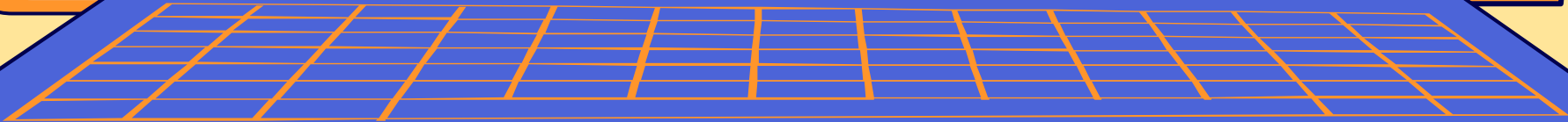
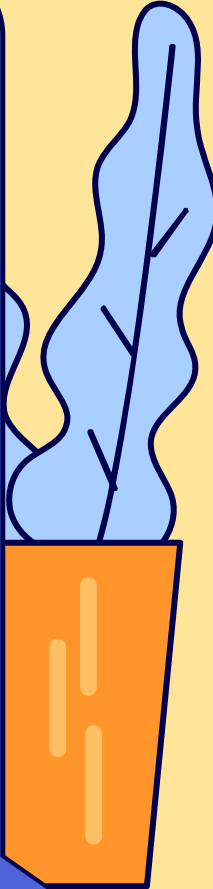


LangVRse

Immerse Yourself Beyond What You Know





01

PROBLEM/SOLUTION

Problem/Solution Overview

Problem: Immersive Language Learning Experiences do not focus on social & cultural aspects of a language.

Our solution will prepare language learners for everyday life scenarios.

Our solution will be conscious of the cultural implications of misrepresenting a language's origin and traditional practices.

Our solution will be challenging enough for learners but comfortable enough to encourage engagement.



02

MARKET RESEARCH

Market Research Value Proposition



Mondly VR

"Travel the world and learn new languages"



Wander

"Wander the world openly through the magic of VR"



Duolingo

"The free, fun, and effective way to learn a language!"



Quizlet

"The fun, fast-paced classroom learning that students love"



Google Expeditions

"Take a virtual field trip"

Market Research Problem/Solution Overview Pt. 1

- Mondly VR
 - How Solution Differs: VR-focused business trips and everyday experiences. No emphasis on culture.
 - What Has Worked: VR immersion experience.
 - What Hasn't Worked: Repetition-centered, not comprehension.
- Wander
 - How Solution Differs: Exploration-centered, but no language-learning component.
 - What Has Worked: Historical perspective feature very effective for capturing community history.
 - What Hasn't Worked: Platform not intended for language immersion.
- Duolingo
 - How Solution Differs: Popular language learning app, but has no VR/AR component.
 - What Has Worked: Vocabulary focused.
 - What Hasn't Worked: Does not help people develop conversational skills.



Market Research Problem/Solution Overview Pt. 2

- Quizlet
 - **How Solution Differs:** Focuses on flash cards and games as a form of learning and repetition.
 - **What Has Worked:** Allows for friendly competition and collaboration with others when creating flash card sets.
 - **What Hasn't Worked:** Mostly vocabulary focused, doesn't allow for student to apply words in context.
- Google Expedition
 - **How Solution Differs:** Focused on short lessons about a range of topics, rather than a progression of learning a specific topic.
 - **What Has Worked:** Very good tools, with slow speed so users can process the information, support for low bandwidth, and other nice components.
 - **What Hasn't Worked:** Doesn't have many user-interactive components (can look around the location/items), but can't make your own choices.



How Our Solution Differs

- More user-controlled learning pace
- Focus is not strictly on building a big vocabulary base, but rather practicing fluency with reading, writing, and comprehension using those basic vocabularies
- Practical day-to-day traveling activities where nearly all users can access or experience something similar (e.g. ordering an item at a store, requesting a ride) rather than a flight to the country where only a few can have that immediate experience



03

TASKS



TASKS

 **Simple**

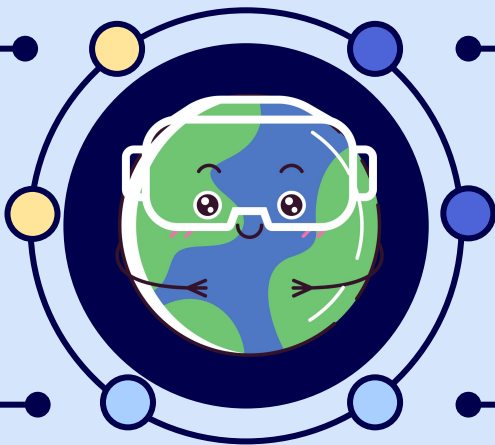
 **Moderate**

 **Complex**

Understand simple phrases in a language of interest

Understand the customs of the people who speak this language

Apply new phrases in a language of interest



Be able to answer questions and follow instructions

Hold a full conversation in a language of interest

Be able to read and write common statements



04

VALUES IN DESIGN

Values in Design

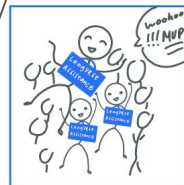
- One of our main values is **respect**, particularly respecting the culture and people behind the languages we hope to integrate in the app.
- In designing this app, we also hope to make it **accessible** to all (people from all socioeconomic, racial, visible and hidden (dis)ability backgrounds).
- We aspire to make this a tool that all people can use, making VR accessible to those it has not been allowed to before and hoping to **avoid exacerbating the current educational inequalities that exist** in the U.S. and around the world.



05

STORYBOARDING

VIDEO STORYBOARD



Team Members



Amanda Huijnh



Anna Chang



Fezaine Rodriguez






Wamer Zana Largo

Honorable Mention



LangVest



Visual Storyboard now presented in text form on Slides 11 - 16 for accessibility reasons and increased ease of access.

VIDEO STORYBOARD

First Scene - Failing the Class

Location: Flexible?

Location Suggestions: Dorm, COHO/Starbucks, TAP

Idea:

- Wilmer looks at a bunch of papers labeled “Spanish Test 1”, “Spanish Test 2”, “Spanish Test 3”, all labeled with a big red F.
- Wilmer says something like “I’m totally going to fail the final, I wish I could understand Spanish now.” / “I’m totally going to fail this final, I wish I could just immerse myself in the language and learn this today.”
- Selaine magically appears with a paper taped to her shirt that says “LangVRse Assistant”. Wilmer gets scared and tries to hide.
- Selaine says something like “So you wanna understand Spanish? Let’s go test your skills.”
- Pan over checklist with the different tasks, all not marked

VIDEO STORYBOARD

Second Scene - Ordering a Taxi

Location: Flexible?

Location Suggestions: Starbucks, Wilbur

Idea:

- Wilmer hails a taxi
- When asked where they are going, Wilmer is able to understand the question but not respond
- Selaine helps him with requesting a ride
- ****Check off simple task 1: understand simple phrases on clipboard****

VIDEO STORYBOARD

Second Scene - Trying to Order Items in Spanish

Location: Starbucks? CoHo?

Idea:

- Wilmer and Selaine walk up to the counter and sees all foods with a helpful Spanish translation
- Selaine asks Wilmer what items he wants
- Wilmer is able to point his likes and preferences, but not respond
- Wilmer is able to write simple phrases in Spanish when asked
- Selaine: "We still have a lot of work to do."

VIDEO STORYBOARD

Third Scene - Training Montage Pt. 2

Location: Flexible (just need a board to write on)

Idea:

- We try to test the second task of being able to introduce yourselves
- We see Wilmer writing things down on a whiteboard, where he is able to show that he understands and can produce simple phrases
- Wilmer hesitantly showing Selaine his answers, and they're all correct -> more confident
- Music buildup, Wilmer nervous, then Selaine checks off another thing from the list
- Cue high five and a jump of happiness
- ***Checks off moderate task 2: be able to read, write, and produce common sentences on clipboard***

VIDEO STORYBOARD

Fourth Scene - Training Montage Pt. 2

Location: Flexible

Location Suggestions: Main Quad, Tresidder

Idea:

- We see Wilmer hanging out on Main Quad with friends, holding a conversation in Spanish
- Doesn't need any help or results
- Selaine looks from afar like a proud parent lmao , and crosses last thing off the list lol
- ****Checks off complex task 3: be able to hold a conversation with others on clipboard****

VIDEO STORYBOARD

Fifth Scene - Passing the Exam

Location: Flexible

Location Suggestions: Language Corner, somewhere with an empty room

Idea:

- We see Wilmer walking into the testing room (door labeled Spanish final)
- Skip to scene where Wilmer looks very nervous waiting for teacher to pass out exams
- Wilmer walks out with a paper that has a green A on it & good improvement/good job (I know finals don't really work like this but for view)
- Wilmer leaves and sees friends from Fourth scene waiting and they skip into the sunset haha



06

CONCEPT VIDEO



THANK YOU!

LangVRse



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