

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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# Name and Value Proposition

## LingoSwitch

*A way to keep track of and share your language use based on your day-to-day conversations.*

# Story behind Name:

Our team landed on the name because our app helps multilingual users 'switch' between their languages and keep themselves in check of their language use patterns.

Could your value proposition be applicable to many other apps or is it particular to yours?

No, multilingual audiences are vastly underserved in the tech space. Our app also focuses on *language preservation* as opposed to more widespread language learning.

# Problem & Solution Overview

After meeting a Latina cashier at EVGR, we identified the problem that many first- / second-generation people only maintain their native language via older family members.

Our solution is to eternalize that language connection between the user and their family & friends via their 'language footprint' made of texts and calls, and provide data insight on each user's language use, thereby assisting the user to preserve their multilingualism.

# Market Research

# Duolingo

*Mission: to provide accessible  
language education*

- What worked: Duolingo attracts language learners with “gamification” of language learning
- What didn't work: Some say it's hard to move beyond beginner level of language using Duolingo
- Why our solution is unique: Our solution is unique because it focuses on preserving & analyzing your existing usage of language instead of showing new content
- Implications: We should strive for quality graphics and a good brand, also maybe an avatar like the Duolingo owl

# mSpy

*An app that allows you to see iMessage, SMS, + social media chats, as well as their date and time stamps*

- What worked: App shows texts from all messaging platforms
- What didn't work: Aggregates a lot of texts but doesn't filter/highlight messages
- Why our solution is unique: Allows users to see insights/data from messages and search for messages based on emotion, time, and topic
- Implications of our solution: Remind people of their past – touch and move people.



# Google Photo Memories

- What worked: Part of a larger ecosystem. Pushes people to interact with the feature - “4 years ago today...”
- What didn't work: Only accessible via notifications - no way to interact with it in the app itself

*A party of Google Photos*

- Why ours is unique: We built an entire app revolved around this feature, but based on language. Our app also has a social component to it and emphasizes your connection to your social circle.
- Implications of our solution: More depth about memories and defining characteristics of these memories

# Replika

- What worked: the AI is entertaining enough for people to spend their time chatting with the avatar, but has a few negative reviews too.
- What didn't work: crashes from time to time, costly feature updates, wish for more customization.

## *My AI Friend.*

- Why our solution is unique: unlike an AI chatbot, our app provides functionality to review conversations from the past and reinforced relationships with real people, not chatbots.
- Implications: we shouldn't give AI a huge role and instead build smart UX! We should also make the app customizable.

# Embedded Values

## Privacy & Informed Consent:

The app will automatically pull only text messages by default since they are already saved in the messages app. The call data sharing will be No by default, and the user will be requested explicit agreement to enable using their voice data in constructing their language footprint.

## Personalization:

If we decide to design AI-driven text/call memory presentation feature (similar to photos), then the app will personalize these based on the user and avoid harmful memories with negative sentiment.

# Tasks

## **Simple:**

User wants to monitor their language-use breakdown.

## **Moderate:**

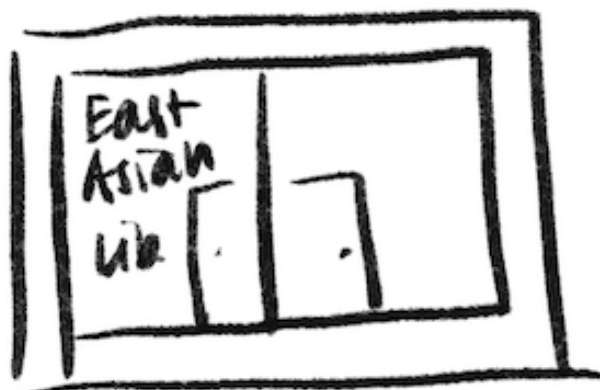
User wants to share their language-use breakdown with friends to seek out conversation partners.

## **Complex:**

User wants to easily look back at conversations they've had and seek out words / areas they need to brush up on.

# Video Storyboards

\*\* we cut some scenes at the end to keep the video shorter



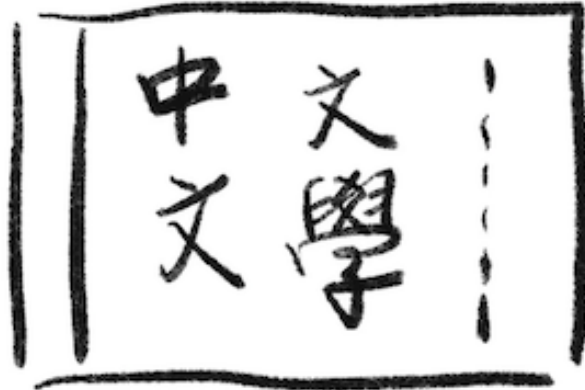
shot of lib.

①



Jess walk in (back)

②



close-up of Chinese char

③



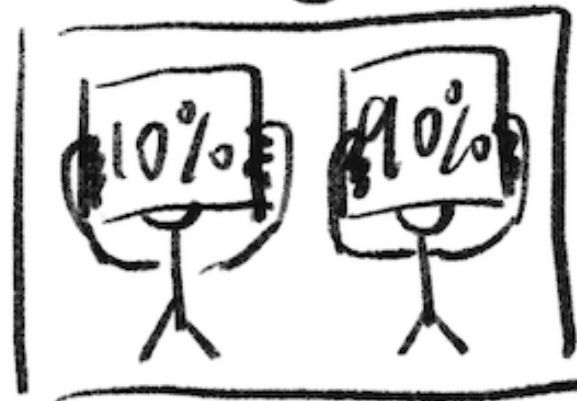
close up Jess

④



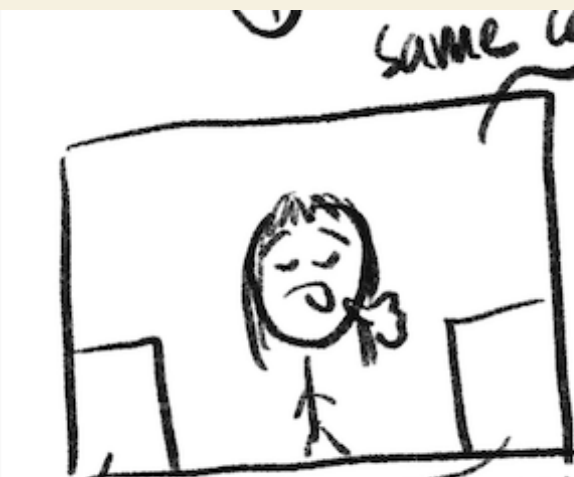
Jess speaking  
"I wonder what my  
language breakdown is"

⑤



Richi? German  
holding signs

⑥



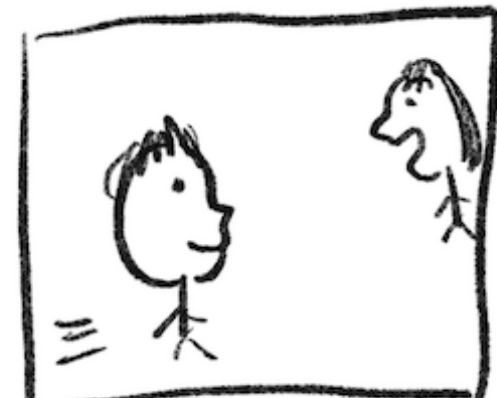
Signs from last shot  
close-up Jess  
\*sighs\*

⑦



\*turns head\*  
\*acts surprised\*

⑧



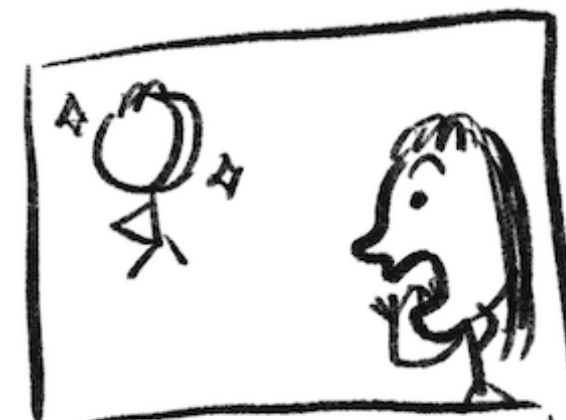
\*Richi walks past\*  
Jess in background

⑨



close up Richi  
acting confident

⑩



close up Jess shock  
Richi background

⑪



close up Jess  
\*thinking...  
"He's so cute...  
I wanna ask for  
his #"

⑫



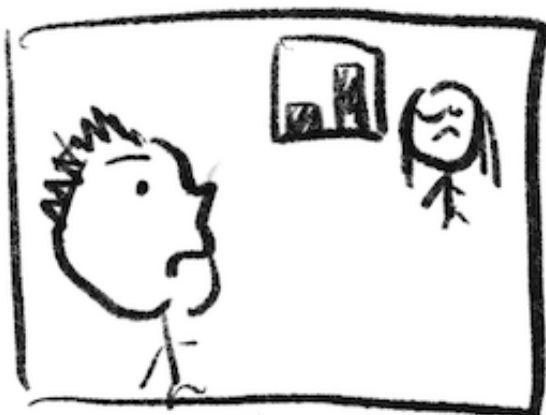
Shows Richi stat Jess at front looking

(13)



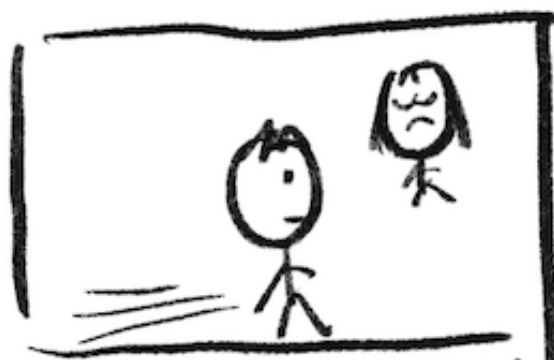
close up Jess look top left at her stats. \*sad\*

(14)



Richi looks at Jess "Oh she doesn't really speak Chinese..."

(15)



Richi walk past (front) Jess at back \*sad\*

(16)



close up Jess hands cover face

(17)



"I really hope I knew how to say # in Chinese..."

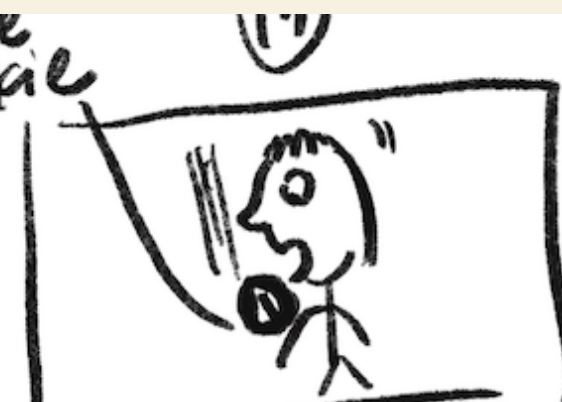
(18)

fortune.



Jess backwards. fortune cookie falls

(19)



Jess front. cookie fell on her shoulder

(20)



close up cookie on ground.

(21)

same cam shot



close up cookie and hand

(22)



Jess bend down to get cookie (back shot)

(23)



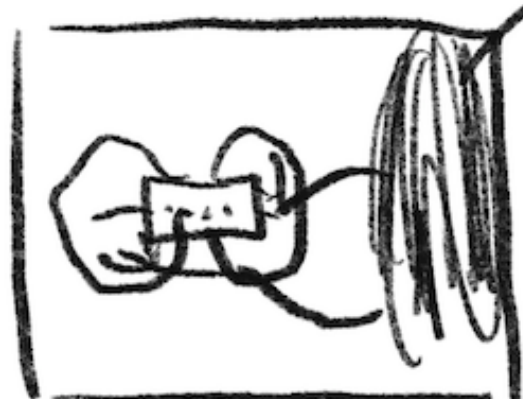
close up Jess look at cookie

(24)



Jess nips open cookie (same cam shot as 24)

24



close up cookie being nipped open

25



close up paper with words

26

Jess's head



"I know what to say to him now!"

27



\*look towards stairs\*

28



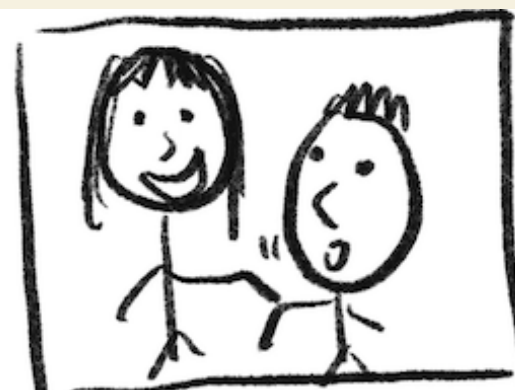
Richi walking down the stairs (back)

29



Richi walking down Jess chasing (front)

30



Jess taps on Richi (close up)

31



"I think you're uite what's ur #?"

32



Jess looks away \*shy\* Richi look at Jess and smiles

33



Richi turns head to face cam. \*smirks\*

34



35



# Youtube Link

<https://youtu.be/jjRU9ZJPv4g>