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**

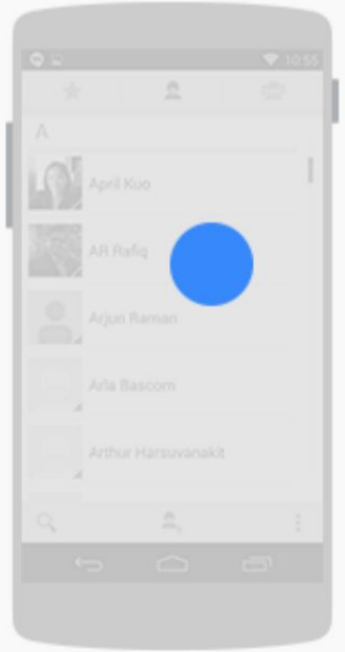
   Interaction types that can be used in both iOS & Android

Interaction types

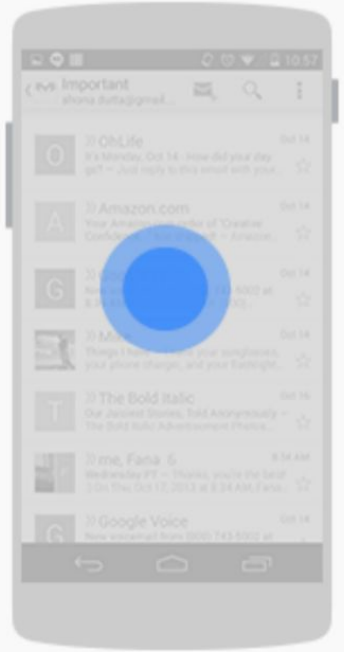
We have identified new four Interaction types that can be used in WSE :

- **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

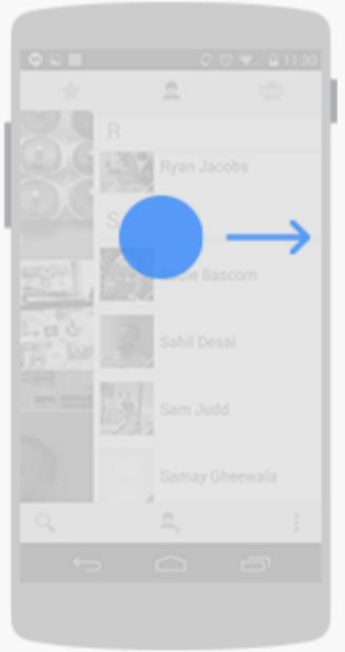
Mobile Gestures



Touch

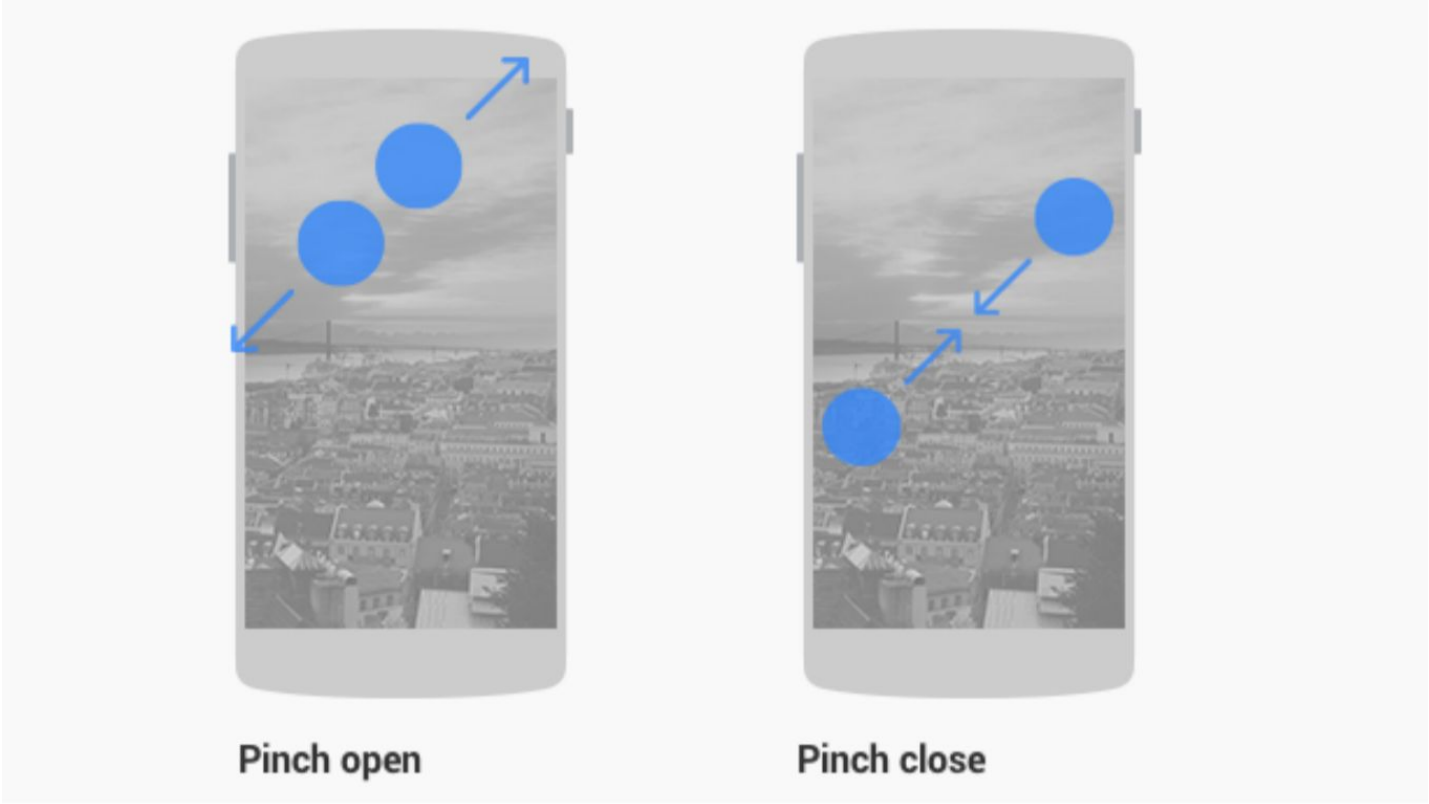


Long press

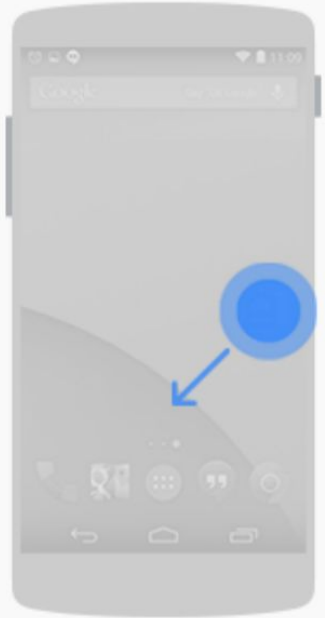


Swipe or drag

Mobile Gestures



Mobile Gestures

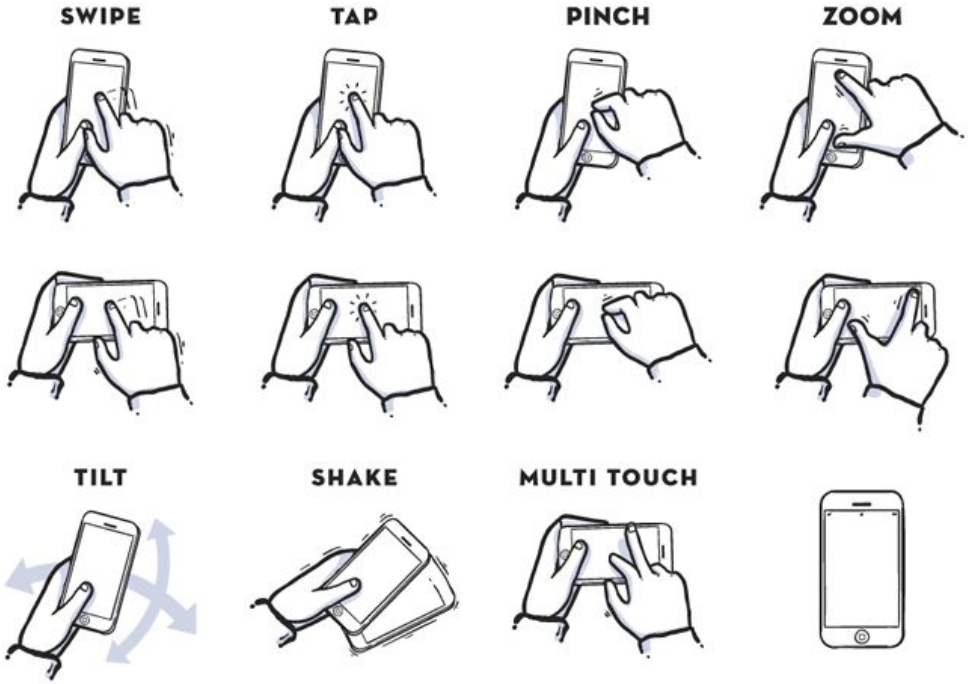


Long press drag

Double touch

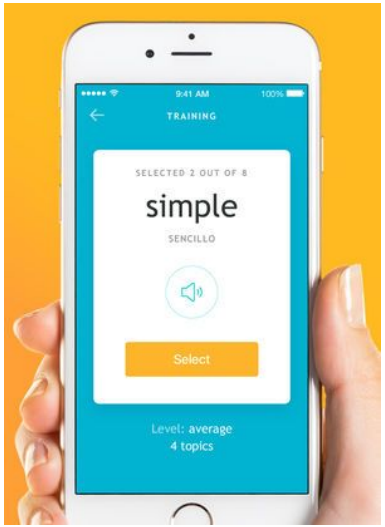
Double touch drag

Mobile Gestures



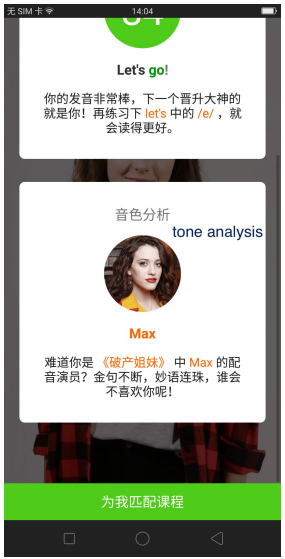
Reference Apps - China

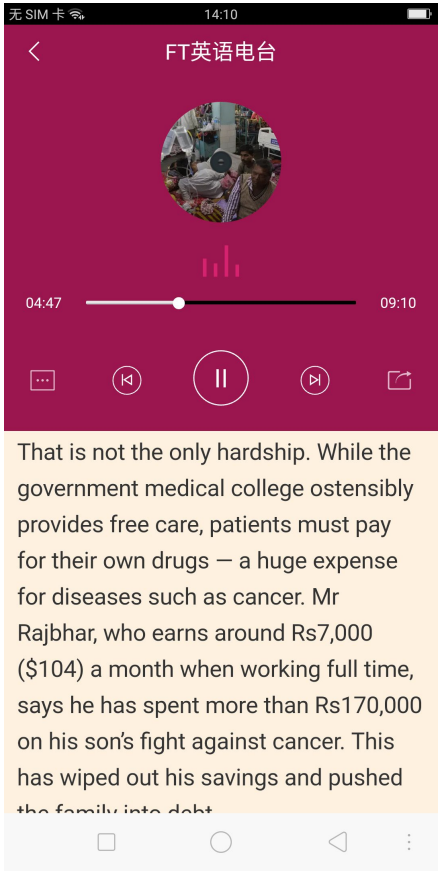
1) Hujiang Wangxiao
2) VIP ABC
3) EF



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)



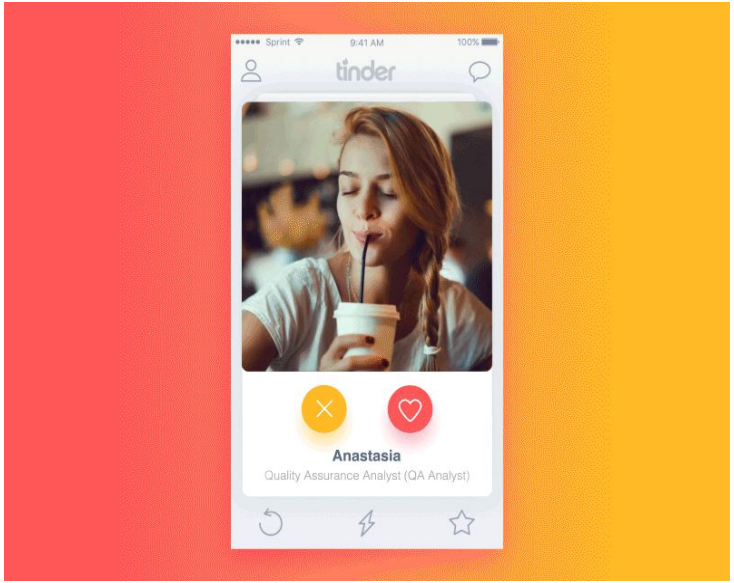


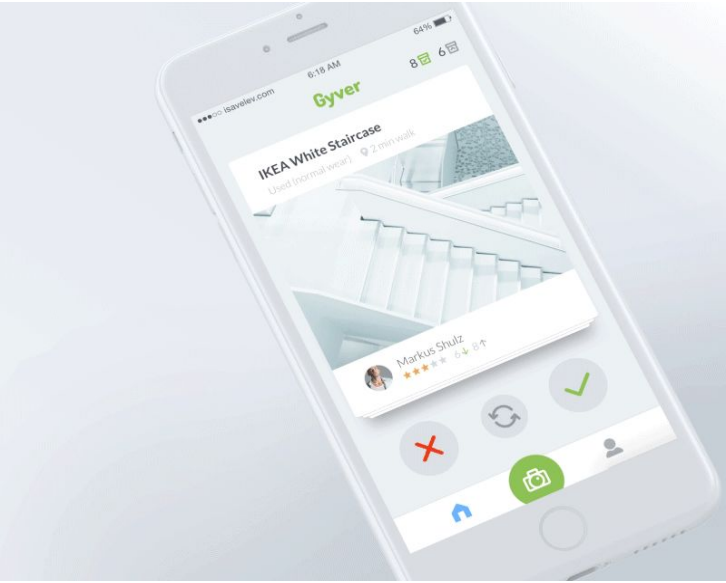
Other References

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

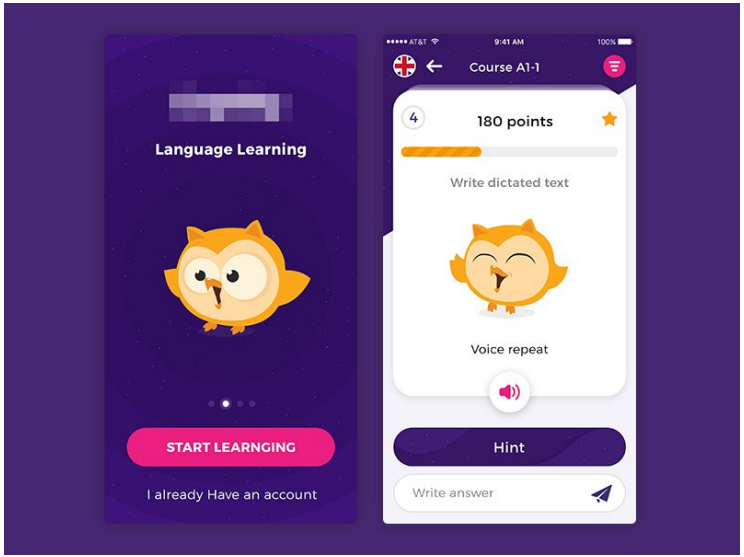
Hello English - https://play.google.com/store/apps/details?id=com.CultureAlley.japanese.english

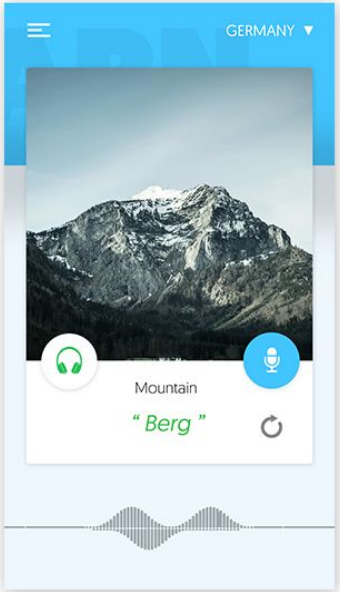
Pronunciation pro - https://www.pronunciationpro.com/

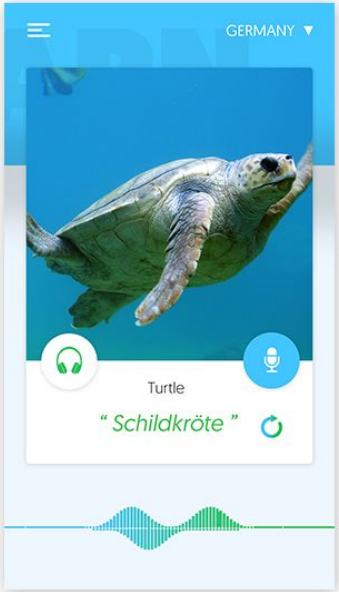




Sample References







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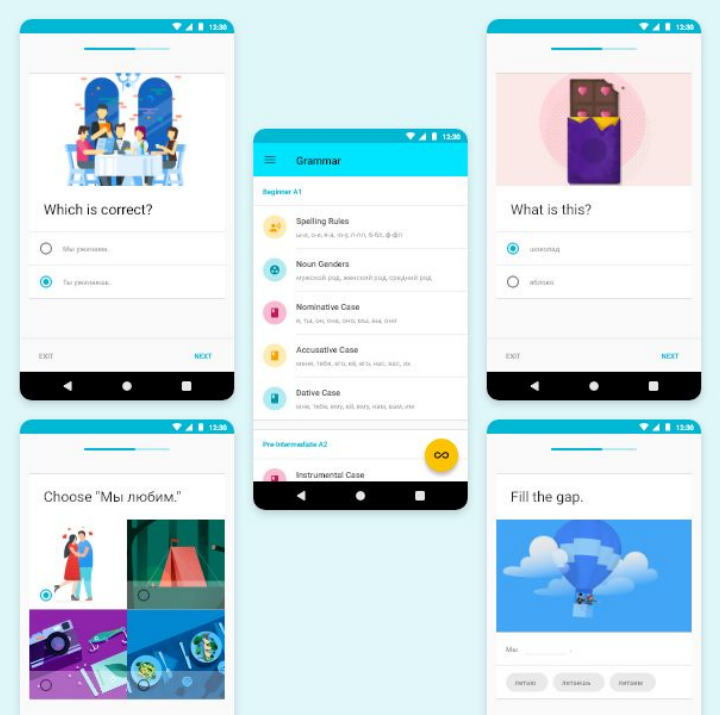

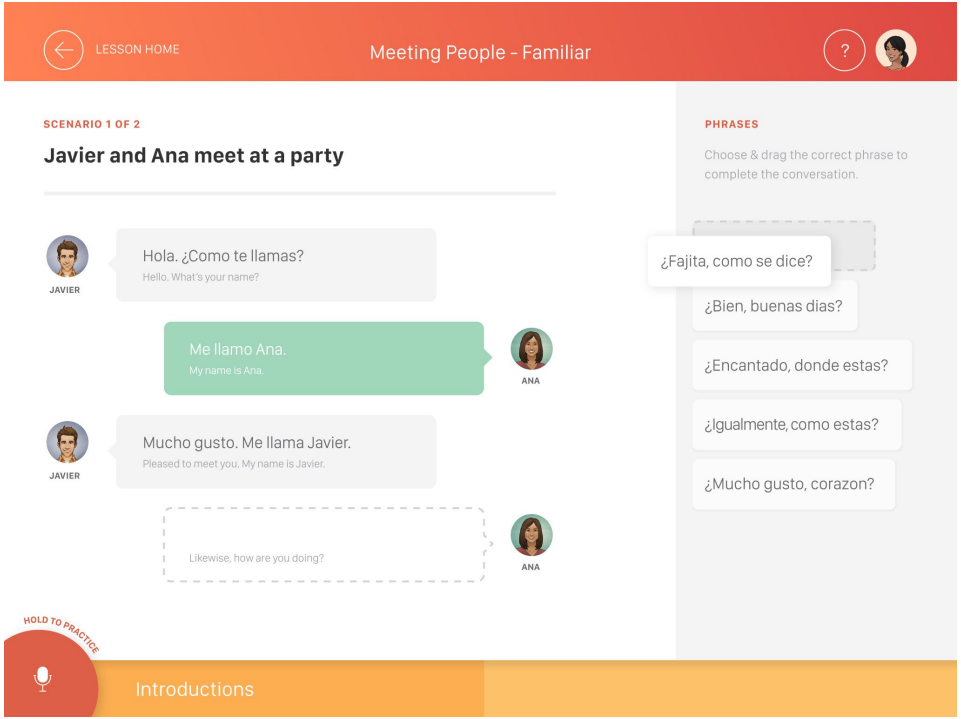

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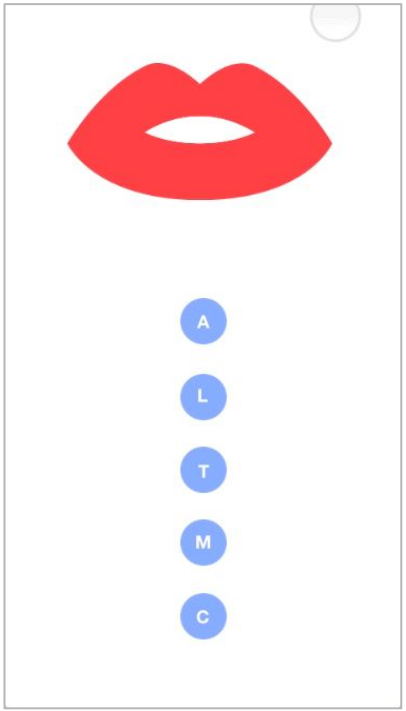

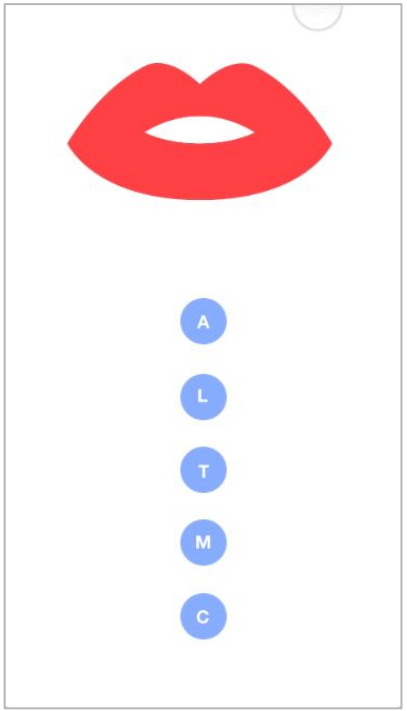

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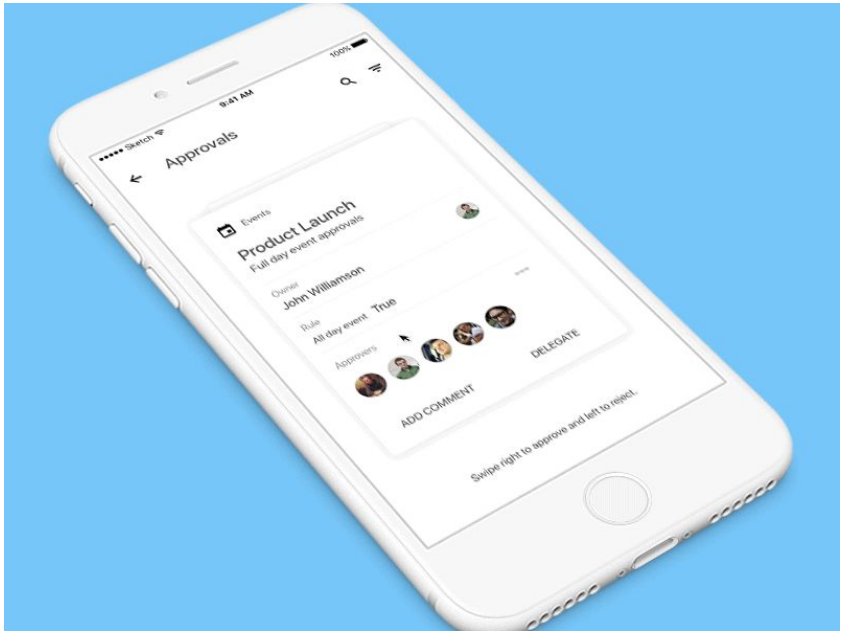


User Expectations

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

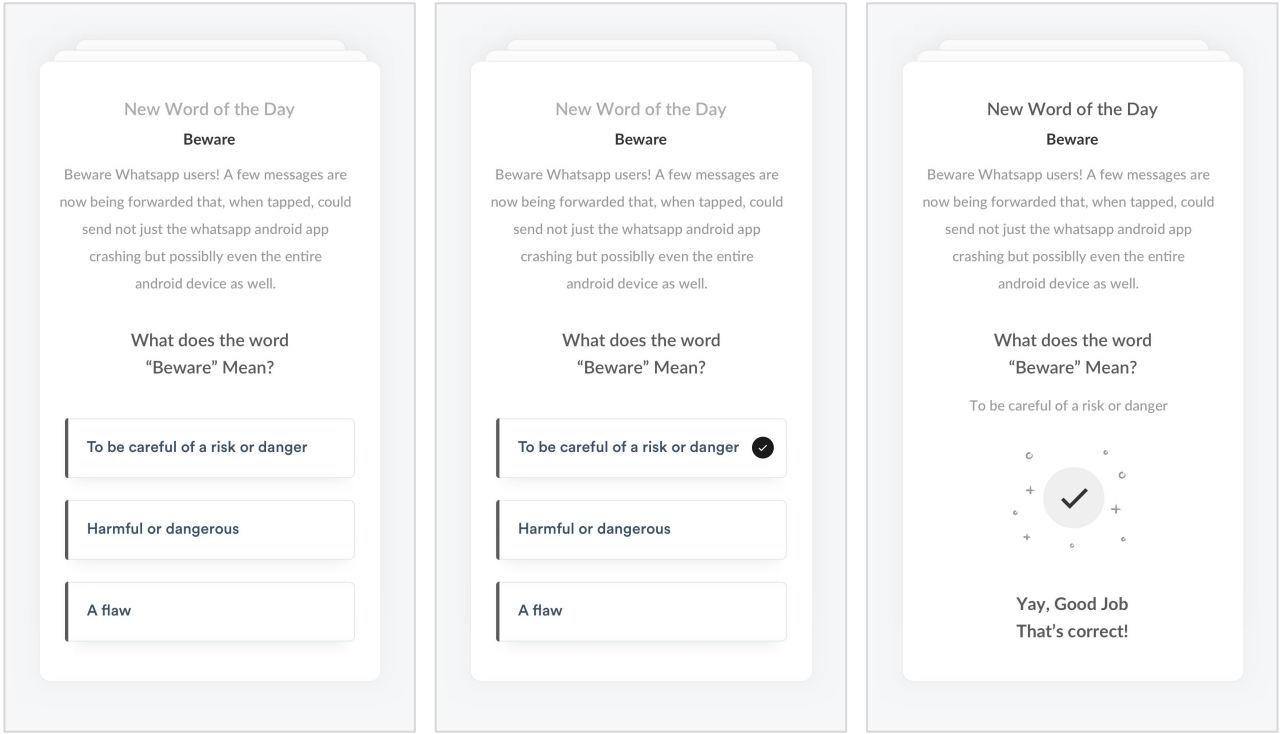
New ideas for mobile first interactions

- 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

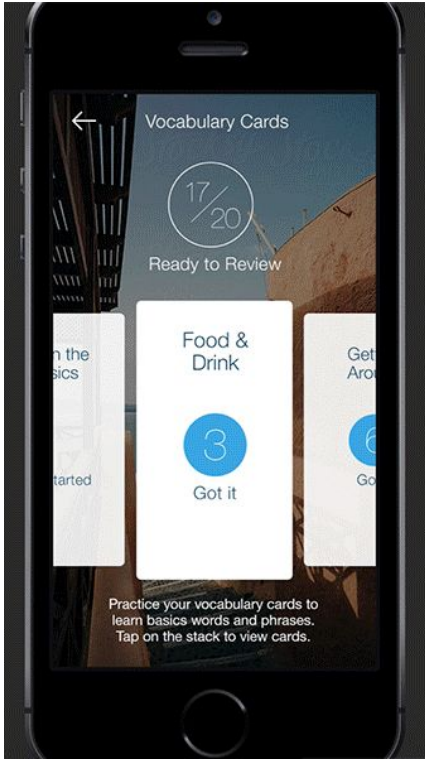
Word of the day

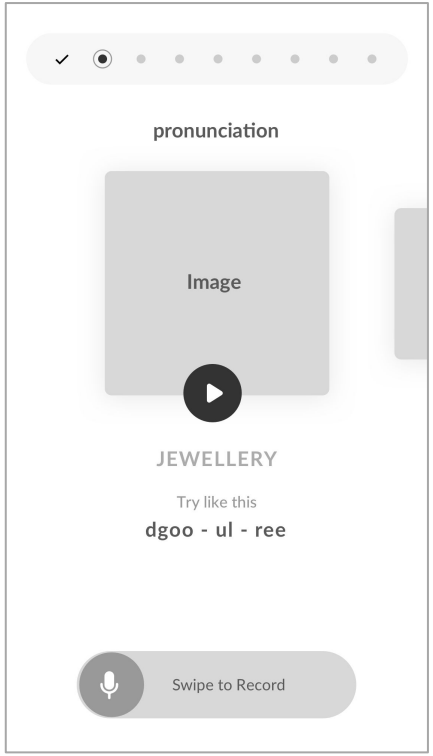
Concept:

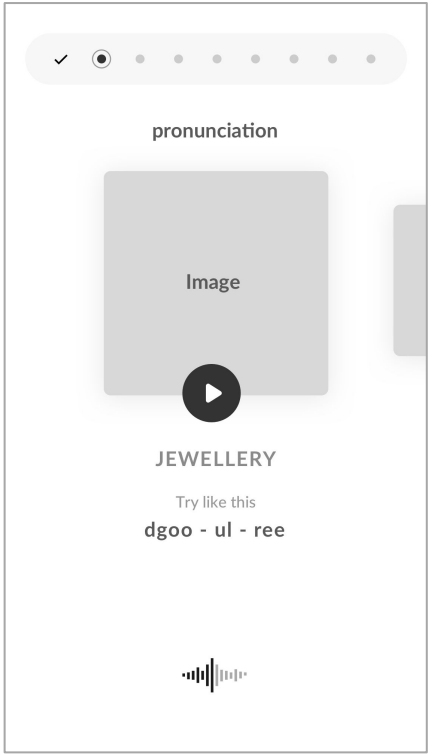
- Introduce a new Word to the users every day
- Help users to learn new word and it’s meaning
- Activity helps to reinforce

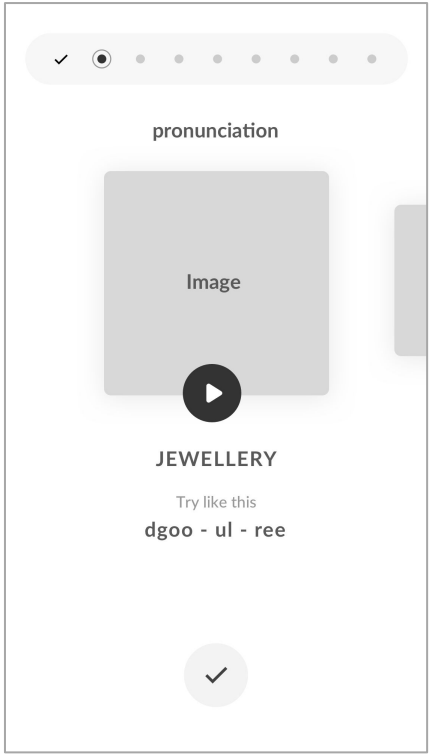


Pronunciation



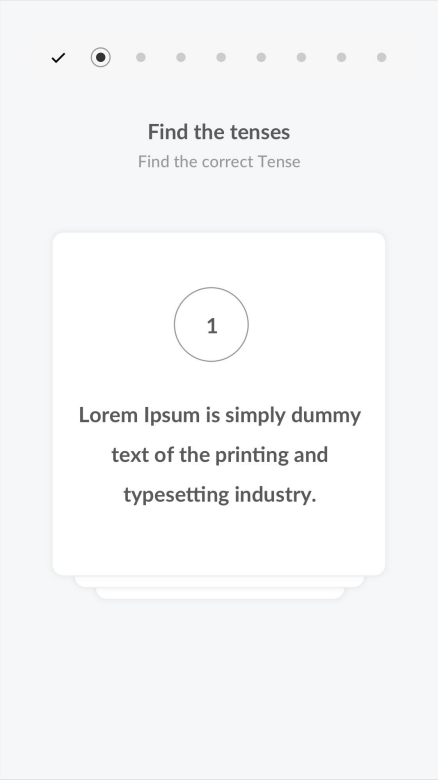


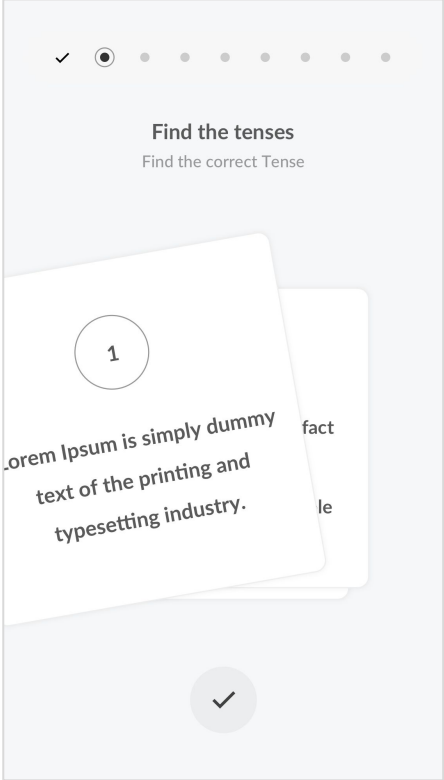




Right / Wrong

Principle
9:41 AM
100%
Claudio B.
Speaks English
ONLINE NOW
Swipe left or right


Find the tenses
Find the correct Tense
1
Lorem Ipsum is simply dummy text of the printing and typesetting industry.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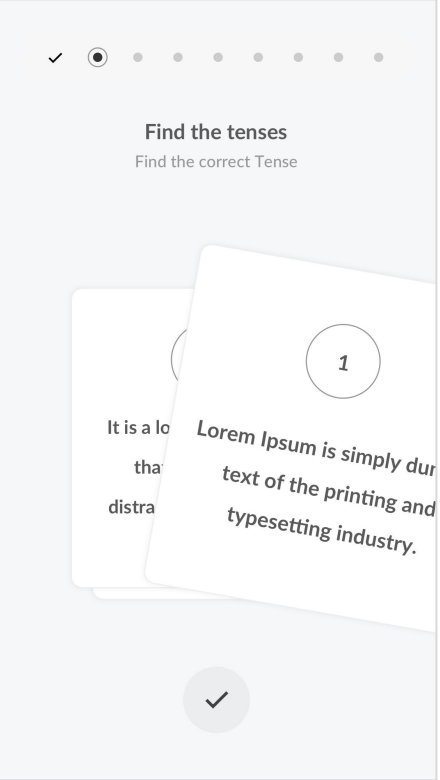
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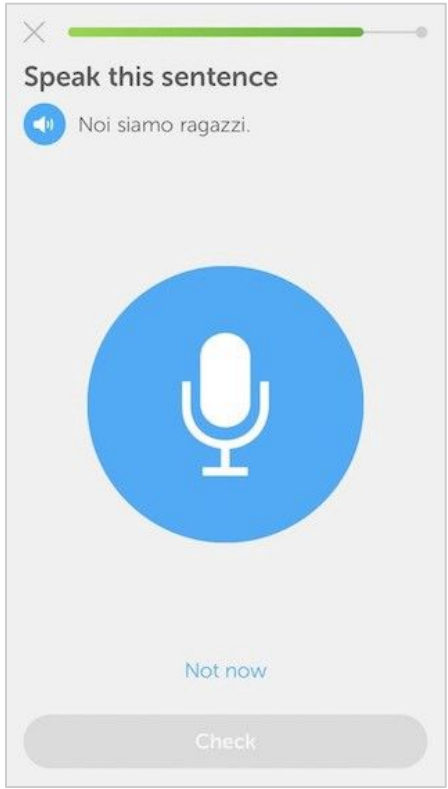
Pronunciation

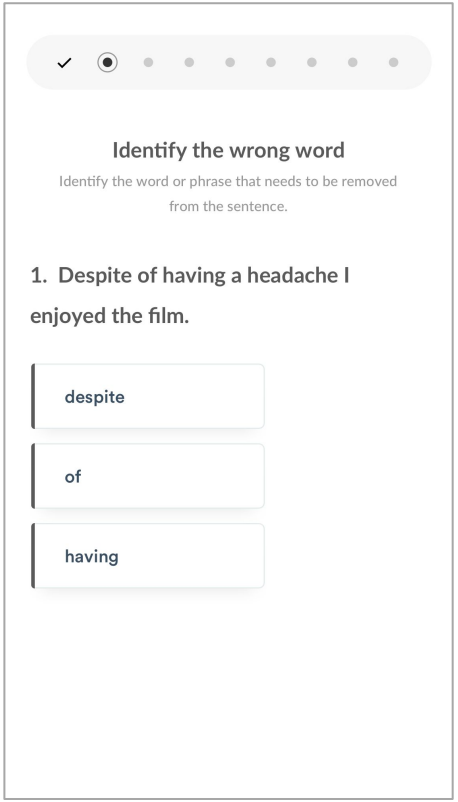


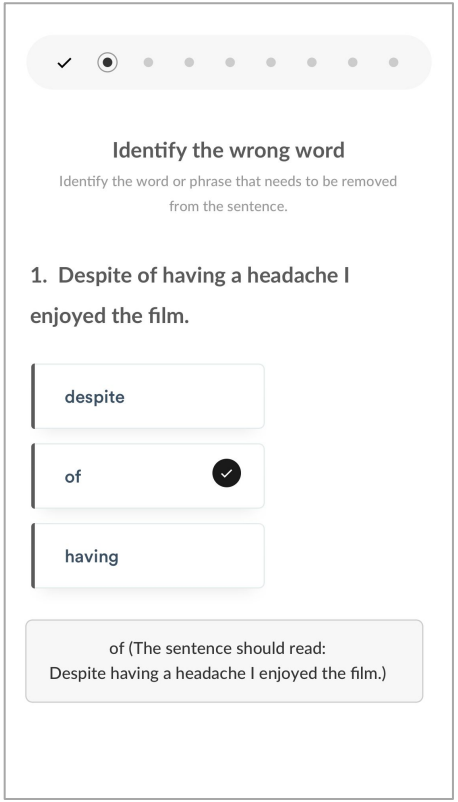
Identify the wrong word

Concept:

Helps users to improve:

- Sentence making knowledge
- Grammar Knowledge

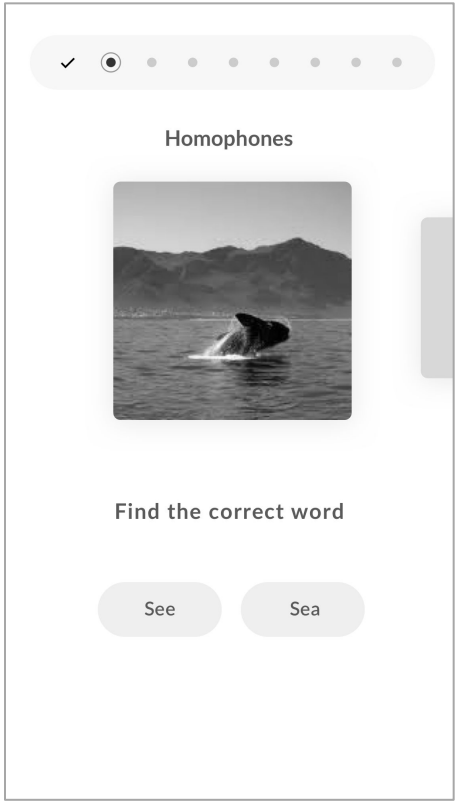


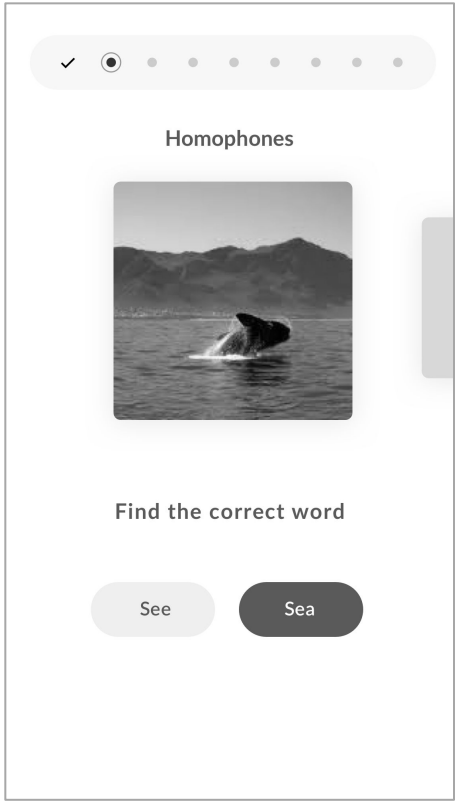


Homophones

Concept:

- **Homophones** - Two or more words 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.

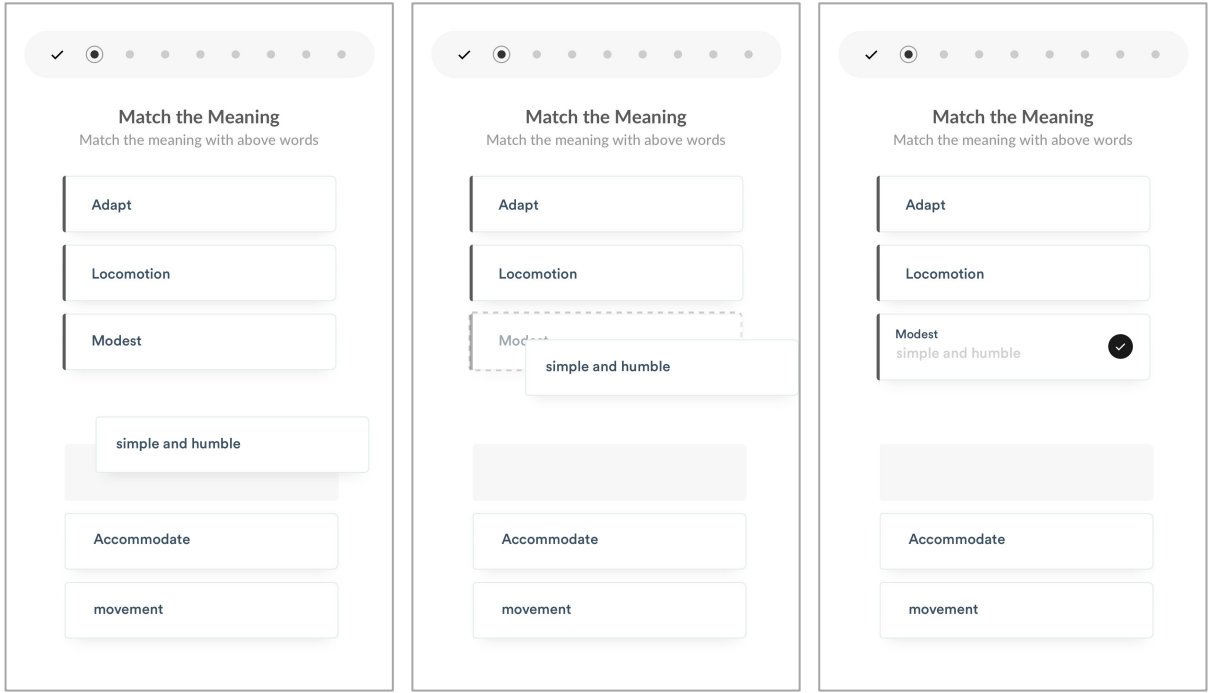




Match the meaning

Concept:

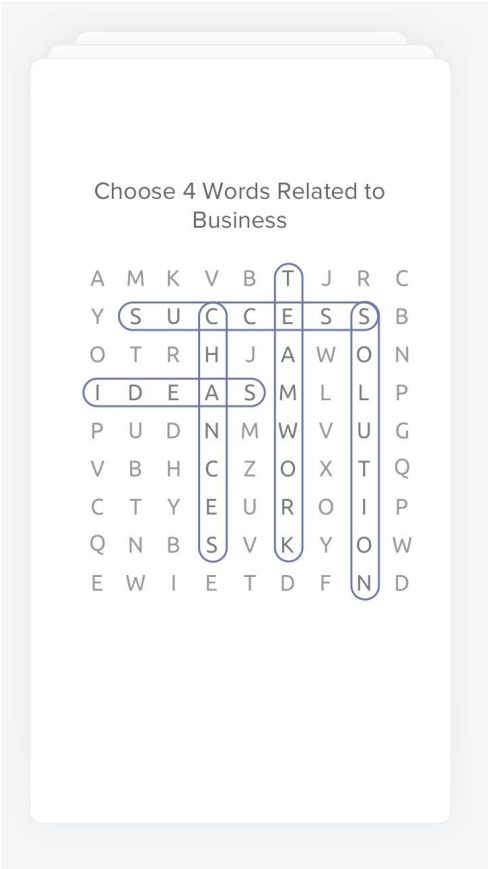
- Match the correct answers.
- Understand the Word

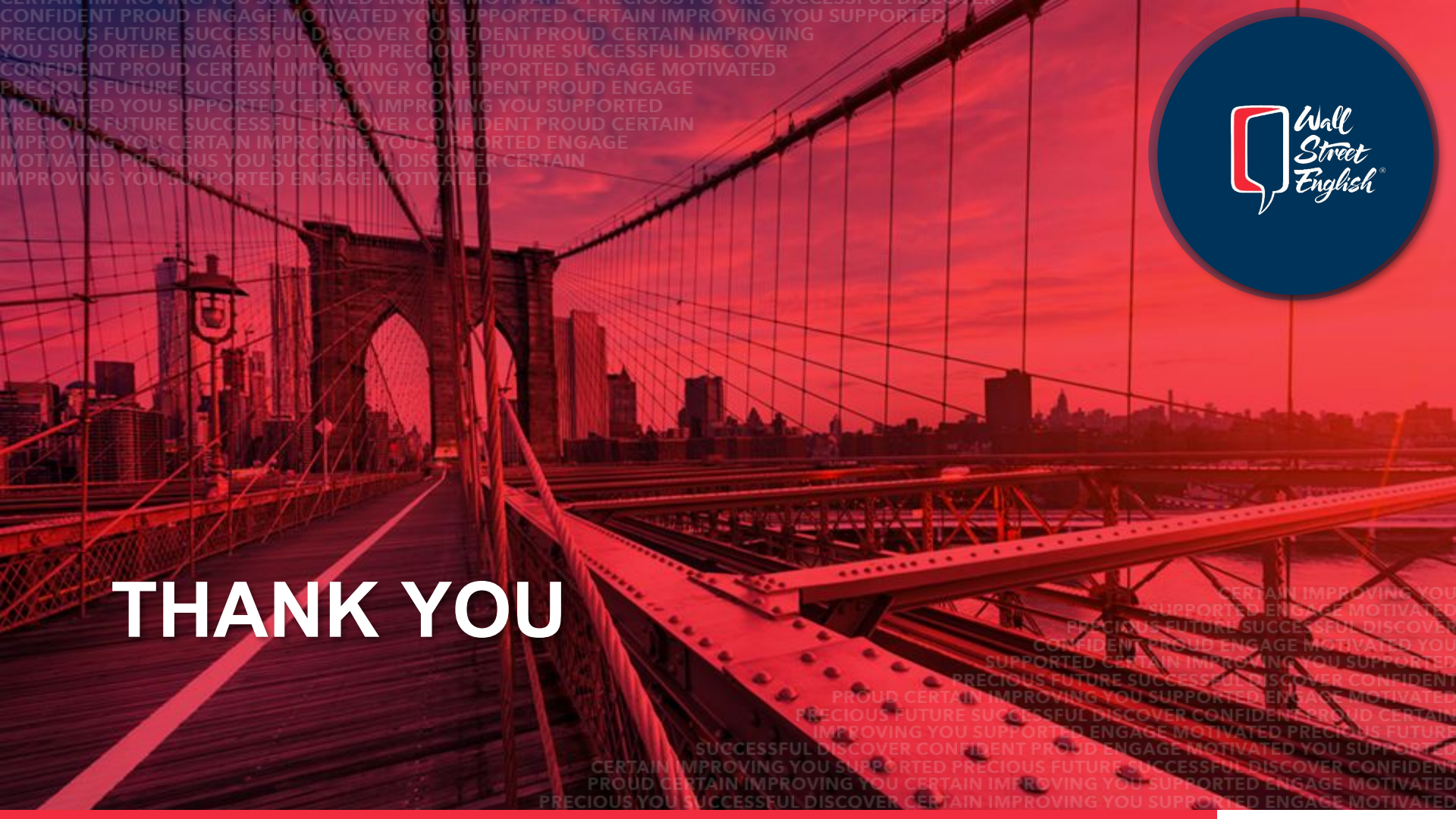


Crossword

Concept:

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




THANK YOU