

A festive market scene with a man in a red apron and a woman in a blue dress. The background features colorful bunting and market stalls. The text is centered in a cursive font.

# Language & Preserving Culture

*\*\*Cultured Cardinals\*\**

# Meet the Team



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# *Languages and Festivals*





# *Additional Interviews*





# Jenny

KOREAN-CHINESE AMERICAN STUDENT

Grew up speaking only Korean

Mom always spoke Korean but Jenny spoke  
English back



## **Learnings:**

Learnt more Korean through **K-drama** than Korean school

Distant from dad because of language

# Claire

RUSSIAN MONOLINGUAL MOM

Grew up in Soviet Union

Very good at Russian; studied English throughout Education, but can't speak



## **Learnings:**

Annoyed with features like autocorrection

Turns them all off



# Brie

MID-20S, EVGR MARKETPLACE CASHIER

First-gen Latina

Main connection to Spanish through Grandma



## **Learnings:**

One's connection is a key driving force for language

Familial connections are strong with language

*Total interviews*

4 week 2 interviews

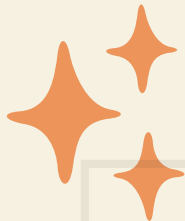
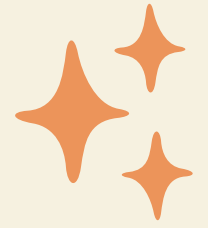
3 week 3 interviews

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7 total interviews

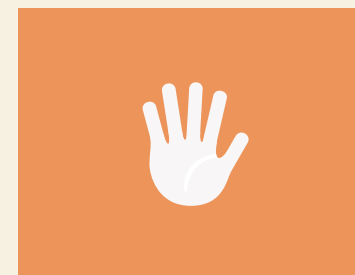


# Initial POV – Connor



## WE MET

We met a **first-generation** American father with **Cantonese roots** with his Filipina wife and toddler.



## WERE SURPRISED

to notice the father act a bit **defensive** and overconfident when explaining to us that he **doesn't know Han characters** because he doesn't want to and doesn't consider them a **hindrance**.



## WE WONDER

if when the man realized he should've taken Chinese school more seriously, he felt like it was **too late**.



## WOULD BE GAME-CHANGING

if continuous investments into one's **native** language could be a part of a **'trend'** in American pop-culture



3 revised POVs





Jenny


POV 1

# POV 1: Jenny



We met a college student - mom **Korean**, dad **Chinese**

We were surprised to learn that she felt like she learned more Korean from **K-dramas than Korean school.**

 We wonder if this suggests that learning in **non-traditional forms** is more effective than in traditional settings.

It would be game-changing if she could learn language from **entertainment.**

information to  
entertainment  
pieces

Make  
language  
learning  
leisure

who only  
understand and  
speak a language  
learn to read and  
write it

Find good  
entertainment  
content for  
learning  
languages

Help parents  
teach their  
kids multiple  
languages in  
parallel

Encourage Jenny  
and other kids  
with multicultural  
backgrounds to  
connect with their  
cultures

how might we  
make  
language  
learning a  
trend ?

Give adults the  
confidence and  
learning tools to  
become familiar  
with culture

Use  
entertainment  
to help people  
practice  
language

Help second-gens  
overcome their  
American accent  
in a foreign  
language

# HMW: Jenny

Make kids want to  
speak their  
foreign language  
to their  
parents/friends

How might we  
incorporate  
language  
learning into  
our daily lives

Merge  
entertainment  
into language  
learning (ex:  
shows, movies)


Encourage family  
to watch  
entertainment in  
their native  
language together

Make cultural  
entertainment a  
class in school  
(communications  
or social sciences)

Find good  
entertainment  
content for  
learning  
languages

Evaluate the  
teaching  
effectiveness

*How might we...*



Merge  
entertainment  
into language  
learning (ex:  
shows, movies)



## *Solution*

A global news app for language learners adjustable based on language proficiency

## *Assumption*

Reading stories in a language one is studying is encouraging if it's the right difficulty



# Experience Prototype

США очень большая страна. На севере  
США холодно, а на юге жарко. В штате  
Калифорния всегда лето и сияет  
солнце. Совсем изредка идёт дождь. **№1**

SSHA ochen' bol'shaya strana. Na severe SSHA  
kholodno, a na yuge zharko. V shtate Kaliforniya vsegda  
leto i siyayet solntse. Sovsem izredka idot dozhd'.

Easy

По пути в театр, две молодые девушки  
обнаружили, что их преследует  
незнакомец. Когда он догнал их, одна из  
девушек брызнула ему газовым  
баллончиком в лицо, и обе бросились  
бежать **№2**

Po puti v teatr, dve molodye devushki obnaruzhili, chto  
ikh presleduyet neznakomets. Kogda on dognal ikh, odna  
iz devushek bryznula yemu gazovym ballonchikom v  
litso, i obe brosilis' bezhat'

Medium

... Уже давно заслужив всеобщее  
признание и достигнув огромных  
высот, исследовательница-химик,  
проживающая в золотом штате на  
западном побережье нового мира, была  
названа лауреатом нобелевской  
премии ... **№3**


... Uzhe davno zasluzhiv vseobshcheye priznaniye i  
dostignuv ogromennykh vysot, issledovatel'nitsa-khimik,  
prozhivayushchaya v zolotom shtate na zapadnom  
poberezh'ye novogo mira, byla nazvana laureatom  
nobelevskoy premii ...

Hard



1. Rank them in order of difficulty based on % of words you knew.
2. Which one would help u the most with studying Russian?
3. How did reading each one make u feel?





# Results

About the most difficult text...

"I felt good about understanding the first 2.5 sentences and then I didn't know what was happening"

## What worked

Learnt most from the easiest paragraph

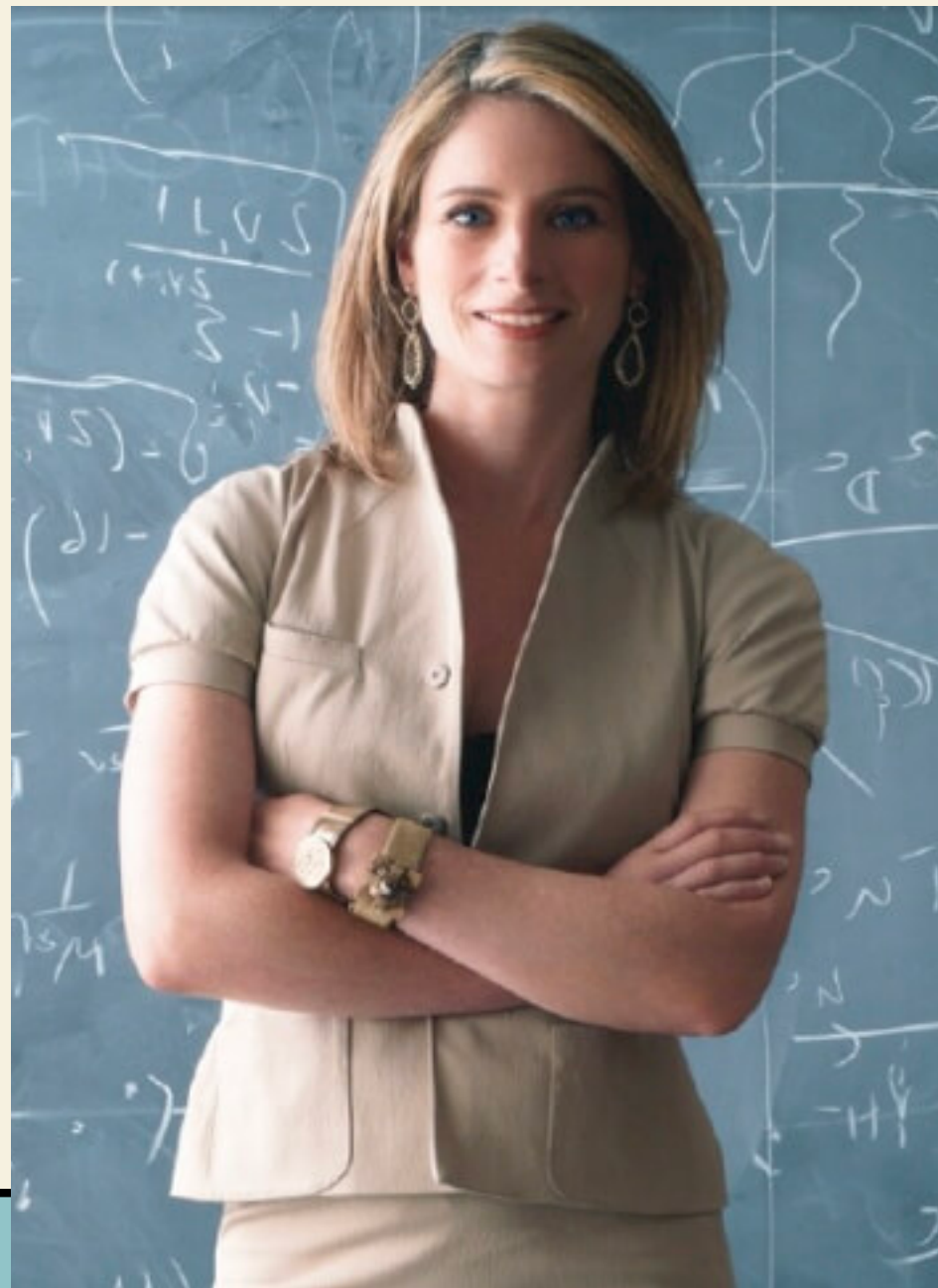
Looked scared at the difficult ones

## What didn't work

Easy is best because happened to be "short sentences" and less "complex conjugations"



Note: Stock Image



# Hallie


POV 2

# POV 2: Hallie



We met a mom who studied **Classics** and is American with **Italian** roots with a four year old son.

We were surprised that even though she studied Latin and Greek, she totally **rejected Italian** just because her **father told her to take it.**

 We wonder if this means she might have some **repulsion towards her family's native language** and is more inclined to learn “new” languages, which she thinks is cooler

It would be game-changing to make family language seem interesting and cool for **kids from a young age.**

Make family language seem interesting and cool for kids

Support parents in educating their language/culture to their kids

Create environment for kids to practice their family's native language

Motivate parents to communicate with their kids using their native language

Find a way for parents to support their kids in learning their language

Motivate parents to pass on their native language

# HMW: Hallie

Encourage kids to intrinsically want to learn more about their language/culture


How might we apply the academic lang learning approach to self-guided learning

Make language learning exciting

Illuminate the importance of language to young children

Support kids to learn languages from a young age

*How might we...*



Create an  
environment  
for kids to  
practice their  
family's native  
language



## *Solution*

An interactive experience for kids to talk to a virtual avatar in specified language

## *Assumption*

Kids will open up and be engaged by an avatar enough to keep speaking language




# Experience Prototype



Pig filter on Facetime

Talk to kids in Chinese

10 year old learning Chinese



# Results



**Assumption  
valid!**

## What worked

Spoke back in Chinese

Didn't really care about messing up - willing to try

## What didn't work

Kept laughing at the avatar

Conversation shallow





Note: Stock Image



*Brie*

POV 3

# POV 3: Brie



We met a young **Latina cashier** from East Palo Alto at EVGR Marketplace, whose **Spanish-speaking grandma** passed away.

We were surprised to learn that while she **lost** all her Spanish after the passing, she **loves singing the songs** that her grandma sang her.

We wonder if this means that these **songs** act as an eternal connection to her grandma and language.

It would be game-changing if her grandma recorded her songs in Spanish more and left them as **memories** for her granddaughter.



# HMW: Brie

make staying  
in touch with  
one's language  
less painful

Use music &  
media to pass  
on  
endangered  
dialects

Help her  
preserve  
these  
songs

how might we  
make grandma  
memories live  
on thru their  
shared language

Connect with  
people with  
similar  
dialects/backgrou  
nds. Niche  
languages

Illicit good  
memories  
through  
remembering  
the songs

how might  
we make  
heritage  
songs eternal

how might we  
make a reminder  
of her grandma's  
music and  
language in an  
app

Bring her  
grandma's  
singing  
back

Connect with  
relatives from her  
hometown /  
people who know  
her grandma

how might we  
nourish a  
connection  
with the dead  
through music

Preserve  
cultural stories  
to pass on to  
children

Make dialect  
story telling a  
part of  
children's  
learning

Support/Help  
families to  
record their  
cultural music  
and language

*How might we...*



Support/Help  
families to  
record their  
culture and  
language

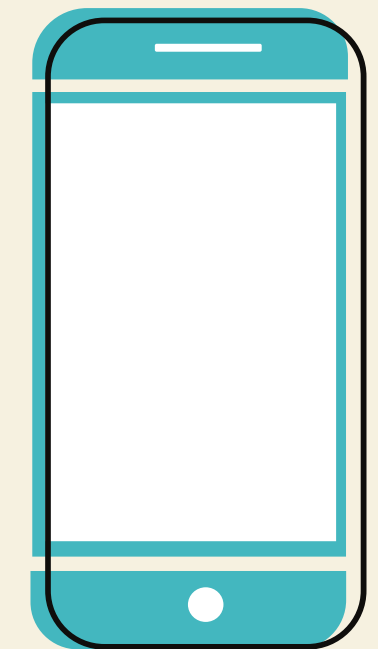


## *Solution*

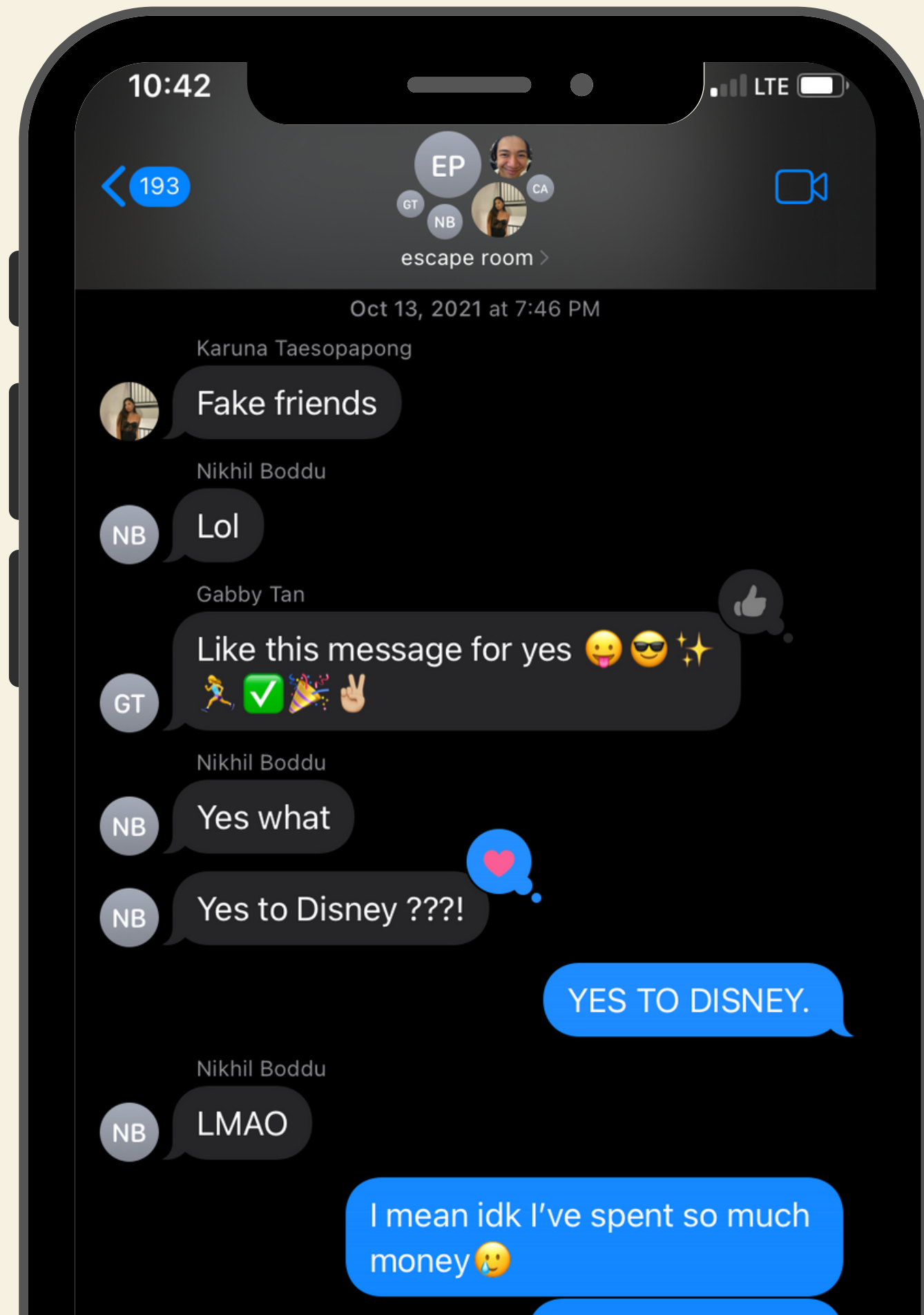
A platform that builds a footprint of your texts/calls with loved ones and replays highlights

## *Assumption*

Bringing back textual or verbal memories will evoke emotions

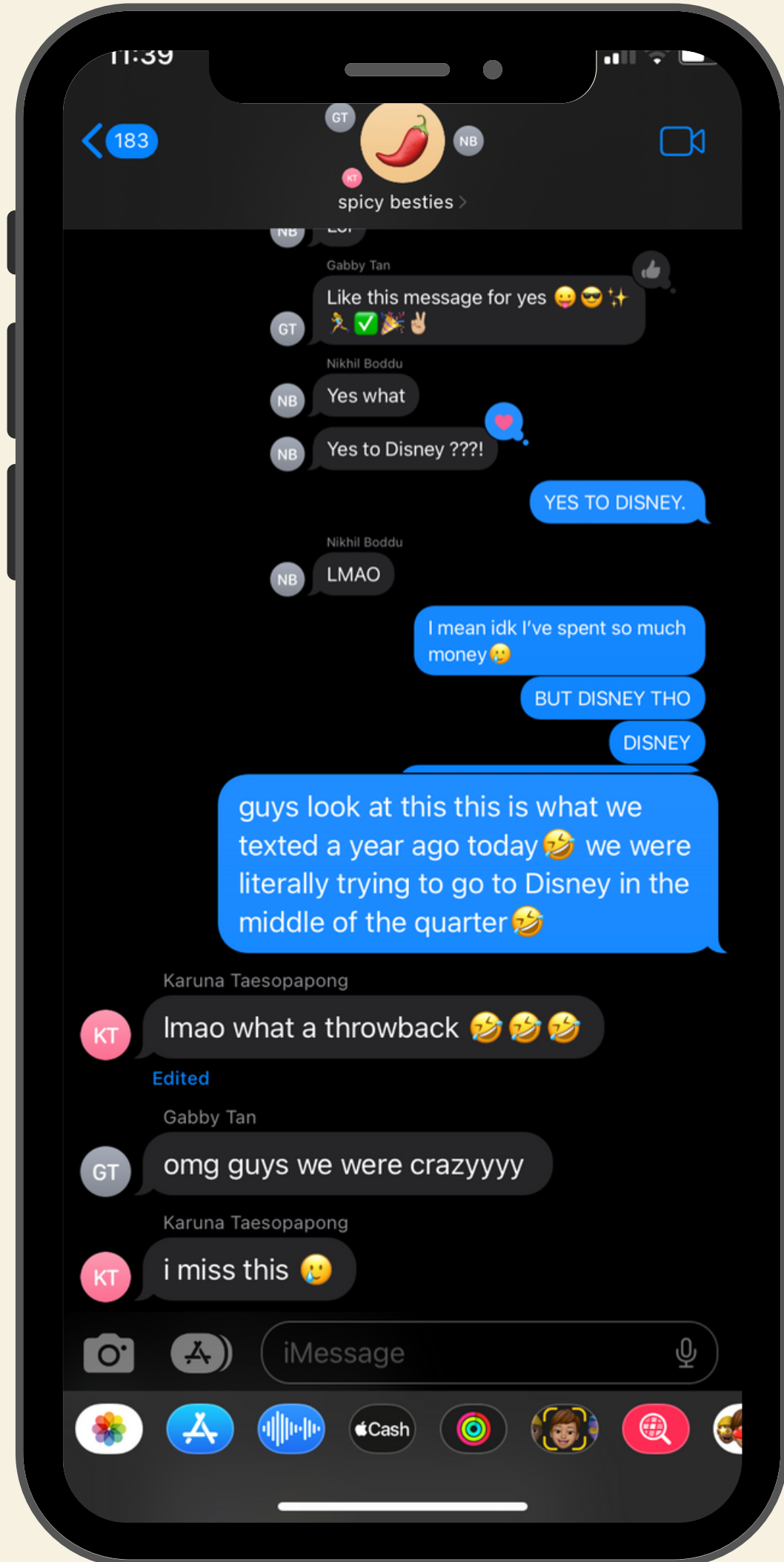


# Prototype



Sharon looked through texts from

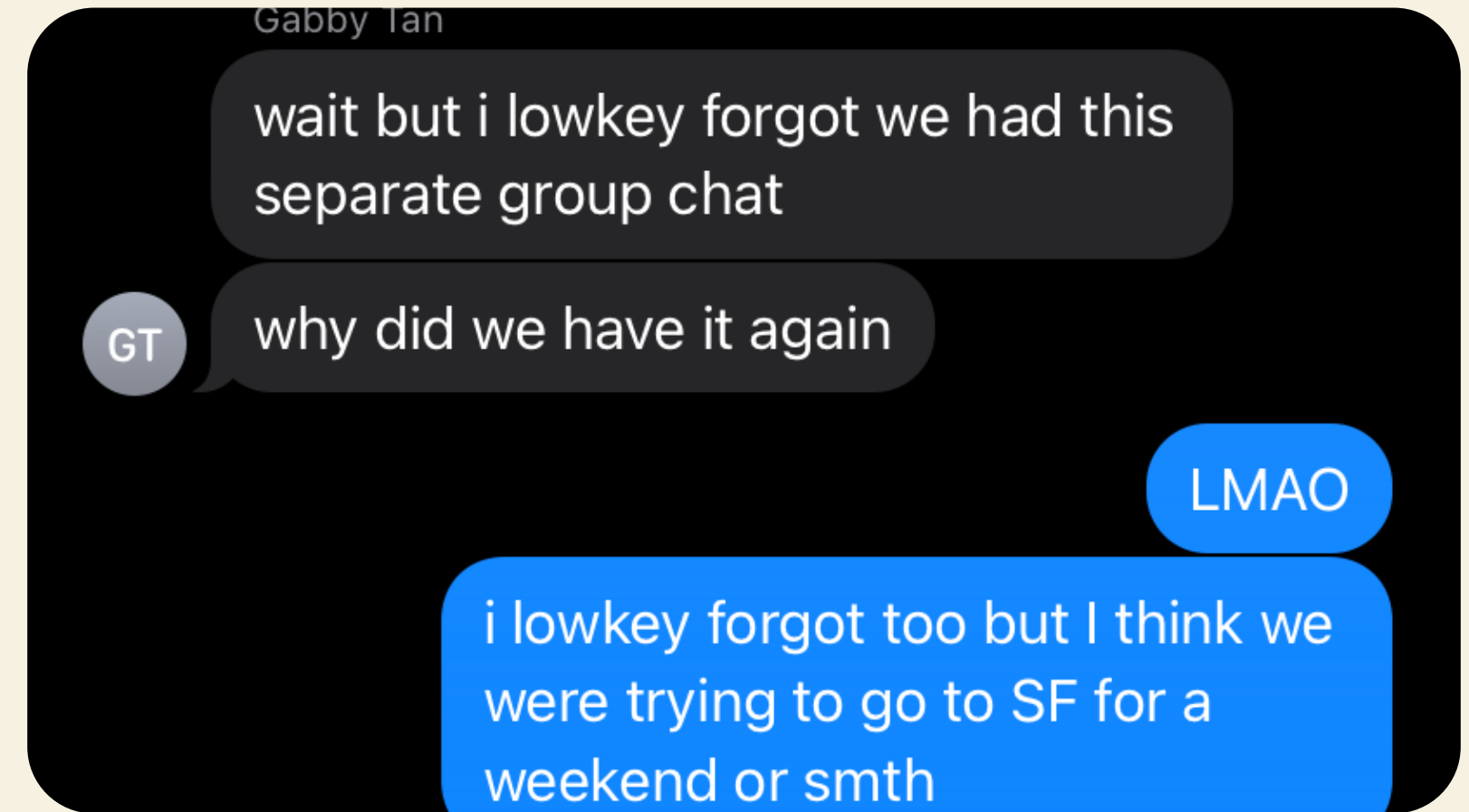
Oct 13, 2021



# Prototype


Screenshotted and sent to friends

# Prototype



Emotional responses recounting previous experiences





# Results



**Assumption  
valid!**

## What worked

Great reactions from people!

Senses of nostalgia

## What didn't work

Texts were somewhat shallow and short

# Our 3 Solutions



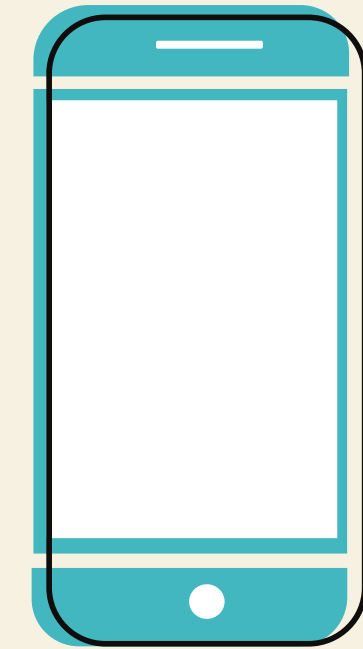
## News App w/ difficulty selection

Doesn't inspire deeper learning



## Virtual Avatar Conversations for Children

Conversational value limited

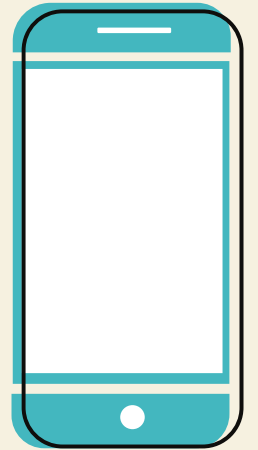


## Language Memories

Visceral positive emotions

Our chosen solution

# *Language Memories*



## **Ethical implications:**

Privacy - on device? safe?

Unhappy memories

## **Serves:**

Anyone who has texts/calls  
with close friends

## **Leaves out:**

People who aren't text-centric  
(older people)

Dude I'm sitting here nomming my apples and I keep dropping them on myself like an idiot xD

OMG fuck that Nestle place.

Leave my PSP alone >~<

I've been severely startled!

I FOUND A COSTCO BRAND SHIRT

I feel oddly sad.

omg i need to pee

Dead fish

bb ily

You should come in as my mom

OMG DIE IN A FIRE

YAY!!! Okay, go get me one I'll eat it in the tub. I'm never coming out, I'm a fish now.

i mean mod

taco taco taco

I've transcended to my true Pisces form.

ITS SO BAD

MY FOREHEAD IS GROWING

May as well kill yourself

But I'm being an aduuuuuuulllt!

IM DYING.

Wanna go out

Swish swish

OF HUNGER.

Feed me.

One of the most heartbreaking moments of my life was when I made some frozen Mac and cheese and dropped the whole container on the floor.

DONT IGNORE ME BITCH

Soup for daaaaayssss!!

I just wanted to share that with you. It still hurts me.

Dude. The Powerpuff Girls is deep.

You can't have tomato.

Idk come save me

I'm eating your sausage.

You say it, I'm not manly enough

It's too hard. You won't like it. And the other one isn't organic.

Mother of god, our children are gonna be vegan.

# What memories will you bring back?

# *Appendix*

## **Brainstorm for HMWs and Solutions:**

[https://miro.com/app/board/uXjVPNxaQRE=/  
/](https://miro.com/app/board/uXjVPNxaQRE=/)