



New Mobile only Interaction Type - ideas

Mon, 14 May, 2018

Purpose



Create a New Mobile Only Interaction Types which will make the application sticky for the end user considering following factors:

1. Convenient and Engage students

Choosing an optimal way of using the Mobile native features like Mic, touch etc.

2. Gamification

Provide an opportunity to end users to have language learning process into a kind of exciting game and engaging interactions.

3. As clear as possible

Useful for the learner with any level of language knowledge. Provide app with prompts, tips, chatbot Etc.

4. Appealing design

Have a design that is user-friendly, clean and easy to use

5. iOS & Android

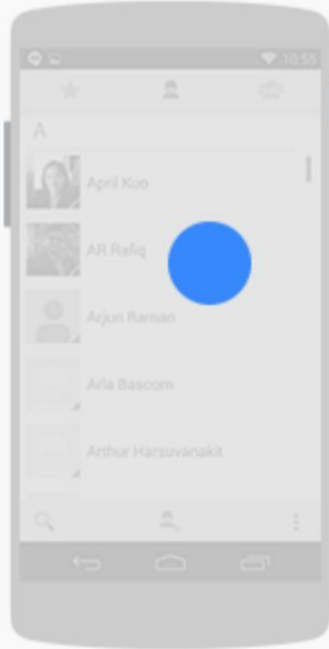
Interaction types that can be used in both iOS & Android

Interaction types

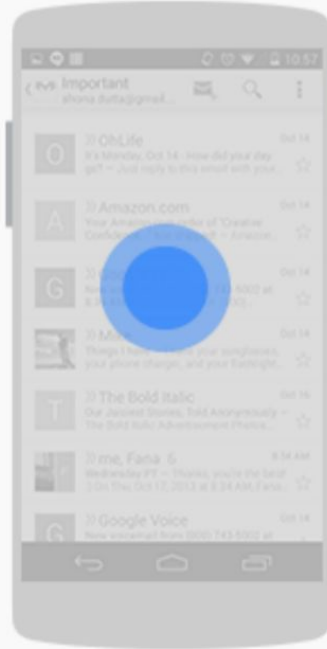
We have identified new four Interaction types that can be used in WSE :

- **Crossword** - can be used to assess students' understanding of new vocabulary or terminology
- **Flashcards** - can be used as practice, study or recognition materials for students\
- **Memory Game** - can be used to enhance the cognitive skills of students as well as improve their focus and concentration\
- **Word Search** - can be used to reinforce students' vocabulary or word recognition on any topic

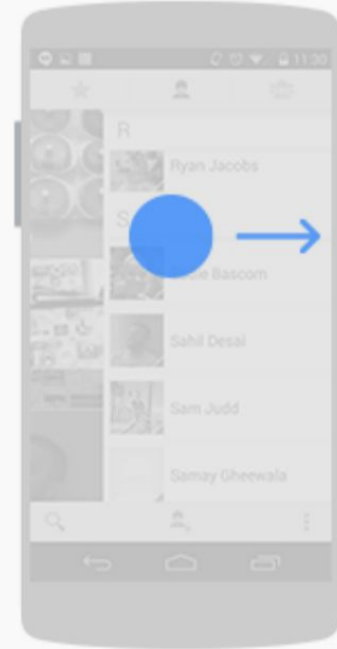
Mobile Gestures



Touch



Long press



Swipe or drag

Mobile Gestures

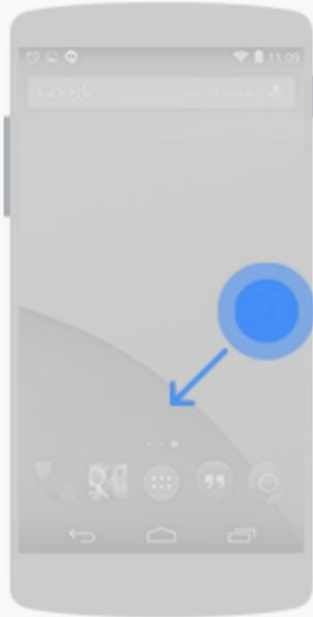


Pinch open

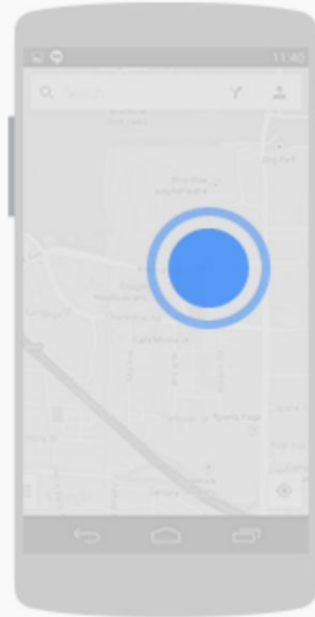


Pinch close

Mobile Gestures



Long press drag



Double touch



Double touch drag

Mobile Gestures

SWIPE



TAP



PINCH



ZOOM



TILT



SHAKE

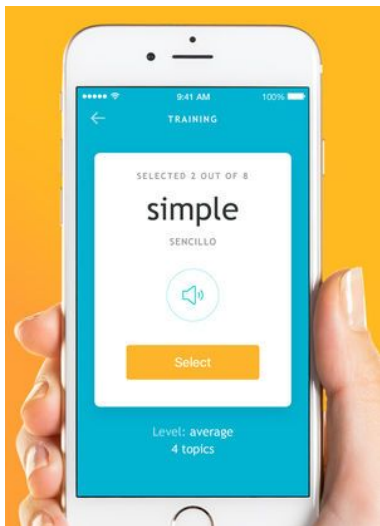


MULTI TOUCH



Reference Apps - China

- 1) Huijiang Wangxiao
- 2) VIP ABC
- 3) EF

A hand holding a smartphone displaying a language assessment app. The screen shows 'DCGS' and a progress bar with four steps. A circular callout highlights '语言程度' (Language Level) with '兴趣偏好' (Interest Preference). Below are icons for '初级' (Beginner), '中级' (Intermediate), and '熟练' (Advanced). Text asks to '请预估您当前的语言程度' (Please estimate your current language level).

唯一使用 **DCGS** 智能匹配
制定个性化课程

注册即送 **免费** 精品课
12国语言、留学、考研随心学

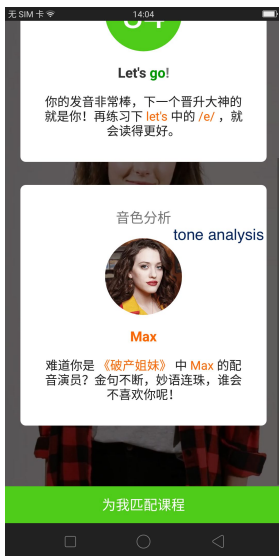
A hand holding a smartphone displaying a course selection app. The screen shows a list of courses: 'Hitalk口语 1v1体验课' (26478人已领), '新版日语入门全能' (9473人已领), '零基础直达BEC' (5736人已领), and '关于雅思你必须知道的事' (2774人已领). Each course has a price tag of '¥0'.

全新智能学习系统
打造适合你的学习方案

A hand holding a smartphone displaying a learning progress app. The screen shows '英语0-CET6通关班' and a progress bar comparing '我的进度 13.5%' to '17.5% 计划进度'. Below are icons for '课程表', '作业', '答疑', '笔记', '讨论', and '打卡'. It also shows '当前任务' and '57位同学已完成'.

Competitor / Reference Apps - China

- 1) English Liulishuo (speaking)
- 2) Kaiyan English (speaking)
- 3) Keke English (listening, speaking)
- 4) FTChinese (reading, listening)
- 5) Six minutes English for BBC (reading, listening, speaking)



That is not the only hardship. While the government medical college ostensibly provides free care, patients must pay for their own drugs – a huge expense for diseases such as cancer. Mr Rajbhar, who earns around Rs7,000 (\$104) a month when working full time, says he has spent more than Rs170,000 on his son's fight against cancer. This has wiped out his savings and pushed the family into debt.

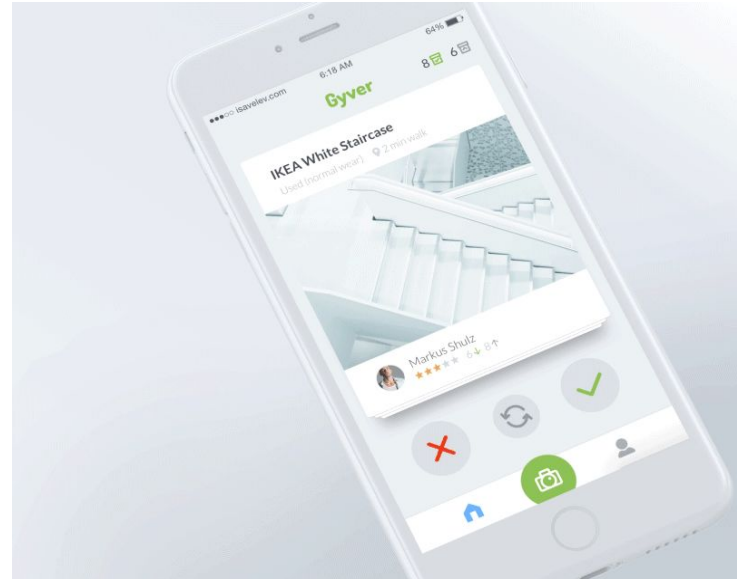
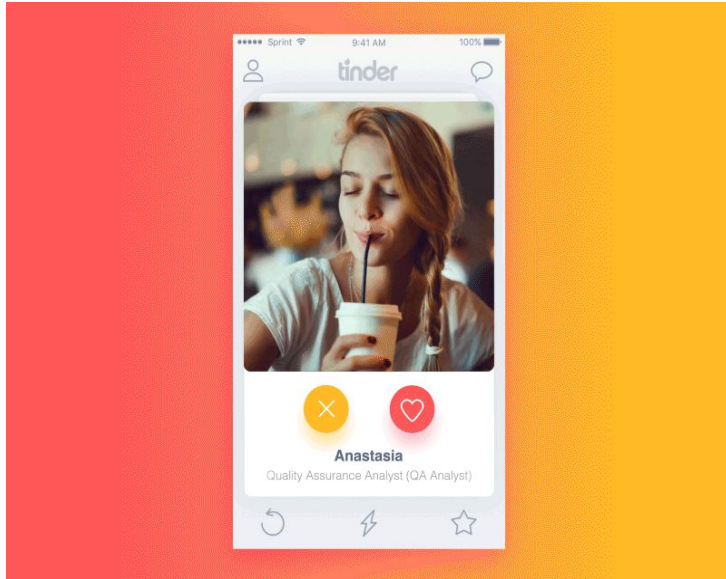


Other References

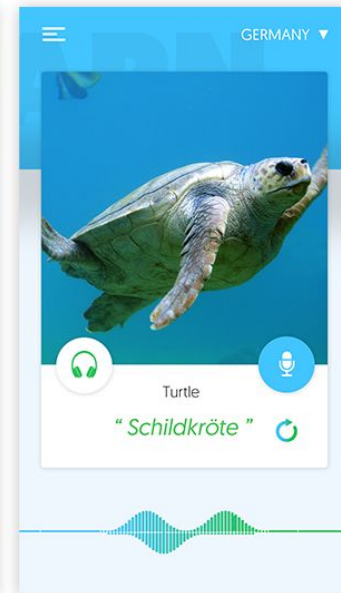
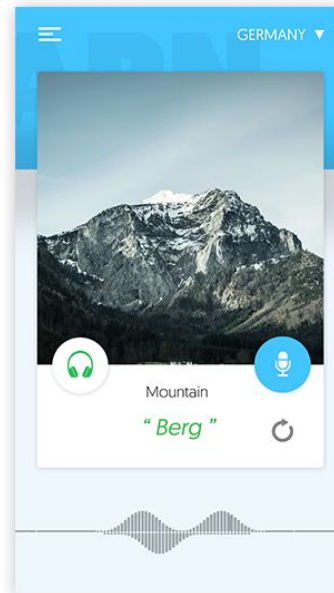
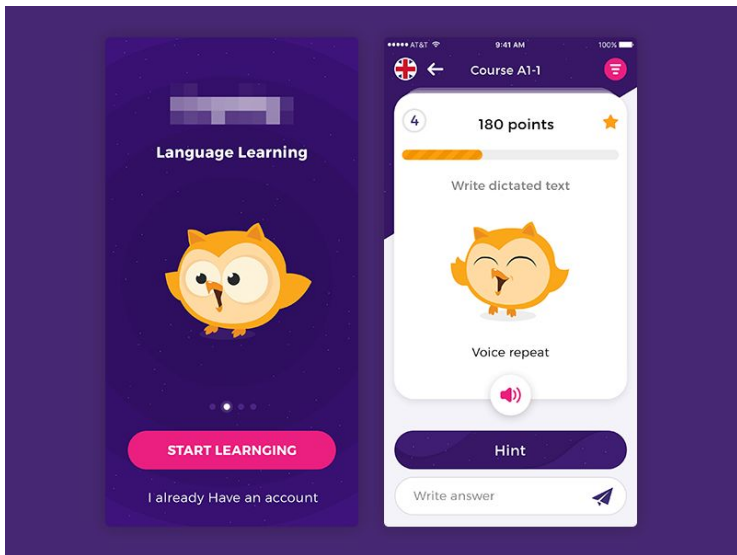
Tinder - <https://itunes.apple.com/app/tinder/id547702041?mt=8&ign-mpt=uo%3D6>

Hello English - <https://play.google.com/store/apps/details?id=com.CultureAlley.japanese.english>

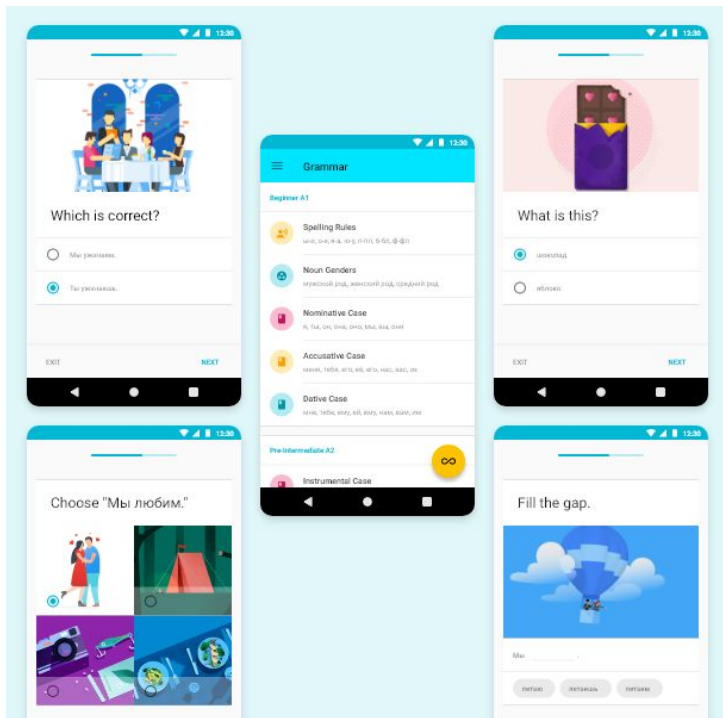
Pronunciation pro - <https://www.pronunciationpro.com/>



Sample References



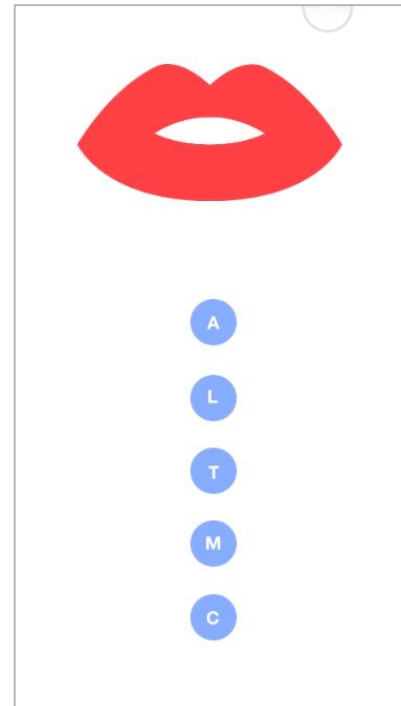
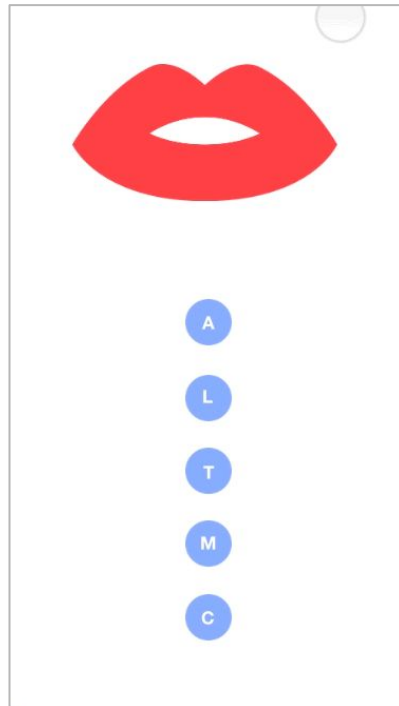
Sample References



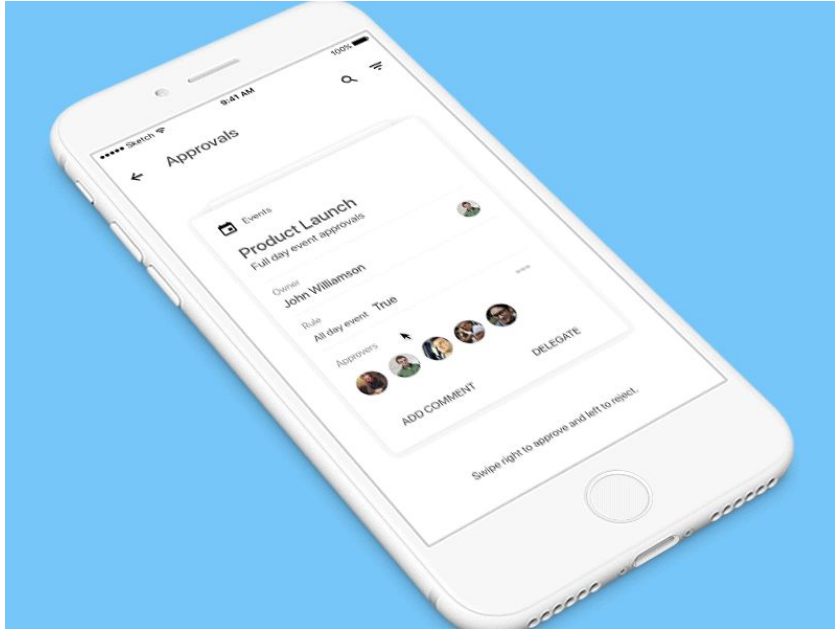
The screenshot shows a lesson interface for "Meeting People - Familiar".

- Header:** "LESSON HOME" and "Meeting People - Familiar".
- Scenario:** "SCENARIO 1 OF 2" and "Javier and Ana meet at a party".
- Dialogue:**
 - JAVIER: "Hola. ¿Como te llamas?" (Hello. What's your name?)
 - ANA: "Me llamo Ana. My name is Ana."
 - JAVIER: "Mucho gusto. Me llama Javier. Pleased to meet you. My name is Javier."
 - ANA: "Likewise, how are you doing?"
- Phrases List:**
 - ¿Fajita, como se dice?
 - ¿Bien, buenas días?
 - ¿Encantado, donde estas?
 - ¿Igualmente, como estas?
 - ¿Mucho gusto, corazón?
- Footer:** "HOLD TO PRACTICE" and "Introductions".

Sample References



Sample References



User Expectations



1. Short and fragmented time usage
2. Real-time visual, aural or touch feedback
3. Mobile friendly gestures (swipe, click, hold...)
4. Multiple approaches of learning
5. Ability to go back and review
6. Ability to download, no waste of data

Will be better if there are



1. Up to date news, articles and information in English
2. Immediate feedback (scoring, coloring, emoji...) for speaking
3. More diversity in topics and interests (preferences to be setup)
4. Freedom in learning anytime, without booking in advance
5. Workplace and professional English
6. Low prices
7. Friendly usability for mobile usage
8. History available
9. Offline study available

Behaviors identified



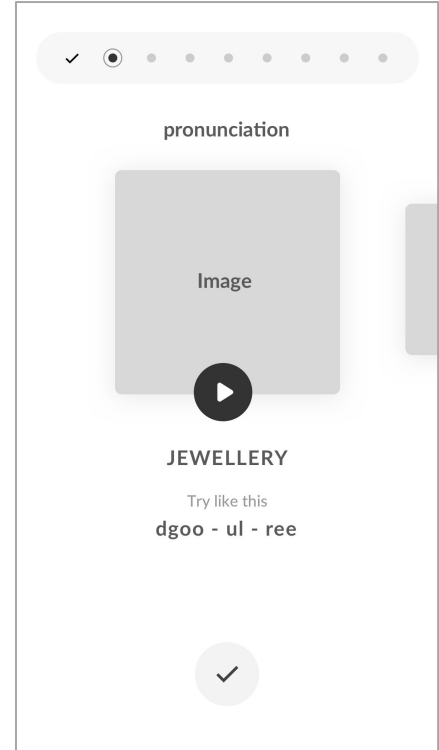
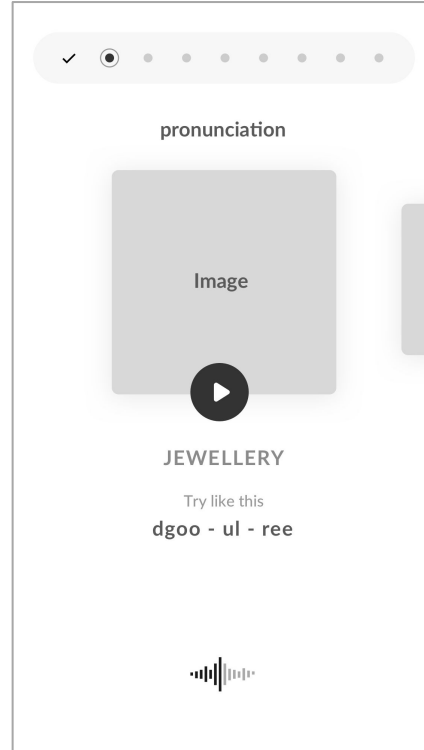
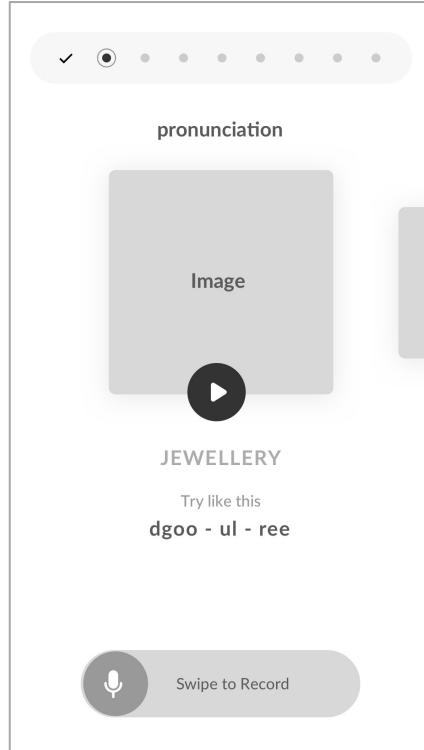
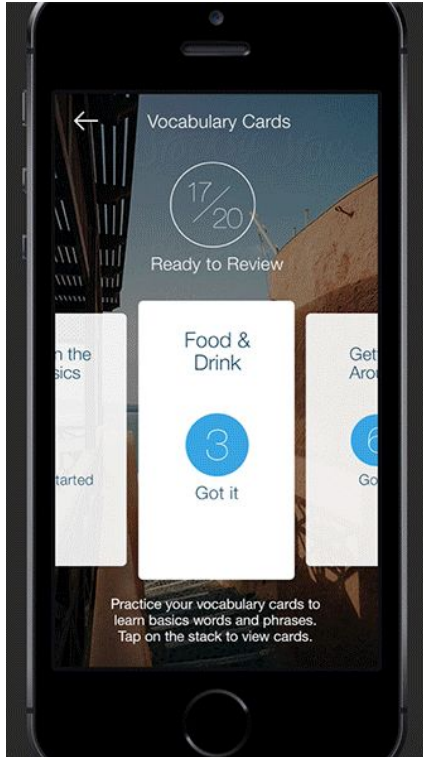
- **Dictionary** a **separate tool / App** during Center Study
- Visible progress preferred and feel like sharing on social media, such as “**I just learned NNN new words**” on Wechat moments
- Want to make use of fragmented time instead of a whole period of time
- Instant scoring, feedback and corrections Preferred
- Personalized courses or learning
- Prefer downloadable learning materials, to be played on subway or during driving
- Clear and simple layout, with colorful design
- Overlay pattern as **usage guide**
- Being **able to skip** some parts and come back later, such as speak in public
- Being **able to retrieve** or **review history**
- **Gamification** in **socialization**
- Learn speaking the most, while also cover reading and listening

New ideas for mobile first interactions

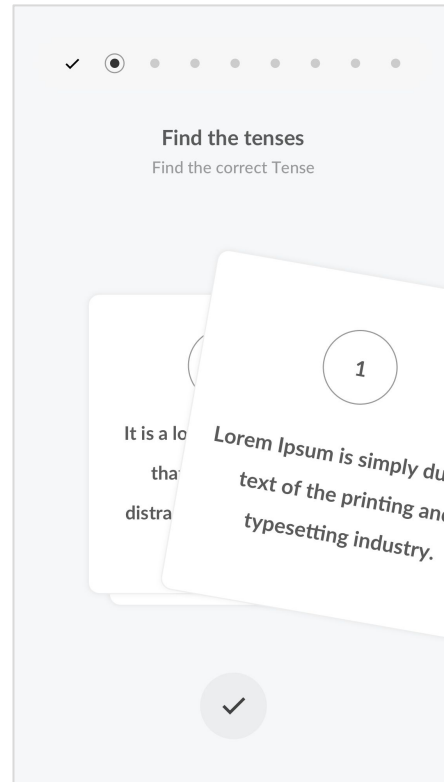
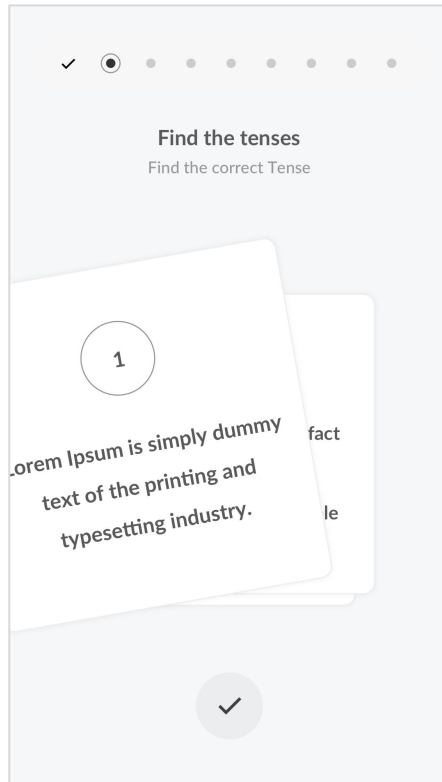
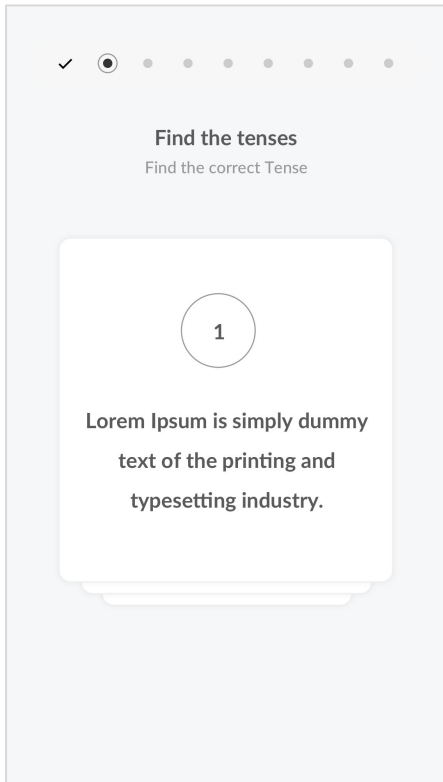
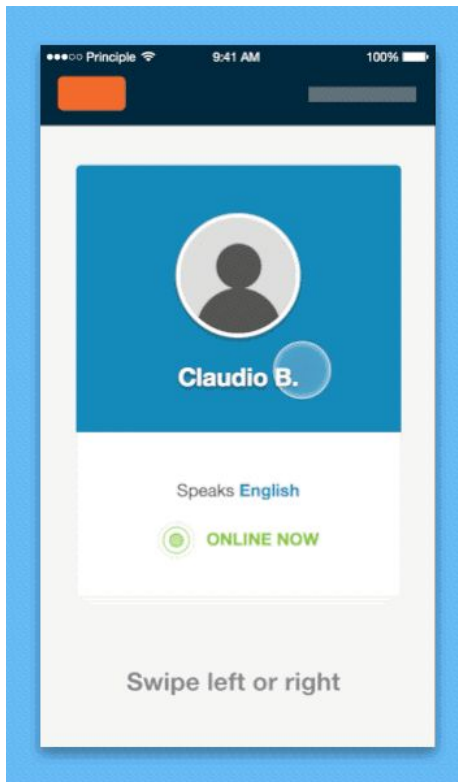


- Some features or content without need to login
- Remembering new words tool, error collection tool
- Video, audio playing with subtitles
- Swipe left and right for “yes or no” type of questions
- Cartoons or comics help to illustrate
- Online tutor, feel like AI
- Speed control of audio or video playing

Pronunciation



Right / Wrong



Pronunciation

Bots are here!

Practice real Spanish conversations without blushing.



UNLOCKS AFTER 3 SKILLS



¿Qué animal tiene ella?

Susana tiene un gato

Great answer! 2XP

¡Muy bien hecho!

Type in Spanish

SEND

HELP ME REPLY

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

123 😊 🎤 space return

Yo soy una niña.

Masculine and feminine nouns

In Spanish all nouns are either masculine or feminine. The articles **el** and **un** are used with masculine nouns, whereas **la** and **una** are used with feminine nouns.

drink a he am I milk

boy girl

Check

Speak this sentence

Noi siamo ragazzi.

Not now

Check

Identify the wrong word

Concept:

Helps users to improve:

- Sentence making knowledge
- Grammar Knowledge

✓ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Identify the wrong word
Identify the word or phrase that needs to be removed from the sentence.

1. Despite of having a headache I enjoyed the film.

despite

of

having

✓ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Identify the wrong word
Identify the word or phrase that needs to be removed from the sentence.

1. Despite of having a headache I enjoyed the film.

despite

of ✓

having

of (The sentence should read:
Despite having a headache I enjoyed the film.)


Homophones

Concept:

- **Homophones** - Two or more words having the same pronunciation but different meanings, origins, or spelling.
- Identify / Learn Commonly Confused Words
- **Challenges** - Simple present, articles, Noun, verb, preposition, singular/plural, Etc.

✓ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Homophones




Find the correct word

See Sea

✓ ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Homophones



Find the correct word

See Sea

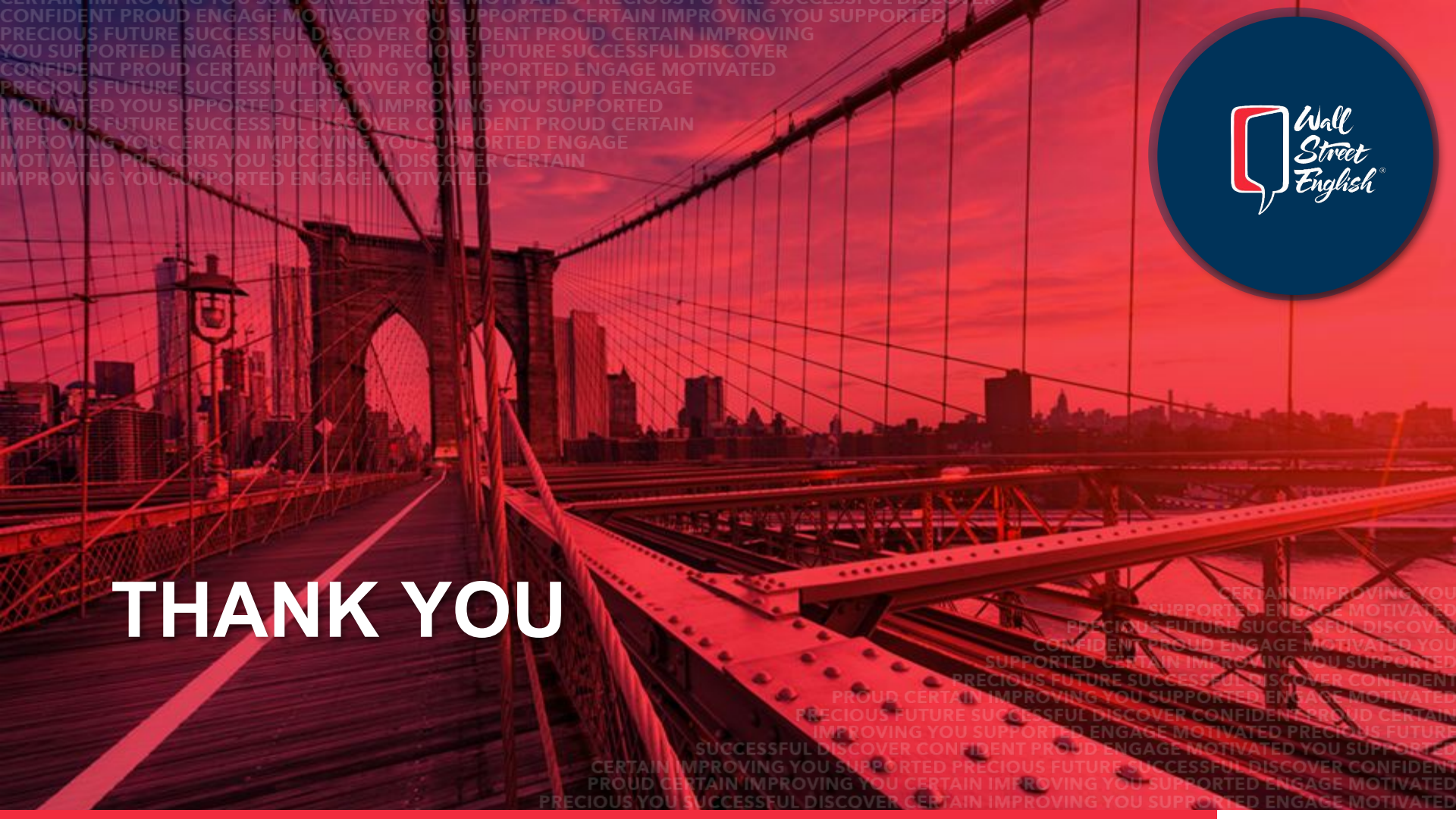
Crossword

Concept:

- Identify New Words related to Workplace and professional English
- Understand the Word

Choose 4 Words Related to Business

A	M	K	V	B	T	J	R	C
Y	S	U	C	C	E	S	S	B
O	T	R	H	J	A	W	O	N
I	D	E	A	S	M	L	L	P
P	U	D	N	M	W	V	U	G
V	B	H	C	Z	O	X	T	Q
C	T	Y	E	U	R	O	I	P
Q	N	B	S	V	K	Y	O	W
E	W	I	E	T	D	F	N	D



THANK YOU

IMPROVING YOU SUPPORTED ENGAGE MOTIVATED PRECIOUS FUTURE SUCCESSFUL DISCOVER
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