

# Foreign Language Exchange Platform

ITGM-715 | The Semantic Web Project

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Michelle Ovalle, Winter 2019

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## Part 1

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# The Design Proposal

This design proposal identifies a problem that currently exists and proposes a strategic and creative solution for it. The solution is supported by:

- **User stories**—which have been evaluated to understand the current needs and frustrations of the audience, and how those can become opportunities.
- **Competitive landscapes**—which seek to understand patterns that currently exists in the space.
- **Site maps, sketches and mood boards**—which begin to the build the platform for the proposed solution and final product.

# **The world is becoming increasingly global,**

and with that is a mix of cultures, languages, and ideas continuously being shared across all borders. We need language to communicate, to connect and to survive. And during this time of globalization, we need to know many languages if we are to truly be woven into today's societal fabric.



# So what's the problem?

Unfortunately, picking up a new language does not come without its challenges. Although many different educational resources already exist, they are either too costly, too inconvenient, or do not provide real-life interaction and scenarios. Learning a new language successfully requires an active and involved effort—but it should also be affordable, convenient and fun!

# How do we solve it?

A website platform that allows people all over the world to participate in a language exchange program—like a match-making service for language learners. Participants answer a few questions, such as: what part of town they live in, when they are available to teach/learn, what language they want to learn, and what languages they can teach. The system finds matching candidates that users can choose to connect and schedule lessons with.

The platform is designed to help people learn language the way they learn best: in person, in context, and through casual, friendly conversation. Beyond learning a new language, the hope is that participants also learn more about a new place and culture through these exchanges—opening our perspectives, curiosity and empathy towards the unfamiliar.

# Who are we making it for?

- Individuals from 20-45 years old who are interested in learning a new language.
- They either cannot afford private lessons or do not enjoy taking private lessons.
- Their schedules do not allow them to take regularly scheduled group classes.
- They use apps and online materials but are seeking opportunities to practice in person and in context.
- They would like to make a friend who shares a similar interest or can help them navigate a new place.
- They are willing to help someone else learn a language as much as they are willing to learn.
- They are interested in learning new things and are open-minded about other cultures.
- They are kind, responsible and intelligent. They find value in being a part of a community.

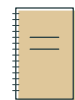


*“ You really have to immerse yourself with locals in order to become fluent. ”*

## (1) Meet Natasha

Natasha is a member of the military and has received an assignment overseas. She already has experience living in other countries and can speak a few languages. She knows she learns best when she speaks to locals in casual settings, versus learning from a textbook. She would like to meet a friend that can help her learn the local language while she is stationed there.

### Prior methods used to learn a new language:



SCHOOL



LIVING  
ABROAD

**Born in:** United States

**Lives in:** Afghanistan

**Languages spoken:** English, German, French, Spanish

**Occupation:** Military

**Age:** 36

### Challenges with learning a new language:

Feeling nervous when talking to native speakers. It can be very intimidating speaking to locals when you first start off.

### Product needs:

Customized assignments or vocabulary lists Natasha can use to practice between meetings with her local LE partner so she can learn a lot quickly.



*“Every bit I learn drastically improves the quality of my life while living in abroad.”*

## (2) Meet David

David was offered an amazing opportunity to work overseas with his new job. His company provided private lessons, which he liked, but they ran out and he does not want to pay for the classes out of his own pocket. He would like an affordable and casual way to continue learning, so he can easily get by on his own. He wants to be able to order food and drinks and hail cabs without a problem.

### Prior methods used to learn a new language:



LIVING ABROAD



APPS



PRIVATE LESSONS



GROUP LESSONS

**Born in:** United States

**Lives in:** China

**Languages spoken:** English, Mandarin

**Occupation:** Human Resources Director

**Age:** 38

### Challenges with learning a new language:

Private teaching has worked well as I get a lot of attention on my skills, but I don't want to pay for them out of my own pocket.

### Product needs:

An affordable option to learn and practice a language in specific situations. Like at a restaurant, or store.



*“Learning a local language helps you feel more confident and at home.”*

### (3) Meet Roberto

Roberto migrated over to the United States in order to provide his family a safer and better life. Roberto wants to learn English so he can keep up with his kids’, and to navigate his new life and job more easily. Not only are lessons too expensive, but Roberto would also prefer to learn from someone who shares a similar story, and can help mentor and encourage Roberto.

#### Prior methods used to learn a new language:



APPS



MEDIA



SELF-TAUGHT

**Born in:** Guatemala

**Lives in:** United States

**Languages spoken:** Spanish, English

**Occupation:** Kitchen Manager

**Age:** 42

#### **Challenges with learning a new language:**

There aren’t free or affordable options for learning a new language in person. It’s hard to do it alone.

#### **Product needs:**

An affordable way to learn a new language with someone with a similar story or interests.



*“Getting instant input from native speakers helps you grow your language skills much more quickly.”*

## (4) Meet Daniel

Daniel visited Spain and fell so in love with the country that he decided to move there and become a tour guide. He’s learning as he goes and does not have a lot of disposable income, so he needs to find affordable ways to not only learn the language, but to learn about the culture and history of the country, so he can do a good job.

**Born in:** Sweden

**Lives in:** Spain

**Languages spoken:** Swedish, English, Norwegian, Dutch (Danish), French

**Occupation:** Tour Guide

**Age:** 28

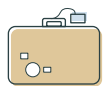
**Challenges with learning a new language:**

Fear of saying the wrong thing and use of bad grammar. You have to allow yourself to fail a lot along the way.

**Product needs:**

Someone who can teach Daniel not just the language, but the history and culture of the city/country he is living in.

**Prior methods used to learn a new language:**



LIVING ABROAD



APPS



SELF-TAUGHT



MEDIA



*“Learning a new language enriches your life, trains your brain, and widens your perspectives in life.”*

## (5) Meet Michelle

Michelle is well versed in many western languages, but recently moved to Japan for her husband’s new job. She does not know anyone there (other than her husband) and spends a lot of her time navigating the city on her own. She’d like to learn Japanese but also make a local friend. She would like to meet at different restaurants or places in the city that a local recommends so she can get to know the city better while learning.

### Prior methods used to learn a new language:



LIVING ABROAD



APPS



PRIVATE LESSONS



SCHOOL

**Born in:** South Africa

**Lives in:** Japan

**Languages spoken:** English, Afrikaans, French, German, Japanese

**Occupation:** Trailing Spouse / Freelancer

**Age:** 34

### Challenges with learning a new language:

Different origin languages like Japanese are harder to learn without a partner because nothing is familiar.

### Product needs:

Someone who can teach a local language, and can be a local friend.





*“Speaking with a native is great! Your listening and speaking improves fast!”*

## (6) Meet Vanessa

Vanessa studied english abroad in Australia for a year and absolutely loved her experience. She does not want to lose the knowledge she has gained and wants to continue her learning. She would love to have an exchange partner who she can practice english with—like she did in her studies program in Australia.

**Born in:** Brazil

**Lives in:** Brazil

**Languages spoken:** Português, Inglês, Espanhol

**Occupation:** Student

**Age:** 20

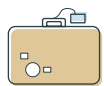
**Challenges with learning a new language:**

Being able to practice one-on-one with someone who can correct you right in the moment.

**Product needs:**

Online learning with someone from the country she just visited—so she can stay connected to the country and culture.

**Prior methods used to learn a new language:**



LIVING ABROAD



APPS



MEDIA



GROUP LESSONS



*“Being somewhere where you have to speak a language to another person has worked really well in the past.”*

## (7) Meet Michael

Michael recently accepted a government job overseas because of his language skills. He and his wife have really enjoyed their life abroad. Michael is now looking to learn another language so he can pursue other opportunities like this one in the future.

**Born in:** United States

**Lives in:** Spain

**Languages spoken:** English, Spanish, and Russian

**Occupation:** Government Employee

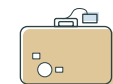
**Age:** 38

**Challenges with learning a new language:**

Exhaustion in the beginning. It takes a lot of mental focus to function in a new language and can be hard to stay on track working on it alone.

**Product needs:**

Someone who can commit to the program for an extended time, so Michael doesn't have to find new teachers over and over again.



LIVING  
ABROAD



APPS



GROUP  
LESSONS



*“ When conversing with locals, you get instant feedback on your speaking, and you learn what you need.”*

## (8) Meet Matt

Matt is a freelance designer who works while traveling. Although Matt doesn't stay in one spot for more than a few months at a time, he still likes to learn enough about the place and language so he can comfortably get by. Matt generally relies on teaching himself but appreciates when locals help him out. His interactions with locals are how he learns and remembers best.

**Born in:** Netherlands

**Lives in:** Mexico

**Languages spoken:** Dutch, English, German, French and Spanish

**Occupation:** Freelance Interaction Designer

**Age:** 31

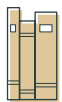
**Challenges with learning a new language:**

Finding opportunities to speak with locals.

**Product needs:**

Someone who can help Matt learn in a local setting and interact with other locals.

**Prior methods used to learn a new language:**



SELF-TAUGHT



APPS



MEDIA



*“Knowing multiple languages opens up doors of opportunity in your life.”*

## (9) Meet Christina

Christina is a single mom and teacher at a local elementary school. She learned that bi-lingual teachers make almost double salary and is now interested in learning Spanish. She but does not have the extra income for expensive lessons, and between work and her daughter’s extra-curricular activities, she is already very busy.

**Born in:** United States

**Lives in:** United States

**Languages spoken:** English, Spanish

**Occupation:** Teacher

**Age:** 44

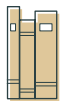
**Challenges with learning a new language:**

Finding the time and money to take classes and learn.

**Product needs:**

A partner who is flexible with their meeting arrangements and can meet Christina near her school or house.

**Prior methods used to learn a new language:**



SELF-TAUGHT



APPS



*“I like apps because they are flexible, and a language partner because I need to be held accountable.”*

## (10) Meet Liz

Liz is a project manager for a global company that has a big office in India. A major part of her job is communicating regularly with the India team. She would love to learn Hindi so she can discuss work matters in her team’s native language. She’d also like to understand more about their culture so she can connect better with the team—especially when she travels there for work and attends company organized events.

### Prior methods used to learn a new language:



MEDIA



APPS

**Born in:** United Kingdom

**Lives in:** United Kingdom

**Languages spoken:** English, French

**Occupation:** Project Manager

**Age:** 29

### Challenges with learning a new language:

Understanding cultural norms and casual speak. Previous classes taught me the proper language, but that’s not how people really talk in day-to-day life.

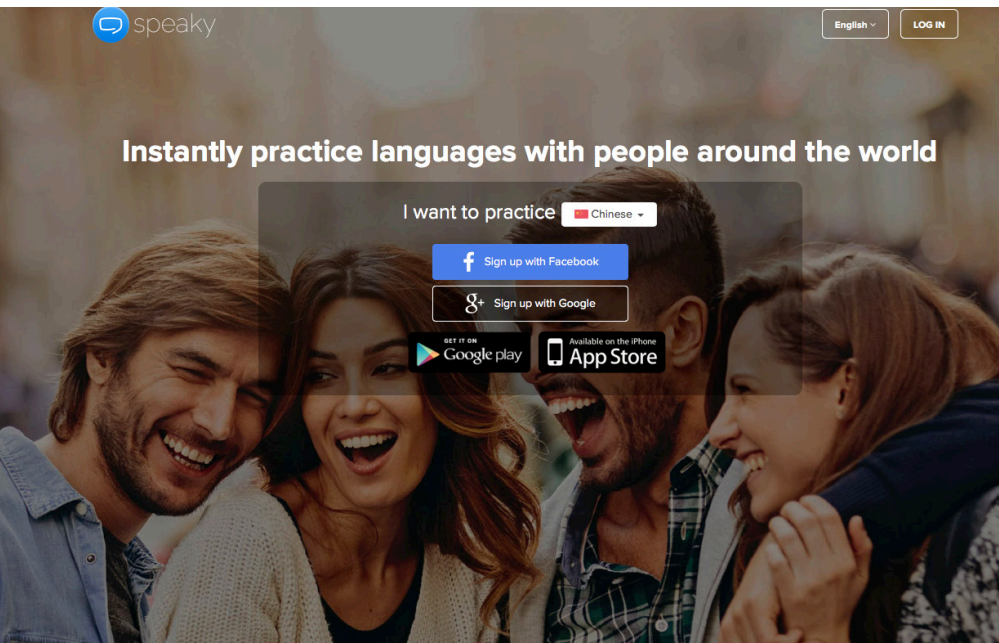
### Product needs:

Opportunity to network with other people who are also learning the same language, so she can feel more motivated to stick with it.

# What technical features are our users looking for?

- Interactive Quiz
- “Matching” capabilities
- Event Creation
- Event RSVP
- Calendar syncing with ical, googlecal, etc
- Interactive Map
- Filters and Dropdowns
- Subscriber Log In
- Form Submissions
- Send and received messages
- Search capabilities
- “Favorite” other user profiles
- Payment Transaction Capabilities
- Social Media Links





speaky English LOG IN

## Instantly practice languages with people around the world

I want to practice Chinese

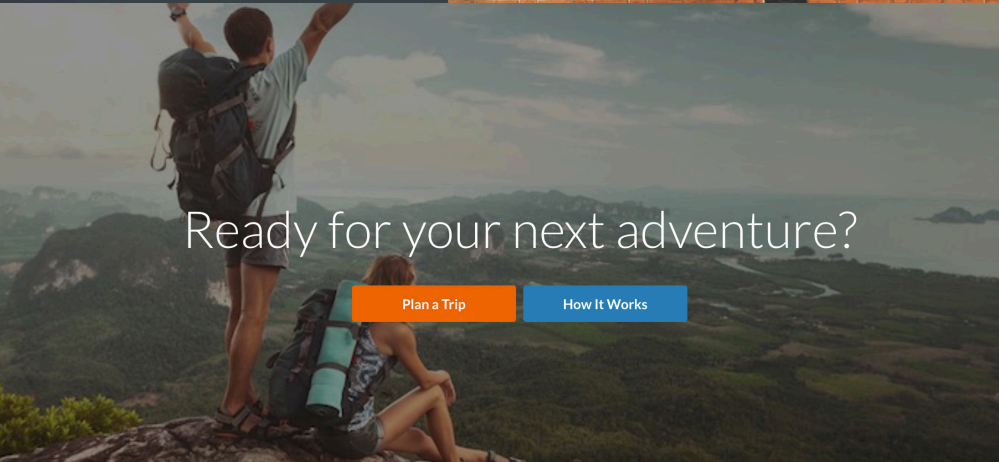

Sign up with Facebook

Sign up with Google

GET IT ON Google play Available on the iPhone App Store

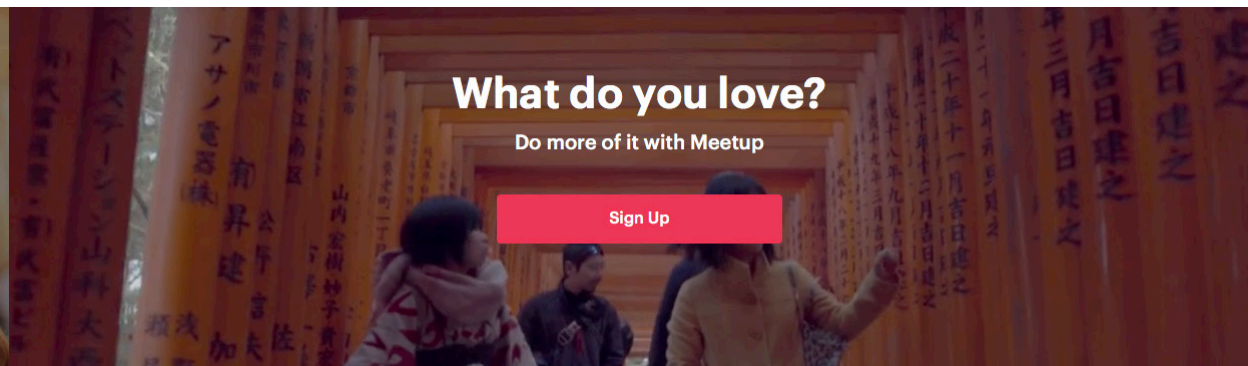
### Unlock a new world

At Babbel, we obsess over crafting the tools you need to start having practical, everyday conversations. We believe the sooner you begin to speak a new language, the sooner you'll open yourself up to a world that's bigger, richer and more inspiring.



## Ready for your next adventure?

Plan a Trip How It Works



## What do you love?

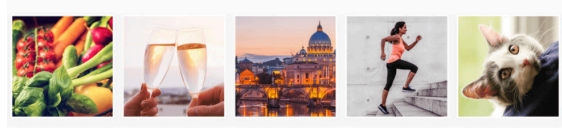
Do more of it with Meetup

Sign Up

Join a movement Learn to cook Train for a marathon Build a mobile app Hike a mountain Practice a language

### Explore what interests you

You'll learn vocabulary that's relevant to your life, with courses ranging from business to travel — and more!



### Guusto! Part 1

and farewells  
buns  
address


Spanish

Beginn  
Comple  
Your Span  
0 (0 due f

Show a


### Explore your city

Visit a museum, try new food, go hiking, hit up a brewery tour, or just go meet new people




### Build your career

Take a class, expand your network, learn a language, test a prototype, or pitch to investors



### Get creative

Record a podcast, jam out, write screenplay, discuss art, design mural, or create something else entirely



### START free TODAY

I am a  Man  Woman Seeking a  Man  Woman

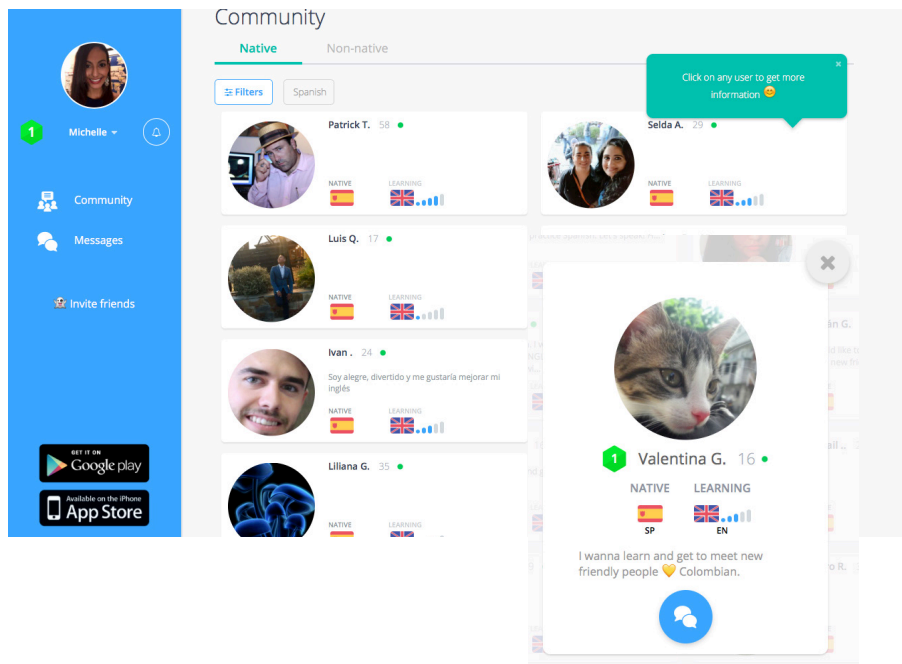
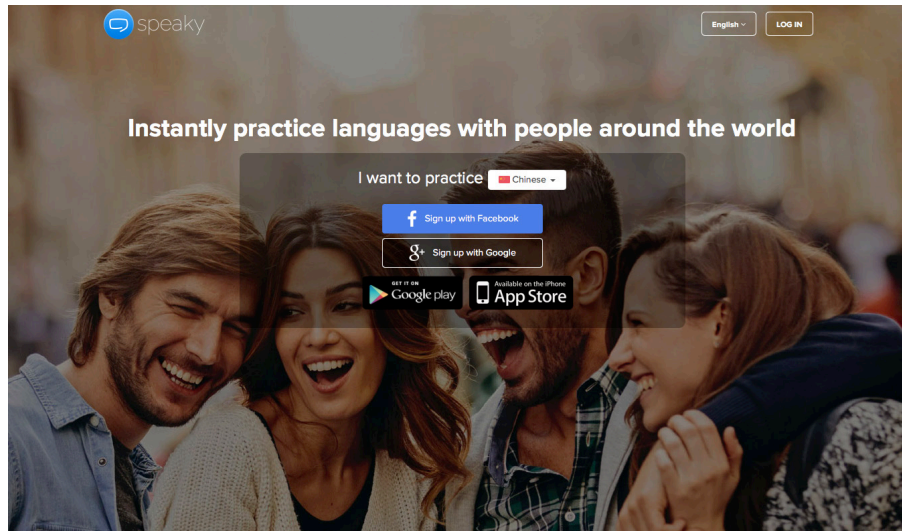
Hi, What's your first name?

United States My zip code is...

let's go

See more Meetup topics

## speaky



### About:

Speaky is a social networking site to meet people and learn new languages.

### Pros:

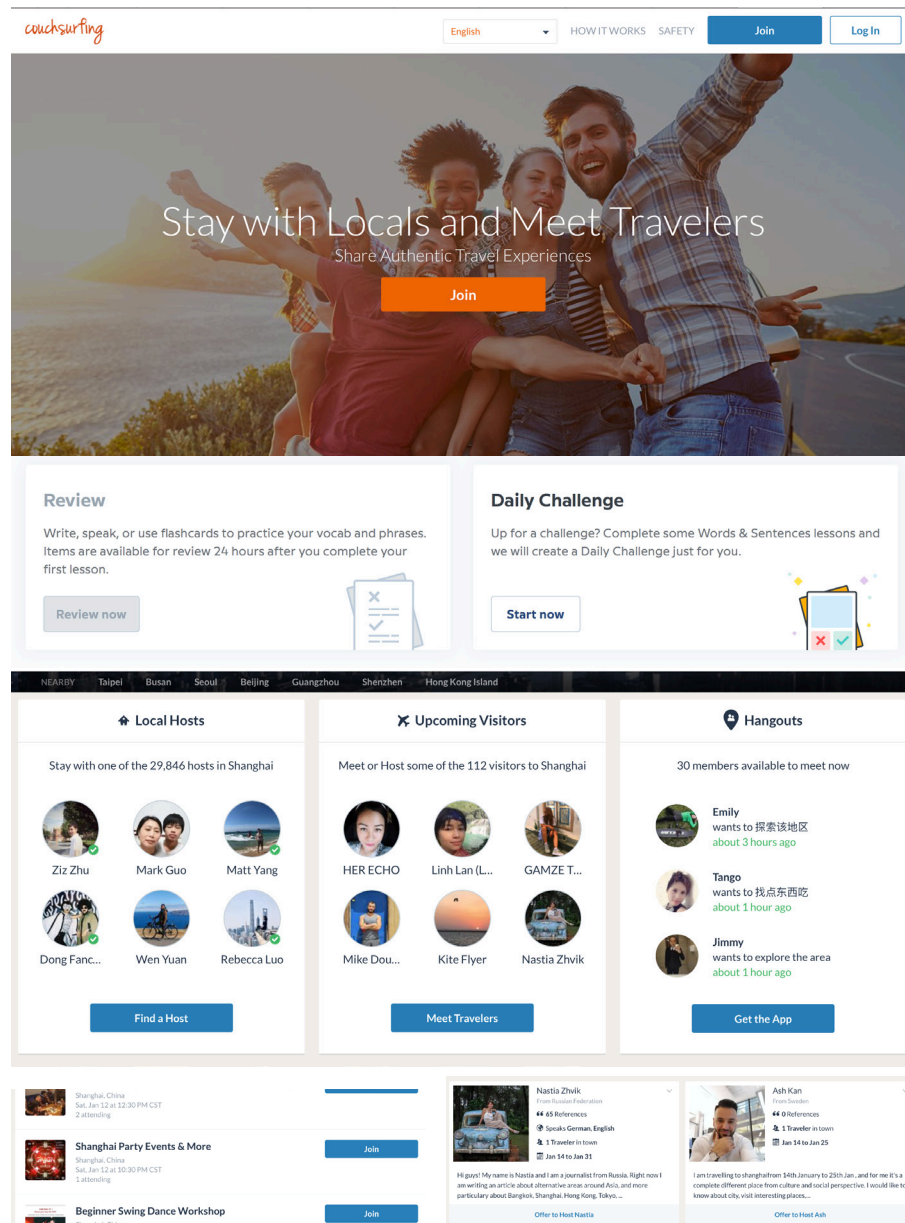
- The signup process is very quick and easy, with a nice user-experience to guide you thru.
- Looks like it has a large active base. I matched up with many people right away.
- A convenient chat box is located on the bottom of the screen. You can chat with friends or start a conversation right away.
- Available on android and ios mobile devices.
- Site has a blog with useful articles on learning a new language.

### Cons:

- Language options are limited. I could not select chinese.
- Login options are limited. No able to sign up with email.
- Profile cards do not provide a lot of information on person.
- Ways to connect and learn are limited. I cannot tell who lives in my city, schedule lessons, or learn if anyone can meet in person.
- A lot of pick-up lines right away. How can I create a product that doesn't lose sight of its true intent?
- No filtering available. What if I only wanted to learn by a native speaker in my city?
- Infinite scrolling is very overwhelming. It's hard to remember where on the page I found someone I wanted to connect with.



# couch surfing



## About:

Couch surfing is a website where travelers and hosts can get matched up. Just like my language exchange site, its a place where people help each other out, get involved, and learn about other cultures. It also has a language exchange feed in it.

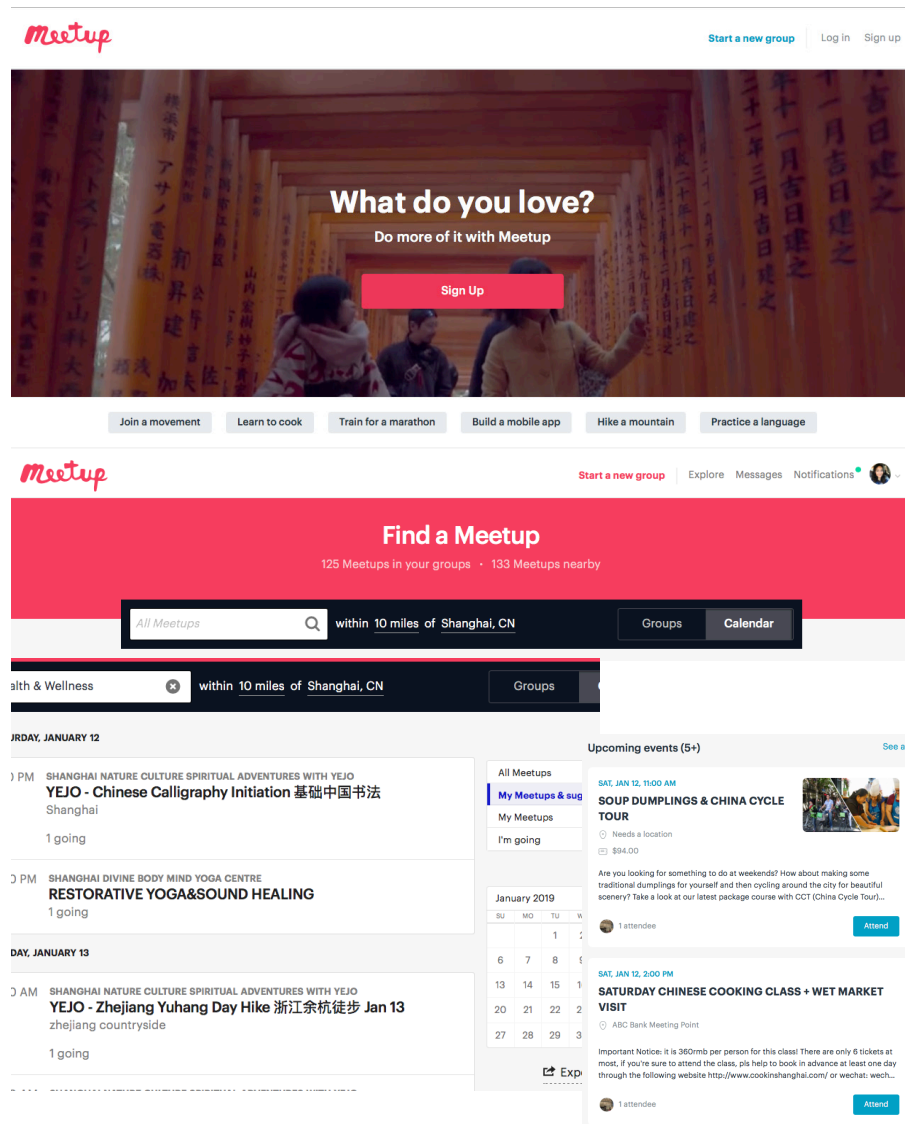
## Pros:

- Clear site that is intuitive and easy to use.
- Two structure options—a free, and verified option based on your preference.
- A lot of focus on trust and safety. Members not only describe themselves but can rate and be rated for verification.
- Host events in most cities for social interaction/networking.
- Mobile apps available on ios and android.
- Blog with tips and personal user stories for inspiration.
- Quick and easy sign up. No need to check email to confirm.
- Account dashboard is very personalized. Includes option to add your travel itinerary and recommended events near you.
- Profile cards provide a lot of detailed information without having to click on it to learn more about the person.
- Language Exchange feed integrated into site.

## Cons:

- Language Exchange feed is long and hard to filter information (has 991 pages!) Behaves like a “wanted/offering” np listing.
- Same with groups. Lots of groups, no filtering options.

## meetup



### About:

Meetup is a networking site that helps people join and create communities in their city. Meetup is somewhat a competitor, since learning exchange groups exist on the site.

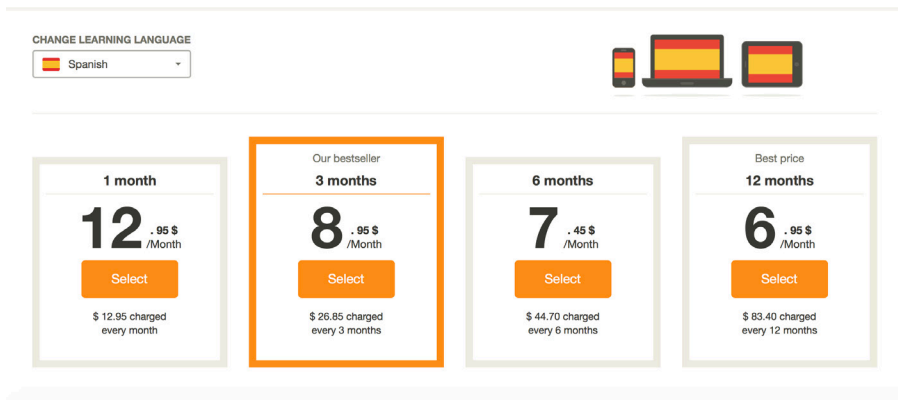
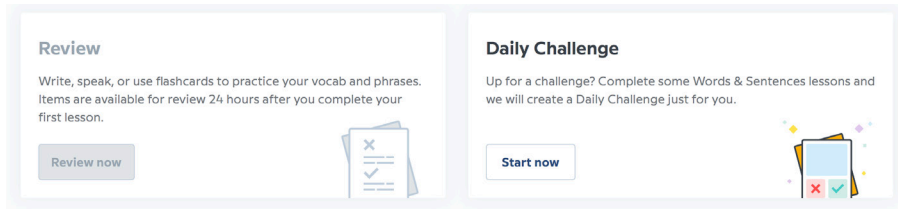
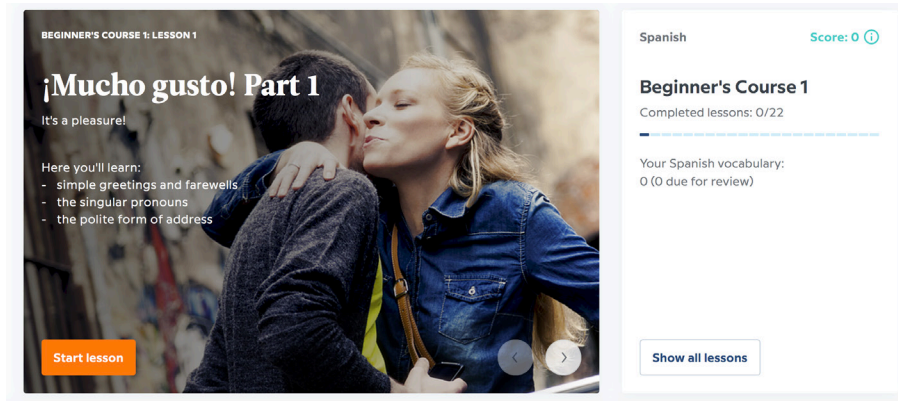
### Pros:

- Really easy to find groups that share your interests and join.
- Global site with large community of participants.
- Site is free and easy to use.
- Can filter meetups by distance and date.
- Available on android and ios mobile devices.
- Multiple ways to sign up, including email option.
- Profiles offer additional detail on user including how long they have been a member.
- Easy to see how much of a following a group has and how many events they have hosted in the past in addition to upcoming events.

### Cons:

- Many groups are no longer existent or meet up infrequently.
- Great site for events in general, but not targeted towards my specific audience and needs.
- Searching is really the only way to find groups of interest. Other than dates and distance, can't filter through results.
- Search results appear based on events, not groups.
- Hard to find events I've RSVP's for on the site.

# babbel



## About:

Babel is a popular language learning app that has “more than 1 million active subscribers and ranked as the world’s #1 innovative company in education.”

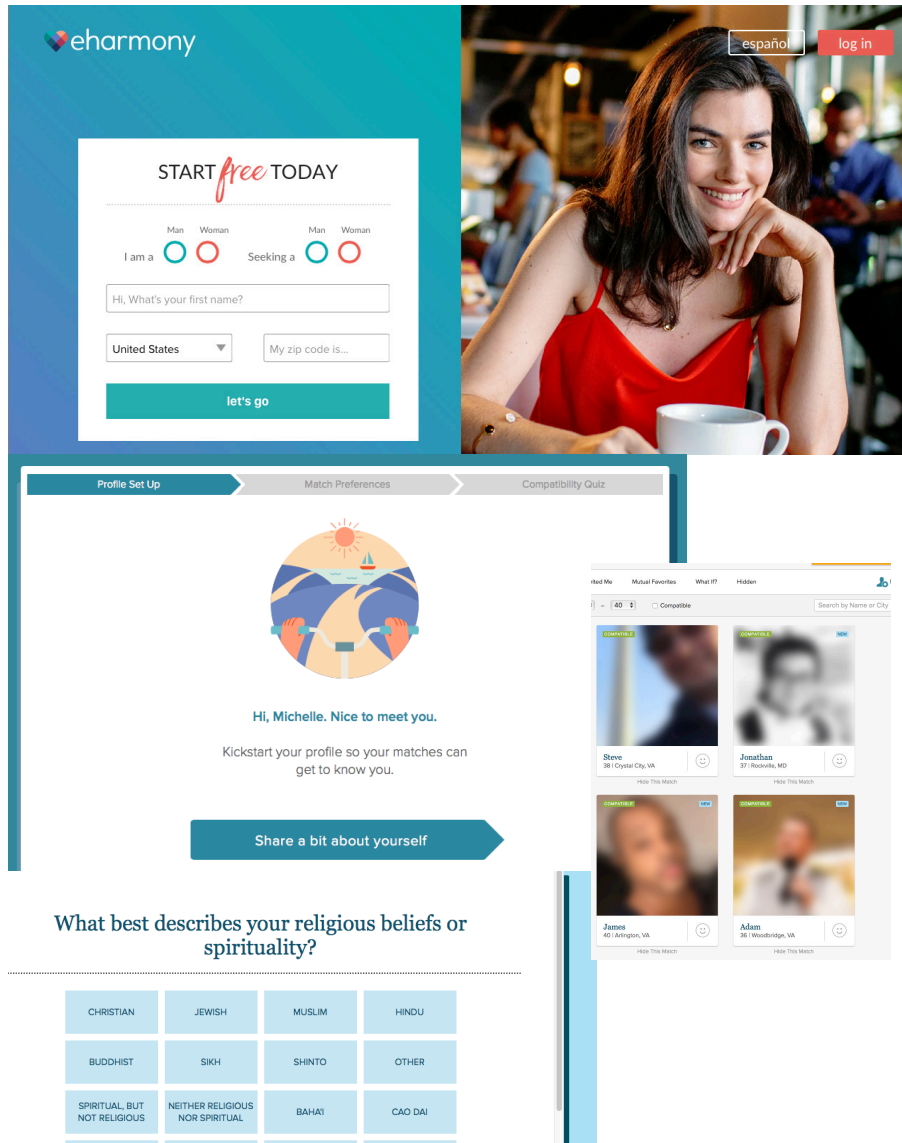
## Pros:

- Sign up is quick and easy.
- Convenient. You can practice from anywhere using the app.
- Customizable features to teach you what you will use most.
- Can also customize what you want to practice.
- Mobile apps available on ios and android.
- You can track your progress. Sense of accomplishment.
- Section where you can build your own vocabulary.
- Clean and easy site to navigate.

## Cons:

- An expensive option.
- Languages are limited. No option for Mandarin.
- No human interaction to converse with in a real fashion, or ask questions as you learn.
- Can't connect with other people also learning.
- There aren't any additional resources on tips or tricks on how to learn a new language or integrate into a different culture.

# eHarmony



## About:

A dating website that focuses on strong compatibility between two people. Although not a direct competitor, e-harmony provides a similar service in which it “matches” people together.

## Pros:

- Questions feel relevant to the purpose of the site.
- Somehow asking lots of questions made me feel more confident that I would be provided better results.
- Easy to click and select answer to questions.
- Questions clearly and simply stated.
- Show where they live on card so its easy to determine how convenient distance is between 2 people.

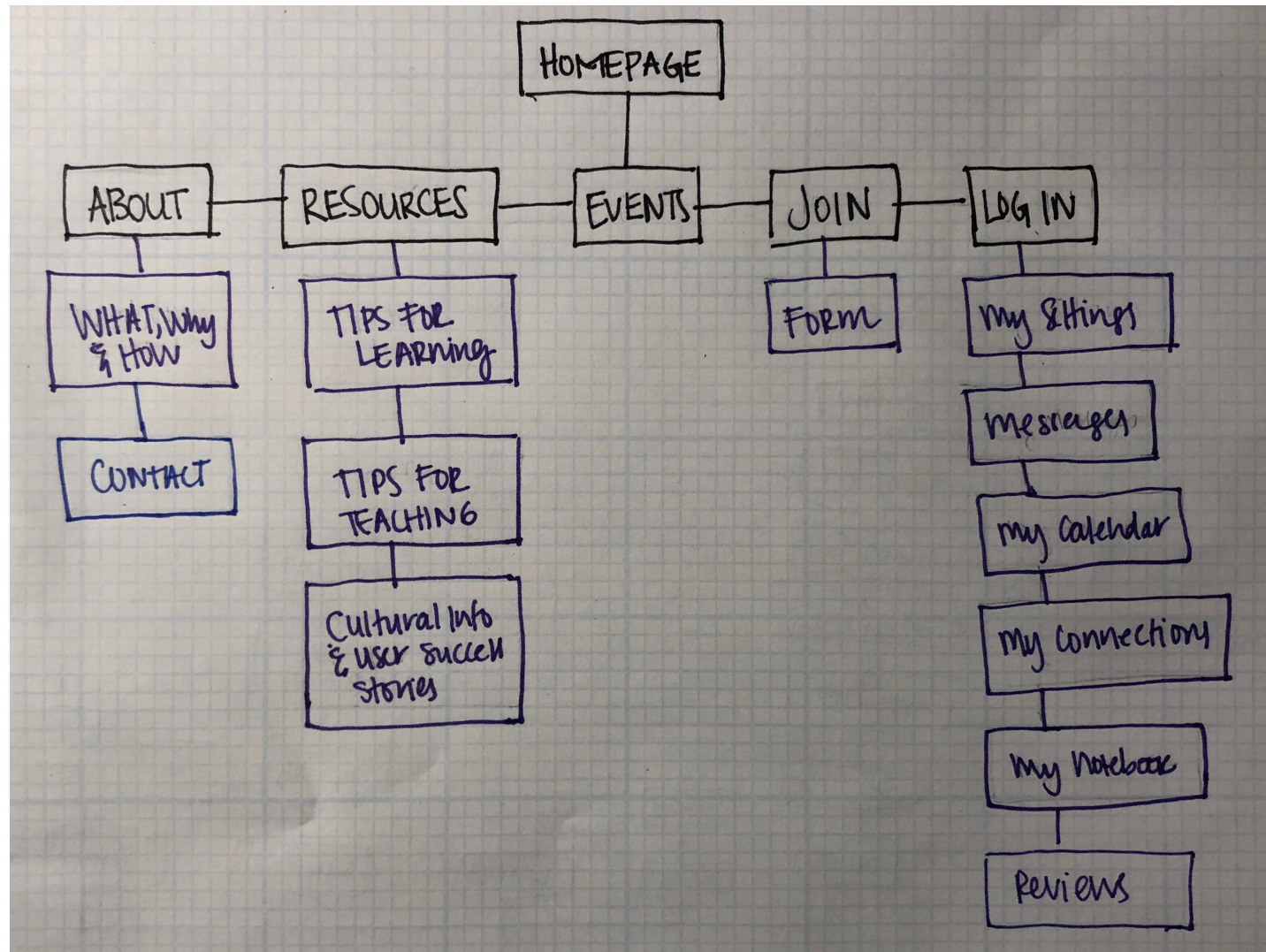
## Cons:

- There are a lot of categories and a lot questions to answer in each category. Would have been nice to know upfront an estimated amount of time it takes to complete the survey.
- Although I knew there were multiple categories to complete, there was no visual representation of how far along i was in answering the questions of a series.
- There’s a messaging feature, but it doesn’t look like you can calendar dates in the app.



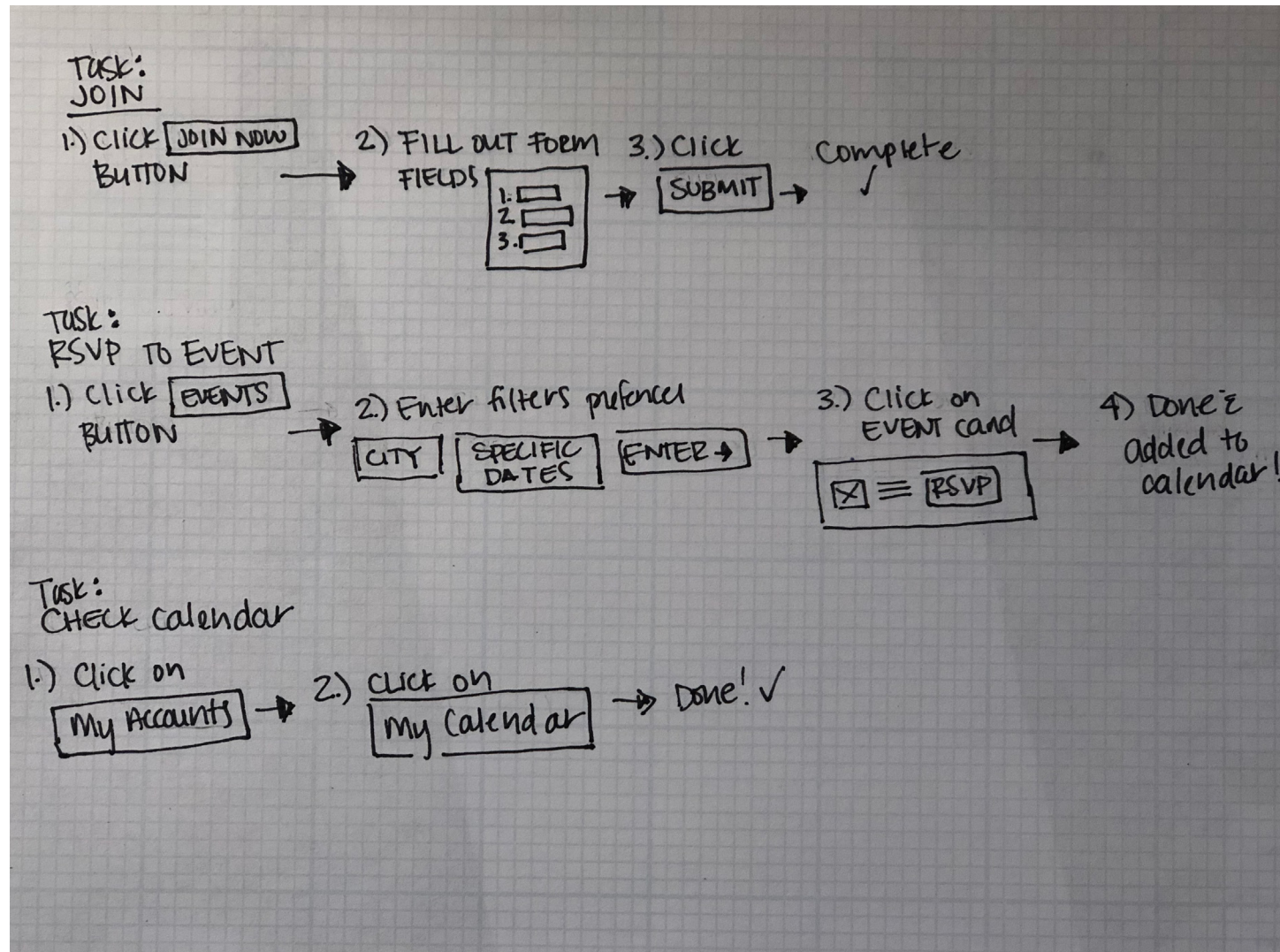
## About:

A sitemap lists out all of the different pages that will exist on a website and how that information will be organized.



## About:

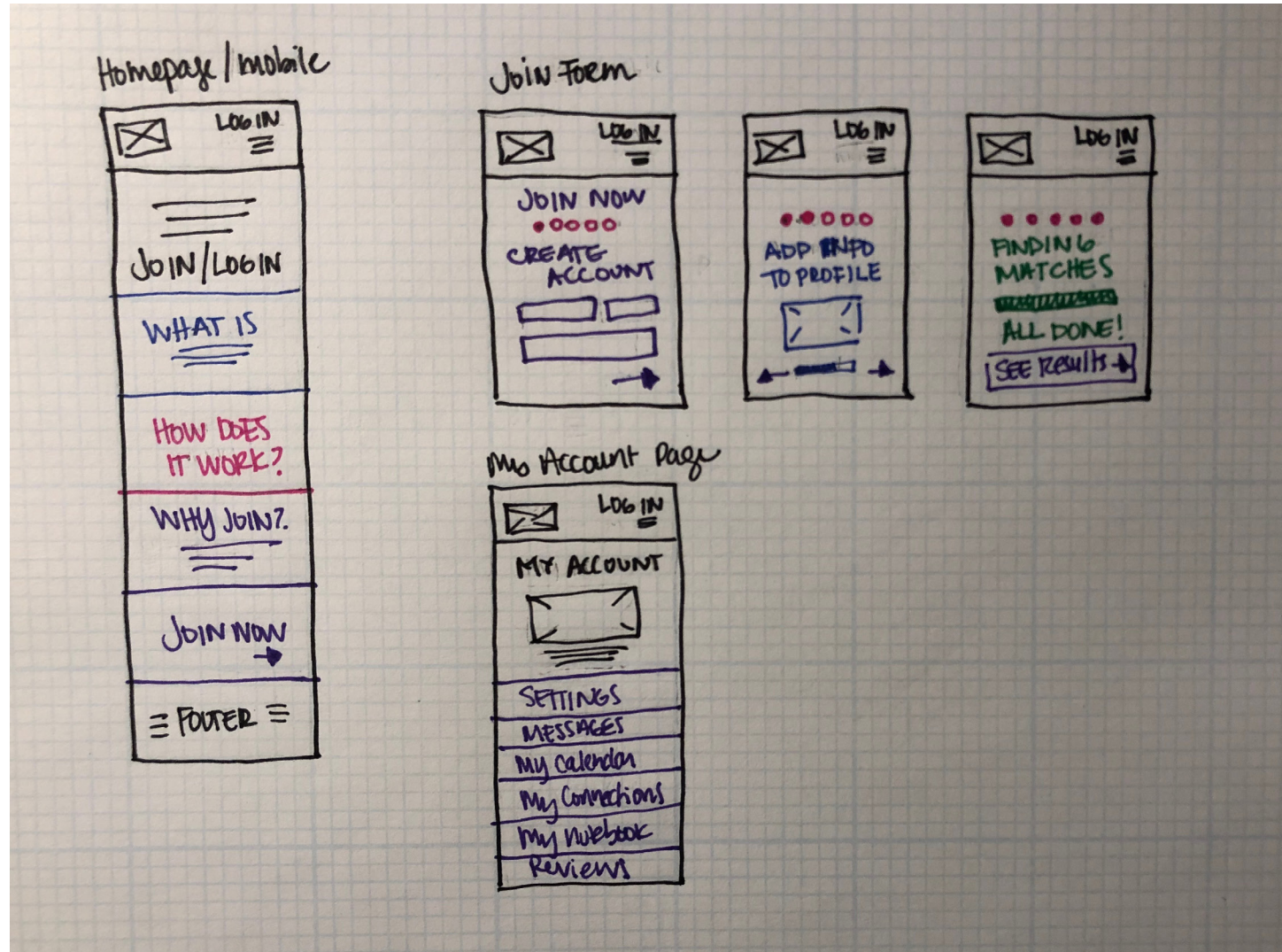
User workflows show the path a user would take in order to successfully complete a task.





## About:

These sketches start to illustrate the potential layout and structure of the product.



### **Concept 1: A mobile app**

A mobile app that allows users to get matched with language exchange partners according to their custom needs. App is free to download and use for a limited time, then will charge a minor one-time fee for continued use.

### **Concept 2: A free website with subscription options**

A website that has two subscription options based on the user needs. A free option for language exchange partners; or a paid option with a highly rated LE partner or teacher who can provide affordable language classes. Classes differ from language exchange meetings because classes focus only on teaching one language to an individual or group vs language exchange in which both parties practice and teach during the session.

### **Concept 3: Donation based website**

A donation-based website that is free to use. Focuses on building a strong global community with the ability for users to pay what they can once they've tested the product and have had a positive experience.



# **A scalable business model with free (phase 1) and paid (phase 2) features.**

The product will be a free website for language exchange partners to join and use. The bulk of the website is built to cater to this audience—allowing people to connect, meet and practice a new language through an interactive and easy to use website.

Once the website has established a solid user base, the platform will expand to offer a “registered teacher” feature. Registered teachers pay a small monthly subscription fee in exchange for: 1. The ability to advertise their services and coordinate group or 1x1 language lessons through the platform; and 2. Coordinate events that are posted on the “Events” page. Paid events will cost a small fee to post.

## Part 2

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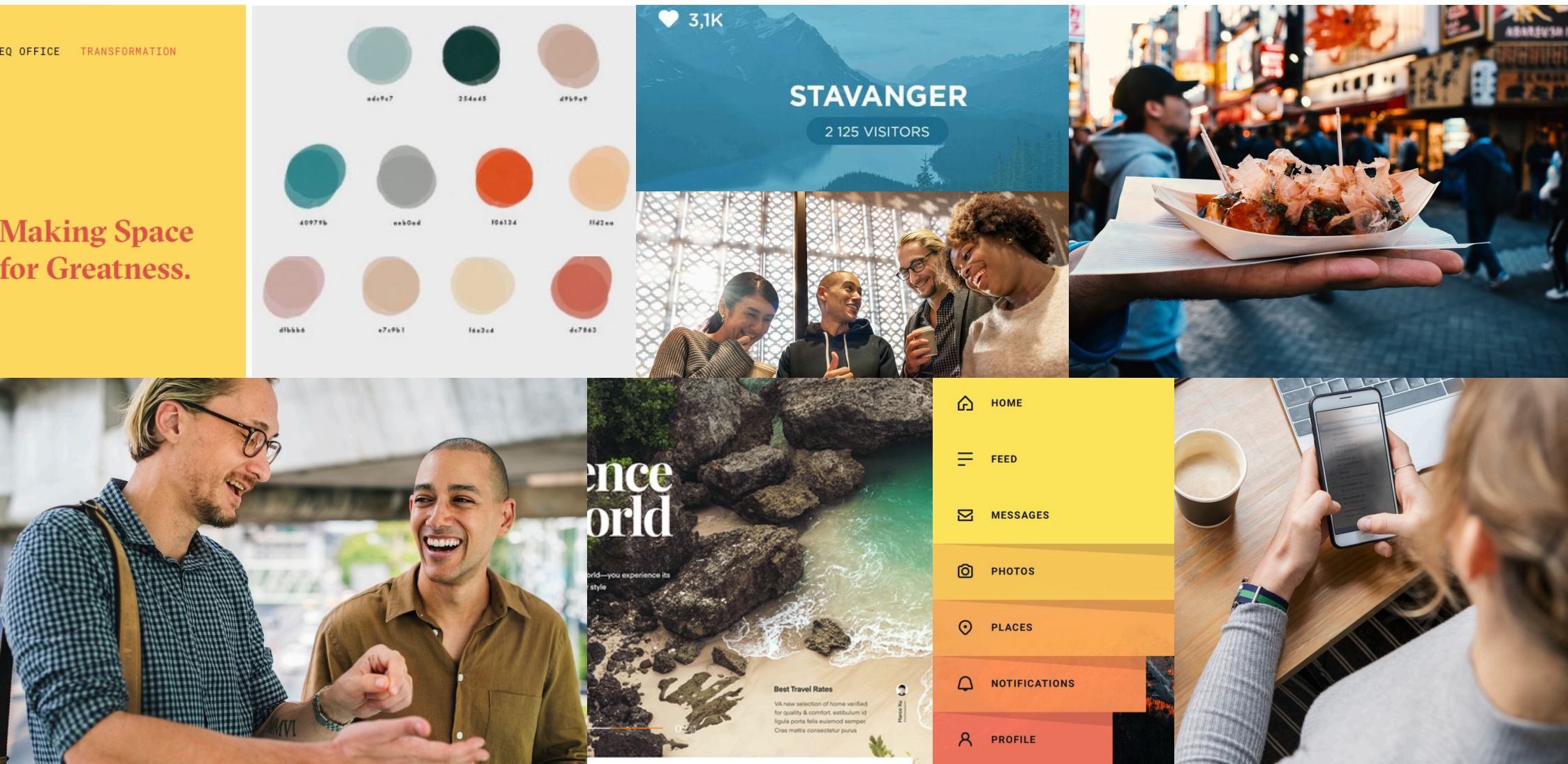
# Wireframes

After using taxonomy and information architecture to influence the sitemap of the website, the interactive designer can now move into wireframes. Wireframes provide a quick way to build and test the site. This is an opportunity to test the user-experience and practice an iterative design process—a cycle in which testing the prototype leads to refining the design based on user feedback.

This stage is focused primarily on the navigation of the site, not the visual design.

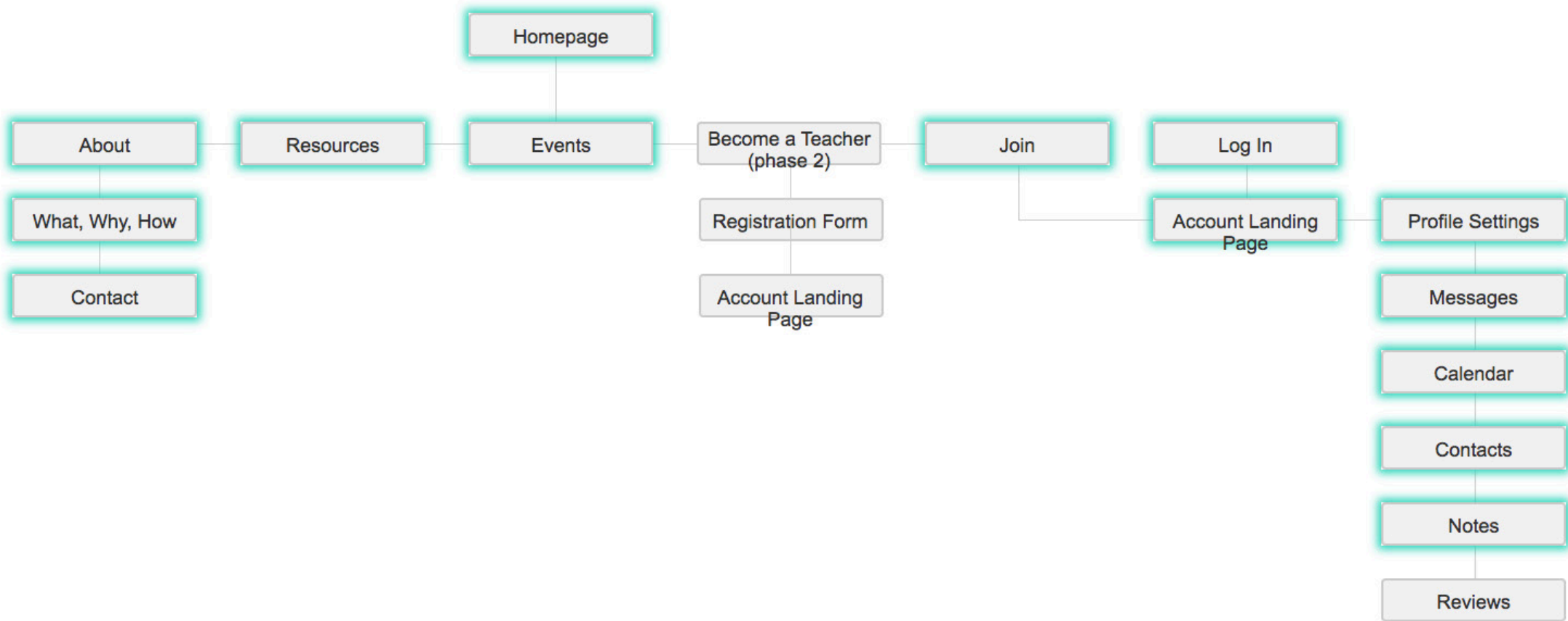
## Adjectives:

Global • Friendly • Energetic • Determined • Open-Minded



Interactive Prototype:

<https://o6vdqq.axshare.com>





## Mobile

Logo English [Join](#) [About](#)



### Make the most out of learning.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

[Join Now](#) [Sign In](#)



### What does this site do?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut dolor.



### How does it work?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut dolor.

## Tablet

Logo English [About](#) [Resources](#) [Events](#) [Join](#) [Sign In](#)



### Make the most out of learning.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

[Join Now](#) [Sign In](#)



### What does this site do?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut dolor.



### How does it work?

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### Why Should I join?

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## Desktop


Logo English [About](#) [Resources](#) [Events](#) [Join](#) [Sign In](#)



### Make the most out of learning.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.


[Join Now](#) [Sign In](#)



### What does this site do?

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### How does it work?

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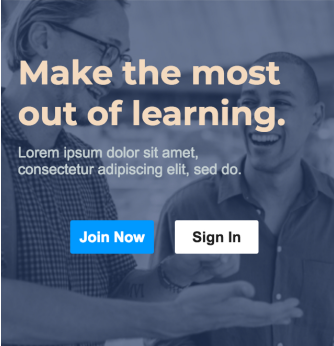


### Why Should I join?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ut dolor.


### Homepage

Logo English Join About




Make the most out of learning.

Join Now Sign In



What does this site do?

Sign Me Up




### How does it work?

Why Should I join?

### Ready to Join?

About Contact English Join Log In

Resources Events Join Log In



### Resources

Logo English Sign In Menu

#### Resources

Search for... Go!

Sort By Topic

- Teaching Tips
- Culture & Community

Have a story to share?

Contact Us

About Contact English Resources Events Join Log In



### Events

Logo English Sign In Menu


#### Events

Search for events in your city... Go!

Sort By Date

- Shanghai 7:30 PM, \$15 USD Street Food Tour in the Former French Concession
- Berlin 9:30 PM

About Contact English Join Log In



## About

about

What makes this language exchange program important?

What is site?  
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How does it work?  
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- 4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.

Why You Should Join.  
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Ready to Join?  
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[Sign Me Up](#)

About  
Contact  
Resources  
Events

Instagram Twitter Facebook SoundCloud

## Contact

Logo English Sign In Menu

Contact Us.

What can we help you with?

Question  Comment or Feedback  
 Interested in Contributing Content

Please share your thoughts below:

Start typing your message...

Email Address

[Submit](#)

About Contact Resources Events English Join Log In

Instagram Twitter Facebook SoundCloud

## Confirmation Page

Logo English Sign In Menu

Thank You!

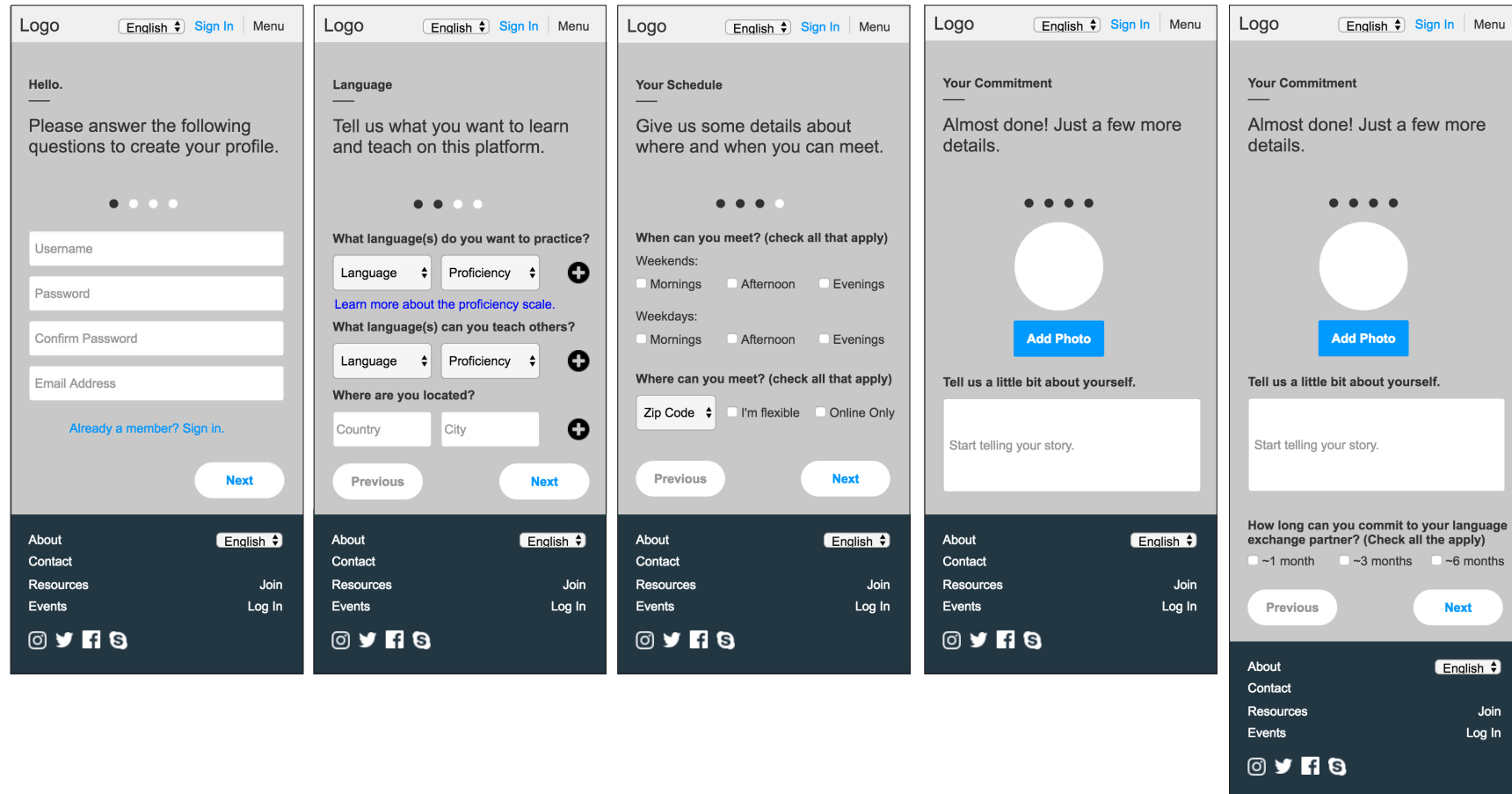
We will email you back shortly!

[Great! Take me back to last page!](#)

About Contact Resources Events English Join Log In

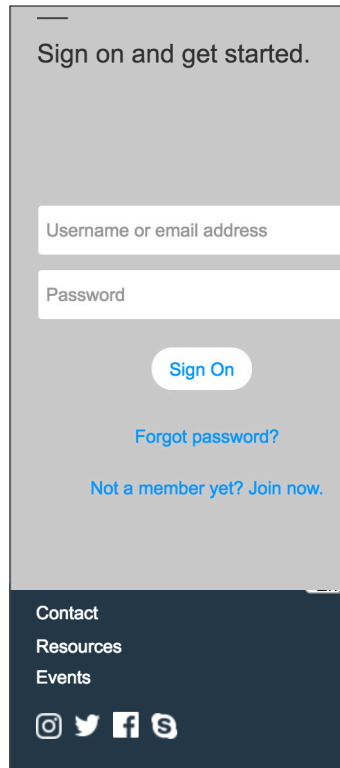
Instagram Twitter Facebook SoundCloud

## Join Form

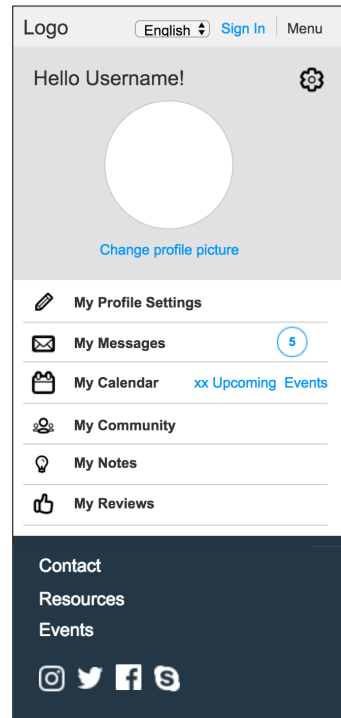




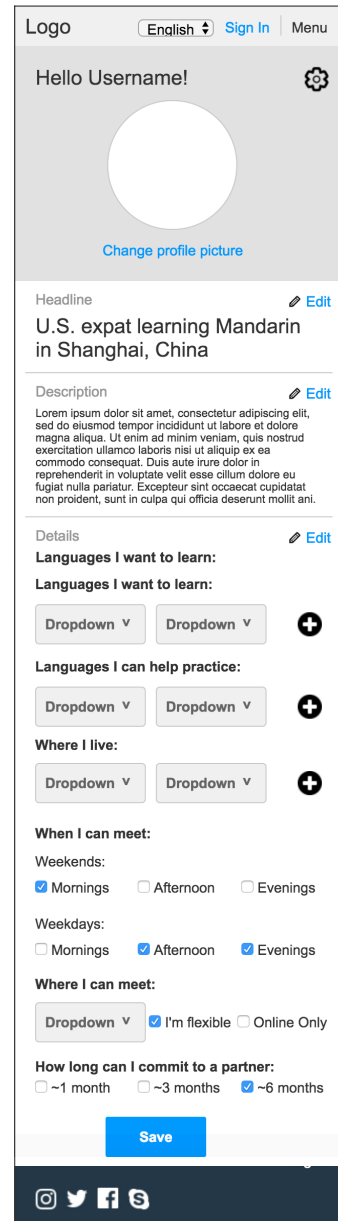
## Sign In



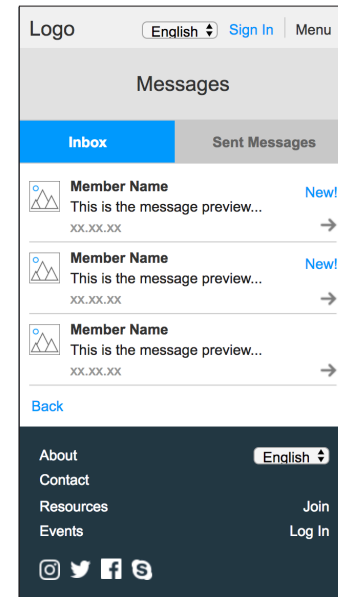
## Account Page



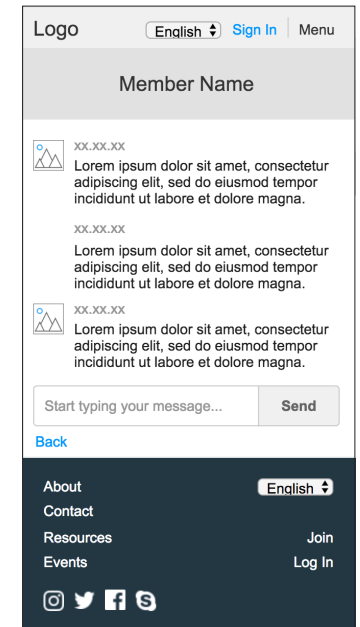
## Profile Page



## Messages Page



## Message Feed



## Calendar Page

Logo
English ▾ Sign In Menu

### Calendar

January 2018

31						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

+ Create a new event

#### Your Upcoming Events

xx.xx.xx

**Navigating the Local Grocery Store Tour**  
7:30 pm | Event Location →

xx.xx.xx

#### Other happenings in your area

xx.xx.xx

**Shanghai**

**7:30 PM**

**Street Food Tour in the Former French Concession**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod temporidca.

xx Attending Learn More

xx.xx.xx

**Berlin**

**9:30 PM**

**Sed do eiusmod tempor incididunt ut labore et dolore.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod temporidca.

xx Attending Learn More

[Back](#)

About
English ▾

Contact
Join

Resources
Log In

## Contacts Page

Logo
English ▾ Sign In Menu

### Community

Sort By: ▾

member since: 2018

**Member Name**

**Learning:** Russian

**Teaching:** English; Spanish

**Lives in:** Barcelona, Spain

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod temporidca....

[Learn More](#)

member since: 2018

**Member Name**

**Teaching:** English; Spanish

**Lives in:** Barcelona, Spain

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod temporidca....

[Learn More](#)

[Back](#)

About
English ▾

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## Contact Profile

Logo
English ▾ Sign In Menu

### Member Name

member since: 2018

**World traveler who wants to practice my French in France.**

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**Languages I am learning**  
French

**Languages I can help you learn:**  
English; Spanish

**I currently live in:**  
Paris, France

**When can I meet you:**  
Weekday Evenings  
Weekend Mornings

**I can be your language partner for:**  
3 months

[Back](#) [Next](#)

About
English ▾

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Join

Resources
Log In

## Notes Page

Logo
English ▾ Sign In Menu

### Notes

xx.xx.xx **How to Order Food**

---

xx.xx.xx **Names of Animals**

---

xx.xx.xx **Asking How Much**

---

xx.xx.xx **Family Members**

---

xx.xx.xx **Remember to ask Natasha these Questions next LE meeting**

[Back](#)

About
English ▾

Contact
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Resources
Log In

## Part 3

---

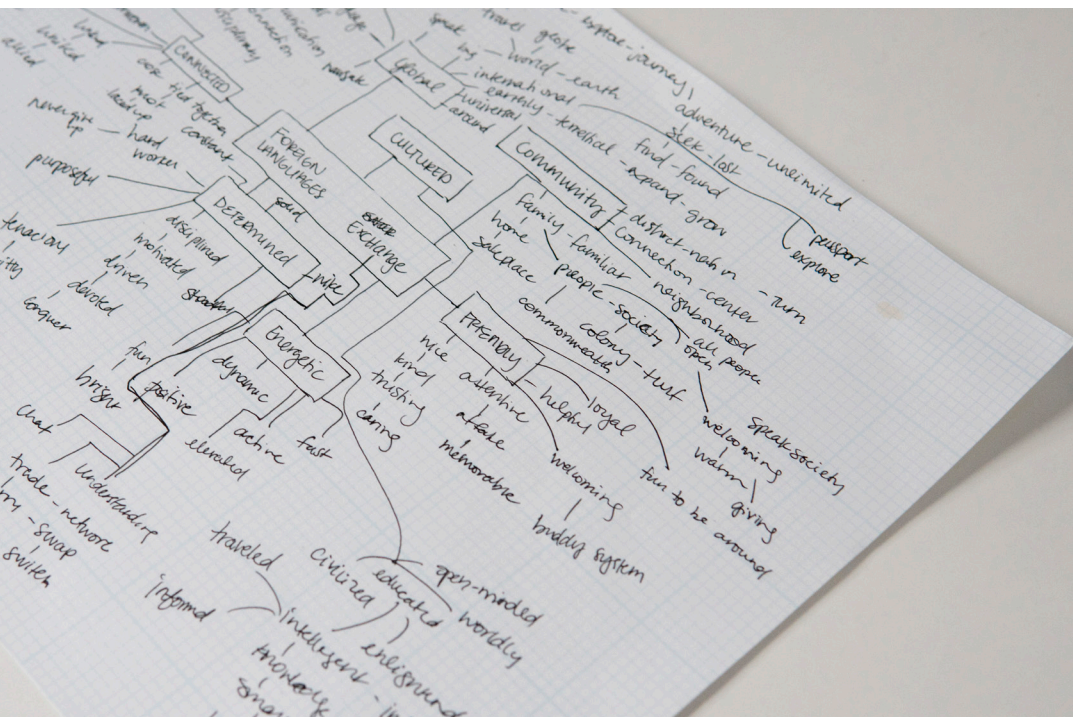
# Branding & Design

Now that audience, competitor and product research has been established, its time to develop the identity of your product. This is a creative exploration into defining how your product appears in the market and to its audience. A brand's visual and verbal identity support the core message and personality of the product. It lives beyond the logo and touches every aspect of the brand, including how the website look and feels.

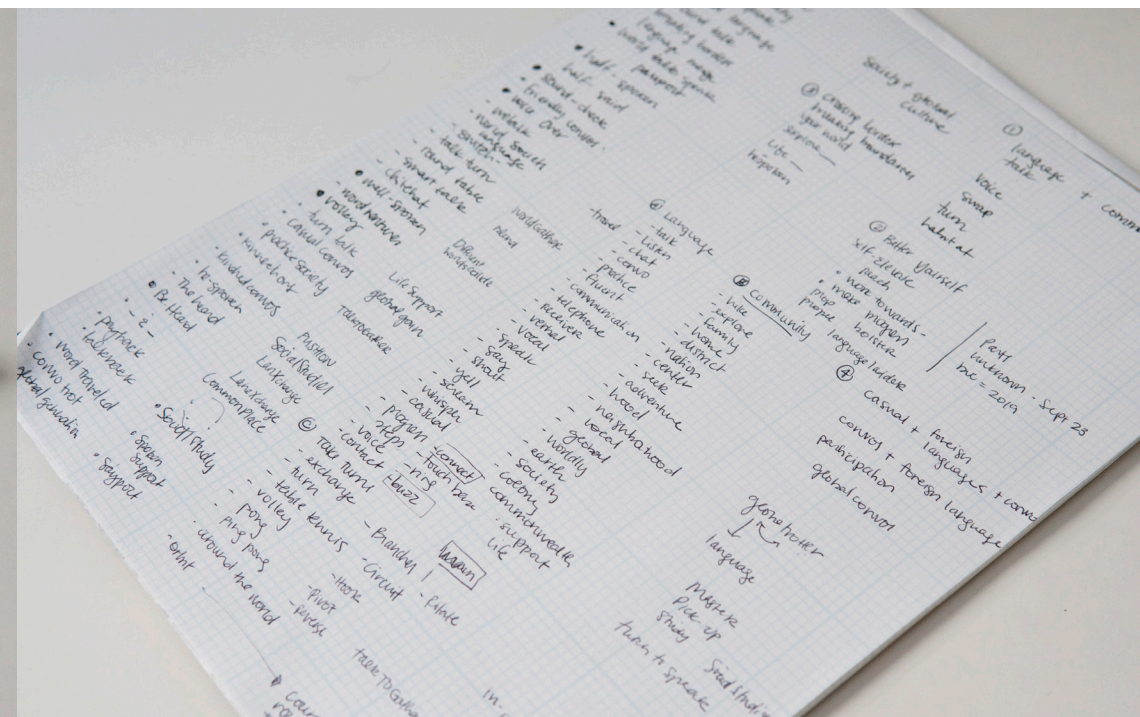
## Naming Exploration

Organic brainstorm exercise that helps conceptualize words that are associated with key attributes of product. Word Banks help generate ideas for product naming that can fall into a range of categories (i.e. alliteration, invented, technical, conjoined, acronyms, etc)

### Word Bank Exercise



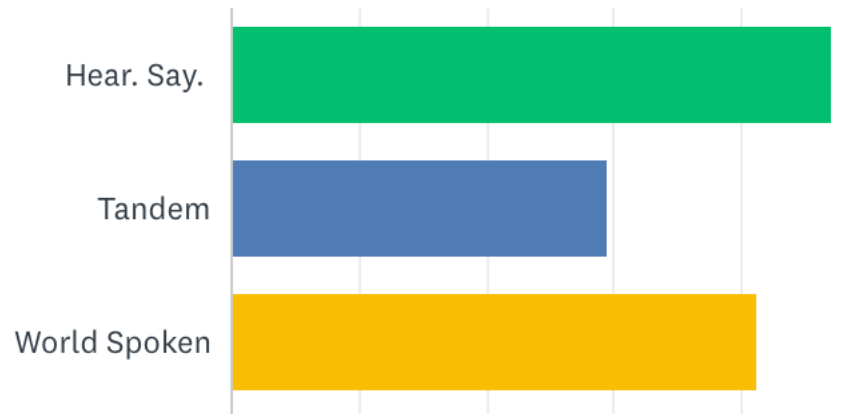
### Naming Exercise



**Product Name Selection**

A survey was sent to friends, family and SCAD community for voting on the preferred name for the platform. The response rate was extremely high, with three names taking the lead as voting progressed.

**TOP THREE NAMES based on user survey**

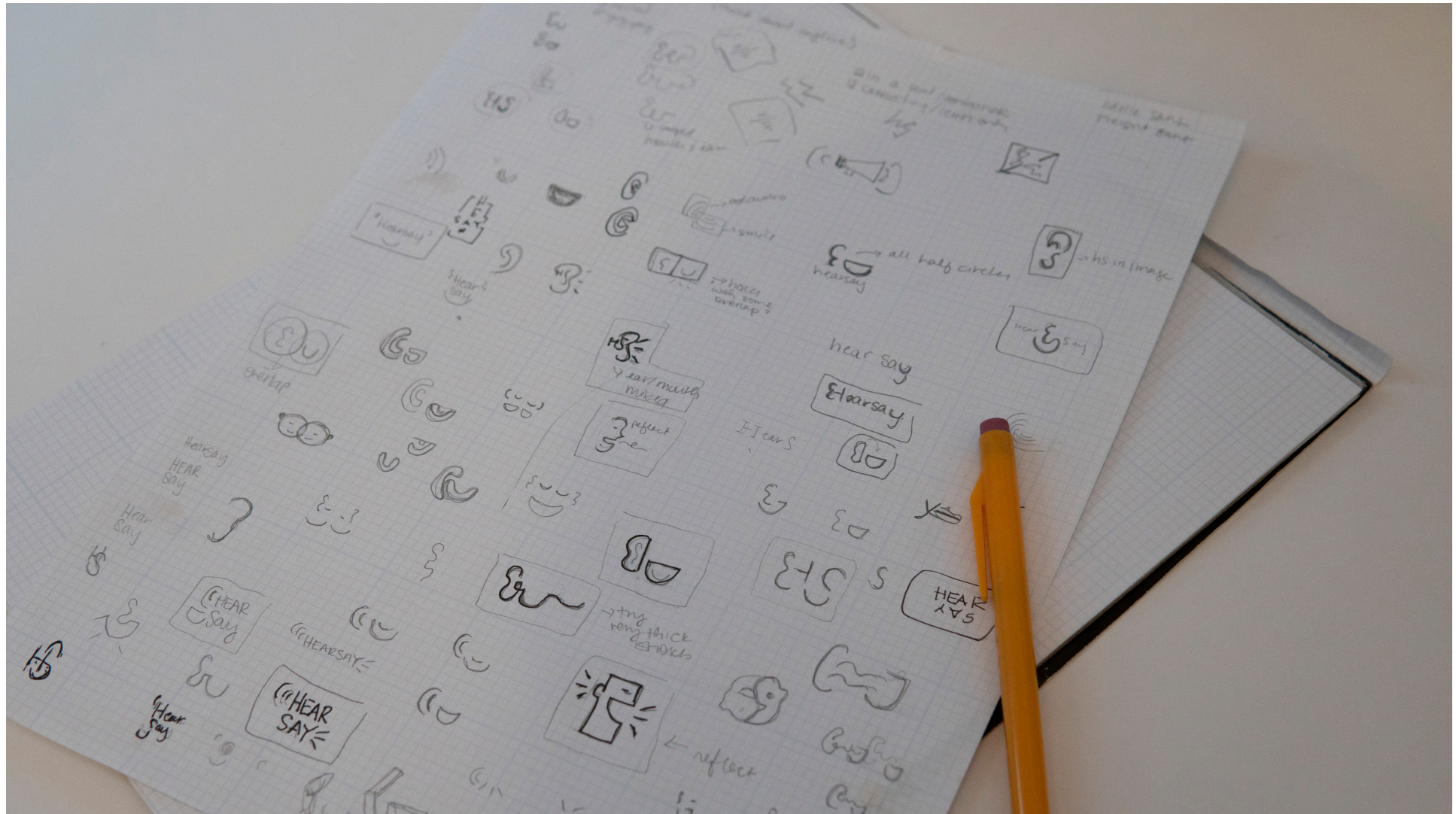


Official Product Name

HearSay



Initial Logo Sketches



Logo Options

Option 1

Note: In color, colors will overlap and create a “blend” of both circles/people and cultures.



Option 2



Option 3



Option 4



Option 5



Option 6



Option 7



---

Official Product Logos



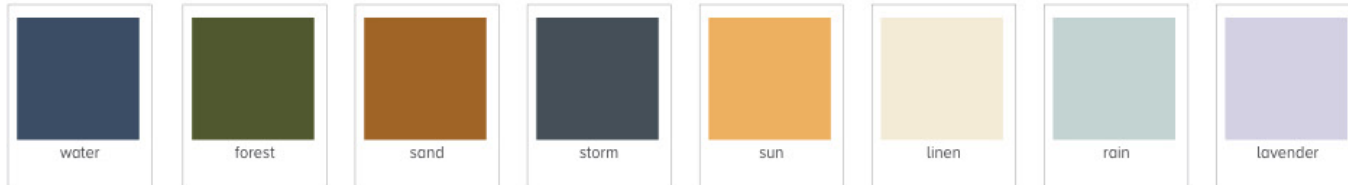
# **Global, Refined, Educated**

Hearsay is for people who are taking the initiative to learn a new language because it means something to them. They are responsible, educated, and keep an open-mind about the world and other people's beliefs.

This design direction reflects their maturity, ambition and intellectuality.



## COLORS



## TYPOGRAPHY

# Connecting people from all over the world through language.

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## PHOTOGRAPHY

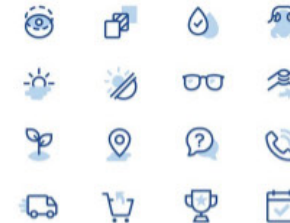


Language-Exchange sessions

Social Events and Networking

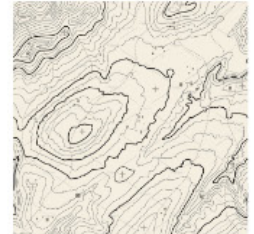
Featured Content Contributors Profile Images

## ICON INSPO



Simple design and color application with smooth lines

## PATTERN INSPO



Pattern inspired by topography

## CARD DESIGN EXAMPLE

**SHA** SHANGHAI, CHINA

May 25, 2019 at 7:30pm

### Street Food Tour in the Former French Concession

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

12 attending

**RSVP**

**LEARN MORE**



# **Bright, Adventurous, Optimistic**

Hearsay is for people who are excited to learn a new language and ready to dive right in. They are unafraid to chase their goals. They have a determination and zest for life.

This design direction reflects their positive outlook and boldness towards learning a new language, and what benefits that can provide in their life.

COLORS



TYPOGRAPHY

# Connecting people all over the world through language

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PHOTOGRAPHY



Language-Exchange sessions

Social Events and Networking. Gaining genuine cultural experiences from Hearsay sessions.

Increased confidence exploring from Hearsay sessions

ICON INSPO



Bold and colorful to stand out

CARD DESIGN EXAMPLE



May 25, 2019 at 7:30pm

## Street Food Tour in the Former French Concession

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua lorem ipsum dolor sit amet.

12 Attending

[RSVP](#)

[LEARN MORE](#)

# Kind, Connected, Humble

Hearsay is for people who see value in being part of a kind community. They respect others, and are grateful for the learning and cultural exchanges they receive on this platform and around the world. They value travel, experiencing new cultures and connecting with others. It's what drives them.

This design direction reflects the kindness and connection of the community—a place where people, cultures and languages are valued and shared.

COLORS



TYPOGRAPHY

# Connecting people all over the world through language

MAY 25, 2019 at 7:30PM

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PHOTOGRAPHY



Language-Exchange sessions. Filter can be applied if text is layered over it.

Social Events and Networking. Building kind relationships and a community.

Warm exchanges between people.

ICON INSPO



Simple line drawings with color blending behind them.

PATTERN INSPO



Overlapping colors blending to convey connection and interact be used behind logos or large h

CARD DESIGN EXAMPLE



MAY 25, 2019 at 7:30PM

## Street Food Tour in the Former French Concession

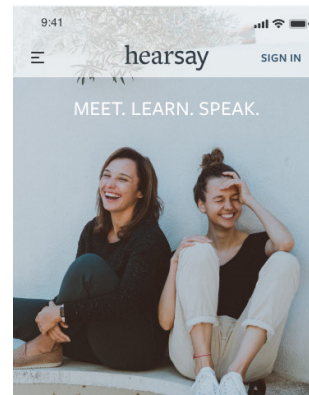
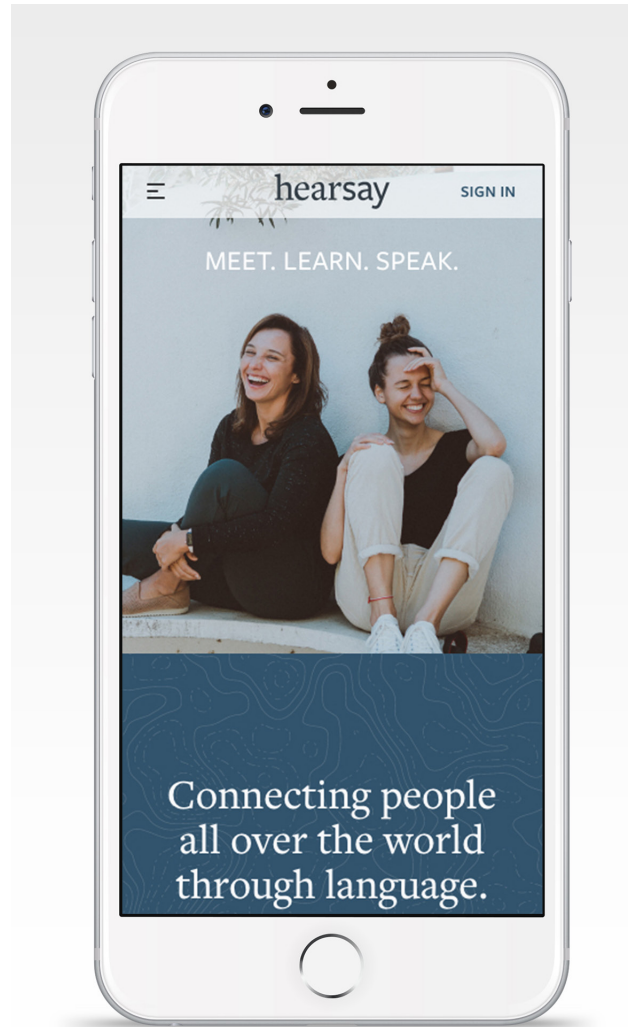
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RSVP

LEARN MORE

# Website Page Designs

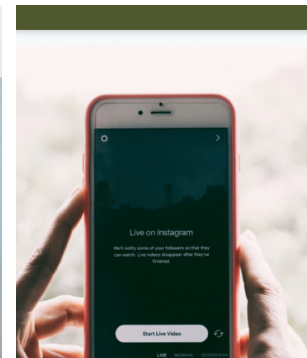




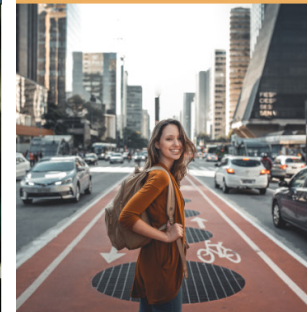
Connecting people  
all over the world  
through language.



**What is Hearsay?**  
Want to learn Spanish in exchange for teaching someone French? This is your place. Hearsay is a global community that connects with native speakers of all languages all over the world. We are kind, helpful, global citizens.



**How does it work?**  
We ask you a few questions about what you're looking to learn, what you can teach, and your availability. Then we find you the best matches in your city based on your preferences. The rest is up to you. Browse your matches, start a conversation, and set up a time and place to meet that works for both of you.



**Why should I join?**  
The hardest part of learning a new language is finding opportunities to practice it in real life, or having the confidence to do so when the occasion arises. Hearsay helps you learn the way people learn best—in person, in context and in a situation where you can gain instant feedback on how you're doing. Life is a lot more interesting.

**Ready to Join?**  
Ready to meet global-minded people in your area to take your language skills to the next level? Sign up now and join our community.

[JOIN NOW](#)

Language

[HOME](#) [SIGN IN](#)

[LEARN](#) [JOIN NOW](#)

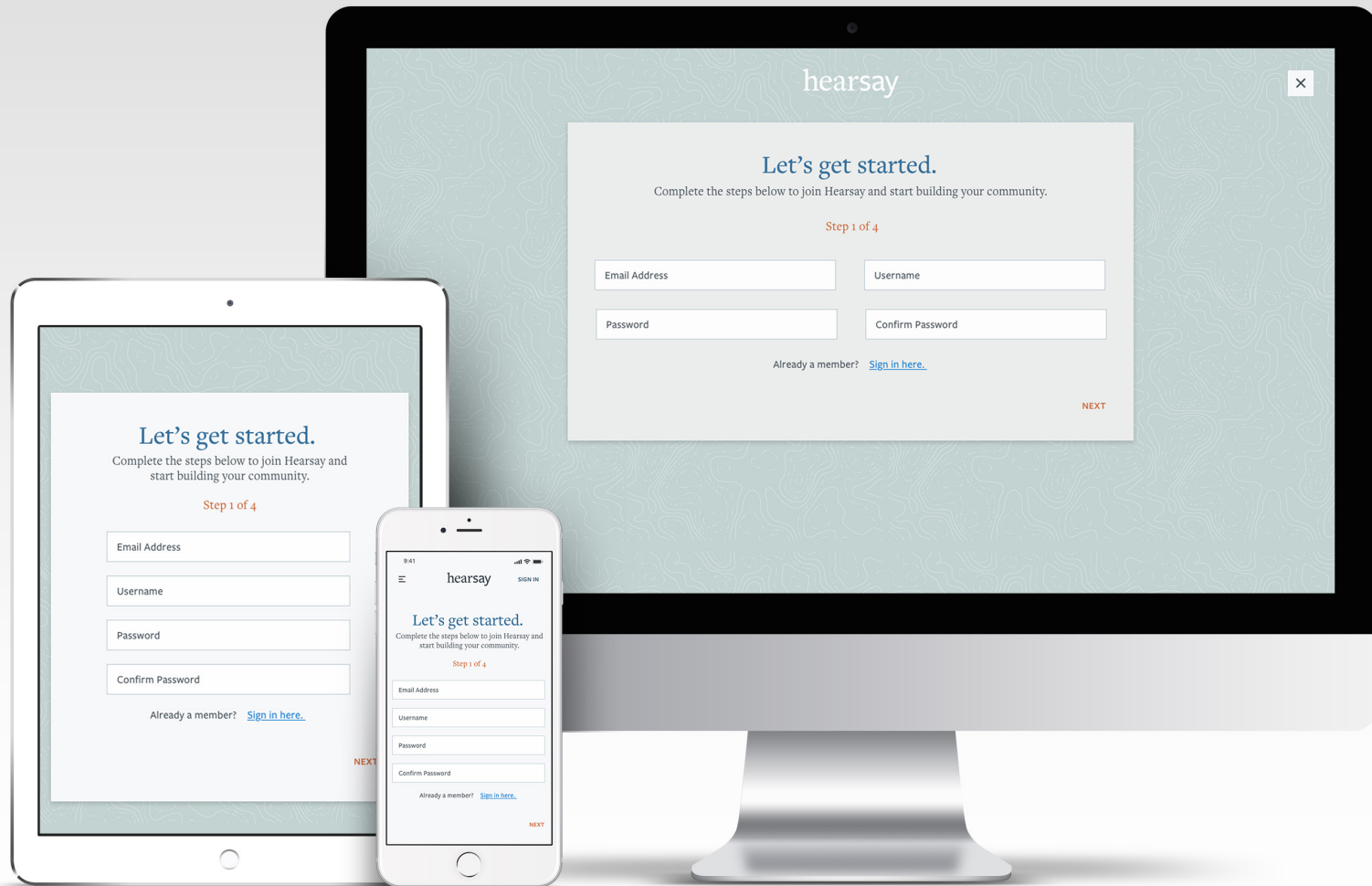
[CONTACT](#)

[EVENTS](#)

[RESOURCES](#)

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✕

### Let's get started.

Complete the steps below to join Hearsay and start building your community.

Step 1 of 4

Email Address

Username

Password

Confirm Password

Already a member? [Sign in here.](#)

NEXT

✕

### Let's talk goals.

What languages do you want to learn and what languages can you help someone else with?

Step 2 of 4

What language(s) are you interested in learning?

Language Proficiency (+)

What language(s) can you help someone else learn?

Language Proficiency (+)

Where do you live?

City Country

PREVIOUS NEXT

✕

### When can you meet?

Let us know what works for your schedule so we can find you the best matches.

Step 3 of 4

When are you free to meet?

Weekends

Morning  Afternoon  Evening

Weekdays

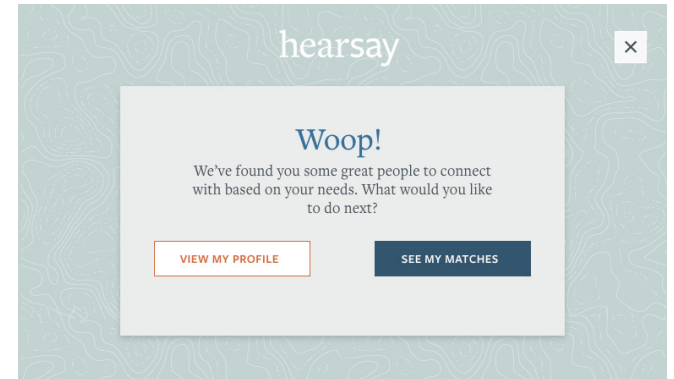
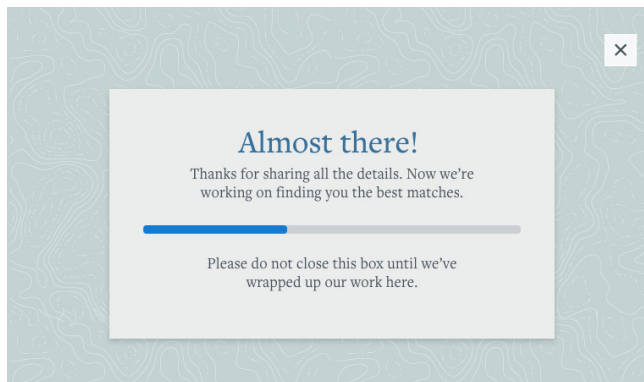
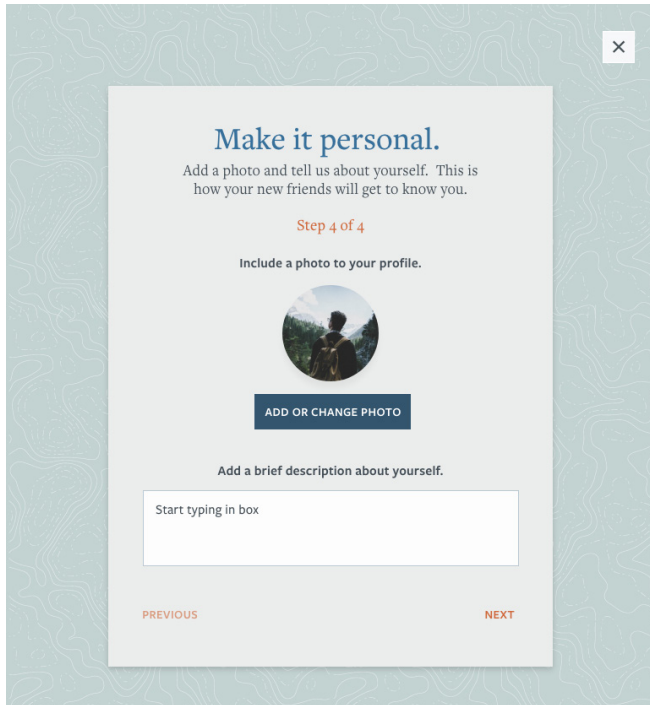
Morning  Afternoon  Evening

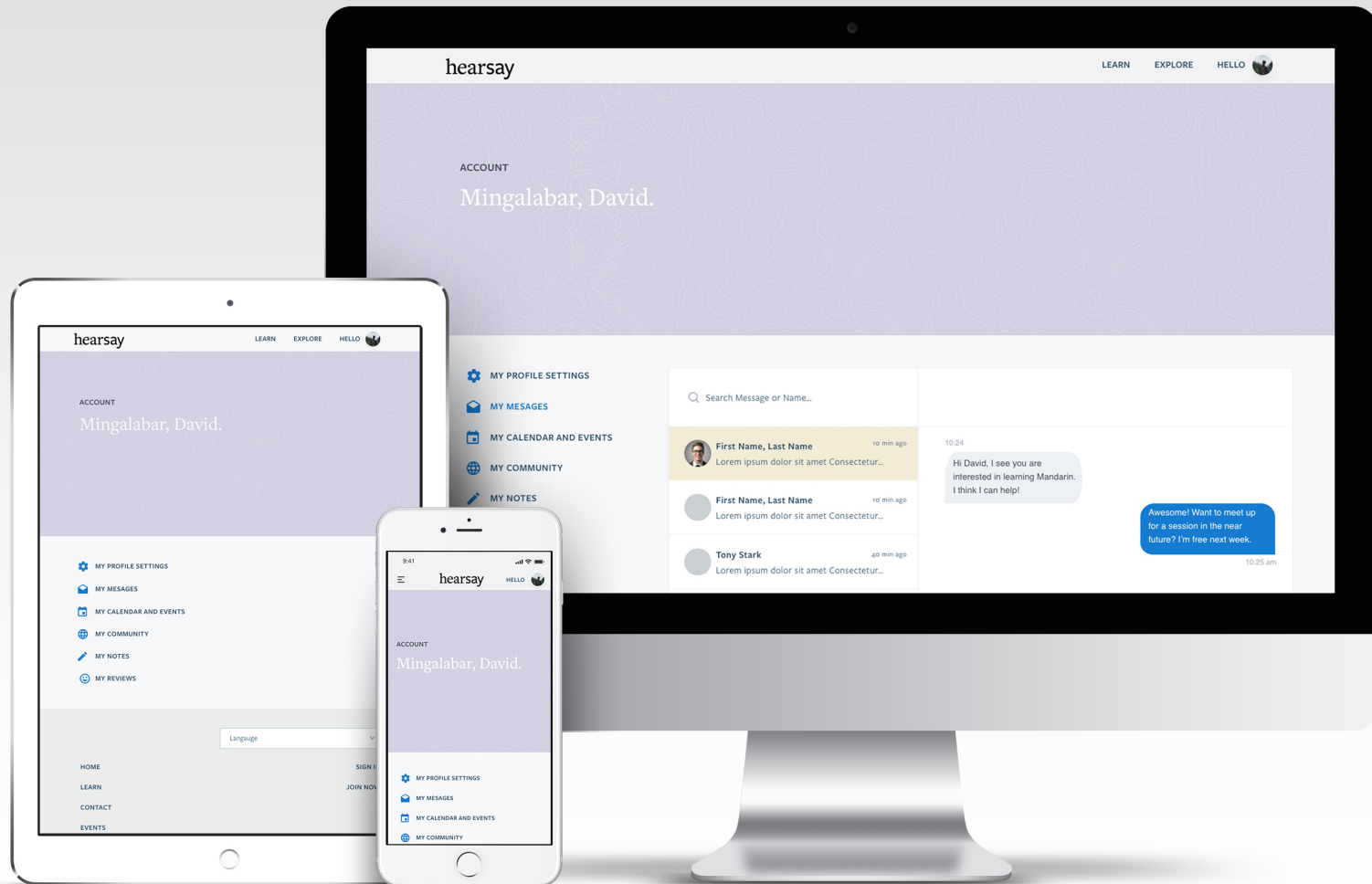
Where in town can you meet? Separate each zip code with a comma.

Zip Codes

I'm Flexible  Online Only

PREVIOUS NEXT







9:41 hearsay SIGN IN

EVENTS  
Take your talk skills to the streets.

Search for events in your city SEARCH

Search results for: Shanghai

Sort by Date  
Select...

SHA SHANGHAI, CHINA  
May 25, 2019 at 7:30pm  
Street Food Tour in the Former French Concession Shanghai  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.  
12 attending RSVP LEARN MORE

NYC NEW YORK CITY, U.S.A.  
May 25, 2019 at 7:30pm  
Street Food Tour in the Former French Concession Shanghai  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.  
12 attending RSVP LEARN MORE

TKO TOKYO, JAPAN  
May 25, 2019 at 7:30pm  
Street Food Tour in the Former French Concession Shanghai  
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hearsay LEARN EXPLORE HELLO

EVENTS  
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SHA SHANGHAI, CHINA  
May 25, 2019 at 7:30pm  
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.  
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NYC New York City  
May 25, 2019 at 7:30pm  
Street Food Tour in the Former French Concession Shanghai  
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TKO TOKYO, JAPAN  
May 25, 2019 at 7:30pm  
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EVENTS  
Take your talk skills to the streets.

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SHA SHANGHAI, CHINA  
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NYC New York City  
May 25, 2019 at 7:30pm  
Street Food Tour in the Former French Concession Shanghai  
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TKO TOKYO, JAPAN  
May 25, 2019 at 7:30pm  
Street Food Tour in the Former French Concession Shanghai  
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12 attending RSVP LEARN MORE

Language

HOME  
LEARN  
CONTACT  
EVENTS  
SIGN IN  
JOIN NOW

**Parts 4&5**

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# Responsive Site Development

In this phase of the project, with a visual design more or less realized, it is time to take the project into development. By combining html and css language, with programs such as dreamweaver and plugins such as bootstrap, a working prototype of the site is created. This is a true representation of how the final site will look and behave, and should be shared and tested by clients and users alike.




# **Rough Site Development**


hearsay LEARN EXPLORE SIGN IN Search




meet.learn.speak.  
Connecting people all over the world through language.



About Hearsay.  
Want to learn Spanish in exchange for teaching someone French? This is your place. Hearsay is a global community that connects native speakers of all languages all over the world. We are kind, helpful, global citizens who are ready to help each other out.



How it works.  
We ask you a few questions, then find the best matches in your city based on your preferences. The rest is up to you: browse your matches, start a conversation, and set up a time and place to meet that works for both of you.




Why you should join.  
The fastest part of learning a new language is finding opportunities to practice it in real life, or having the confidence to do so when the occasion arises. Hearsay helps you have the very people learn from you, in context and in a situation where you can gain instant feedback.

Join Now  
Ready to meet global-minded people in your area to take your language skills to the next level? Sign up now and join our community.


IM READY TO SIGN UP

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hearsay Menu




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Connecting people all over the world through language.



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IM READY TO SIGN UP

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SIGN IN JOIN NOW

hearsay LEARN EXPLORE SIGN IN Search Search

## EVENTS


Take your talk skills to the streets.

Search Search

SHOWING SEARCH RESULTS FOR: FOOD

SORT BY ▾

SHA SHANGHAI, CHINA




May 15, 2019 at 7:00pm  
**Street Food Tour in the Former French Concession**

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BCN BARCELONA, SPAIN




April 10, 2019 at 6:30pm  
**Wine and Dine Like a Local while Speaking Spanish**

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LAX LOS ANGELES, USA




April 30, 2019 at 8:30pm  
**Eat Your Heart Out Ordering Food at LA's Hottest Food Trucks**

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TOK TOKYO, JAPAN




May 25, 2019 at 7:00pm  
**Rise Early for a Japanese-Speaking Food and Fish Market Tour**

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DEL NEW DELHI, INDIA



June 01, 2019 at 6:30pm  
**Listen, Learn and Speak in Hindi While Walking Through the Markets**

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### Let's talk goals.

What languages do you want to learn and what languages can you help someone else with?

Step 2 of 4

WHAT LANGUAGES DO YOU WANT TO LEARN? (Learn more about language proficiencies here.)

Language ▾ Proficiency ▾ +add

WHAT LANGUAGE(S) CAN YOU HELP SOMEONE ELSE LEARN?

Language ▾ Proficiency ▾ +add

WHERE DO YOU LIVE?

COUNTRY CITY

Country City

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WHERE DO YOU LIVE?

COUNTRY

Country

CITY

City

PREVIOUS NEXT

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Want to learn Spanish in exchange for teaching someone French? This is your place. Hearsay is a global community that connects native speakers of all languages all over the world. We are kind, helpful, global citizens who are ready to help each other out.

How it works.

We ask you a few questions, then find the best matches in your city based on your preferences. The rest is up to you. Browse your matches, start a conversation, and set up a time and place to meet that works for both of you.

Why you should join.

The hardest part of learning a new language is finding opportunities to practice it in real life, or having the confidence to do so when the occasion arises. Hearsay helps you learn the way people learn best-in person, in context and in a situation where you can gain instant feedback.

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Picking up a new language does not come without its challenges. Although many different educational resources already exist, they are either too costly, too inconvenient, or do not provide real-life interactions and scenarios.

Learning a new language successfully requires an active and involved effort-but it should also be affordable, convenient and fun!

That's why Hearsay was born. Want to learn Spanish in exchange for teaching someone French? This is your place. We are a global community that connects native speakers of all languages to each other. We are kind, helpful, global citizens.

How does hearsay work?

**SIGN UP**  
Fill out a simple, yet comprehensive form to join our community of hearsayers. Your answers help us connect you with the best matches, so you can start practicing a new language with a partner in no time.

**CONNECT**  
Message and connect with your matches through hearsay chat without having to share your personal email or phone number. Ready for an in-person practice session? Use the hearsay calendar tool to schedule a time and place for you and your partner, and sync it to your ical or google calendar.

**PRACTICE**  
This is the fun part! Meet with your new partner and practice speaking in a foreign language. We recommend taking turns here. You practice your language for 30 mins while your partner listens and assists, then you swap.

**TAKE NOTE**  
There's a lot to learn and remember during practice sessions and in between. Use the hearsay "notes" section to track anything you've learned during a practice session, or anything you want to remember to ask your partner next time you meet.

**MINGLE**  
Ready to take your skills to the streets and meet other hearsayers? Check out our events section to see what's going on in your city. These events are a perfect chance to practice speaking a foreign language, while socializing with like-minded people.

**EXPLORE**  
Interested in learning more about another culture, or how to best learn a new language? We've got you covered. Check out our resources section for articles on all sorts of worldly and educational topics.

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Hearsay helps you learn the way people learn best-in person, in context and in a situation where you can gain instant feedback on how you're doing. Life is a lot more interesting and rewarding when you can interact with others through language.

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LEARNING: English  
TEACHING: Spanish  
LIVING IN: El Paso, Texas USA
- MEMBER SINCE 2018  
**Natasha Lara**  
LEARNING: Italian  
TEACHING: Spanish, French  
LIVING IN: Paris, France
- MEMBER SINCE 2018  
**David Simpson**  
LEARNING: Mandarin  
TEACHING: English  
LIVING IN: Barcelona, Spain
- MEMBER SINCE 2018  
**Michael Ovalle**  
LEARNING: Russian  
TEACHING: English, Spanish  
LIVING IN: Barcelona, Spain
- MEMBER SINCE 2018  
**Valerie Lozano**  
LEARNING: Mandarin, Spanish  
TEACHING: English  
LIVING IN: Barcelona, Spain
- MEMBER SINCE 2018  
**Mimi Tan**  
LEARNING: English  
TEACHING: Mandarin  
LIVING IN: Shanghai, China

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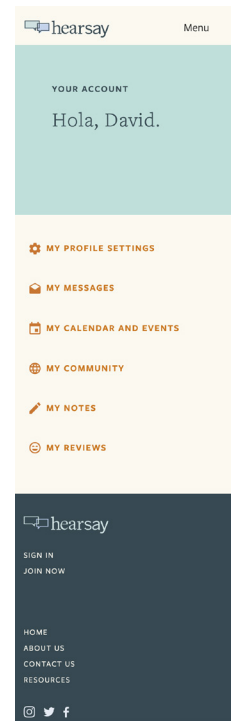
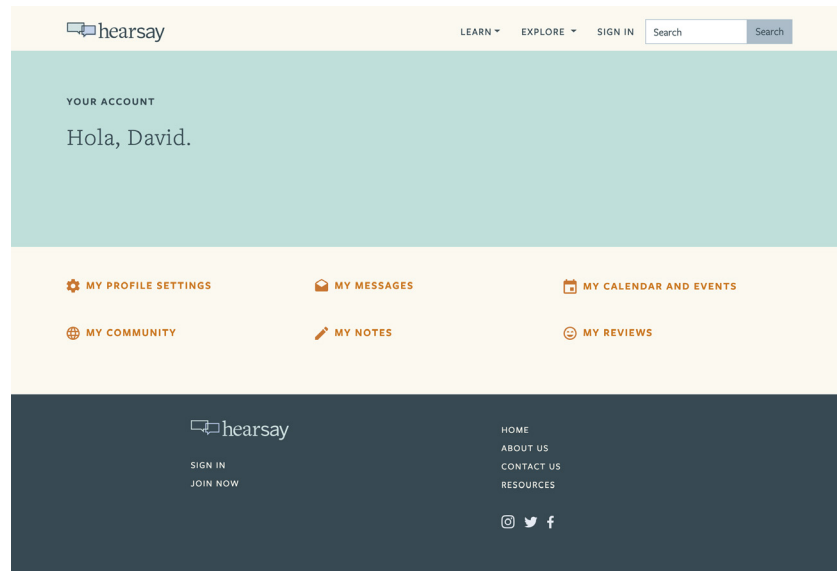
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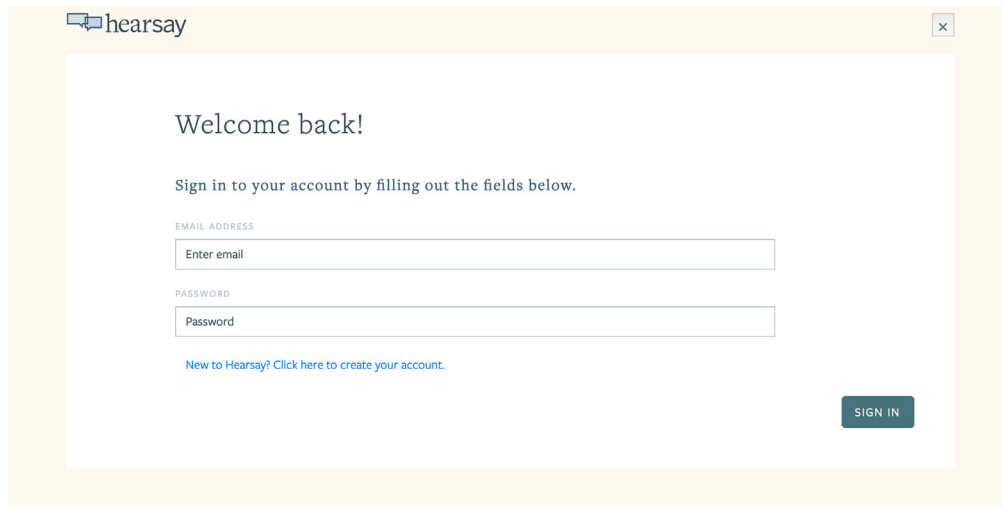
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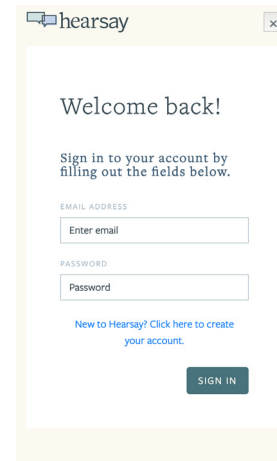
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