# sound right?

cs185: concept video

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recap: our solution:

natural language app

the problem:

1. speaking is the universal measure for whether you 'know' a language. "you can speak __!?"
2. but also one of the hardest language skills to practice, as you need consistent conversational partners, confidence to speak even though you might be "incorrect" since you are still a learner – we need to bridge this gap

our users:

language learners who want to sound conversationally natural but lack regular opportunity to speak or the confidence to do so.

our solution:

an app where you conversationally speak with AI, and it tells you whether you sound conversationally natural, and offers pointed improvements + specific study tips targeted towards talking.

therefore we came up with the name...

talkreal

"speaking practice for real-world language use"

market research

Competitor 1: ELSA Speak

AI speaking coach focused on pronunciation and fluency

what works for our problem space

- gives immediate speaking feedback and clear correction targets
- helps users practice consistently with short daily sessions
- confidence boost from visible progress and repeatable drills

what doesn't work

- feedback is mostly pronunciation and clarity, not "would a real person say this"
- can feel score-like and judgmental for anxious speakers
- less emphasis on tone, register, and everyday phrasing

what we can take away

- keep feedback fast and specific, but frame it as naturalness not grades
- prioritize contextual rewrites like "here's how people actually say it"

ELSA

Competitor 2: Duolingo

Mainstream language learning app with structured lessons and practice

what works for our problem space

- extremely low friction and easy to build a habit
- gives lots of exposure to vocabulary and basic patterns
- makes practice feel approachable and not intimidating

what doesn't work

- often teaches "correct" sentences that still sound textbook in conversation
- limited spoken naturalness guidance in real-life social contexts
- practice can feel disconnected from high-stakes real interactions

what we can take away

- match Duolingo-level simplicity, but focus on real-life phrasing and tone
- make the core loop quick: speak, get naturalness check, retry

Competitor 3: Speak

AI conversation practice app for spoken language learning

what works for our problem space

- conversation-first approach that encourages speaking out loud
- roleplay format makes practice feel closer to real situations
- supportive environment that reduces social pressure
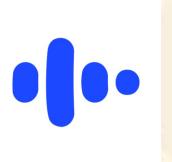
what doesn't work

- users can still finish a session unsure if their phrasing sounded natural
- feedback may be more general than a clear natural vs unnatural verdict
- conversational practice can drift without targeted "fix this sentence" moments

what we can take away

- keep the realism of roleplay, but add a sharper naturalness verdict
- deliver short, concrete rewrites right after the user speaks

	talkreal	Duolingo	ELSA	Speak
instant responses	✔	✔	✔	✔
caters to multiple languages	✔	✔		✔
specifically for speaking naturally	✔			
emphasis on real-life use cases	✔			✔

tasks

simple
single input, immediate feedback, no context needed

the user can speak and
instantly learn if it sounds
natural
timestamp: 0:10

moderate
user must interpret feedback, choose a tone, and try again

the user can get a more
natural rewrite and re-say it
in the right tone for the
situation
timestamp: 0:29
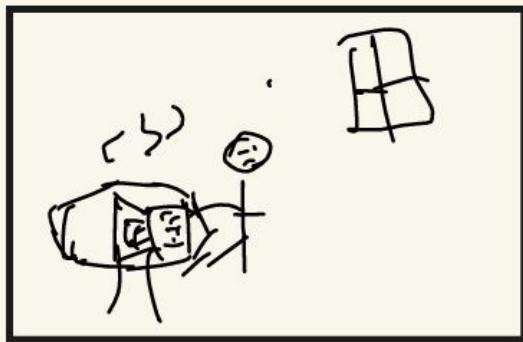
multi-turn speaking, higher emotional stakes, summary feedback across turns # complex
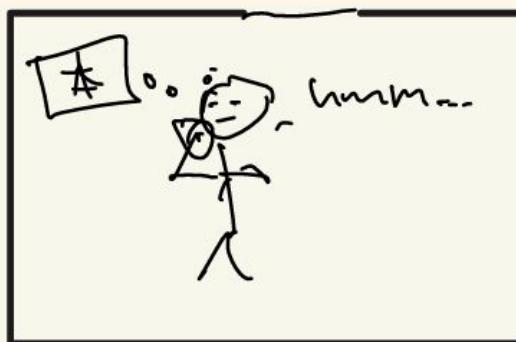
the user can practice a full
real-life scenario conversation
and receive naturalness
feedback at the end
timestamp: 0:44 to end
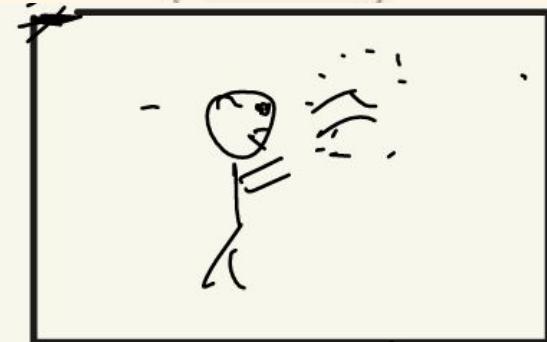
storyboards

main character (MC) is studying language on his laptop
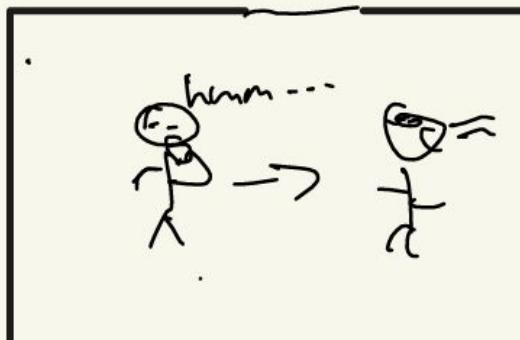
MC starts thinking

MC turns to his side and starts talking
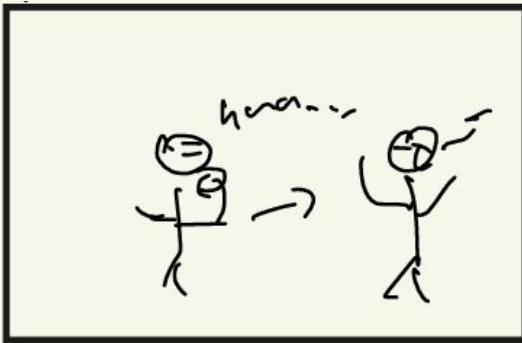
his learning partner, talkreal (app), shakes his head at the MC's sentence (disapproval)

MC thinks again, and says something else (refactored)
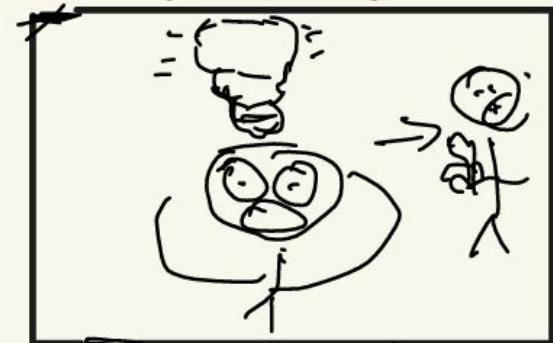
talkreal shakes his head again in disapproval
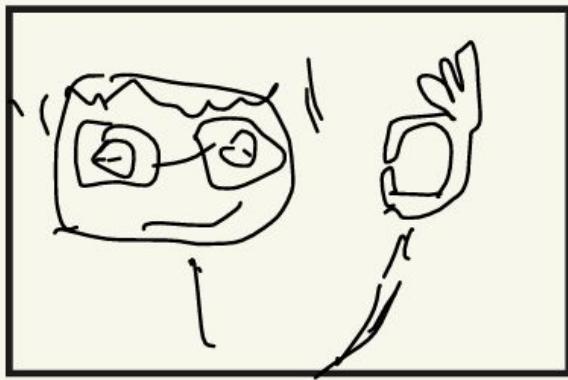
MC thinks again, this time harder and longer, and finally asks tallkreal again
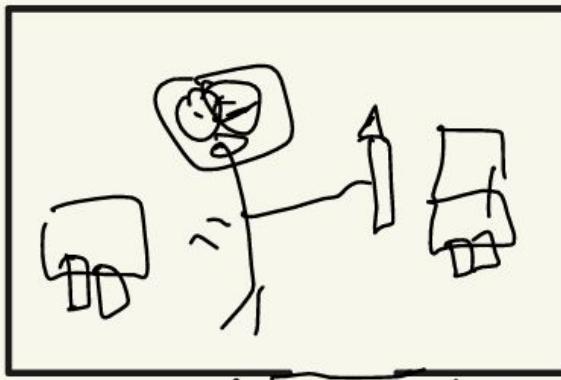
talkreal indicates that he has a suggestion, and says the "natural rewrite" of MC's sentence
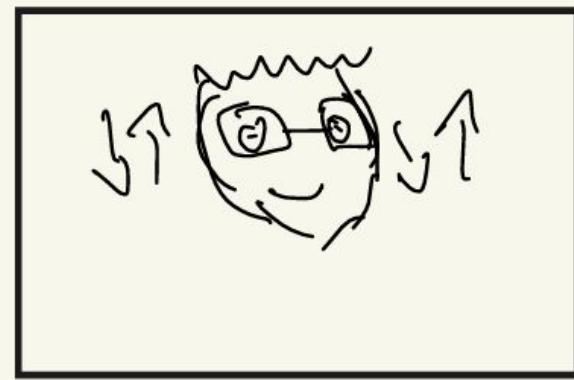
MC is shocked, and in his revelation, restates the "natural" version of the sentence

talkreal indicates an "OK" signal

MC, now more excited, starts full-on talking
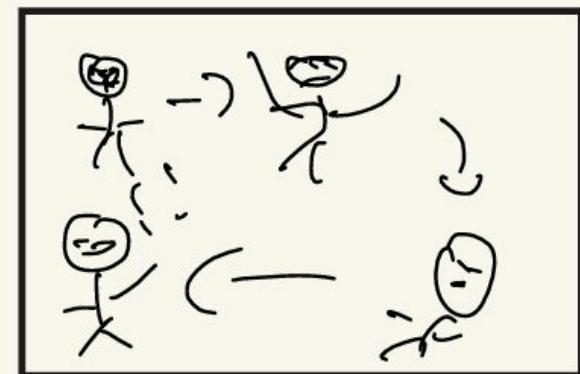
talkreal nods and smiles
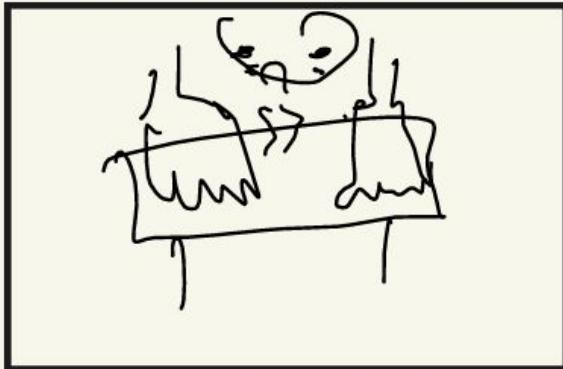
MC continues to be very excited, maybe going a little bit crazy while talking
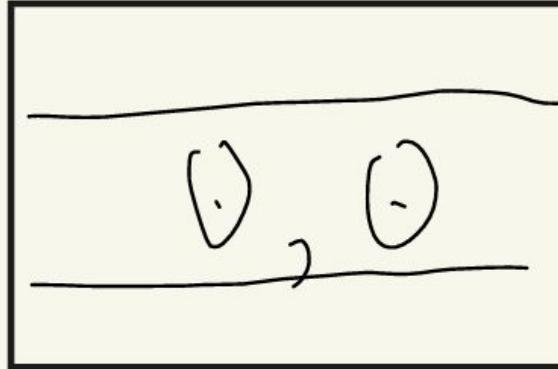
talkreal is just listening now
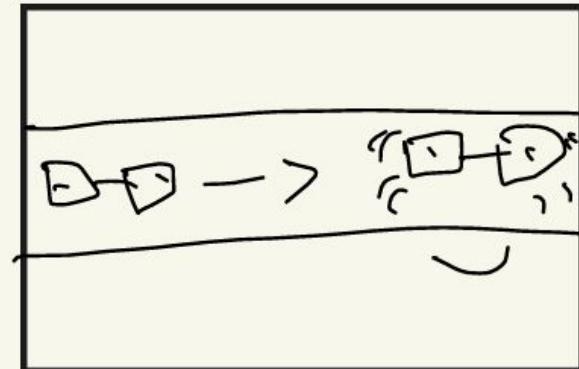
MC starts getting wild with his talking
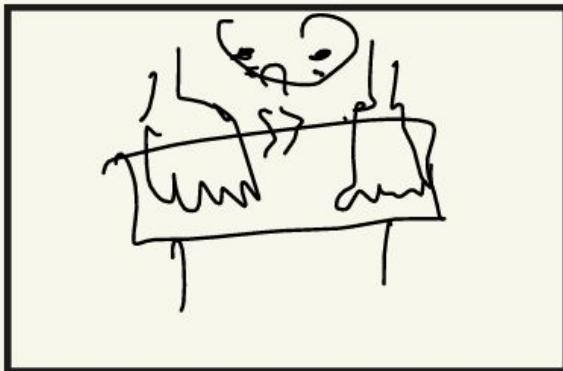
MC gets tired but looks for approval after his episode, he puts his hands down on the table and asks talkreal if he approves
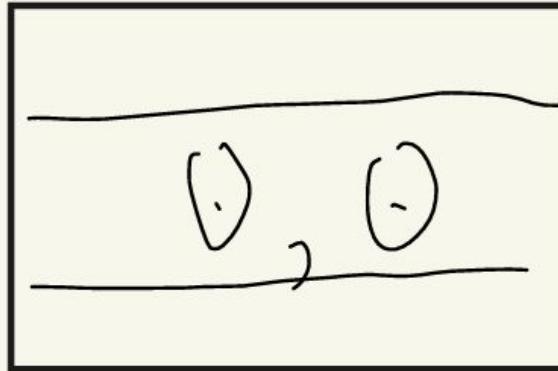
MC looks up at talkreal, a close shot to see his eyes
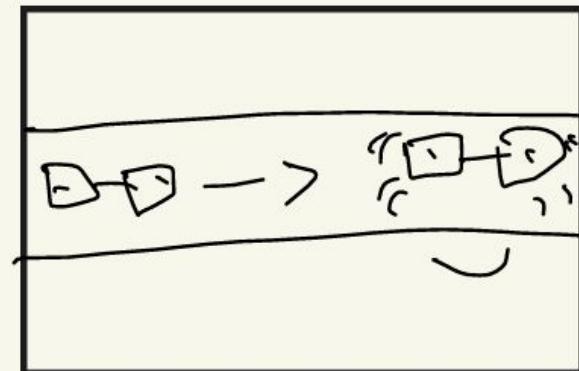
talkreal stares, then smiles, also a close up shot to only see his eyes
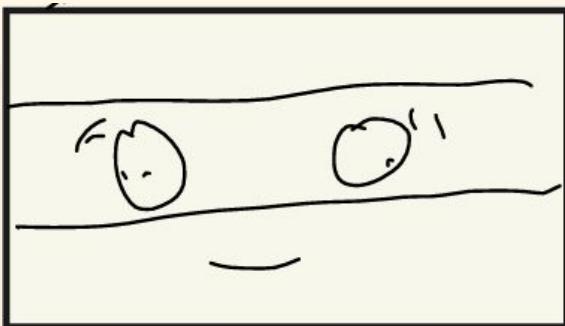
MC gets tired but looks for approval after his episode, he puts his hands down on the table and asks talkreal one more time
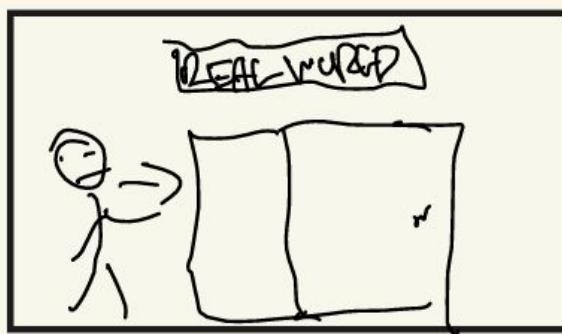
MC looks up at talkreal, a close shot to see his eyes
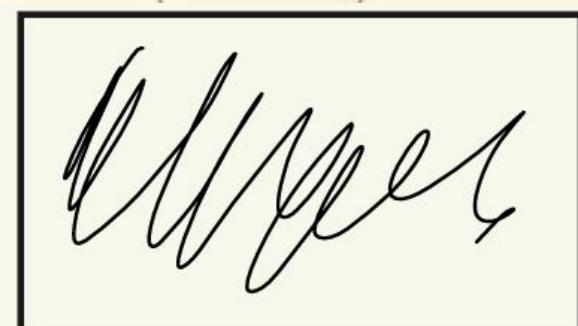
talkreal stares, then smiles, also a close up shot to see his eyes

MC smiles and nods back, still a close up shot of his eyes

MC, with his newly found speaking confidence, goes out into the real world

scenes fades to black and film ends

concept video

https://www.youtube.com/watch?v=xFhFGdK5dDk

appendix

1. project name + value proposition - slides 5 to 6

2. problem/solution overview - slides 2 to 5

3. market research - slides 7 to 11

4. tasks - slides 12 to 13

5. storyboards - slides 14 to 22

6. concept video - slides 23 to 24