Team A5: Ctrl, Alt, Elite

Capstone Final Presentation



lingua-link

Peer-to-Peer Language Learning



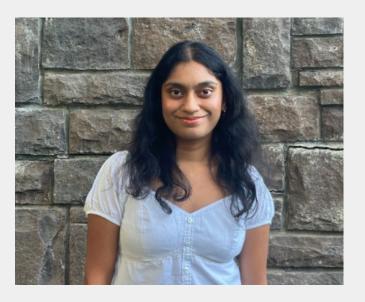
Meet the Team



Sanika Gadam UX Designer + Front-End Developer



Trushaa Ramanan UX Designer + UX Researcher



Militha Madur Data Scientist + Front-End Developer

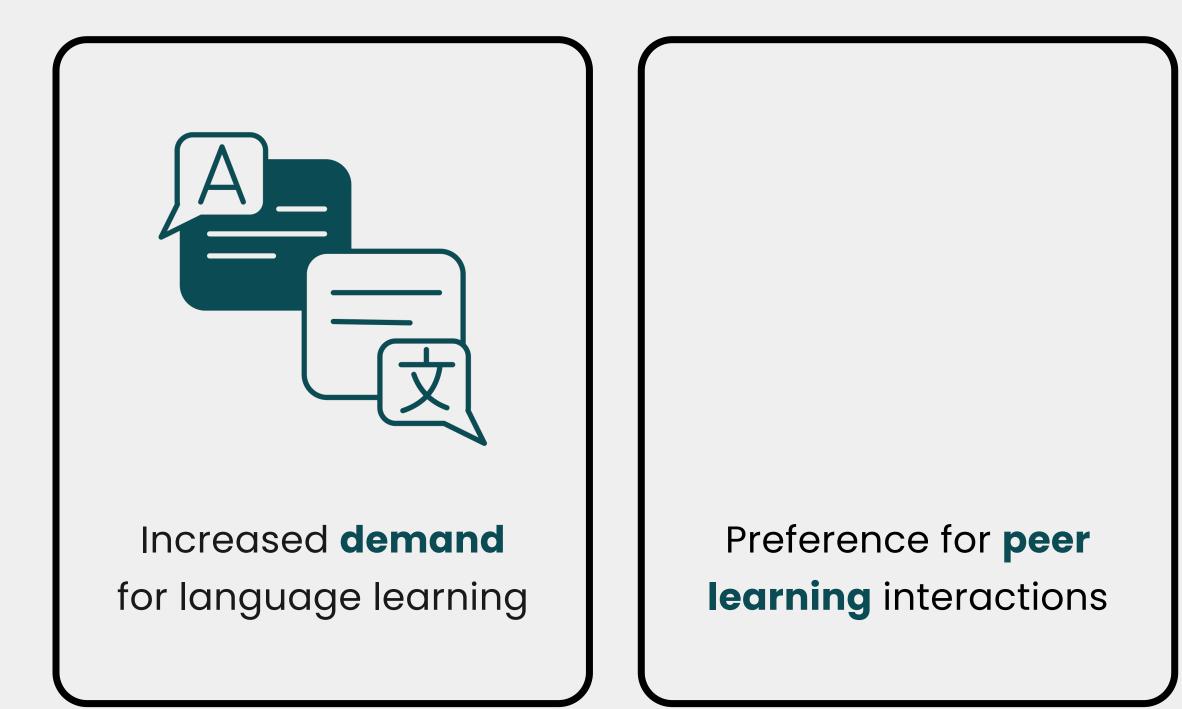




Morgan Weber Front-End Developer + UX Researcher

Caroline Wills Project Manager + UX Researcher

Problem Context





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

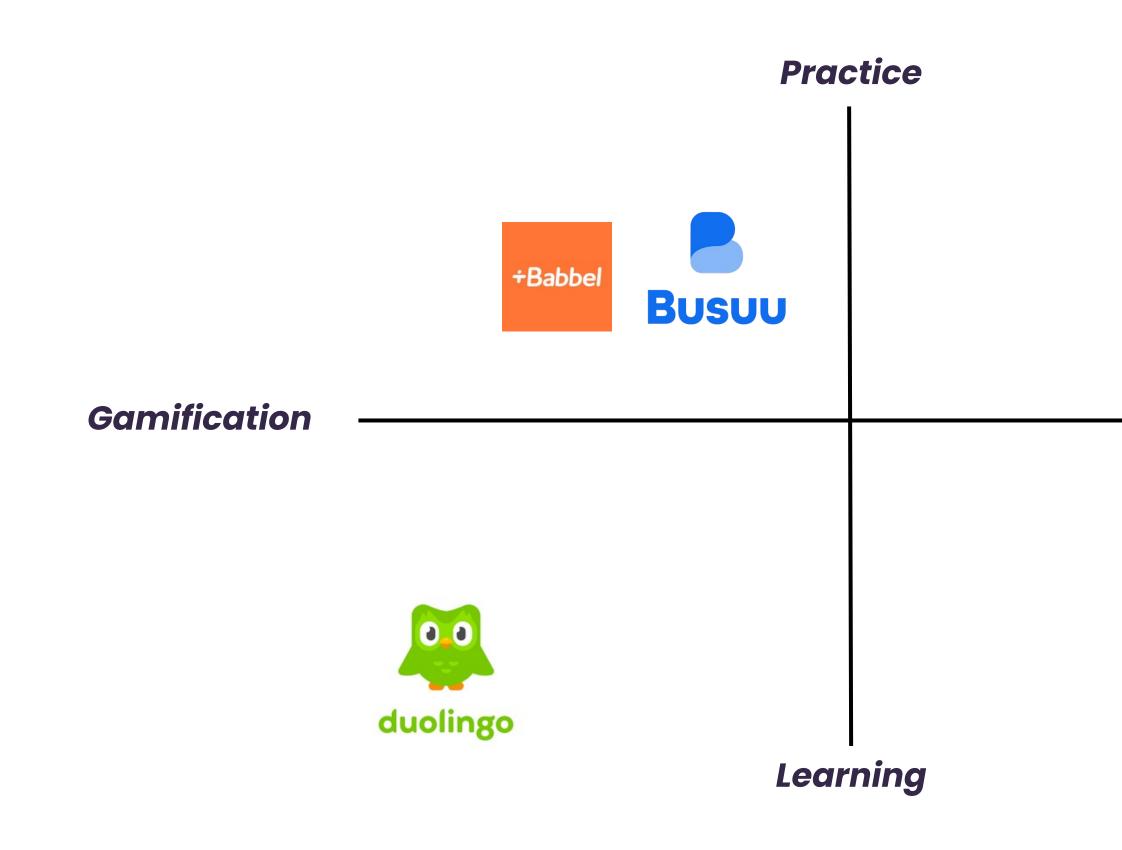
Interactive lessons, gamification, and conversing practice are most important





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

Competitive Analysis

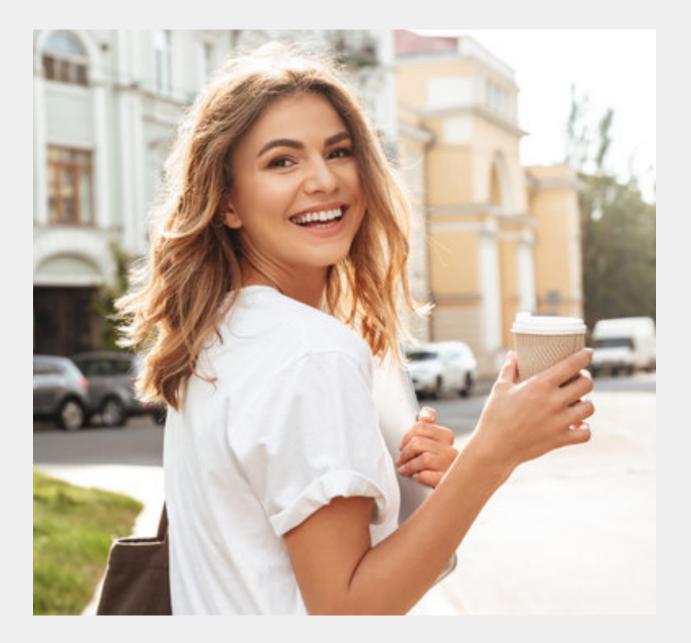




Peer Learning

Meet Michelle

User Persona



Michelle Summers, College Student Motivator

S

- •Build connections with like-minded individuals
- Personal growth and
 Platforms primary focus is on improving grammar and vocabulary

Want

SA safe, secure, and
Supportive community
Feedback and support

Pain Points

 Limited social interactions with existing language apps

Needs



Key Concepts

We are creating a platform where...





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

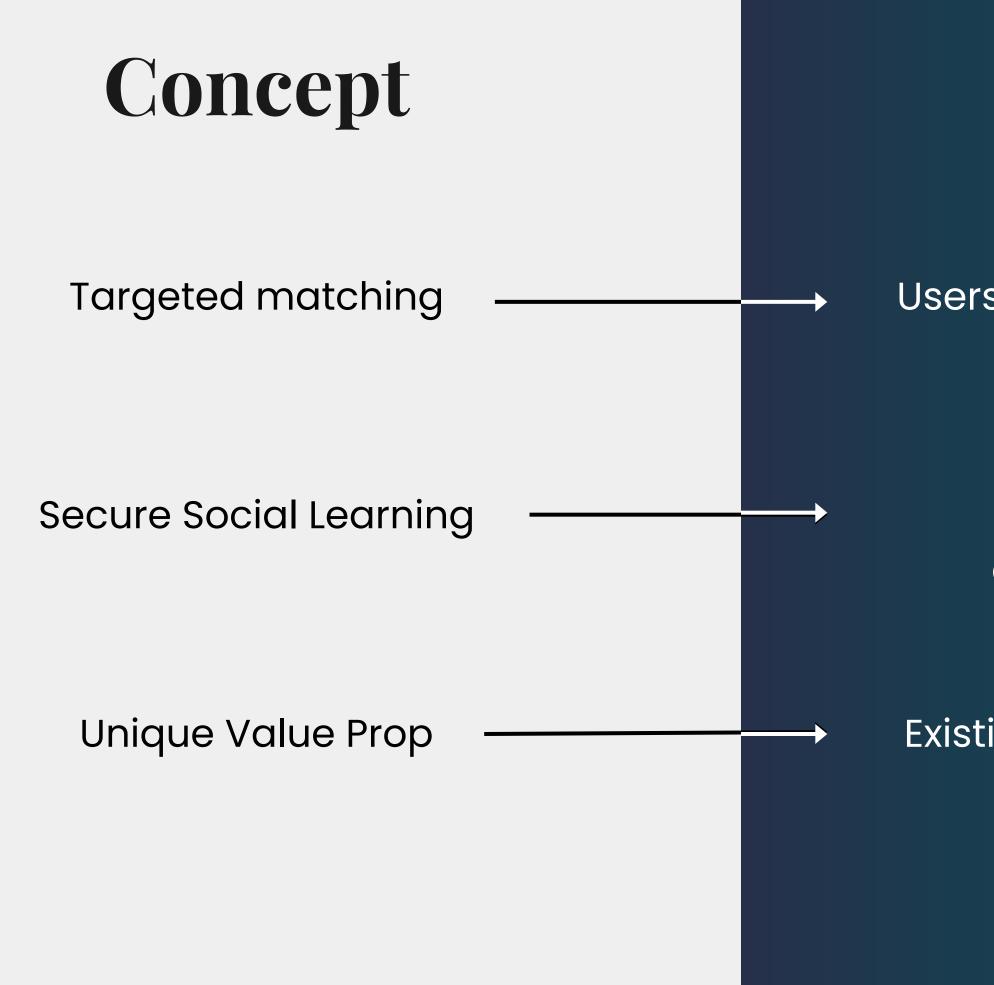
Users are **encouraged**, **engaged**, and **motivated** through peer-to-peer connections



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

Usability Testing

Validation and Iterations



Assumption

Users have diverse learning goals

Users value privacy for comfortable interaction

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



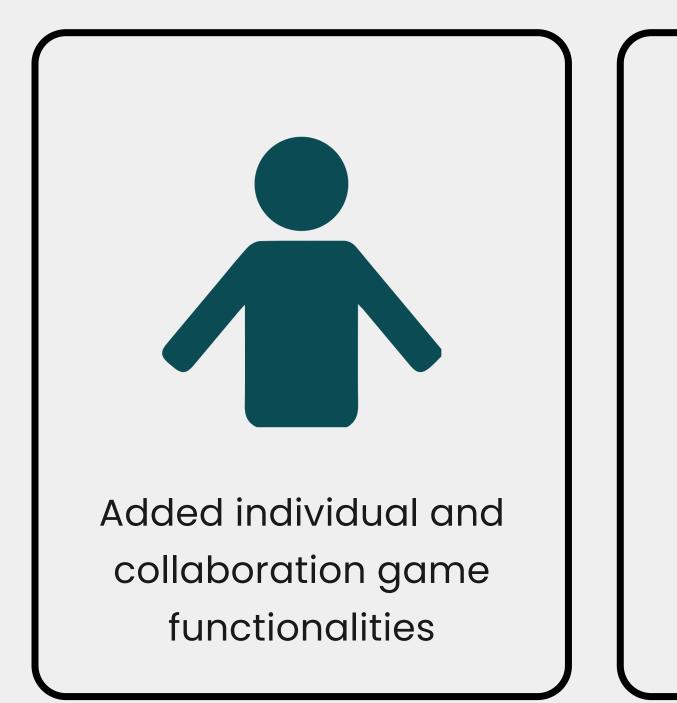


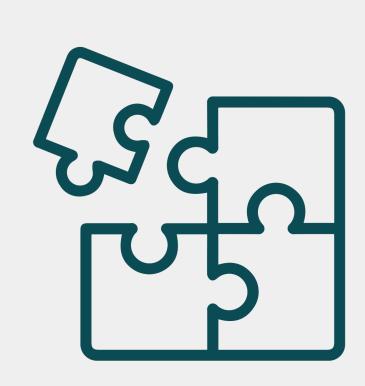
Users want the ability to engage with others AND engage in learning activities alone Users want to see **language learning activities** (like games) beyond the chat feature



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

Design Improvements





Added gamification elements to engage users with learning



Added two-factor identity verification in onboarding

Final Solution

Hi-Fidelity Prototype



Personalization + Customization

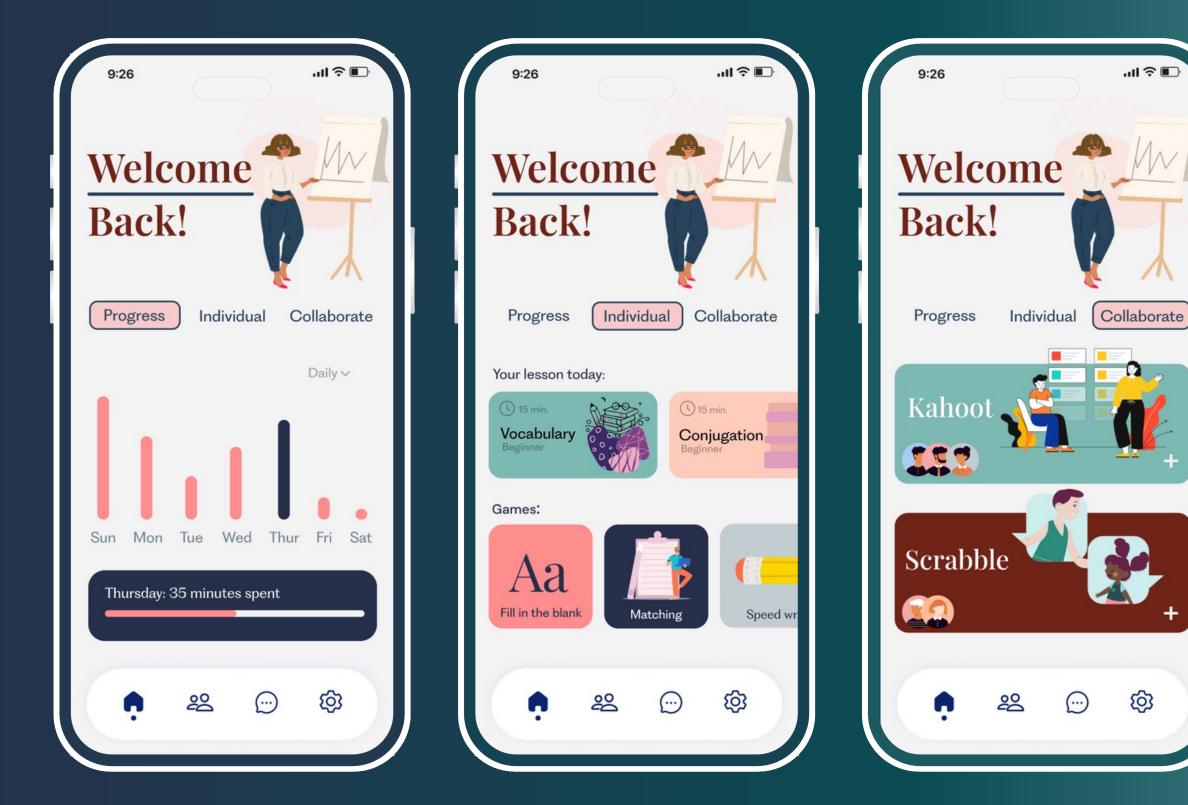
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	What language would you like to learn?	 Select your learning goals:
	English Spanish French	Speaking Fluently Writing Proficiency
	Mandarin Japanese German	 Listening Comprehension Reading Comprehension Cultural Understanding
Welcome Immerse yourself in language learning through peer-to-peer connections	Italian Arabic Storean	
Login Don't have an account? Sign up	Portuguese Next	Next

ng

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

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Collaborative Games

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

Peer Connections

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Morgan Beginner	Emily Beginner				
Aliyah Beginner	Mark Beginner				
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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

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1	Practice Lessons Together	^
	Morgan Beginner Emily Beginner	Ð
< F	기 😰 @morgweb 🛛 👳	S 📕
	Start the conversation with @m	norgweb
	Community Guidelines Remember to please ensure a safe and inclusive language learning space by for these rules. Please report any individuals who may lengaging in any of the following prohib behaviors: Harassment Sharing Inappropriate Content Threats and Violence Bullying Illegal Activities	be
C	Type your message $\[Phi]$	الالا کورک
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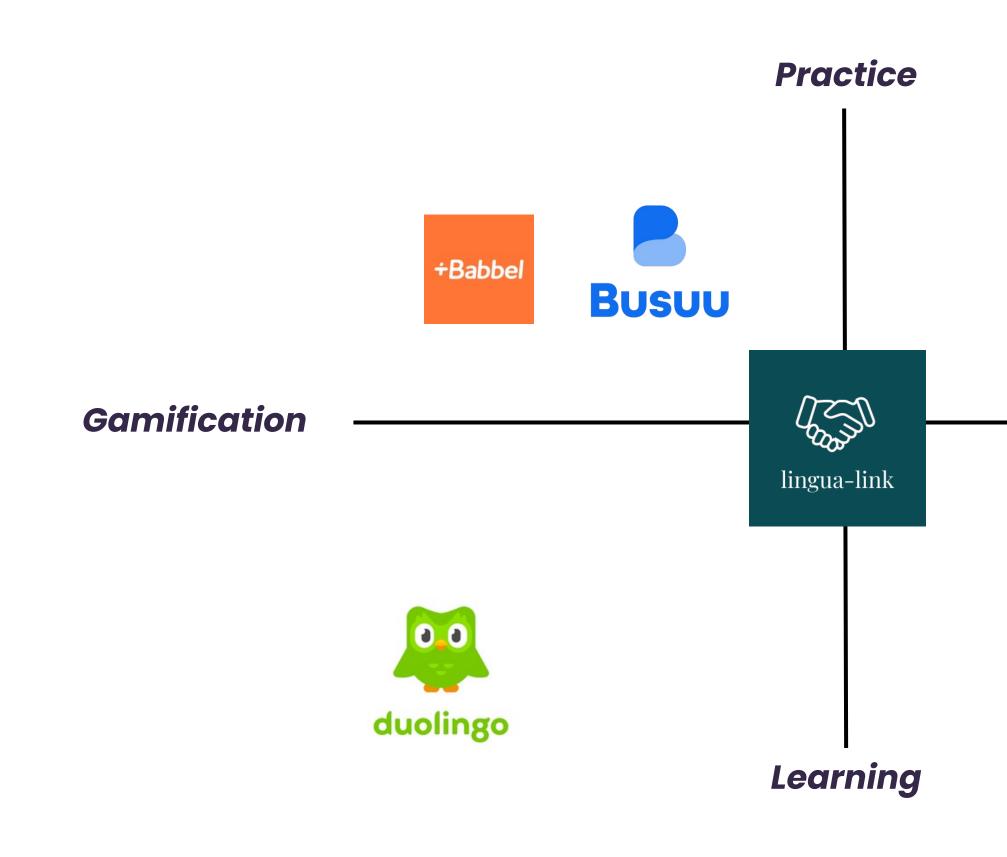
9:26			
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1. Informatio	on We Collect		
	on: When you create nation such as your r word.		we
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2. How We Us	se Your Informa	ation	
personalize your le	e use the information arning experience a nd language partners	nd recommer	
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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?





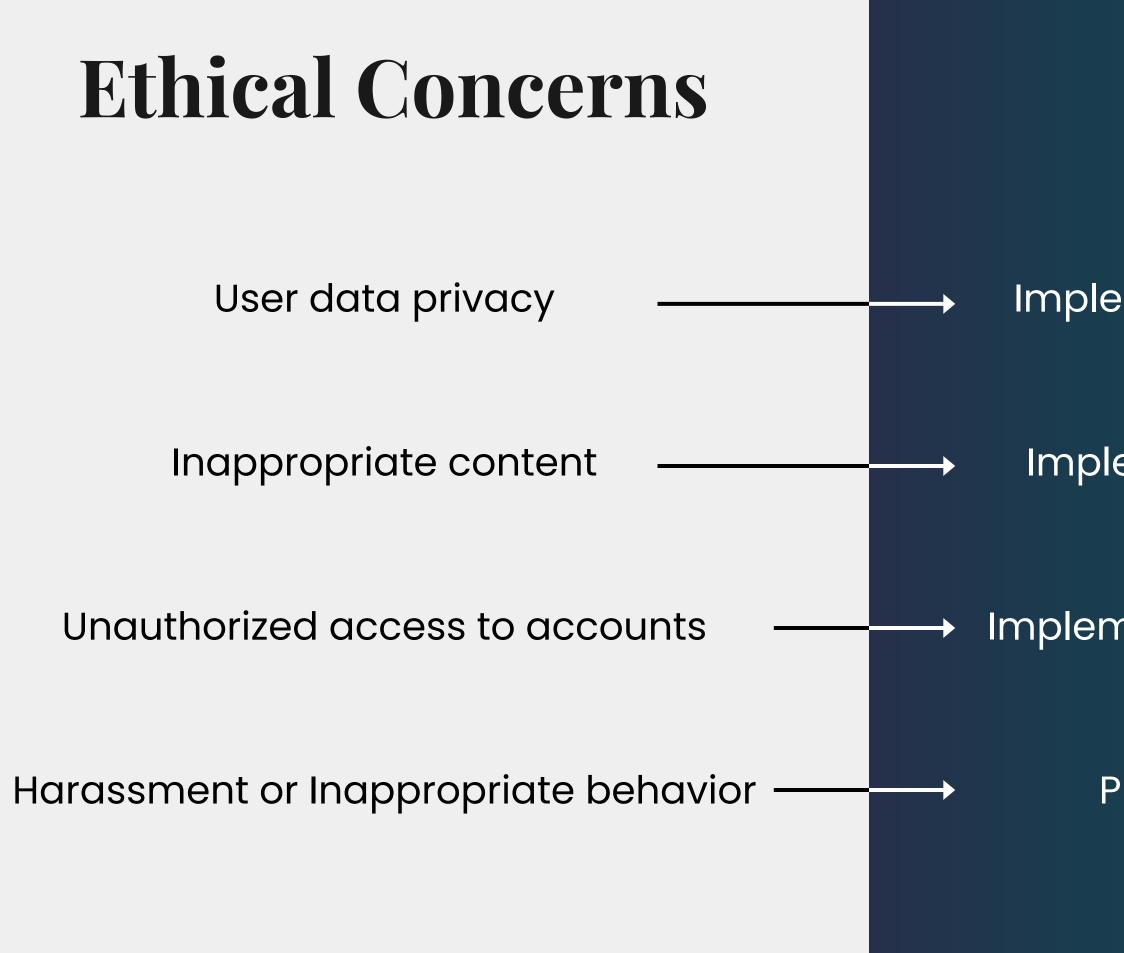
Peer Learning

Demo Video

https://www.youtube.com/watch?v=c1qxlwD6VN

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Ethical Considerations



Mitigations

Implement end-to-end encryption

Implement AI content moderation

Implement two-factor authentication

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

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Thank You!

