

# **Language Learners: Their hopes and dreams**

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# Executive Summary

Since our product is at a very early stage, our team is interested in exploring opportunities in adult language-learning products. We interviewed 5 leisure learners on their needs, pain points, and how they use digital products to learn foreign languages.

## Key Findings

Leisure learners have short study sessions during their work breaks throughout the day. They use their mobile apps primarily to build vocabulary, not to learn grammar or pronunciation.

Major products in the market may place too much emphasis on grammar and pronunciation. We identified opportunities to build a product with a focus on vocabulary building.

# What did we want to learn?

Our team wanted to explore adult learners' experiences with existing digital tools for studying languages. The goal was to determine what opportunities may exist for creating new language-learning products.

## Key Research Questions

- [Needs] What is essential for language learning?
- [Behaviors] How do language learners currently study languages?

# 5 Participants

We recruited our participants from Company X's language study group

	Study frequency	Digital products they currently use	Language(s) they are currently studying
Participant 1	Once a week	Duolingo, Drop	French
Participant 2	3-5 times a week	Mango, Drop	Chinese
Participant 3	3-5 times a week	Busuu, Mango, Drop	Japanese, Chinese
Participant 4	Over 7 times a week	Podcast, Memrise	German
Participant 5	Over 7 times a week	Busuu, Memrise	French, Italian

Key finding 1

**Learners use digital tools only for building vocabulary**

## Finding

### **All participants study during short breaks (~15min) throughout the work day**

Participants don't set time aside to study languages. Instead, they take advantage of short breaks, such as waiting for a shuttle, taking a lunch break, or waiting for code to compile.

*"I like to spend ~15 min reviewing vocabulary after I finish my lunch. It is a nice mental break in the middle of the busy work day."*

- Participant 4

## Recommendation 1

# Our new product could solely focus on short learning sessions for vocabulary building

Things to consider:

- Each learning session should be shorter than 15 min
- The product should have built-in vocabulary sets
- Vocabulary sets should range from easy to difficult

Key finding 2

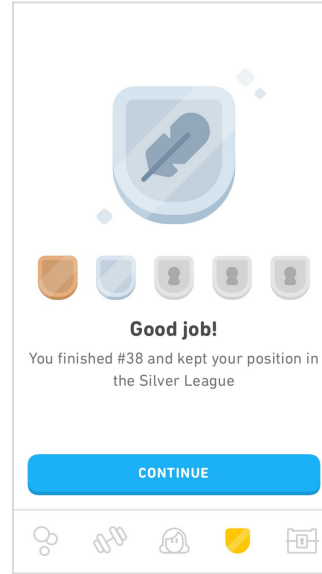
**Seeing progress and achievement is the key motivation for learners to keep learning**



Finding

## 3 out of 5 participants said little celebrations from the app encourage them to continue to study

Emotional design plays a key role in making learning fun. Green checkmarks, celebratory animations, badges, and simple “good job”s made participants feel motivated.



A screenshot of Duolingo provided by participant 2

*“I have no idea of what ‘silver league’ means, but somehow I got motivated to keep learning to keep my status. It sounds silly but it works.”*

- Participant 2

# Next Steps

- Validate findings with surveys
- Conduct foundational studies on how users study vocabulary
- Run a design sprint for brainstorming

# Appendix

# Data collection and analysis

