User Survey Findings

Team Jargon

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MDIA 3106 PROJ–02 User Research

Table of Contents

Summary

Date of Report: October 12th, 2025

Date of Interview(s):   October 3rd, 2025 – October 8th, 2025

Date: October 12th, 2025

Please print your name: Primcharlin, Richelle, Xiuzi

Please sign your name:

Survey Information Background

Survey (Researcher version & Responses):

https://docs.google.com/forms/d/1b3GmWDbYcK6sPDfj9f6c2Fb68hIMvYmKRp6RT8iFIUg/edit

Survey Results:

https://docs.google.com/spreadsheets/d/1zLWxvo-vy2Soi3Snc8Z8XP43qdJkjEpvyOHffc5pWRo/edit?resourcekey=&gid=1461136908#gid=1461136908

Who We Surveyed

Among the 8 participants surveyed, most were between 25 and 34 years old. The majority have lived in Canada for over 3 years, with three participants (37.5%) having 5–9 years of experience in the country, and only two being relatively new immigrants with less than 1 year of experience. The most common first language was Tagalog (50%), followed by Mandarin, French, and Korean.

Age		Language	
Under 18	0	Tagalog	4
18-24	2	Mandarin	2
25-34	4	French	1
35-44	1	Korean	1
45+	1		

Years in Canada / Abroad	
Less than 1 year	2
1-3 years	1
3-5 years	1
5-9 years	3
Over 10 years	1

Secondary Research

Our team conducted secondary research by analyzing our competitors' apps such as Duolingo and blogs discussing the importance of effective communication in the workplace. We chose these sources to gain insights and relate to our users' experiences, common pain points, and key expectations for English language learning tools for trade workers. This research helps us identify best practices and necessary features for our app, Jargon, ensuring a more user-friendly and helpful learning experience.

Secondary Research 01 - Duolingo Application

https://www.duolingo.com/

Description

Duolingo is a popular language-learning application that offers free courses in over 30 languages through gamified lessons, daily challenges, and progress tracking features. It aims to make learning fun and accessible for users of all levels. The app focuses on vocabulary, grammar, pronunciation, and listening skills through short, interactive exercises.

Duolingo Reviews on App Store and Google Play

Duolingo has a 4.7-star rating from over 2 million reviews on the App Store and a 4.6-star rating from more than 19 million reviews on Google Play. Users commonly praise the engaging design, ease of use, and structured learning path. However, some reviews also highlight recurring issues such as repetitive content, limited real-life practice, and overly gamified elements. Below is a summary of both positive and negative reviews.

Positive Reviews

> "Duolingo makes learning a new language fun and addictive. The lessons are short, easy to follow, and fit perfectly into a busy schedule."

> "I love the daily streak and rewards, it keeps me motivated to practice every day. The visuals and sounds make it feel like a game rather than a class."

> "The interface is clean and user-friendly. I can see my progress clearly and enjoy how the app builds difficulty gradually."

Negative Reviews

> "Some lessons feel repetitive, and it's hard to practice real conversations. The app focuses too much on translation rather than speaking naturally."

> "Too many notifications and ads disrupt the learning flow. It feels more like a game than serious study."

> "The app is great for beginners but lacks depth for advanced learners. There's limited contextual learning for real-life situations."

Findings & Results

Duolingo's main strengths include its gamified structure, motivating streak system, and visually engaging interface, which make language learning enjoyable and accessible for beginners. However, several weaknesses were identified, such as repetitive exercises, limited opportunities for speaking practice, and an overemphasis on gamification that can lessen serious engagement and long-term learning effectiveness, which we can apply these strengths to Jargon by focusing on the following:

- **Include industry-specific and practical learning contexts** to address the lack of real-world usage.
- **Balance a fun and professional tone** to engage users without overwhelming them with gamification.
- **Offer verbal practice and scenario-based exercises** to improve practical communication for trade workers.

- **Introduce a document upload feature** that allows users to upload manuals, safety guides, or workplace forms, which will automatically generate personalized flashcards or quizzes.
- **Combine gamified engagement with personalized, job-specific materials** to create a more meaningful, contextual, and effective English learning experience for trade workers.

Secondary Research 02 - Article "The Effects of Bad Communication in Construction"

https://esub.com/blog/communication-in-construction

Description

The article "The Effects of Bad Communication in Construction" (eSUB, 2020) examines how poor communication negatively impacts construction projects in terms of time, cost, safety, and stakeholder relationships.

Highlights from the article

The article highlights 5 key consequences of poor communication in construction:

- **Creating Confusion.** *"Inconsistent reporting, incomplete reporting, unclear reporting, delayed reporting — all of these can lead to mistakes that cause project delays and cost overruns."*

- **Unnecessary Delays**. Miscommunication can result in *"ordering incorrect materials, missing steps in the construction process, or misdirected communication leading to disputes."*

- **Budget/Cost Overruns.** The article cites PMI and noting that *"more than half of all project budget risk is due to ineffective communications."*

- **Injuries and Safety Issues.** It explains that *"one of the most common reasons for many job site injuries is poor safety communication,"* especially when workers are not familiar with safety terminology or are afraid to speak up.

- **Issues with Stakeholders.** Poor communication between project stakeholders is responsible for *"48% of all rework on a project."*

Findings & Results

This article reveals that poor communication is one of the most critical factors leading to project failure in the construction industry. According to data from the Project Management Institute (PMI), ineffective communication accounts for project failure **one-third of the time**, with only **37%** of poorly communicating projects completed on time and **48%** within budget. In contrast, projects with highly effective communication achieved **71% on-time completion** and **76% within budget**, demonstrating the direct impact of communication quality on project success. The following action points are recommended:

- **Bridge the language gap in safety communication.** Since poor understanding of safety terms can cause serious accidents, Jargon can provide clear, simplified explanations and translations of technical and safety vocabulary used on-site.

- **Simplify technical and safety communication**. Use plain, clear language to ensure that all workers, including those from multilingual backgrounds, can fully understand instructions.

- **Integrate language support into training.** Provide translated or simplified safety materials to make sure everyone understands risk-related terminology.

- **Enhance long-term learning through structured training.** The Course System can turn real workplace communication problems into targeted learning modules, helping users build lasting confidence with technical English.

Major Findings and Recommendations

Major Commonalities

The Impact of Language Barriers
- Everyone experiences language barriers. 50% experiences them a few times a month and while the other 50% experiences them a few times a week.
- Most people (62.5%) have moderate confidence speaking about trade-related topics in English while none said they had full confidence.
- The top 2 problems people experience because of language barriers are safety risks (62.5%) and trouble asking questions/clarifying (75%).
- Half the people also state communicating with clients is the most difficult situation for them to communicate effectively.

Learning Strategies and Preferences
- The most preferred learning formats are gamified learning/quizzes (50%) and through videos (37.5%).
- Most people (62.5%) prefer the learning approach and strategy of mixed lessons and flexibility.
- People are most motivated to learn to feel more confident (37.5%) and for potential career growth and promotions (37.5%).

Strategies for Coping with Language Barriers
- Most people (62.5%) rely on their coworkers to cope and help with language barriers in the workplace. This is the most commonly rated strategy.
- The rest of the people (37.5%) utilize Google Translate or other apps to cope with their language problems.
- Trade workers experiencing language barriers rely mainly on peer support and quick translation tools as coping strategies.
- Most of the people learning English to overcome their language barriers utilize ChatGPT as a tool.

Minor Commonalities

- **Timing:** No specific time preference is common (38%); desire for quick 5–8 min lessons.
- **Format:** Some prefer videos and visual/step-by-step aids (25–38%).
- **Assessment:** Role-play valued by a minority (38%); self-tracking also used (25%).
- **Motivation:** Rewards help a few (13–25%), but visible progress matters more.
- **Support:** Occasional need for live help (safety/supervisor contexts) and supervisor/peer feedback (13–25%).

Major Differences

- **Learning Approach by Proficiency:** Higher-proficiency learners (4–5) mostly prefer mixed lessons with the option to focus (80%), while lower-proficiency learners (1–3) are split across mixed/randomized (33%), mixed with focus(33%), and just vocabulary (33%).
- **What Makes the App Useful by Barrier Frequency:** Both groups prioritize practice with same-trade peers (Often: 50%, Sometimes: 75%). Those who face barriers often also value quizzes and real job-site scenarios (25% each), while the sometimes group leans toward fast, short lessons (25% each).
- **Motivation by Time-of-Day (After-Work vs Others):** "Seeing progress" is the top motivator for both segments (After-work: 67%; Others: 80%). Rewards are secondary (After-work: 33%; Others: 20%).

Pain Points or User Frustrations

- **Difficulty understanding safety instructions and technical terms.** Participants reported that complex trade jargon (e.g., tool names, repair

steps, or safety warnings) often causes hesitation or errors on the job. Some mentioned that misunderstanding a single term could result in unsafe actions or delays.

- **Emotional frustration and loss of confidence.** Several users described feeling "stressed," "left out," or "nervous" when they couldn't understand supervisors or clients. This emotional burden affects both work performance and motivation to learn.
- **Time pressure and fear of making mistakes.** Participants mentioned avoiding certain communication tasks or taking longer to complete work because they were afraid of using the wrong terminology. This leads to decreased productivity and increased anxiety.
- **Lack of accessible, relevant learning tools.** Most existing language apps focus on general English, not on trade-specific contexts like automotive, plumbing, or construction. Workers expressed a need for a tool that is practical, quick, and relevant to their real work environment
- **Safety-Focused Language Support.** Many respondents emphasized safety communication as their biggest concern. They want a way to quickly learn or clarify safety-related terminology, warning signs, and instructions in their own language.

Other Findings

- **Clear Unmet Needs:** 75% of the people we surveyed state that solving language barriers are "very important" while none of them stated they had 5/5 full confidence. This shows an unmet need, that they are aware of the problem but lack the necessary tools and resources to overcome them.
- **AI Preference and Digital Tools:** ChatGPT was the top-used learning tool (62.5%) amongst the people we surveyed. It was ahead of other apps such as Duolingo and Babbel. This shows that AI is able to provide them with more of

the type of English language learning they are seeking than the basic/average learning app. AI has the capability of adaptive and context-based help.

- **Desire for Trade-Related English Learning:** More than half (75%) state that technical terms is the type of vocabulary they struggle with the most as it contains a lot of specific trade-related terms that are not commonly taught in an average/basic English language learning app. Users were also asked to share their experiences, one person was asked by their supervisor to "sweat the copper joints" which led to a misunderstanding. Many others experience misunderstanding when it comes to safety procedures and risks as well. These examples show existing English learning apps don't meet trade industry needs.
- **Reliance on Informal Support Systems:** Most of the people we surveyed (62.5%) rely on coworkers for help with language problems. When we asked what app they used to translate work-related terms, most people (50%) also stated that they used Google Translate. This shows trade workplaces lack formal language support systems.

Action Points and Recommendation

Major Recommendations

- **Document to Lesson:** Let users upload manuals, safety notices, and forms; auto-generate flashcards, quizzes, and summaries from their own documents for immediate job relevance.
- **Clear Progress & Standards:** Display skill gains (speaking, safety, technical terms) with plain-language criteria and job-task checkmarks.
- **Scenario-Based Speaking Drills:** Prioritize safety briefings, client conversations, change orders, and toolbox talks with guided role-plays.
- **Scheduling That Fits Shifts:** Surface dates/times prominently and suggest 5–8 minute micro-sessions for "Before work," "After work," and "During breaks," based on user preferences.
- **One-Tap Continue / Quick Re-practice:** Add a prominent "Continue Lesson" + "Re-practice Key Terms" button on the home and history screens to resume or refresh critical items instantly.

Minor Recommendations

- **Personalized Recommendations:** "Lessons/Scenarios You Might Need Next" based on recent tasks, upload history, and missed items.
- **Service Reliability:** Autosave progress, offline mode, and low-bandwidth delivery to ensure consistency on job sites.
- **Flexible Management:** Easy reschedule/snooze for reminders, download packs for later, and optional manager mode to assign or track site-specific content.
- **Gentle Gamification:** Keep streaks/rewards secondary to progress evidence; use micro-repractice instead of repetitive drills.

References

https://www.duolingo.com/
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