



Language learning & Motivation



How to efficiently learn a language?

How to stay motivated?



The importance of languages

to express feelings,
desires and requests
to the world around
us

being unable to be
understood can be
a handicap

it is not unusual
to encounter
misunderstandings
and mistranslations
with translators

10 (of the many) benefits of learning a language

1

Memory is improved

2

Ability to multitask
is enhanced

3

Ageing of the brain
is slowed down

4

Concentrating on
tasks is easier

5

Learning other
languages is done
faster

6

Creativity is boosted

7

Self-confidence
is enhanced

8

Social interactions
and communication
skills are improved

9

Other cultures are
better understood

10

Professional
opportunities
are increased

Surge of interest in language-learning

“

During lockdown, learners around the globe looked for ways to feel connected, and so millions of people began learning a new language.

Cindy Blanco, learning scientist at Duolingo

”

The importance of motivation

it drives all our
everyday actions

it is needed to take
actions, adapt to
change and engage
in a task

it gives a sense of
purpose, well-being
and personal
fulfillment

Context of the survey

Google
Form

Facebook
groups

77
answers

29 y.o.

People's language-learning habits

The most difficult steps in the learning process

If they had trouble staying motivated
or finding motivation in general

The reasons why they lack motivation

Things that would help them staying motivated
or encourage them to learn

Observations

Based on 77 answers

69%

think it's **extremely important** to learn at least one new language

81%

has already **given up** on learning a language

lack of
**motivation,
time and
practice**

are the 3
main reasons

53%

prefer to work in group of **2 to 5 people**

89%

would like to **be guided** through the learning process

they think
grammar
is the **most difficult part** of the learning process

What would encourage you to learn a language?

Interesting language topics

Interactive courses

Belonging to a learner's community

Motivating behavioral change

Tali Sharot, neuroscientist - TED talk

Social incentives

Highlight what other people are doing.
Compare behaviors.

Progress monitoring

Highlight the progress, not the decline.

Immediate reward

More valuable than reward we can get in the future.
Gets associate to the action, which can become a habit.

Sense of control

Having the ability to influence the action, to make it evolve.

Insights

1

The process of learning a new language can lead to **frustrations** such as not having time to practice and seeing little to no progress.

2

Seeing **progress in a concrete way** helps people staying motivated, gaining confidence in their abilities and noticing that all their work is paying off.

3

People **want to be guided** through their learning journey, while having some options.

4

Interesting learning topics would encourage people to practice more, assimilate the vocabulary more easily and overall make the learning process more entertaining.

Persona

I have a hard time getting organized and motivated. It's hard to know if you're doing well or not alone.

Aylene, 20 y.o.



It would encourage me to learn in an active way and not only with lectures that encourage passive learning.

Kristen, 26 y.o.

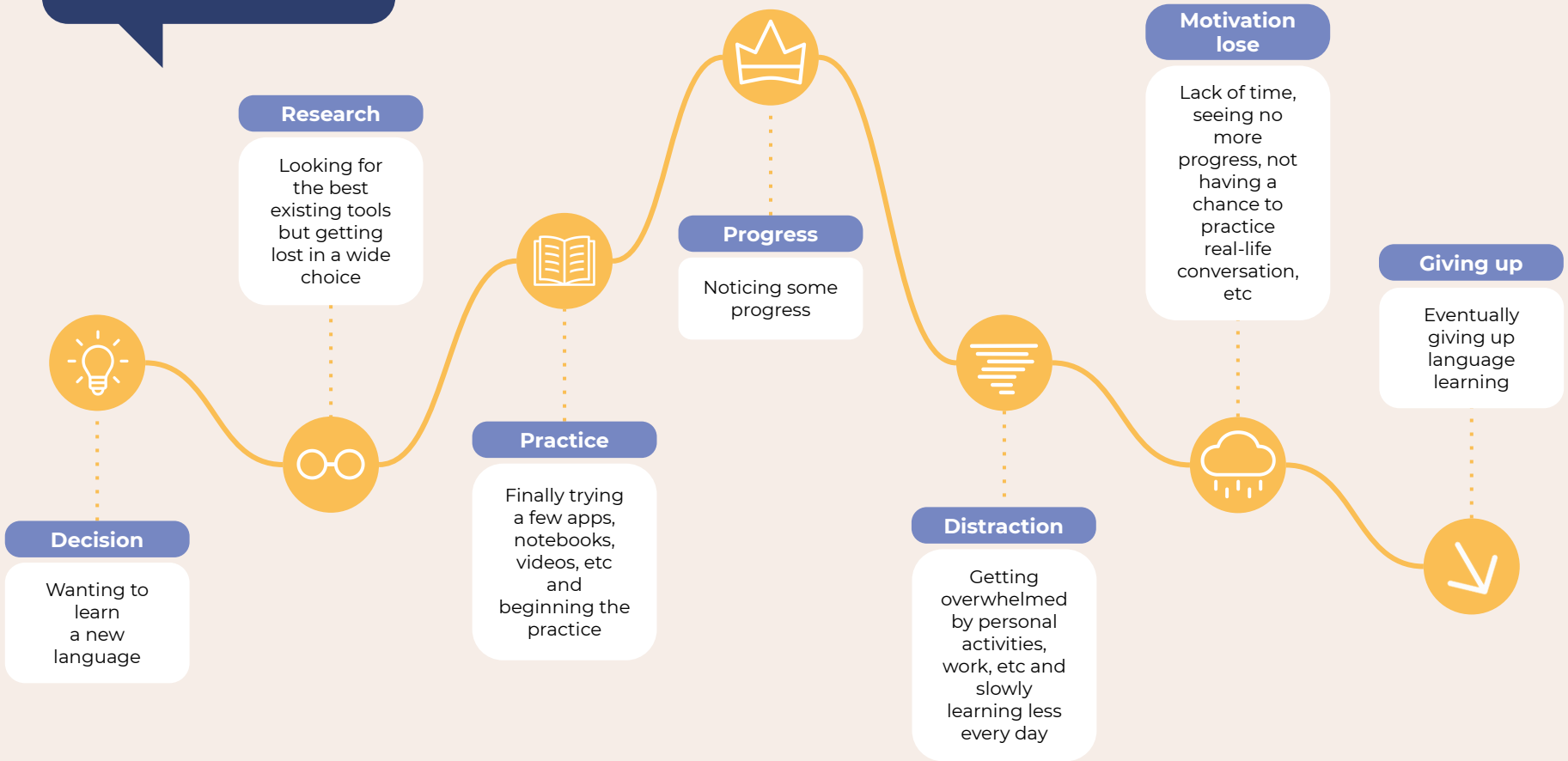


I've lost a lot of my motivation to continue progressing in my language learning. I keep telling myself to keep going, but I just get caught up in life and haven't made it much of a priority.

Polo, 32 y.o.




"Before" Journey Map





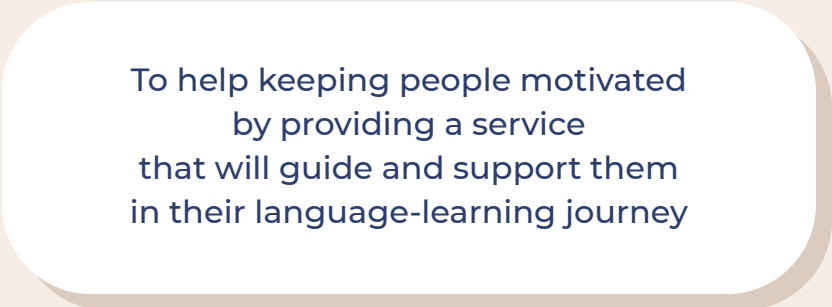
Vision



Make it possible for people to speak
a new language



Mission



To help keeping people motivated
by providing a service
that will guide and support them
in their language-learning journey



Values

Immersive

Being confronted to the “true” language

Concrete

Seeing concrete progress

Community oriented

Feeling part of a community

Playful

Interactive, gamified lessons and exercises

Relevant

Easy integrated into daily life to practice regularly

Helpful


Receiving help with grammar and pronunciation

Supportive

Be guided through the learning process

Engaging

Interesting language topics





How might we help people
willing to learn a new language
stay motivated
through their whole
language-learning journey?



3 design challenges

Belonging to a learners' community

How to make people learn a language with the help of a supporting community?

Interactive courses

How to personalize and gamify language learning?

Interesting language topics

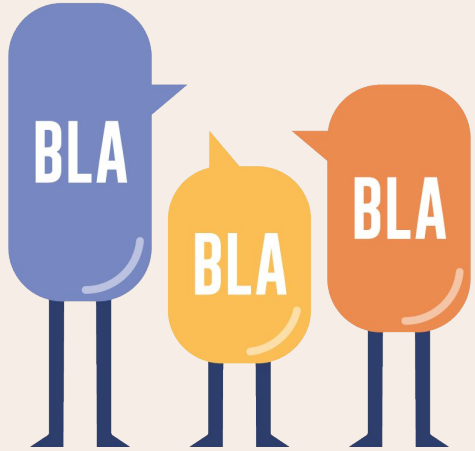
How to help people making language-learning part of their daily life?

Final solution

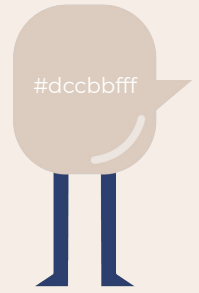
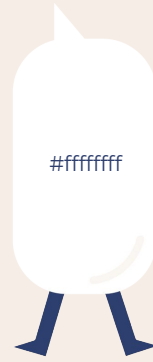
An app allowing language learners to **connect together**, to have **structured grammar lessons** with **gamified exercises** to practice what they've learned, to have **immersive content** by native speakers and to be able to **track their progress**.

"After" Journey Map

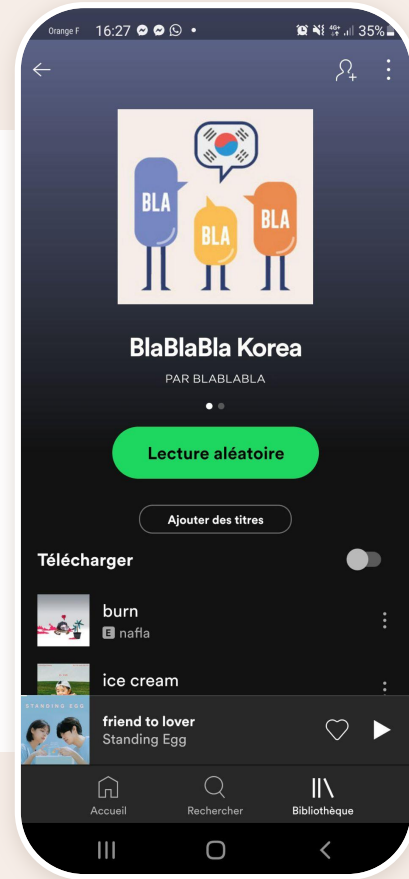
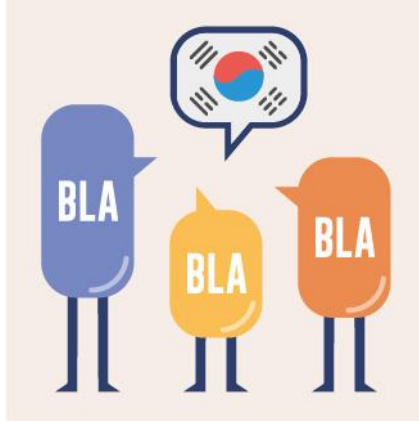




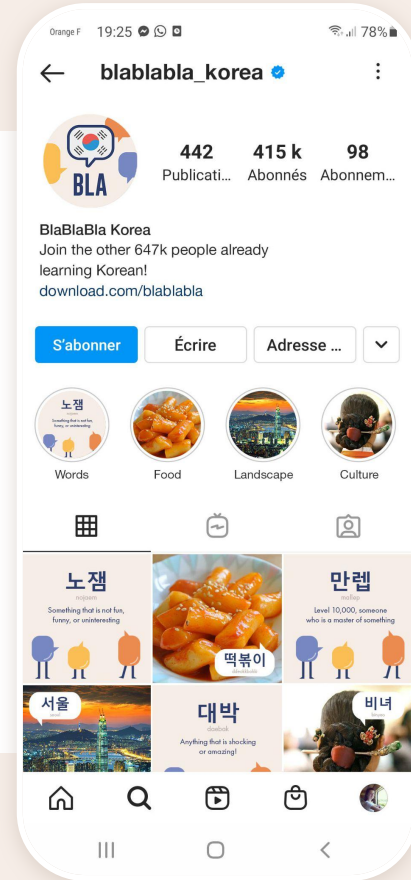




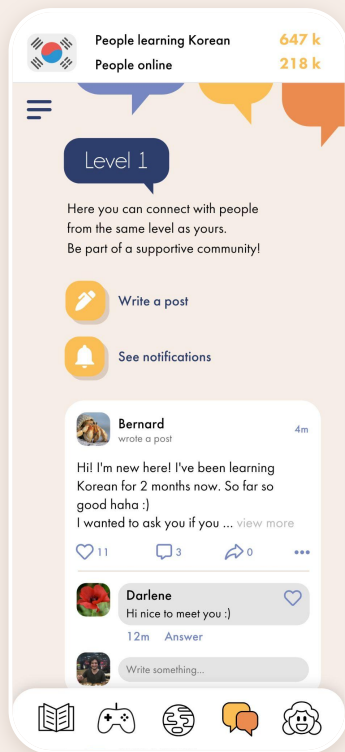
Spotify account



Instagram page



How to make people learn a language with the help of a supporting community?



People learning Korean 647 k
People online 218 k

Level 1

Here you can connect with people from the same level as yours. Be part of a supportive community!

Write a post

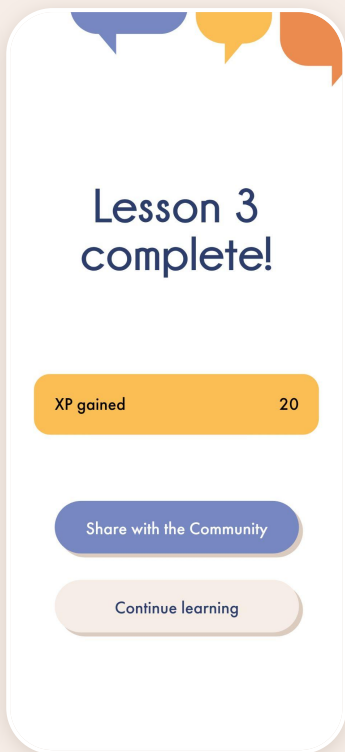
See notifications

Bernard wrote a post 4m
Hi! I'm new here! I've been learning Korean for 2 months now. So far so good haha :)
I wanted to ask you if you ... view more

Darlene Hi nice to meet you :) 12m Answer

Write something...

Navigation icons: Book, Game, Korean character, Chat, Profile

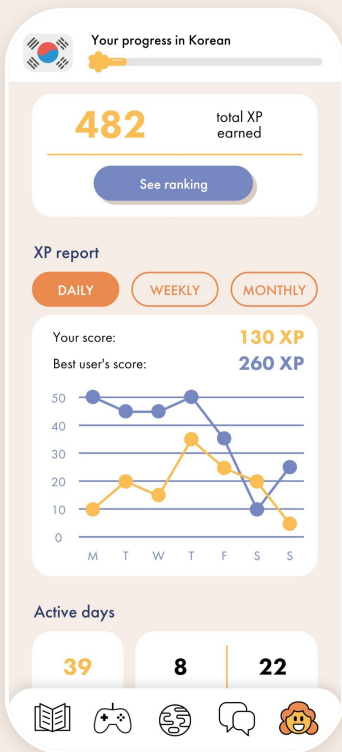


Lesson 3 complete!

XP gained 20

Share with the Community

Continue learning



Your progress in Korean

482 total XP earned

See ranking

XP report

DAILY WEEKLY MONTHLY

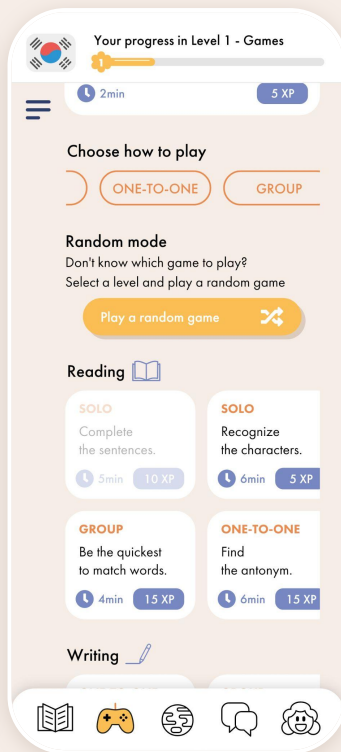
Your score: 130 XP
Best user's score: 260 XP

Day	Score
M	10
T	20
W	15
T	35
F	25
S	10
S	25

Active days

39 8 | 22

Navigation icons: Book, Game, Korean character, Chat, Profile



Your progress in Level 1 - Games

2min 5 XP

Choose how to play

ONE-TO-ONE GROUP

Random mode
Don't know which game to play?
Select a level and play a random game

Play a random game

Reading

SOLO Complete the sentences. 5min 10 XP

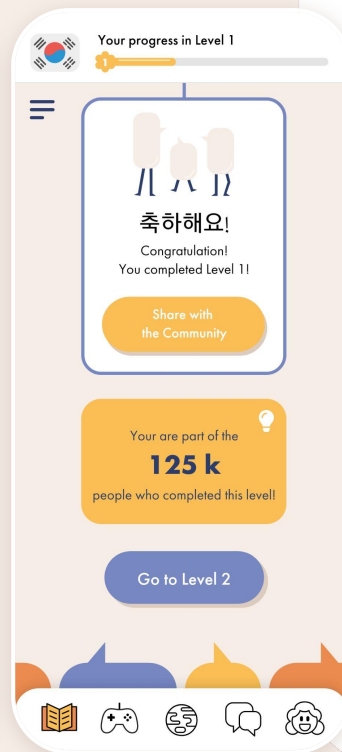
SOLO Recognize the characters. 6min 5 XP

GROUP Be the quickest to match words. 4min 1.5 XP

ONE-TO-ONE Find the antonym. 6min 1.5 XP

Writing

Navigation icons: Book, Game, Korean character, Chat, Profile



Your progress in Level 1

축하해요!
Congratulations!
You completed Level 1!

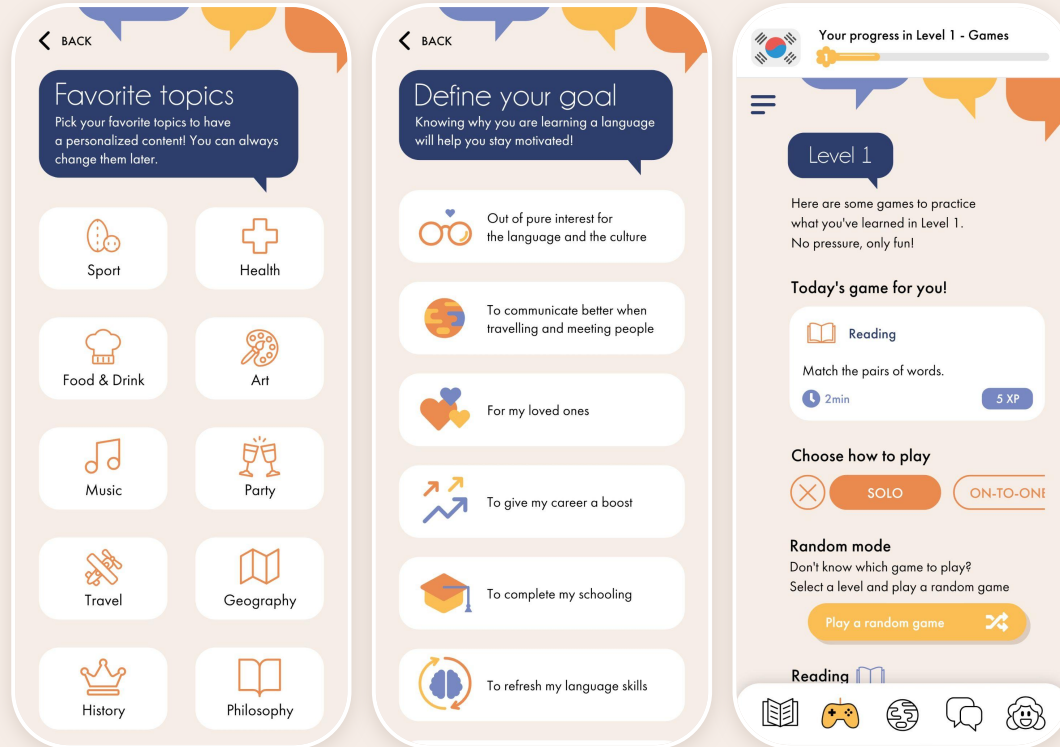
Share with the Community

Your are part of the 125 k people who completed this level!

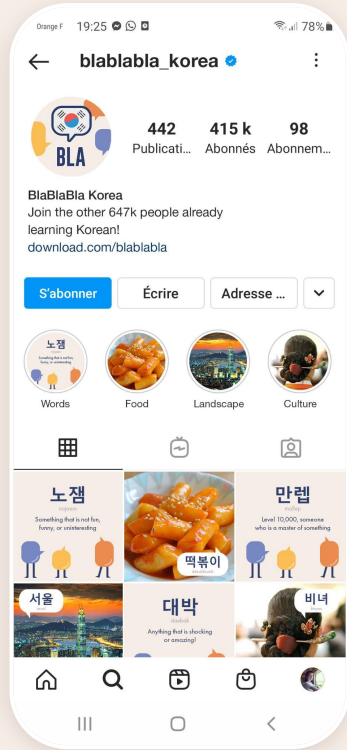
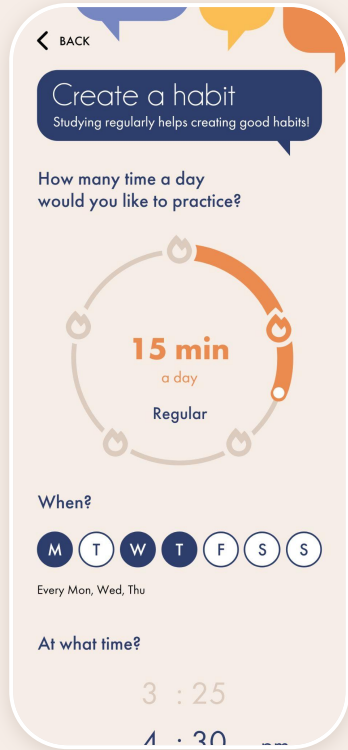
Go to Level 2

Navigation icons: Book, Game, Korean character, Chat, Profile

How to personalize and gamify language learning?



How to help people making language-learning part of their daily life?



Freemium system

2 weeks
free trial

monthly / yearly
subscription

no more advertisement

free navigation through levels
(no need to finish the previous level)

access to all games
(no need to complete the related lesson)

and the different types of memory!

Discover

BlaBlaBla Premium

More content, more freedom
and no more ads.

Learn more



Business model - Desirability

Customer segment

- People willing to learn a new language
- People who need help with motivation and focus
- Mainly 20 to 40 y.o.

Channels

- Mobile app
- Spotify account
- Instagram page

Customer relationship

- Support
- Social relatedness
- Proximity

Business model - Feasibility

Key activities

- Marketing & Communication
- Mobile app algorithm development
- Daily content on the Spotify and Instagram accounts

Key resources

- Mobile app

Key proposition

- Help people learning a new language

Business model - Viability

Cost structure

- Salaries
- Marketing & Communication
- Mobile app development
- Game designers
- Teachers

Revenue stream

- BlaBlaBla Premium subscription
- Advertisement



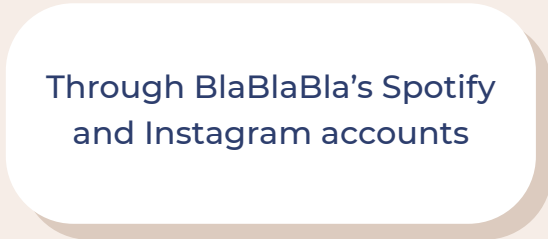
BlaBlaBla visibility & communication



Social media marketing



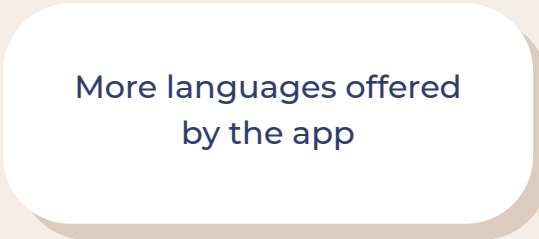
Out-of-home advertising



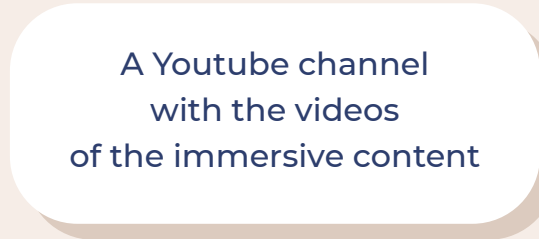
Through BlaBlaBla's Spotify
and Instagram accounts



Future evolution of the app



More languages offered
by the app



A Youtube channel
with the videos
of the immersive content

Thank you!

