

Research Plan for Gauge Language Learning App

Background

When it comes to learning how to speak a new language, the internet is full of resources—Duolingo, Babbel, YouTube tutorials, and countless online courses. Yet, despite this wealth of options, many people still struggle to stay consistent and truly master the speaking aspect of a language. That's why I want to design an app that goes beyond vocabulary drills and grammar lessons. My goal is to create a fun, engaging platform for those who find it hard to stay motivated, making speaking feel like a natural part of their language journey.

Objectives

- **Analyze Competitive Apps:** Identify strengths and weaknesses in existing language learning apps.
- **Evaluate User Pain Points:** Understand the challenges users face while learning a new language.
- **Understand Learning Habits:** Explore how users stay motivated and improve their language skills.

Assumptions

- Users are using apps to learn a language.
- Users are interested in learning a new language.

Methodologies

Secondary: Feature & Competitive Analysis

- Analyze direct and indirect competitors in language learning platforms.

- Compare features to highlight key differences and opportunities.

Primary: User Survey

- Conduct a Google survey to assess user learning habits.
- Collect quantifiable data to support insights.

Primary: User Interviews

- Conduct 1-on-1 interviews to understand how users currently study and the pain points they face.
- Explore users' motivations for learning a language and how that impacts their learning approach.

Potential Participants

- Any gender
- Ages 18-35 (likely to use social media)
- Currently learning a new language
- Using online tools to aid their language learning

Timeline

1. Conduct competitive analysis & market research.
2. Create & conduct Google survey.
3. Organize & create interview questions.
4. Recruit participants for 1-on-1 user interviews (4-5 interviews).
5. Conduct user interviews.
6. Gather data & analyze results.