LingoPal

A simple solution to a wicked problem.

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Wicked Problem

A solution to a Wicked Problem within the area of Education

We have identified a wicked problem in the area of education, specifically the learning of foreign languages as an adult.

Research Plan & Discussion Plan

Target Population included Adults who have studied or are currently studying a foreign language.

Goal: To understand their barrier or limitations and needs when learning a foreign language as an adult.

Research
Key Takeaways

60% of our users had only **1-2 hours** a week to focus on their learning goals

Coding by theme shows **Social learning** and **immersion** being impactful.

1-2 Hours Weekly

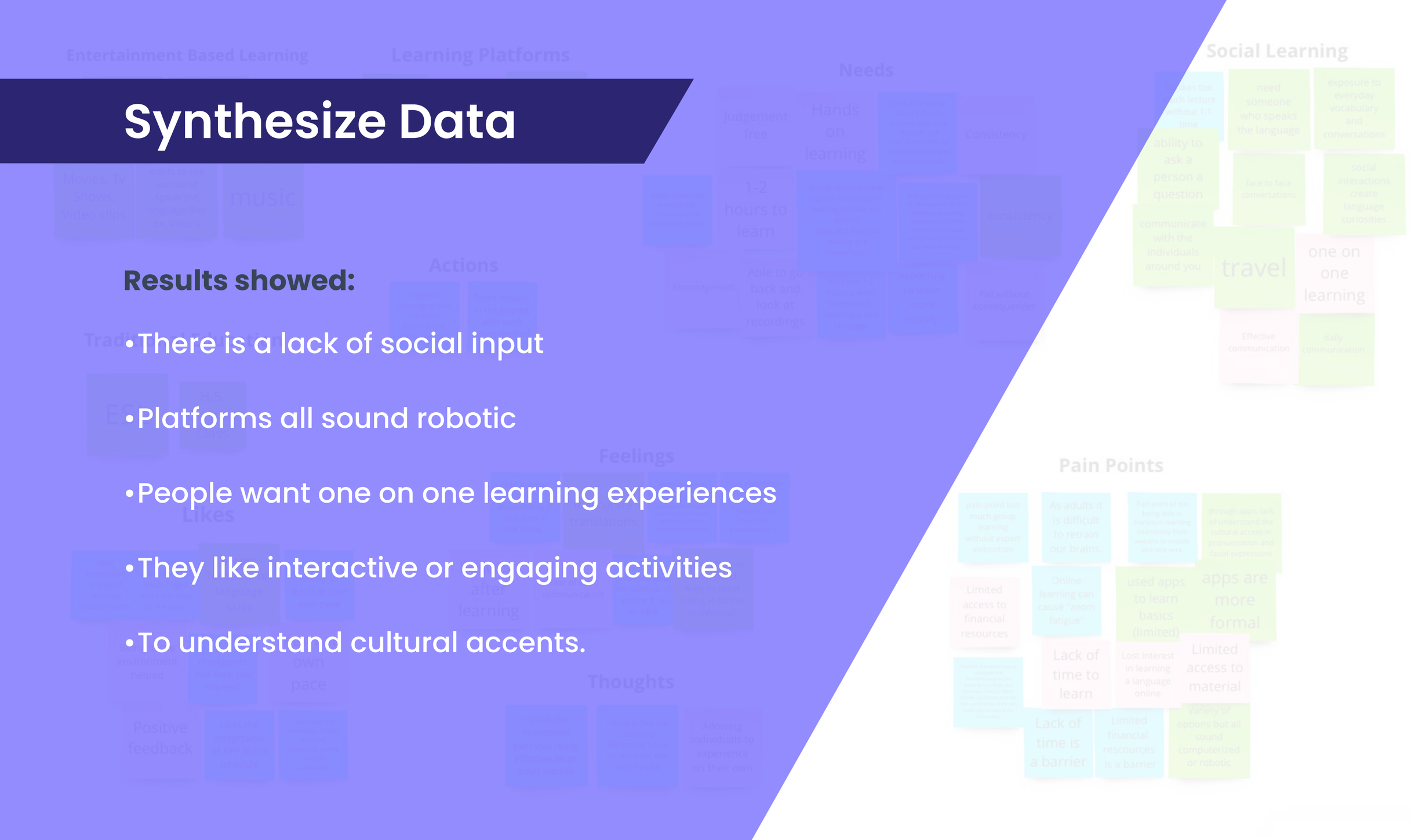
Social Learning **90%**

Immersion **70%**

Synthesize Data

Results showed:

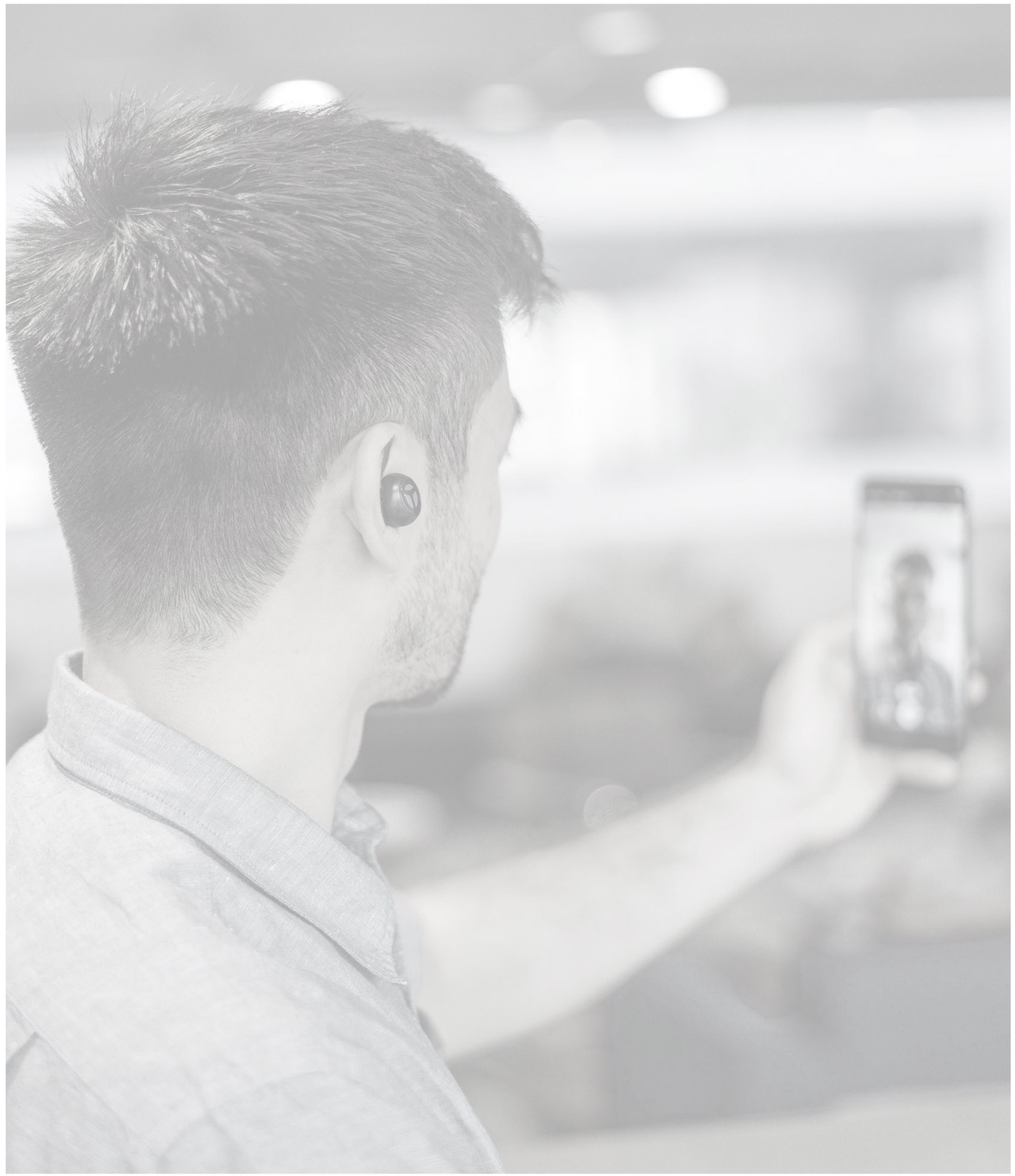
- There is a lack of social input
- Platforms all sound robotic
- People want one on one learning experiences
- They like interactive or engaging activities
- To understand cultural accents.



HMW Statement

How might we create a flexible, interactive, one to one learning environment, for adult language learners that would enable them to fluently and expressively converse with a native speaker.

Our data shows that there is a gap in the market for **social learning** in which students are able to **practice immersively** and **apply critical thinking** to **engage in conversation with native speakers.**



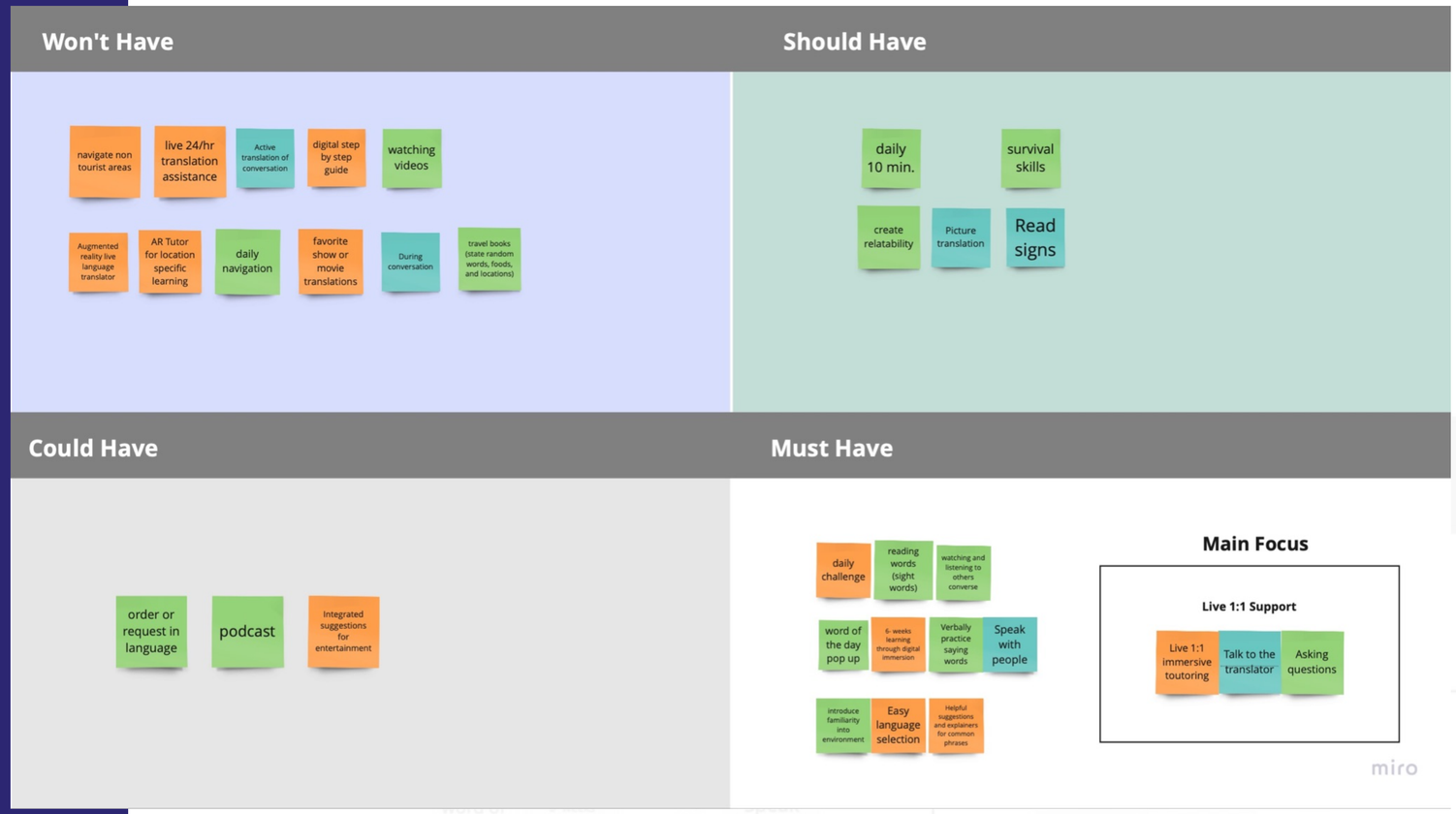
Creative Matrix

	Adults learning a language for work	Adults learning a language for relationships	Adults learning a language for travel
Activity ***(Why App)***	Need to communicate with employees; Better understanding; create relatability; Build relationships; introduce familiarity into environment	for Family; Need to communicate with in-laws; language is central to the heart; to be more welcoming; Understand what is being said about you; Father-in-law	Speak with people; Can get places; order food; navigate non tourist areas; survival skills; Read signs; daily navigation
Features **(*Offers what*)**	Augmented reality live language translator; Practice partner challenge; Calendar integration for pop ups and practice; podcast; youtube	Helpful suggestions and explainers for common phrases; Live 1:1 immersive toutoring; attempting to utilize what you learn when greeting or engaging in conversation; favorite show or movie translations	Picture translation; Integrated suggestions for entertainment; Reminders and hourly pop ups; word of the day pop up; watching and listening to others converse; AR Tutor for location specific learning; practice in mirror
Location	During meetings; After work; In office before work day starts.; with coworkers; during a presentation	at Home; before a visit or traveling; During conversation; Throughout the day intermittently with individuals who speak the langugae	In a shop; before traveling; on the airplane; daily 10 min.; order or request in language; During travel
How	watching videos; browser extension; audio recordings; Partner matching with native speaker; Talk to the translator	asking relatives questions; 6- weeks learning through digital immersion; 1 hour a week with 1 hour live tutoring; Active translation of conversation	travel books (state random words, foods, and locations); reading words (sight words); digital step by step guide

miro

MoSCow Matrix

Our main focus will be to create a solution that offers **live support** in the form of **one-to-one immersive tutoring with native speakers.**

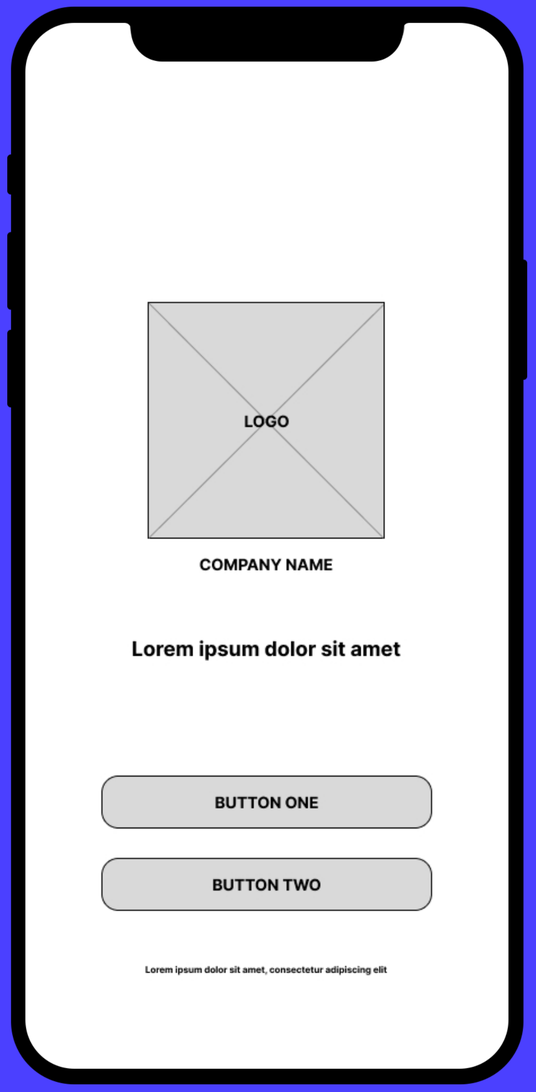


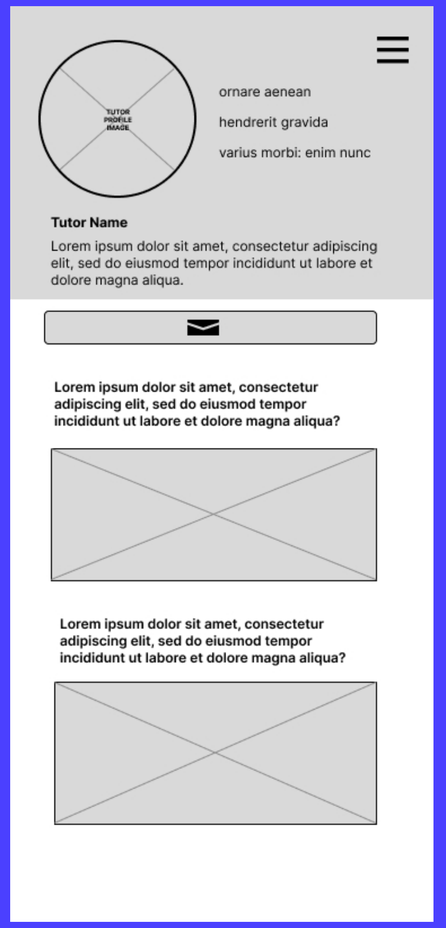
USER PERSONA

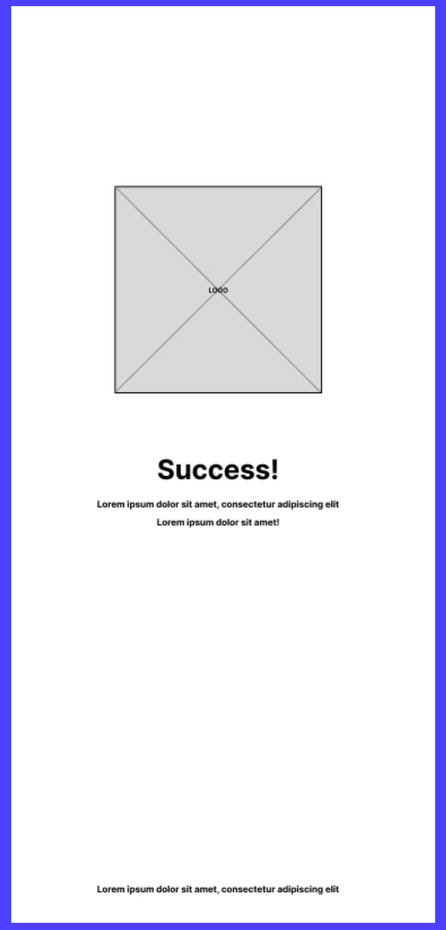
Joe is a 30 year old working in sales living in Houston.

- Wants to learn conversational French to speak with native speakers and navigate the city.
- Express his personality in French.
- To understand colloquial language from native speakers.

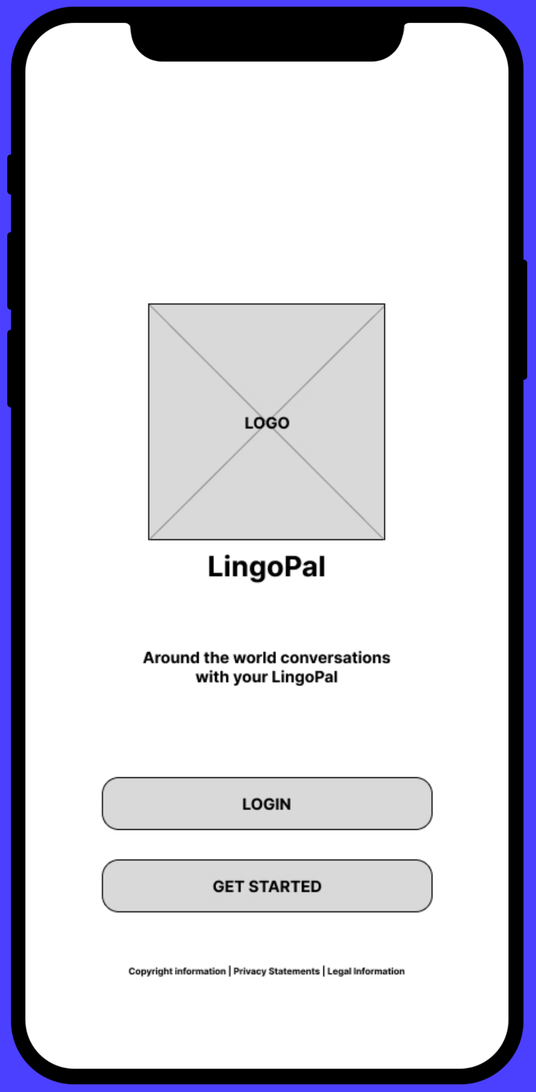
Prototype Wireframes

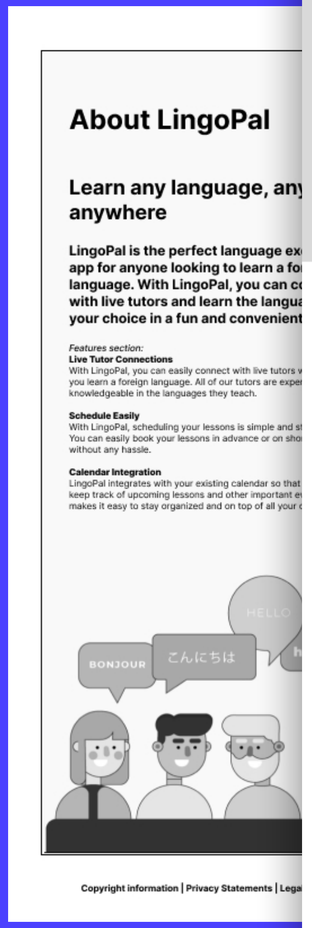


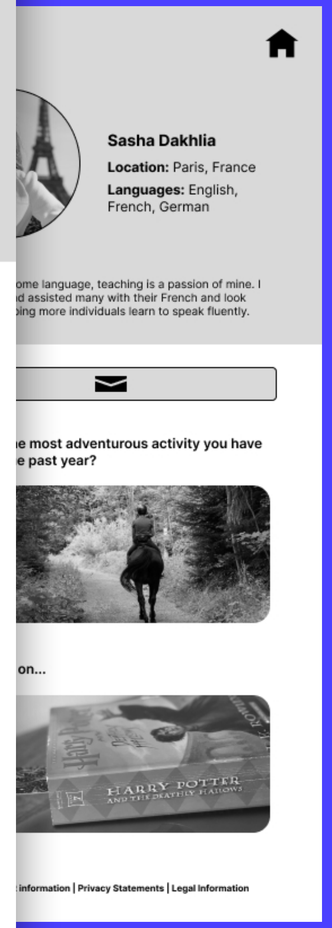




Iterated Prototype Wireframes



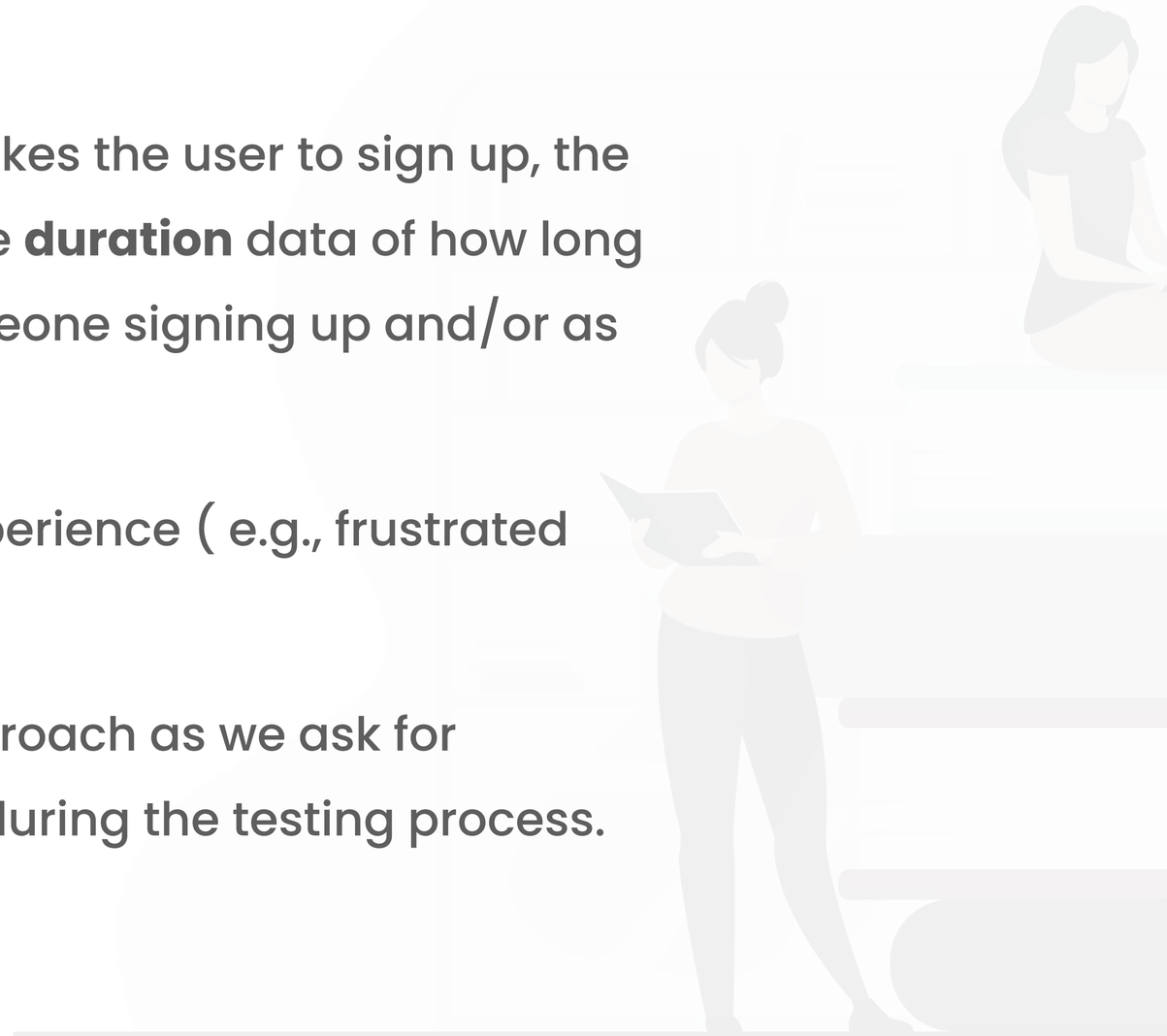




User Testing

Moderated In-Person Testing

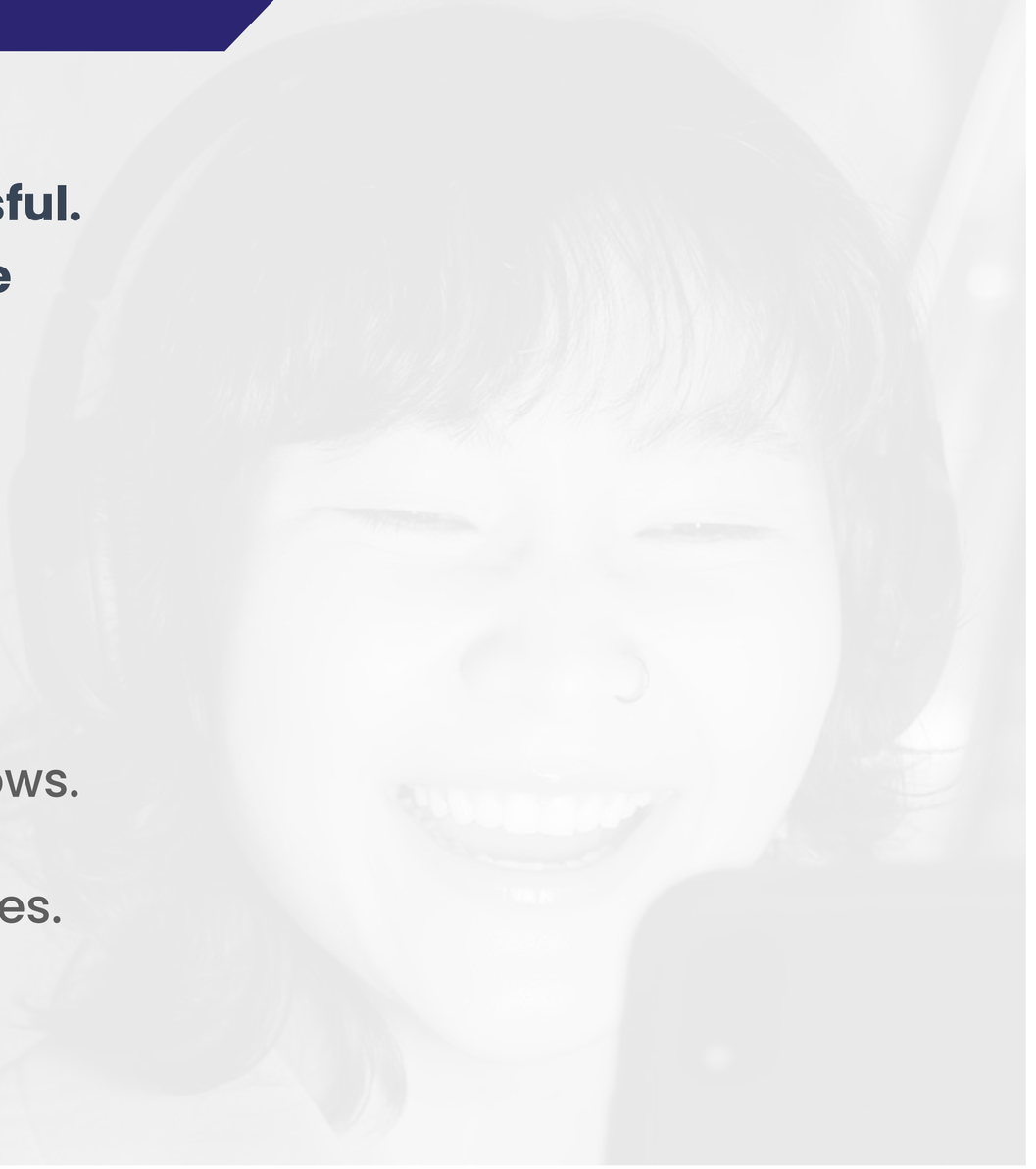
- **Time and observe** the **latency** of how long it takes the user to sign up, the **frequency** of clicking through the app, and the **duration** data of how long it takes the user to maneuver the app (as someone signing up and/or as someone logging in).
- Observe the **emotional steps** the user may experience (e.g., frustrated with a screen or button).
- Maintain both an objective and subjective approach as we ask for **feedback** at the end of the **user's experience** during the testing process.



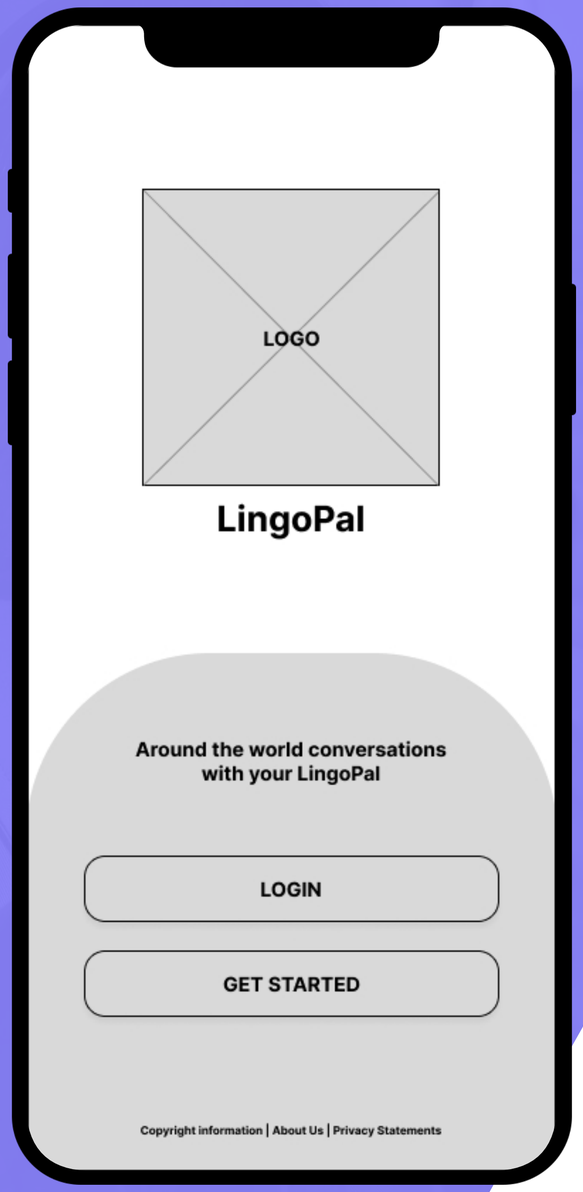
Prototype Testing Results

Our metrics indicate that the prototype was successful. Both UX and UI improvements are required to reduce the number of clicks and decrease frustration when navigating the app.

- Making the About LingoPal a visible link.
- Making the language choice more visible
- Making the opt-in options full-screen pop-up windows.
- And Adding a skip option to the personalization pages.



LingoPal



Demo

Next Steps

- Return to the empathy phase to complete a competitive analysis
- Possibly return to the ideation and prototyping phases
- If there are enough unique elements within our platform, we would return to user testing on our prototype based on the most recent iterated prototype

High Fidelity Prototype