lingua-link

Peer-to-Peer Language Learning
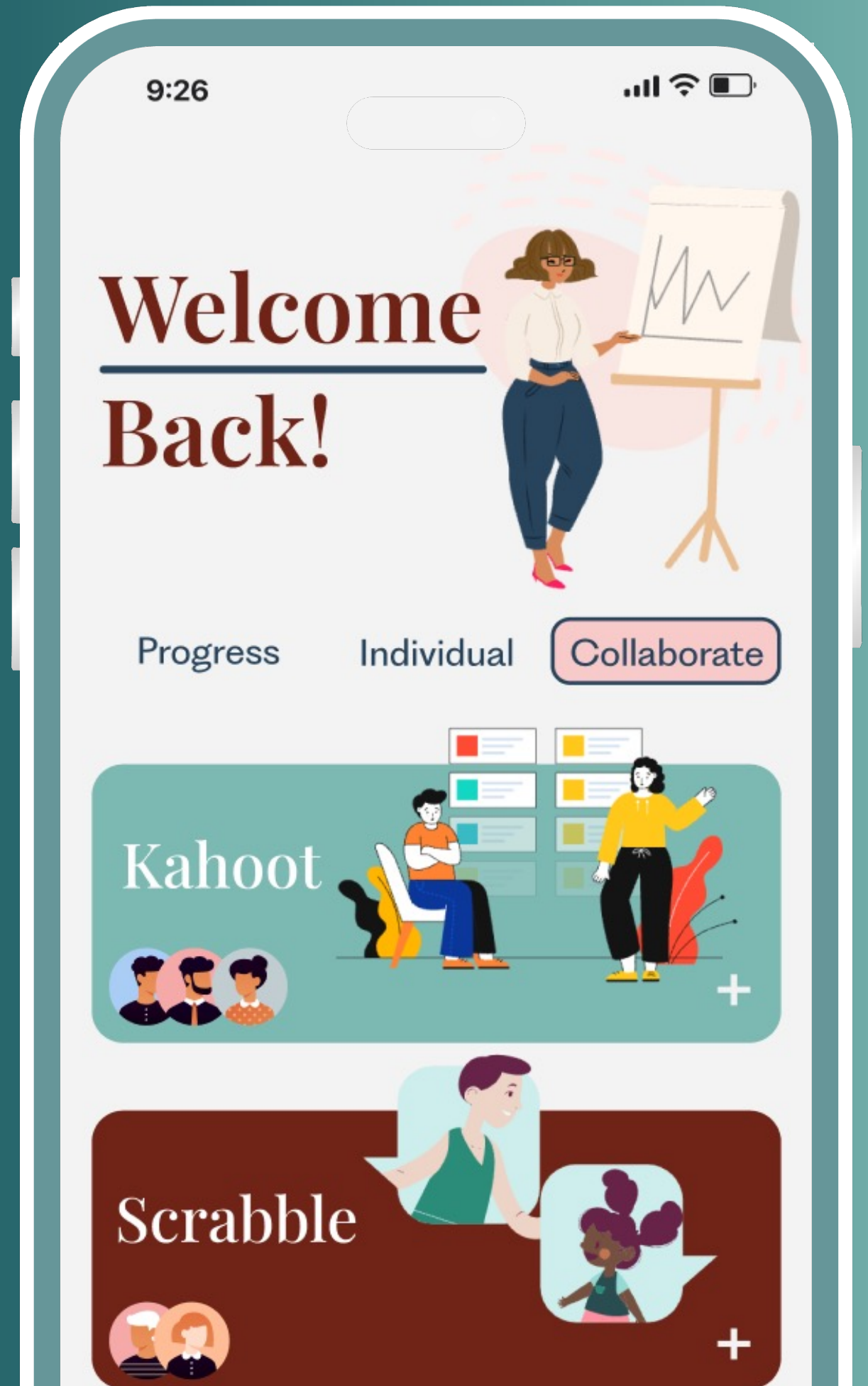
Meet the Team
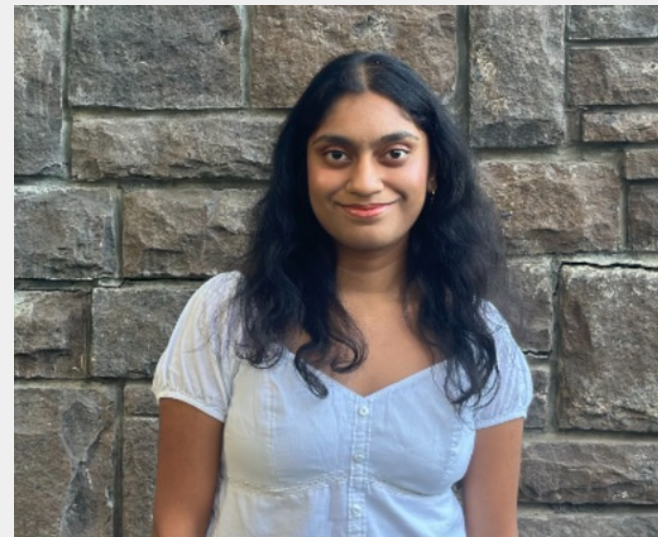
Sanika Gadam
UX Designer + Front-End Developer

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UX Designer + UX Researcher

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Front-End Developer + UX Researcher

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Data Scientist + Front-End Developer

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Project Manager + UX Researcher

Problem Context

Increased **demand** for language learning

Preference for **peer learning** interactions

Need for a **safe & secure** learning environment

Problem Statement

How might we create a peer-to-peer language learning app that fosters connections between users for language practice while prioritizing user security to mitigate unwanted interactions?

Research: Surveys + Interviews

Understanding **users' perceptions, motivations**, and **attitudes** for different language-learning platforms

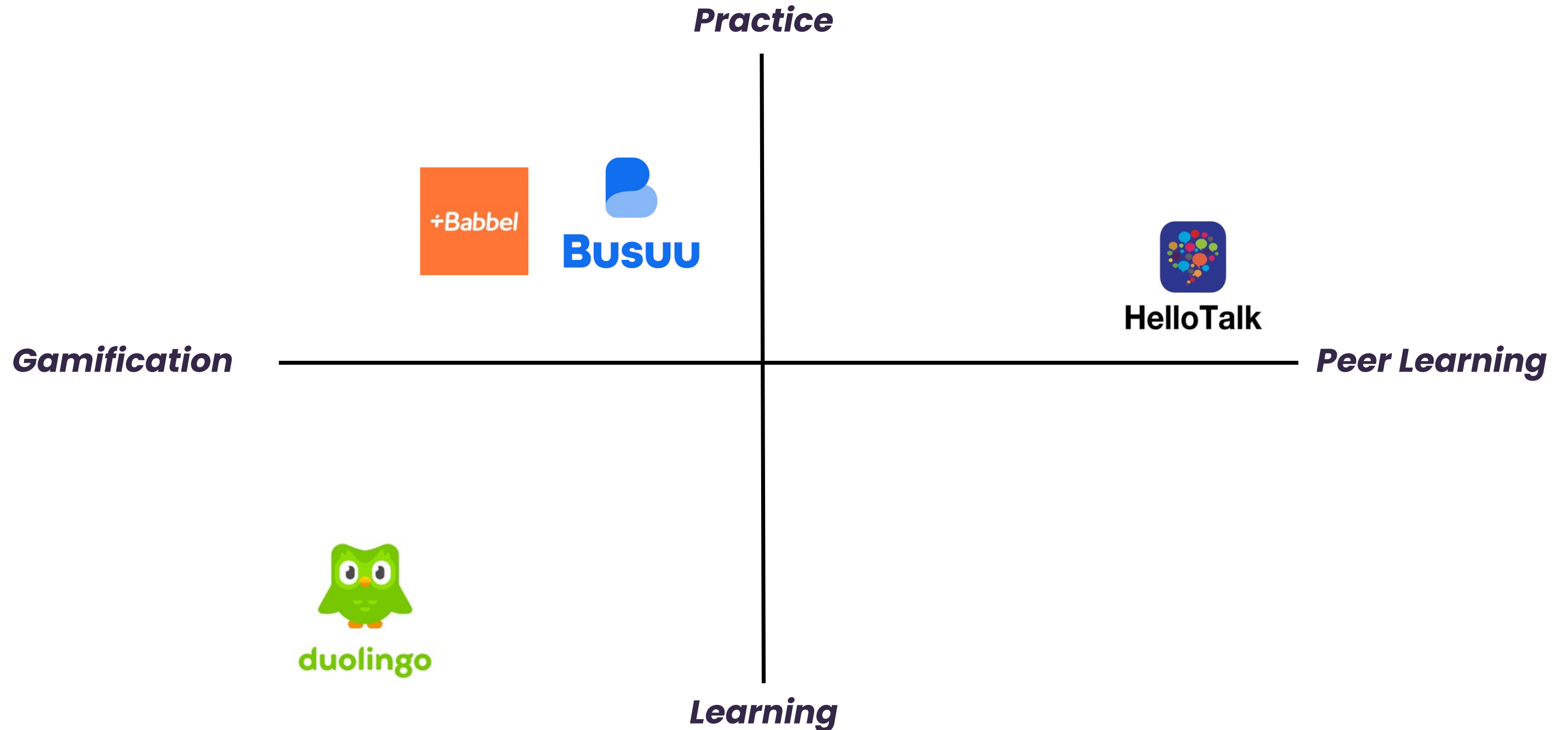**Duolingo** was the most popular learning app followed by Bussu & HelloTalk

Interactive **lessons, gamification**, and **conversing practice** are most important

Many participants stopped due to a **loss of motivation** (61%) or **lack of time** (22%)

Competitive Analysis

Practice

Gamification

Peer Learning

Learning

+Babbel

Busuu

HelloTalk

duolingo

Meet Michelle

User Persona

Michelle Summers, College Student

Motivators
- Build connections with like-minded individuals
- Personal growth and development

Want
- A safe, secure, and supportive community

Pain Points
- Limited social interactions with existing language apps
- Platforms primary focus is on improving grammar and vocabulary

Needs
- Motivation
- Feedback and support

Key Concepts

Key Concepts

We are creating a platform where...

Users feel **comfortable** and **safe** using the platform to learn a language

Users are **encouraged, engaged,** and **motivated** through peer-to-peer connections

Users are able to have a **personalized** and **meaningful** learning experience

Usability Testing

Validation and Iterations

Concept

Assumption

Targeted matching → Users have diverse learning goals

Secure Social Learning → Users value privacy for comfortable interaction

Unique Value Prop → Existing apps lack social learning with strong privacy

Key Insights

We tested our mid-fidelity mockup with 5 users, specifically about the functionality, concept, and design

Users want the ability to **engage with others** AND engage in learning activities **alone**

Users want to see **language learning activities** (like games) beyond the chat feature

Users were concerned about **user verification,** since that option wasn't provided

Design Improvements

Added individual and collaboration game functionalities
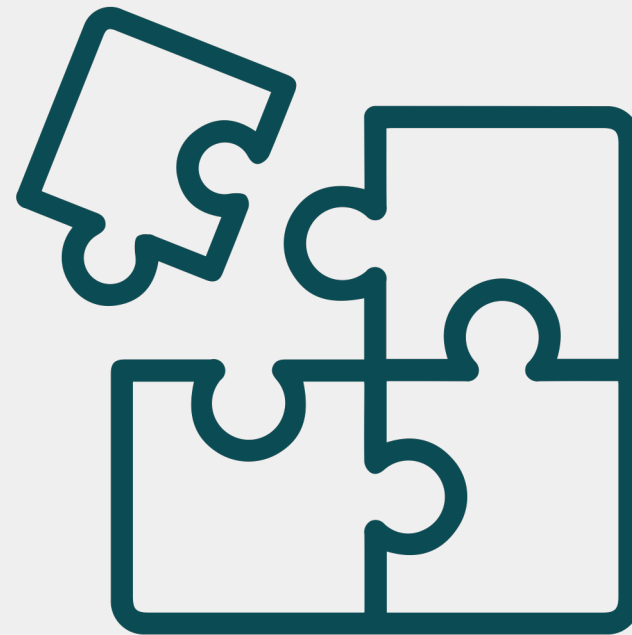
Added gamification elements to engage users with learning

Added two-factor identity verification in onboarding

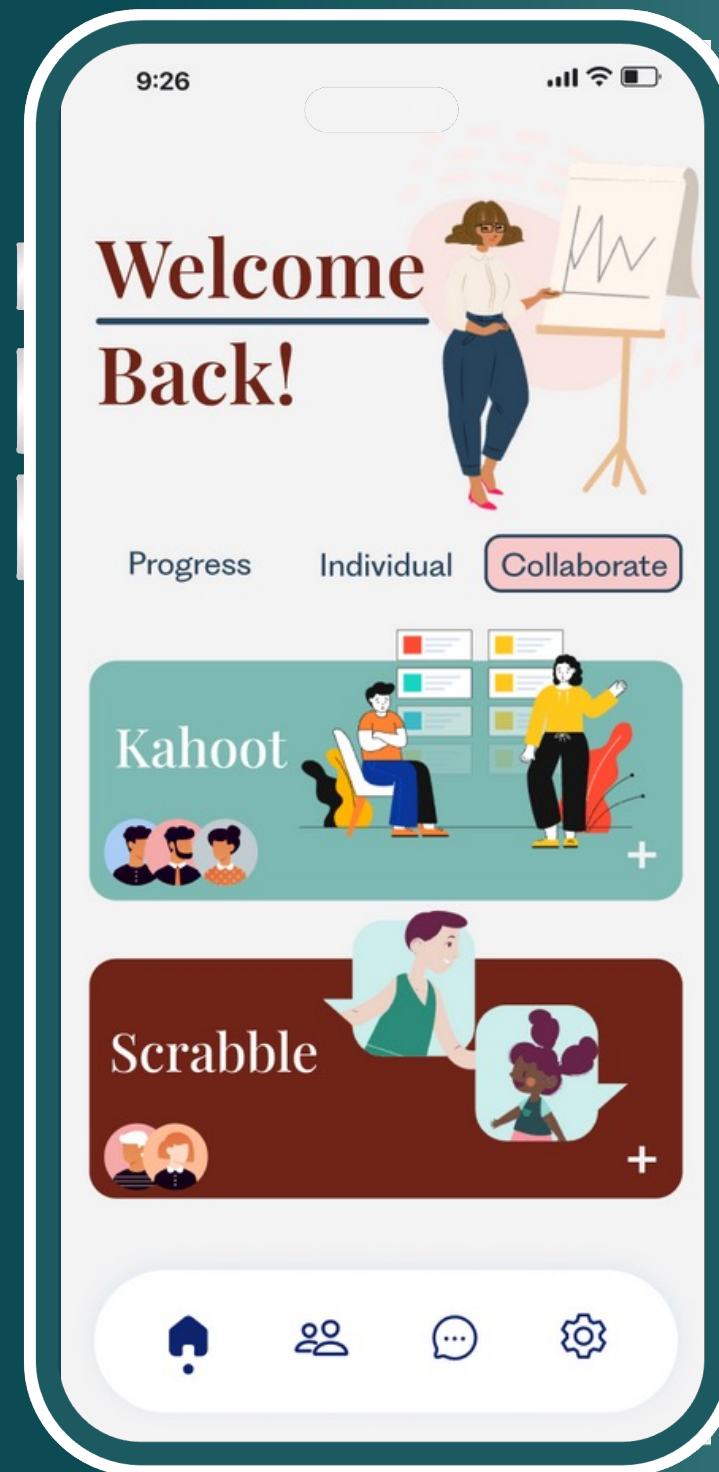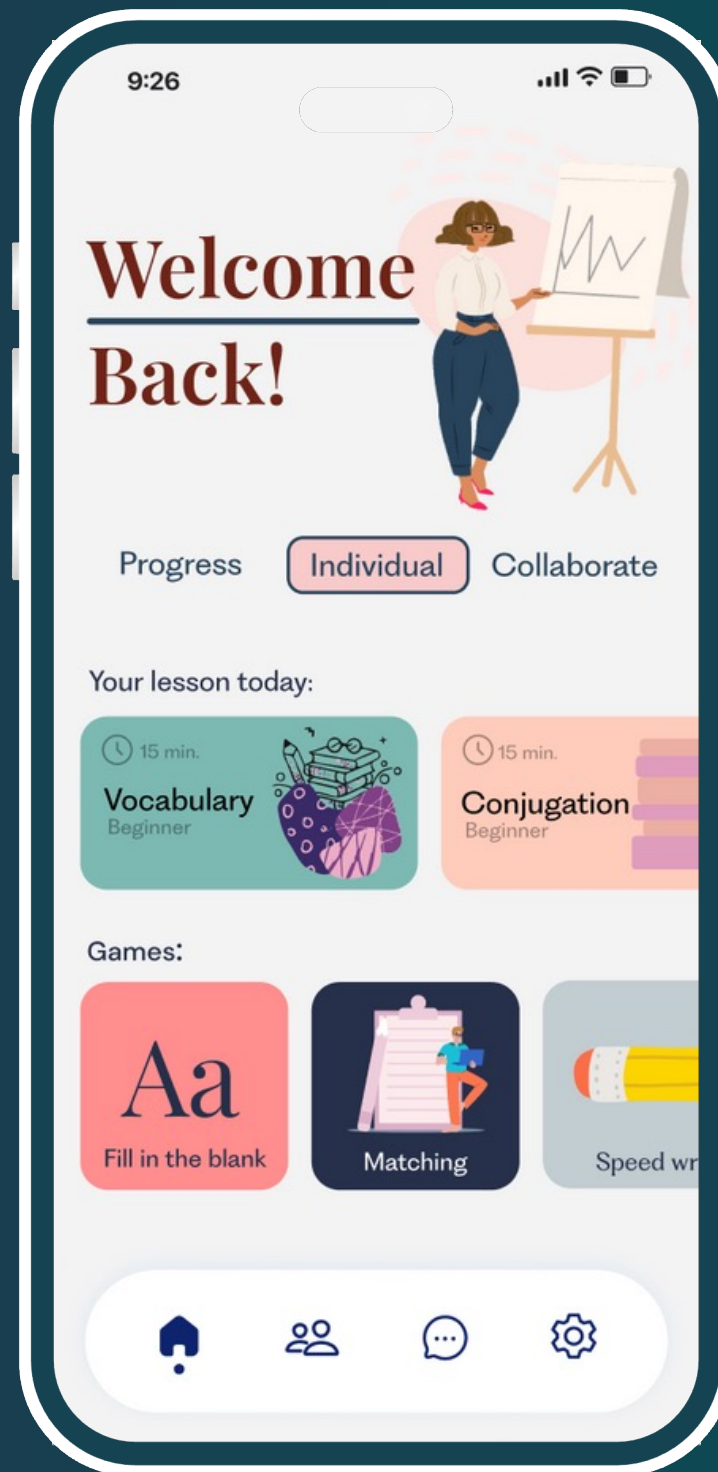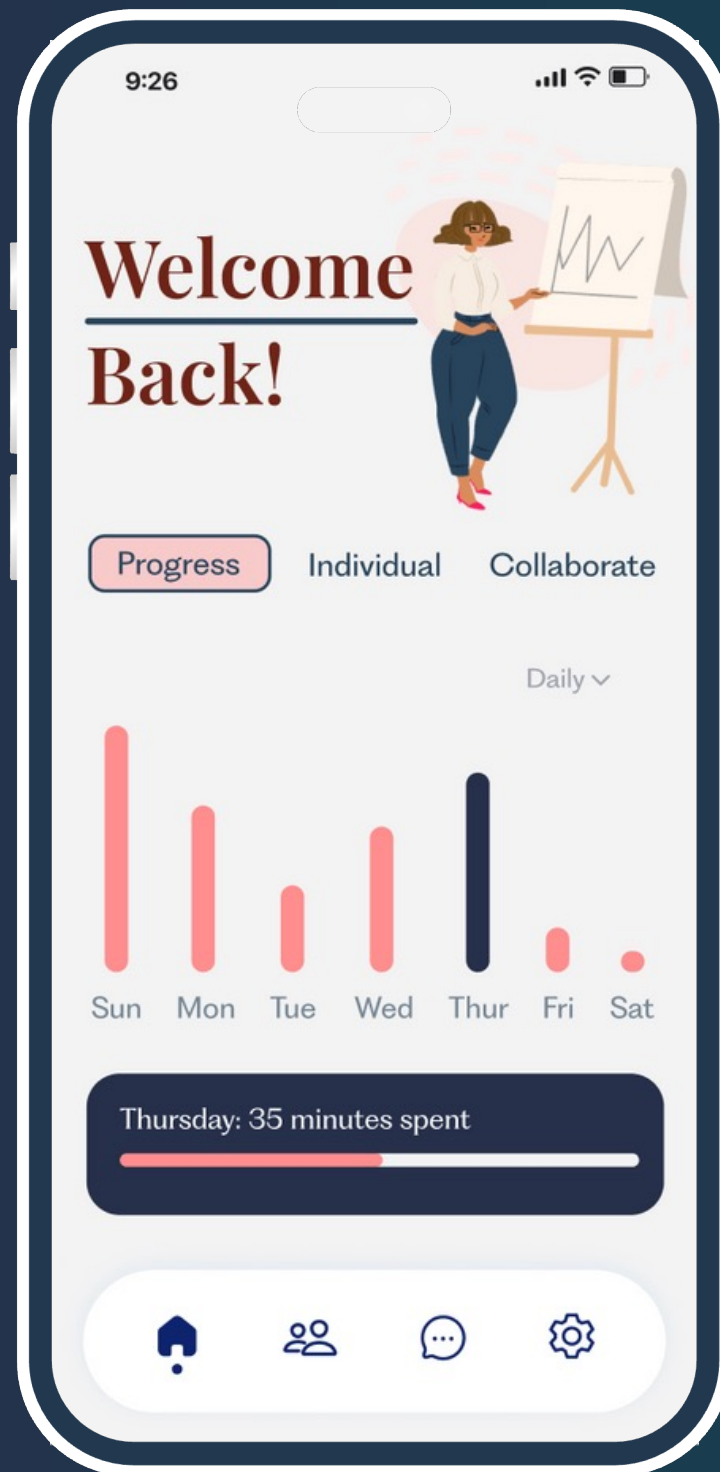# Final Solution

Hi-Fidelity Prototype

Personalization + Customization
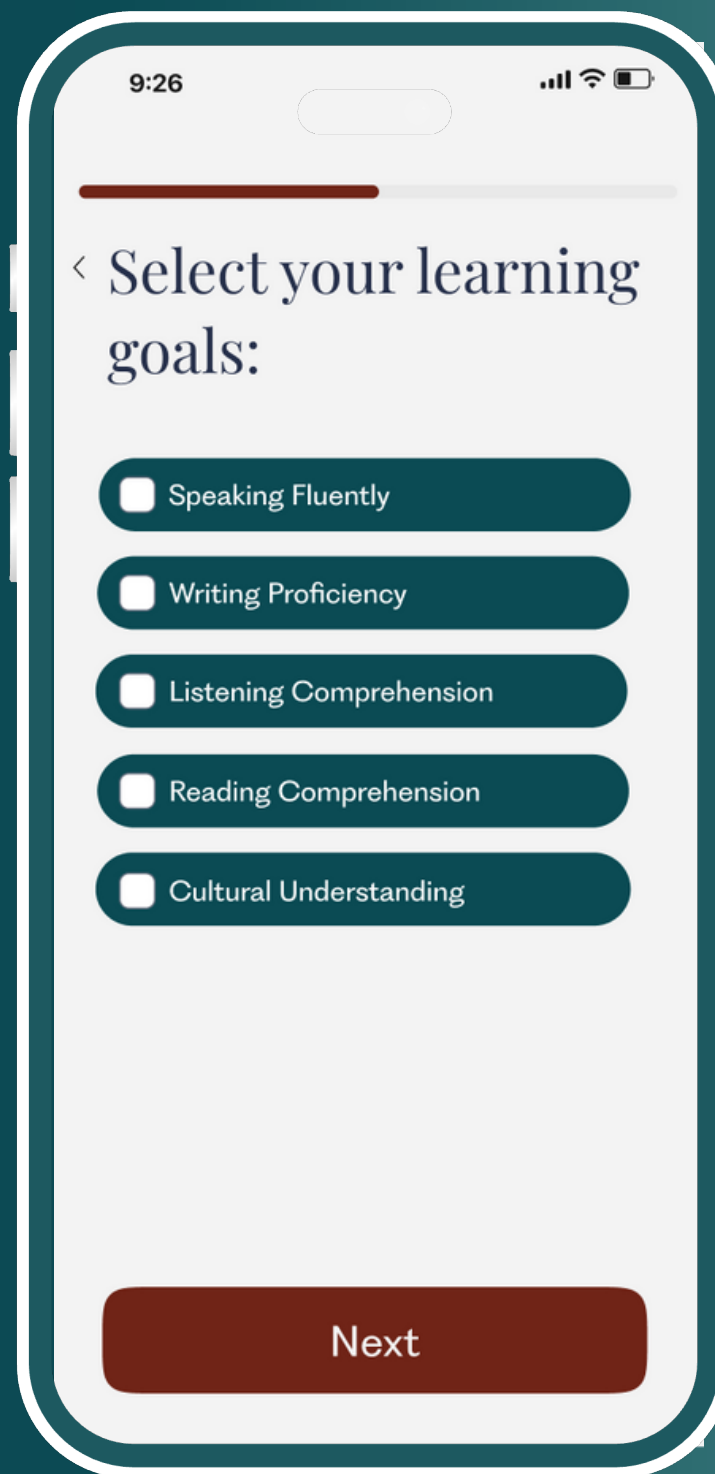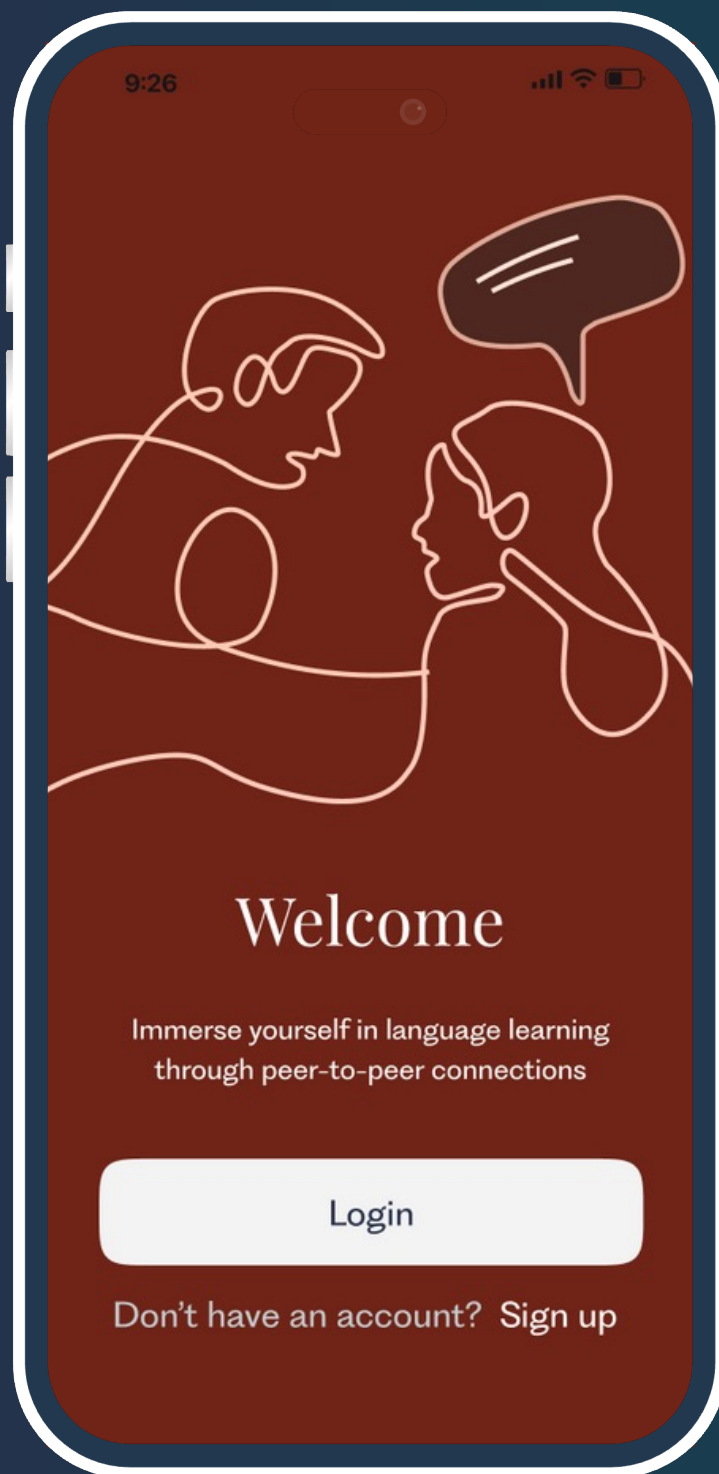
Onboarding + Lesson Plans

- Personalize your experience through the onboarding questionnaire
- Customized language lessons and content based on selected interest, desired proficiency level, and focus area (grammar, vocab, pronunciation)
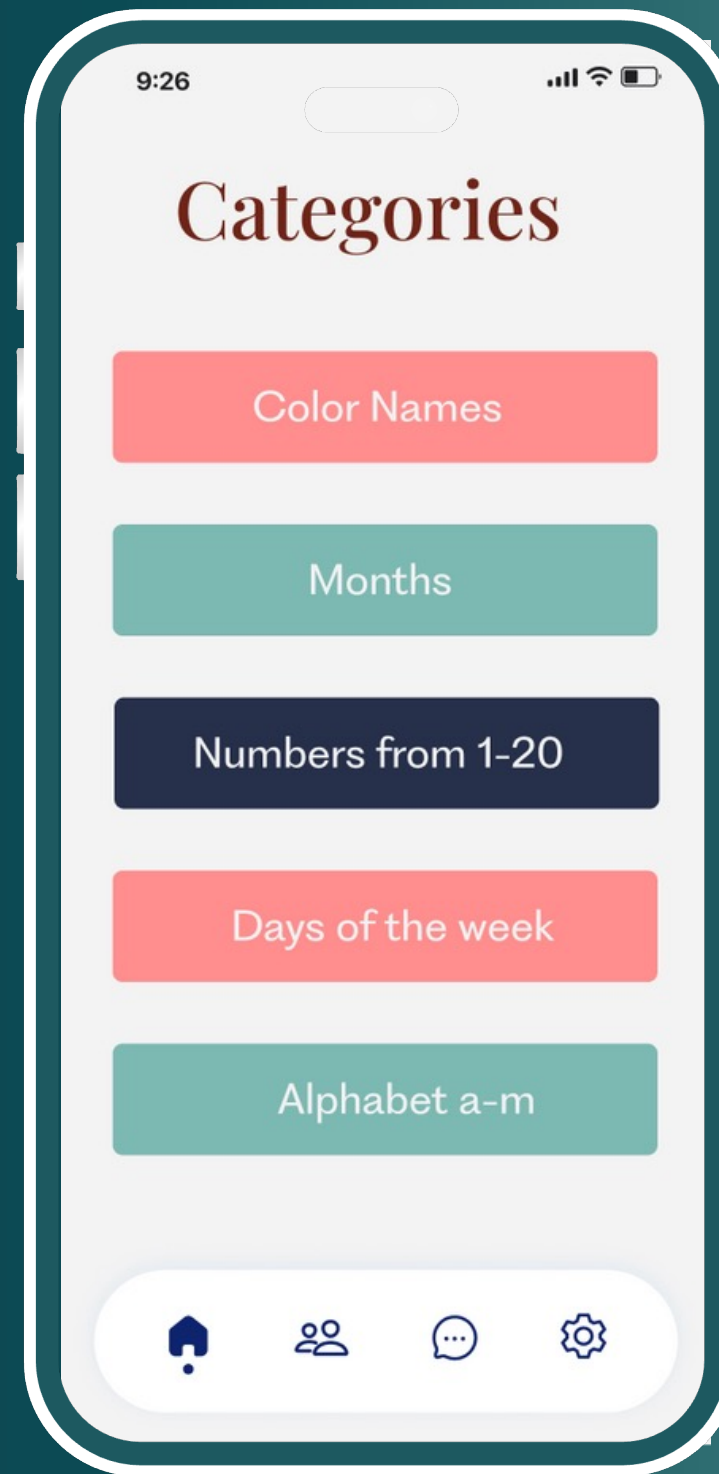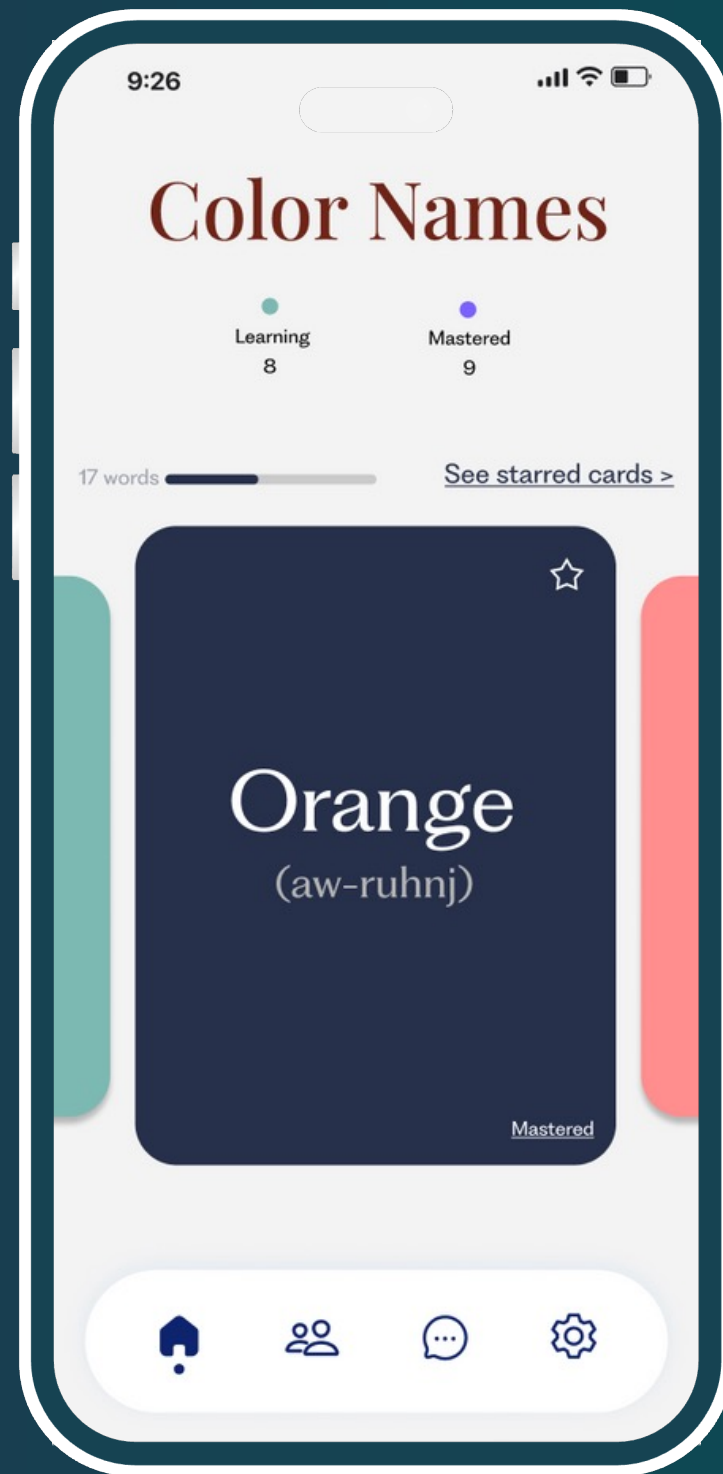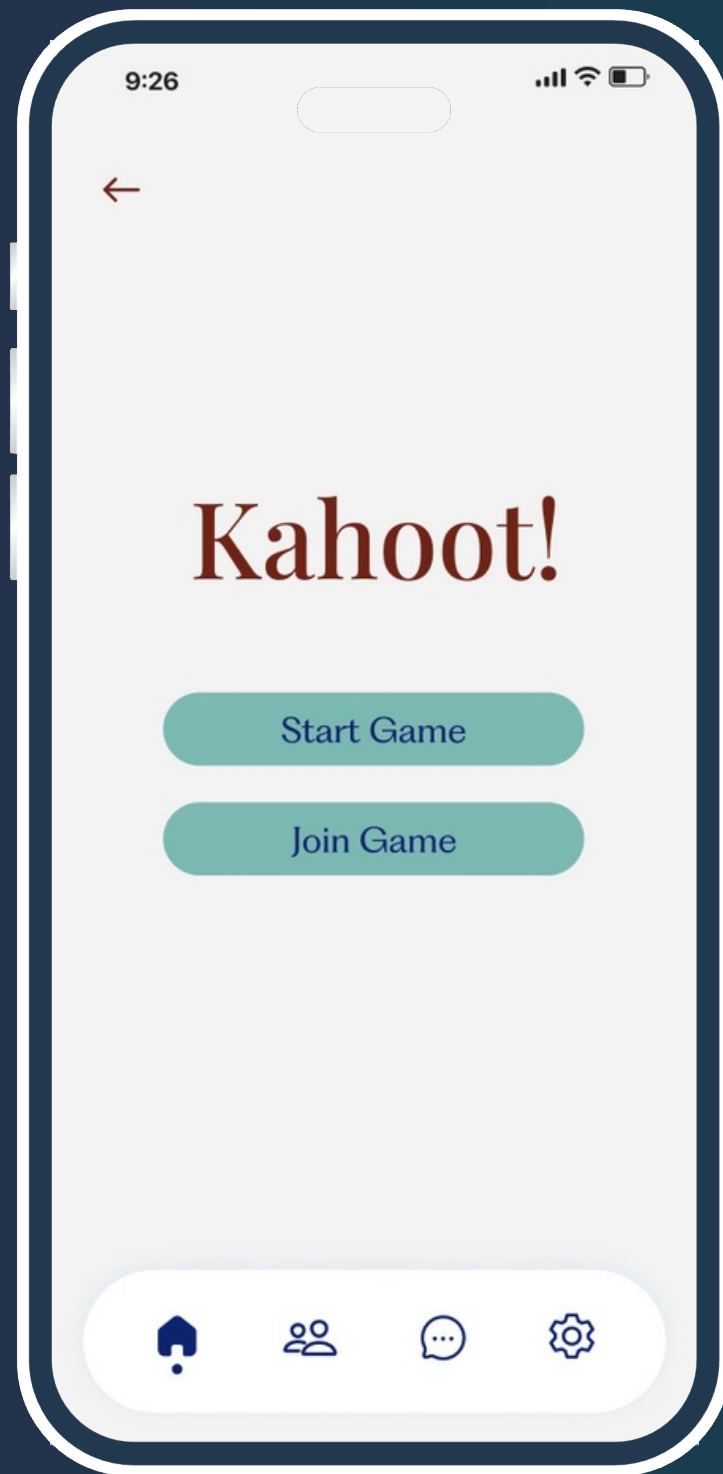
Collaborative and Individual Learning

Homepage and Dashboard

- Monitor the time you spent learning and engaging
- Practice individual lessons tailored to your preferences
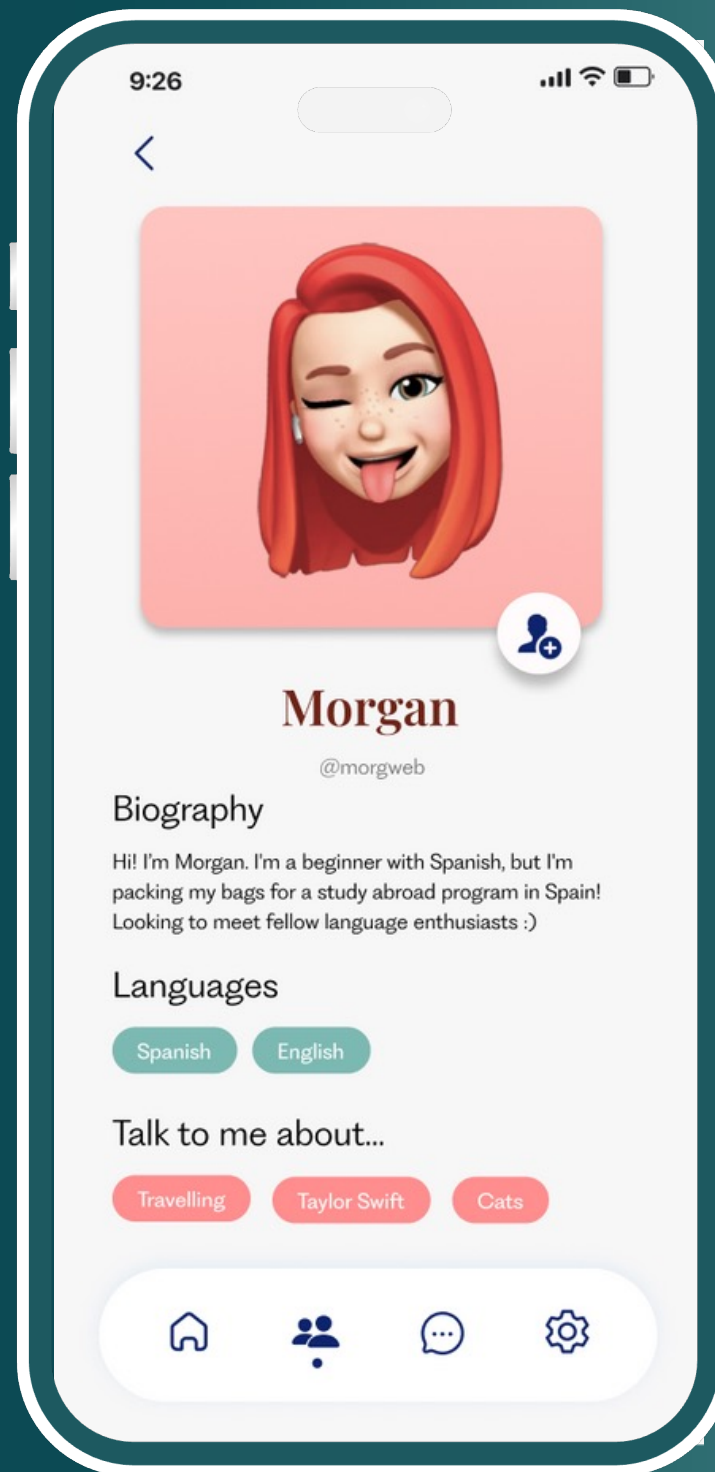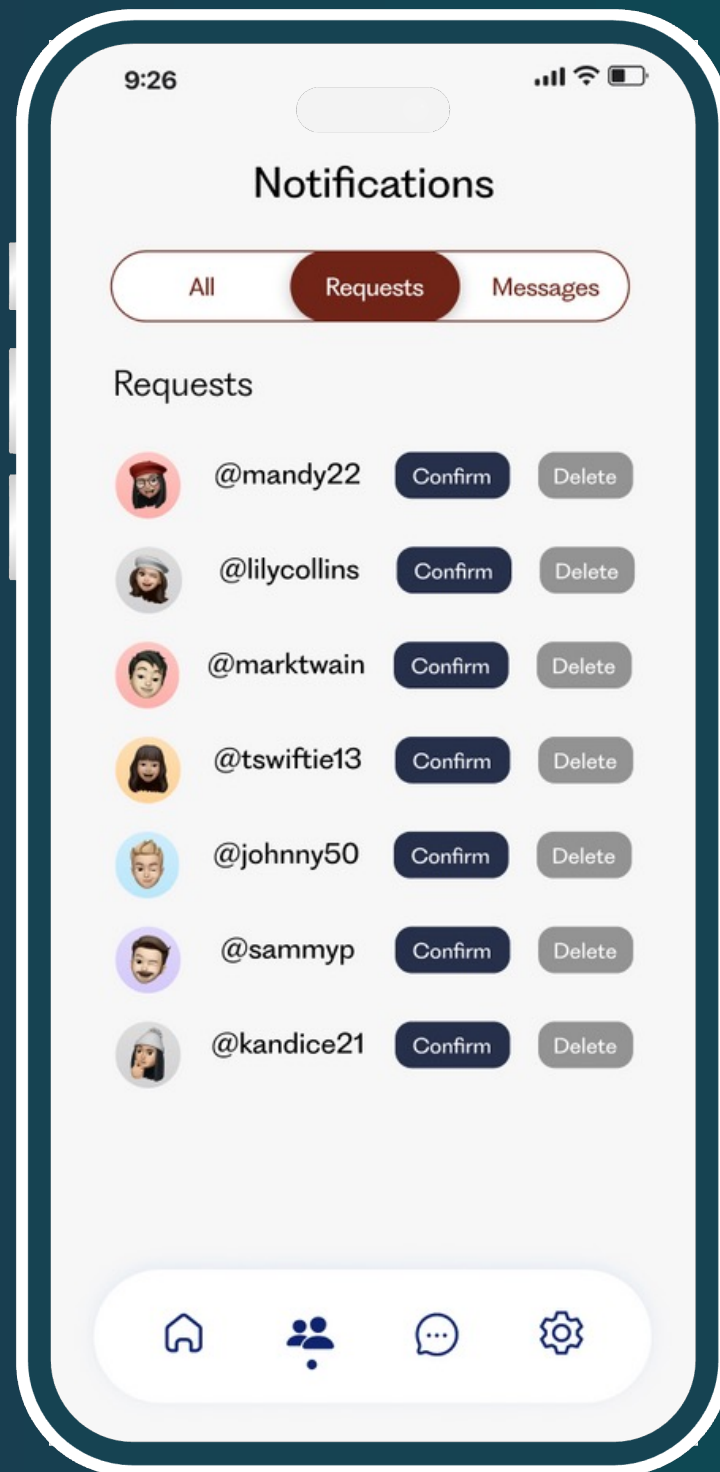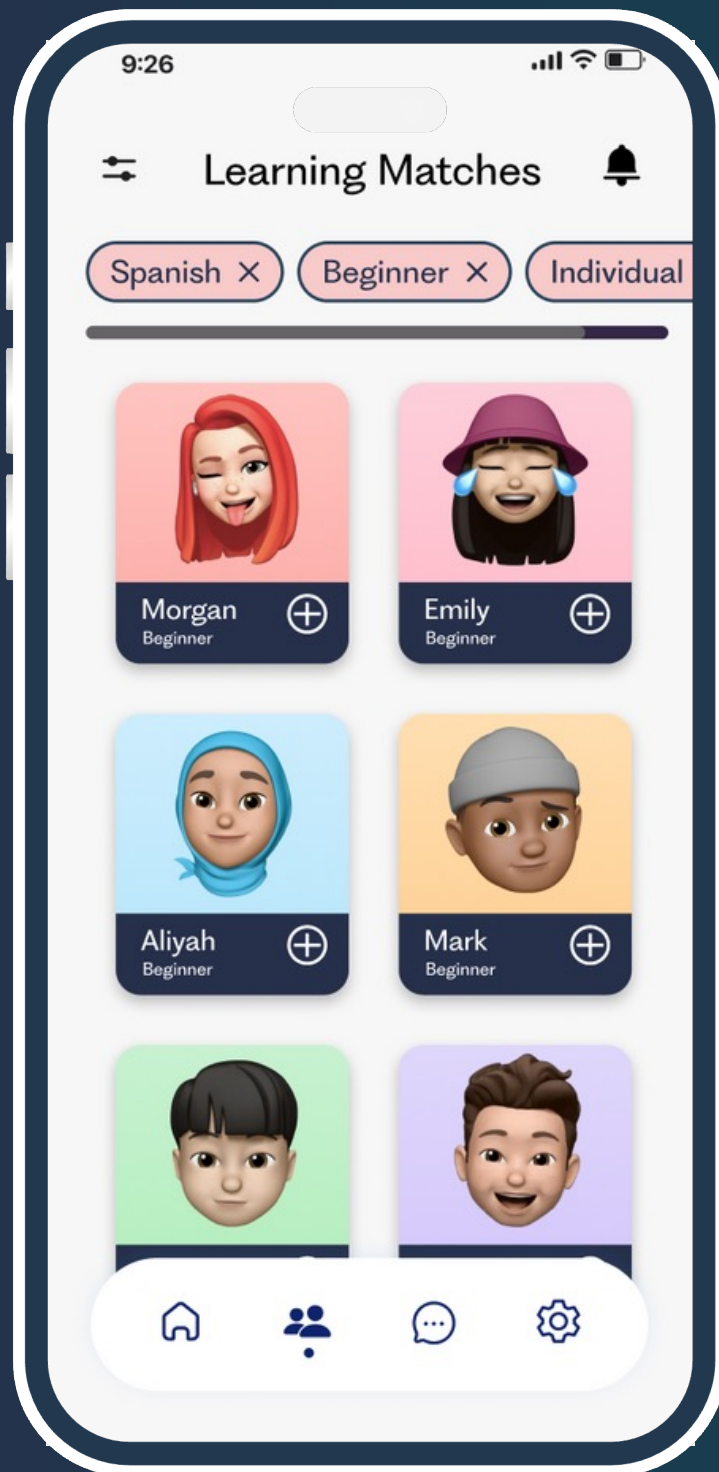- Play collaborative games and compete against your learning matches

Gamification

Collaborative Games

- Multiple game options for users to learn languages to boost engagement
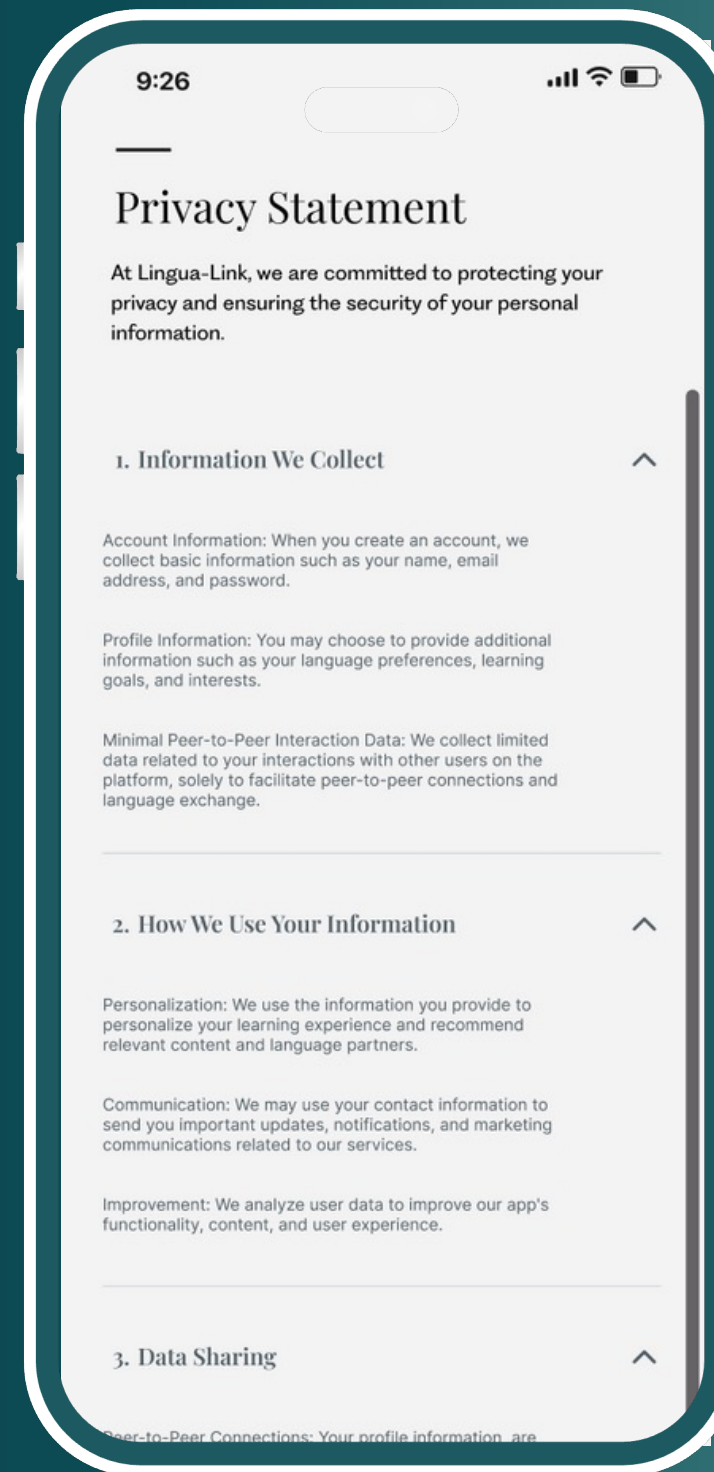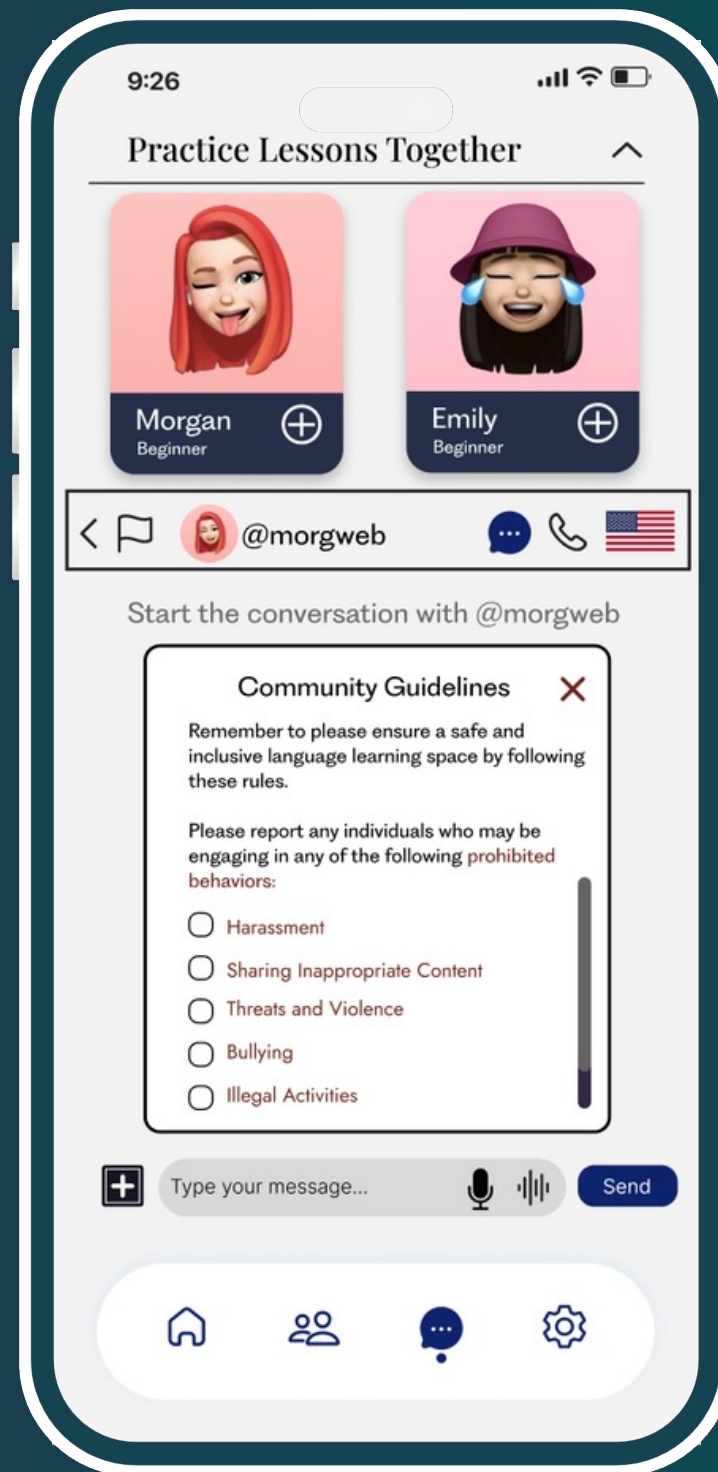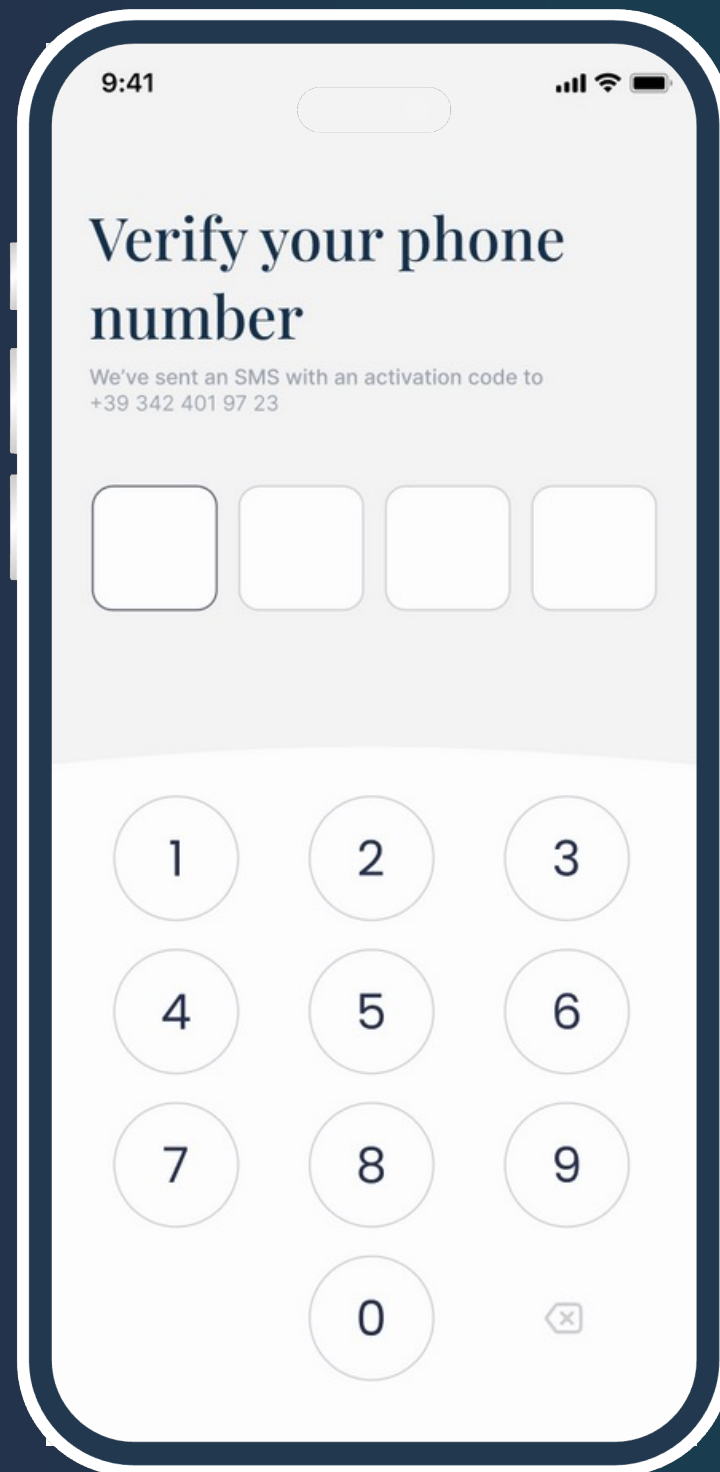- Play friendly games against your learning matches

Peer Connections

Connect

- Match and connect with users based on language and learning goals and interests
- Users must mutually approve and consent to matches before learning
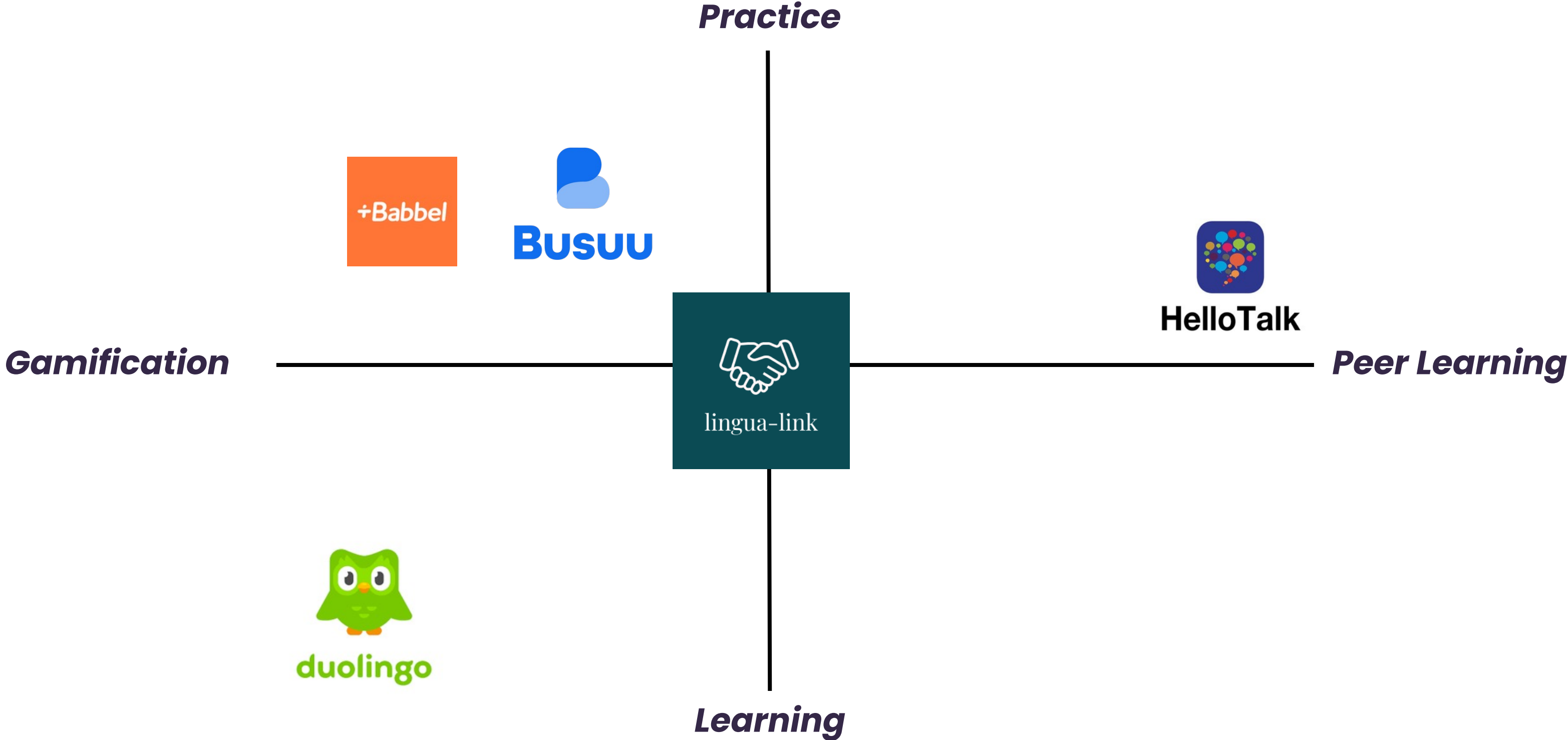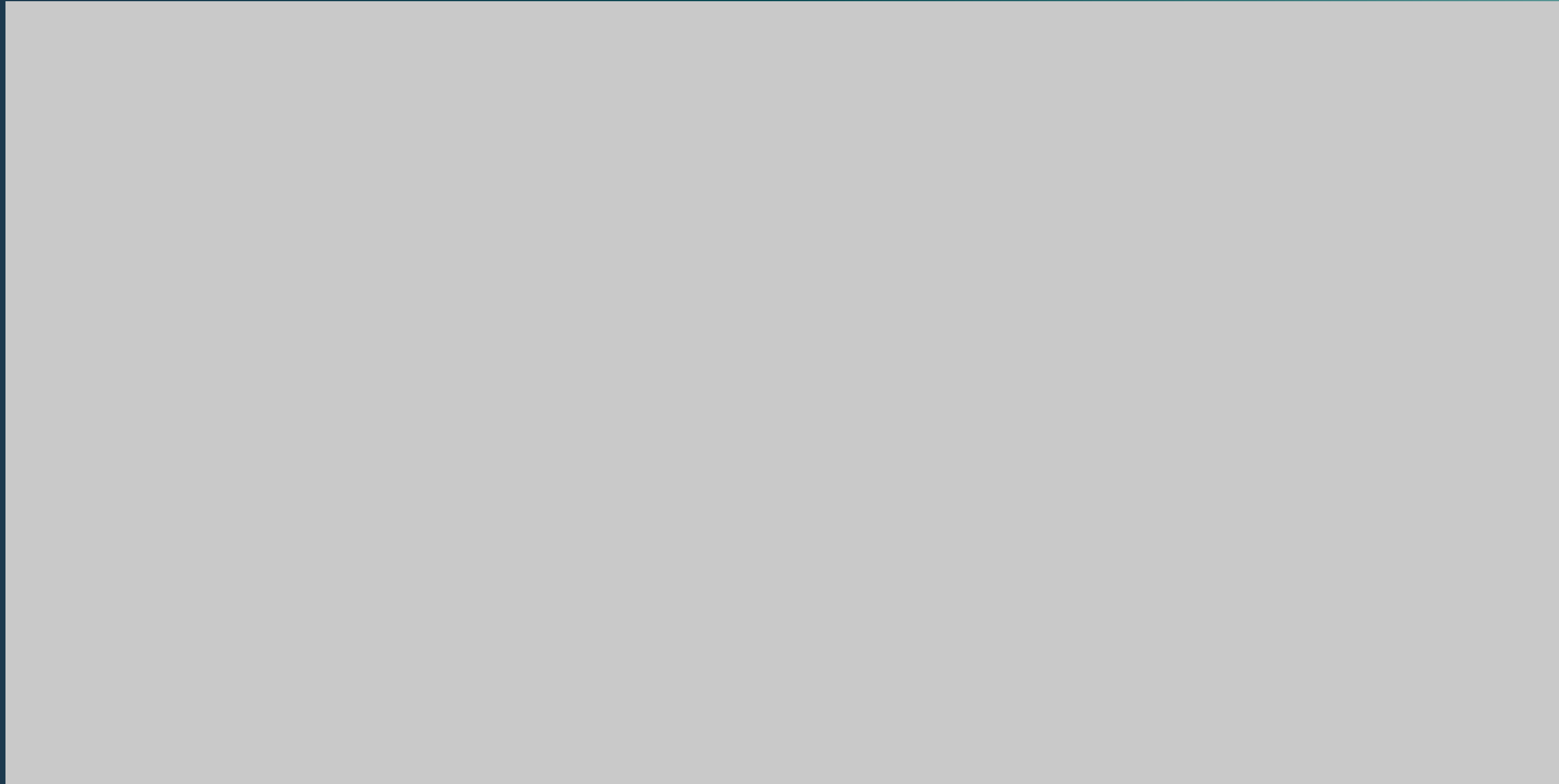
Safety + Chat

Safely Chat with Users

- Two-factor authentication
- Transparent community safety guidelines and privacy policy
- Robust community guidelines before chatting
- Report inappropriate behavior or block

Where does lingua-link fit in?

Demo Video

https://www.youtube.com/watch?v=c1qxIwD6VN8

Ethical Considerations

Ethical Concerns

Mitigations

User data privacy →→→ Implement end-to-end encryption

Inappropriate content →→→ Implement AI content moderation

Unauthorized access to accounts →→→ Implement two-factor authentication

Harassment or Inappropriate behavior →→→ Provide flag/block feature

Next Steps

1. **Optimize Matching:** Leveraging user feedback, refine the matching system and develop algorithm to ensure compatible connections and aligned learning goals.

2. **Personalized Learning:** Implement customizable flashcards and conversation topics based on user preferences.

3. **Content & Security:** Integrate native language content users crave and refine AI moderation to create a safe learning environment

Thank You!