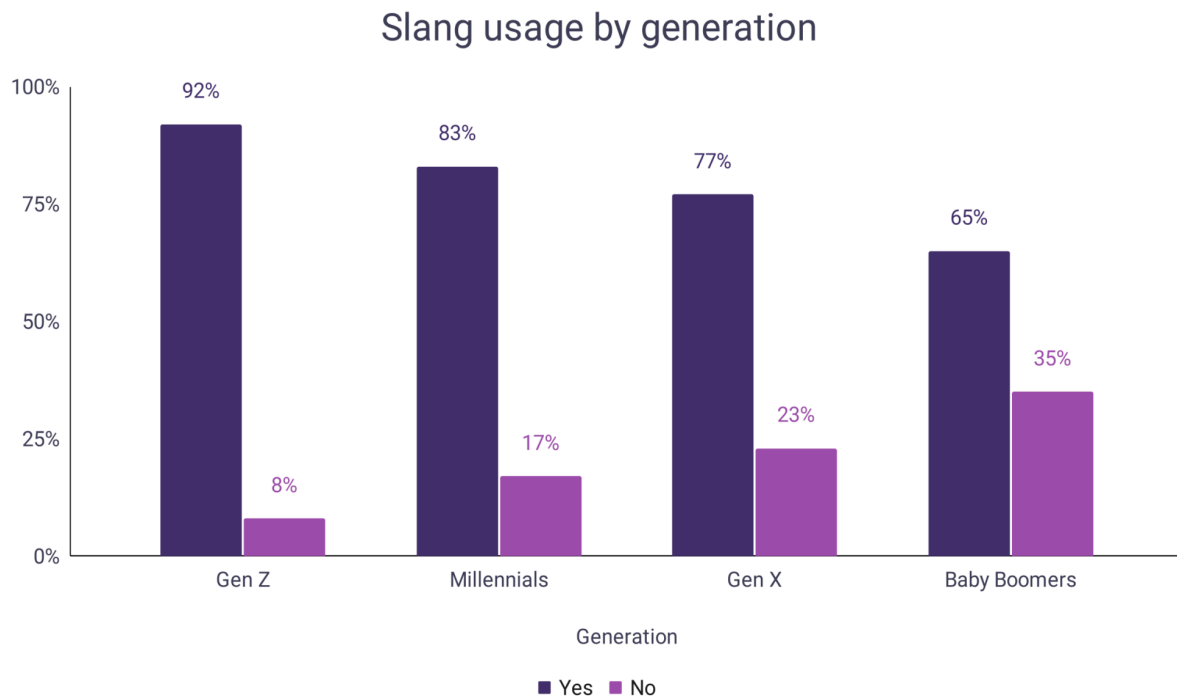
Why do we need this app?

The slang used by society today has become integral to one of the United States' main forms of communication. From its usage in daily conversations to its effectiveness in serious discussions, the overall usage of this new language is skyrocketing, and it is important to understand it today. According to preply.com and media.market.us:

- 54% of the population uses slang in daily conversations

- 20% of Americans use slang to express how they are feeling
- 79% of Americans use slang at home, while 73% use it at social events
- 94% of Americans this year use slang, increasing by 10% in a single year

Here is also a graph from wordraiders.com detailing what percent of each generation uses slang today:



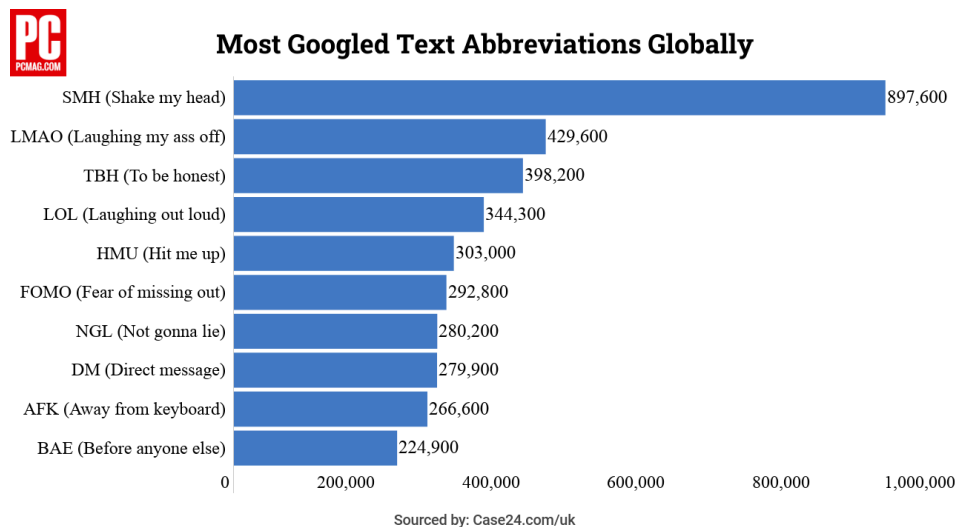
As newer generations continue to grow and make up more of our population, some will eventually or have already taken places in the workforce, causing slang to be used there as well. However, their continued usage of slang has created a communication problem between them and older workers, which can cost businesses significant amounts of money. This issue has prompted some to attempt to learn this slang, which can be challenging for some. According to fastcompany.com, sociabble.com, and pcmag.com:

- In 2022 alone, 37% of workers use slang in the workplace to communicate
- Roughly 30% of Gen X workers state they struggle communicating with Gen Z and millennials
- 28% of millennials are forced to learn and use Gen Z slang so younger workers can understand them
- Miscommunication has led companies to lose approximately 1.2 trillion dollars annually

There are those today who do not know the full definition of specific slang words, and will use them in the wrong situation or in the wrong situation. According to preply.com and prdaily.com:

- 43% of parents with 8-10-year-old kids who are in Gen Alpha have trouble understanding them because their kids use slang
- 29% of parents with kids in Gen Alpha do not understand the slang their kids use
- 62% of baby boomers needed to ask others to tell them the definition of a slang term
- 35% of people from Gen Z do not know the definition of slang terms they use
- 31% of people from Gen Z accidentally use an offensive slang term because they did not know what the phrase meant

Many people have to resort to using internet resources, such as Google, to understand slang, which is not guaranteed to be correct. The following chart is from Case24.com:



According to acutrans.com:

“Google uses a wide array of tools and strategies to gather information. However, the majority of the data isn’t provided by language experts. Instead, Google relies on machine learning-style algorithms and community contributions, both of which have their drawbacks. The issue with algorithms is that they take time and a significant amount of data to realize that the information it is currently using is incorrect. From the community aspect, [a]nyone can contribute to help improve the information, but there's no guarantee that the information they are providing is correct”.

Others use some other form of AI tool to translate words every day, which does include slang. However, there are some downsides to doing so:

- According to entrepreneur.com, “approximately 500 million people use AI-powered translation services [every day]”

- According to translingo.cc, AI services struggle to translate slang correctly since “[s]lang often carries a tone that’s difficult to interpret algorithmically” and “AI may still miss context tied to pop culture or history”

Competitors:

Name: GenZ Slang Translator (App)

Availability: Google Play Store and Amazon Appstore

Release Date: 2024

Rating: 3.5/5 on Google Play Store

Limitations/downsides: Not available on all devices, lower ratings, minimal user feedback, which suggests ineffectiveness or dislike

Jani Infotech

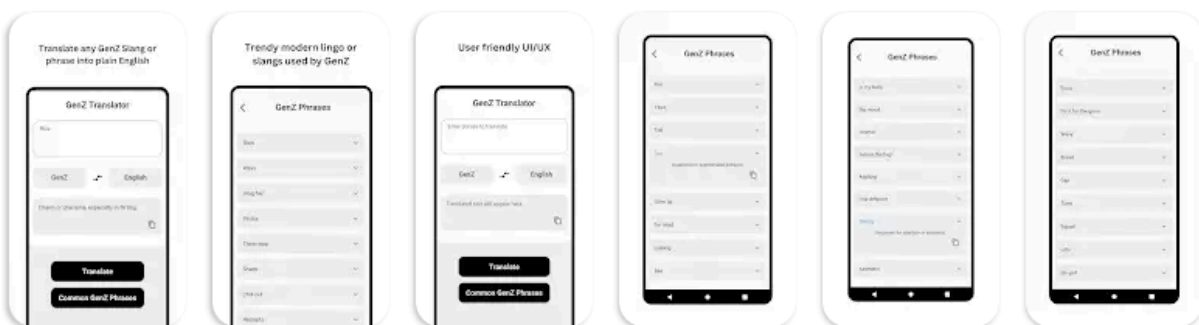
GenZ Slang Translator



Install

Add to wishlist

Contains ads



Name: GenZ Translator (Link: <https://talktogenz.com/>)

Availability: Any search engine

Release Date: Unknown

Rating: None

Limitations/Downsides: No reviews or ratings, making it impossible to determine issues with the website. Merch products are also on the website, encouraging users to purchase items. Translations are also not up to date ("what the sigma" is translated to "what's up")

Gen Z Translator


Enter your text


what the sigma

What's up?


☒ Gen Z to English

TRANSLATE

 [Merch](#)



Chase Dreams, Collect Bags



Vibes Visor – No Cap

3. Product Description

The application would include a feature to select an area on your screen that allows the app to read from it and translate that text in real time. If the text changes, the application can be adjusted based on how long the user wants to keep the translation on screen to accommodate slow readers. The text is also saved into a text log and stays for an amount of time set by the user before being deleted. Once you are done with the real-time translation, simply return to the app, select the area you created, and press backspace. Outside of that, the text could be input manually via typing, voice, or images, allowing the user to utilize the app in any situation. While the text automatically scales by default, it can also be manually adjusted to help with legibility. Another accessibility feature allows for translations to be read out loud. The app is updated to stay informed on new slang that is being used. The app will be supported on ads that play once and give you 15 minutes of translations.

SlangLang

Enter Text Here
or Click Microphone Below

Translation

Text Image Real-Time

Text Size: ———○—————

SlangLang

Drop Image Here
or
Browse Your Files

Text

Image

Real-Time

Text Size:

SlangLang

Text Log
8:25 Lit! -> Amazing!

Saved for: 1 Week

Select Area to Translate

Display 1

Click and Drag to Create Translation Area.

Press Backspace after Clicking to Delete Area.

Text

Image

Real-Time

Text Size:

Real-Time Translation Linger:

4. Possible Issues and Counterarguments

Critique 1:

Why should I use this application rather than putting a query into a search engine? Despite giving a real-time translation for quick and easy understanding, wouldn't it be more beneficial for the older generations to integrate the slang into their knowledge so they don't need a translator? Unlike learning a new language, learning slang is an attainable goal, akin to learning a set of new words.

Response:

SlangLang will translate live for you, meaning it's faster than large AI models. You would circumvent having to constantly switch windows to prompt the AI to translate for you by instead being given the translations in real-time.

Critique 2:

It might be counterproductive to bring older generations in on the modern slang of Gen Z. Young people may find it weird or embarrassing to hear older people or even their parents using their slang, in turn causing them to stop using it and invent new slang. This would create a cat and mouse game of the older generations learning the current slang and that slang then becoming outdated.

Response:

SlangLang does not attempt to teach people the slang; it instead translates it into more commonly used language. For example, if you use Google Translate, it's not trying to teach you the translations, but rather simply turning it into a language that you already know. Of course, one could learn the translations themselves over time, but that would happen regardless of the use of SlangLang.

Critique 3:

It could be difficult to implement AI into the application to live translate slang. Getting the AI to recognize what needs to be translated and what slang is known widely enough that it's better to leave it untranslated would take a lot of training and would change over time. Additionally, existing large AI models like ChatGPT, Google Gemini, and Microsoft Copilot are also capable of translating slang for anyone who needs it, and they would provide insight beyond what simple text replacement could.

Response:

Learning how to implement AI into an application is relatively simple with a basic level of research. It may not be easy, but it's something that could be figured out within our time constraints. Implementing AI into SlangLang will also make the process significantly easier than hard-coding every translation, especially with slang changing so rapidly that upkeep would be near impossible that way.

Critique 4: (from group 2)

“Their argument against AI is also questionable. How would their app function without the use of AI? They provide no concrete evidence to prove their app is more beneficial for users than AI.”

Response:

SlangLang uses AI to do its translating, which already puts it at the same level as other AI models. Our app, however, specializes in translating slang, which means it will be ahead of the curve compared to other AI models due to not having to cover for the many other uses for AI. Another advantage that we have is that SlangLang can do it live in certain cases, like with a video game chat, which makes it easier for the user than something they have to copy and paste or manually type into a separate application. It also prevents users from having to switch their window to translate something.

Critique 5: (from group 2)

“One of the main ethical concerns of this product would be privacy. The idea is that people would be translating entire conversations on this app, and the privacy of those conversations is important and should be properly discussed and protected.”

Response:

SlangLang does not save user data, and it will only save text that requires translation. It scans text for uses of slang, and only translates it if it finds it. In order to improve its own algorithm, it would need to save some text, but this would be just the pieces that slang is used in to have just enough context to translate correctly.

Critique 6: (from group 1)

“They don’t talk about money at all, they don’t mention it. They don’t go over how much it would cost or anything like that.”

Response:

The SlangLang application will have a video ad when you first open the app as well as banner ads on the main page. There will also be an option for users to pay a one time fee of \$2 to remove all ads. This monetization will cover the upkeep and maintenance of the app.

5. Conclusion and Recommendations

In conclusion, the growing generational communication gap poses a real challenge in today’s world. With relationships between age groups becoming increasingly fragmented, SlangLang offers a timely solution by bridging these divides and fostering clearer understanding among

individuals and communities. By reducing confusion, breaking down communication barriers, and allowing people to express themselves without fear of being misunderstood, SlangLang has the potential to create stronger connections across generations. For these reasons, we strongly recommend moving forward with the development of SlangLang.

6. Appendix

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