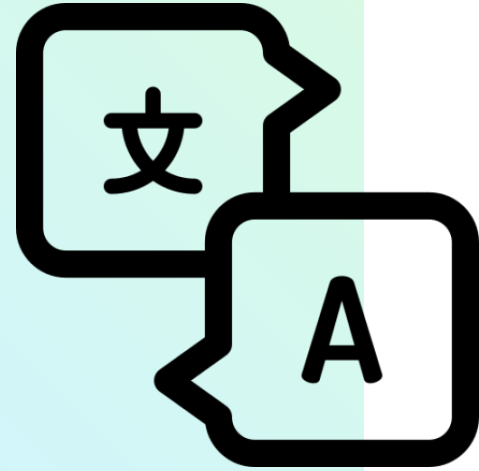


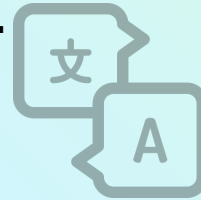
Building **Language & Cultural** Connections



CS377E Global Grand Challenges - Team 4

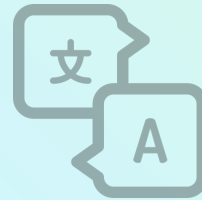
POV 1

We met Klint, a graduate student from the U.S. who enjoys traveling. We were amazed to realize that though he has a really **strong desire to connect with people from different cultures**, he has **no self-discipline to learn the languages** that would help him build those connections. It would be game-changing if we could **help Klint build deeper connections while traveling.**



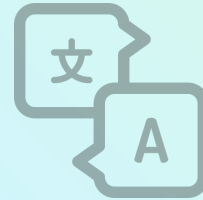
POV 2

We met David, a university lecturer from Ireland who has been working in China for the past 7 years. We were amazed to realize that his **social life and community is limited to an English-speaking minority** because of his limited Chinese proficiency. It would be game-changing to **expand his social boundaries and opportunities to include non-English-speakers.**



POV 3

We met Zixuan, a 17-year-old from China attending a pre-college program in the US. We were surprised to realize that she doesn't want to talk to people in English because **making mistakes makes her feel stupid**. It would be game-changing to help her **embrace mistakes as positive and good for growth**.



1. HMW make learners want to make mistakes?
2. HMW take the self out of language learning?
3. HMW leverage family and friends to make learners feel more empowered
4. HMW make language learning into a game?
5. HMW give learners obvious goals for learning a language?
6. HMW share the target culture better?
7. HMW create a survival situation where you have to use the language?
8. HMW provide practice opportunities that can't cause embarrassment?
9. HMW use mistakes to motivate learners?
10. HMW make mistakes more like currency?
11. HMW eliminate mistakes?
12. HMW use the mistakes of others for support?
13. HMW change what it means to "make a mistake"?
14. HMW help learners love their mistakes?
15. HMW make making mistakes sound smart?
16. HMW remove judgment from language learning environments
17. HMW drown out mistakes with the positives?
18. HMW make making mistakes fun & playful?
19. HMW encourage learners to make mistakes?
20. HMW catch mistakes and give positive feedback?
21. HMW create a safe environment to get learners to use the language they want to learn.
22. HMW incentivize purposeful or playful practices?
23. HMW turn mistakes into meaningful feedback?
24. HMW leverage learning experience?
25. HMW get learners to learn a language without the language?
26. HMW make mistakes more like cultural education?
27. HMW make mistakes more like achievements?
28. HMW make mistakes more like achievements?

53 HMWs

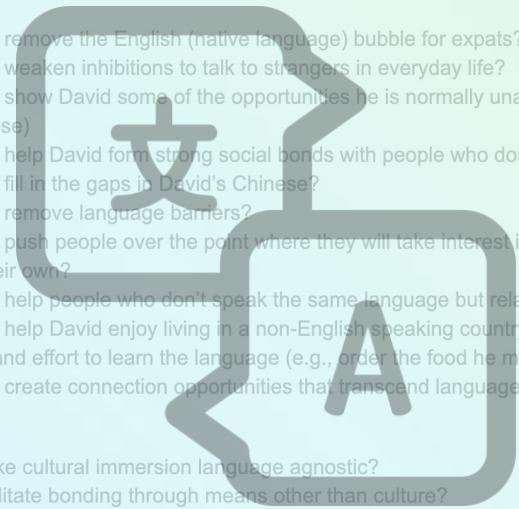
8 Categories

THEMES: MISTAKES ARE GOOD, PSYCHOLOGICAL SAFETY (NOT EMBARRASSED), ACTUALLY, WE DON'T NEED LANGUAGE, MISCELLANEOUS, MISTAKES ARE NOT BAD, FEEDBACK MOTIVATION, BUILDING COMMUNITY & CONNECTIONS

1. HMW connect people without language?
2. HMW break down insular communities?

3. HMW remove the English (native language) bubble for expats?
4. HMW weaken inhibitions to talk to strangers in everyday life?
5. HMW show David some of the opportunities he is normally unaware of? (that require Chinese)
6. HMW help David form strong social bonds with people who don't speak English?
7. HMW fill in the gaps in David's Chinese?
8. HMW remove language barriers?
9. HMW push people over the point where they will take interest in learning the language on their own?
10. HMW help people who don't speak the same language but relate to each other
11. HMW help David enjoy living in a non-English speaking country without investing a lot of time and effort to learn the language (e.g., order the food he might enjoy)?
12. HMW create connection opportunities that transcend language?

1. HMW make cultural immersion language agnostic?
2. HMW facilitate bonding through means other than culture?
3. HMW make cultural learning part of language learning?
4. HMW build strong bonds between travelers and locals?
5. HMW eliminate the embarrassment associated with not being able to speak the local language?
6. HMW make traveling more of a cultural experience?
7. HMW make traveling more of a cultural experience?
8. HMW make traveling more of a cultural experience?
9. HMW share culture without traveling?
10. HMW motivate language learners through culture?
11. HMW help language learners see language is a means to building deeper connections while traveling (e.g., knowing a language can help them better enjoy learning a culture).
12. HMW leverage one's interests in learning a different culture to build skills that can help them build deeper connections.





**MISTAKES
ARE GOOD**

HMWs

1. HMW make mistakes more like achievements?
2. HMW make mistakes more like currency?
3. HMW make making mistakes fun & playful?
4. HMW encourage learners to make mistakes?
5. HMW make mistakes more like magic portals?
6. HMW help learners love their mistakes?
7. HMW make learners want to make mistakes?

**ACTUALLY,
WE DON'T
NEED
LANGUAGE**
[dark horse]

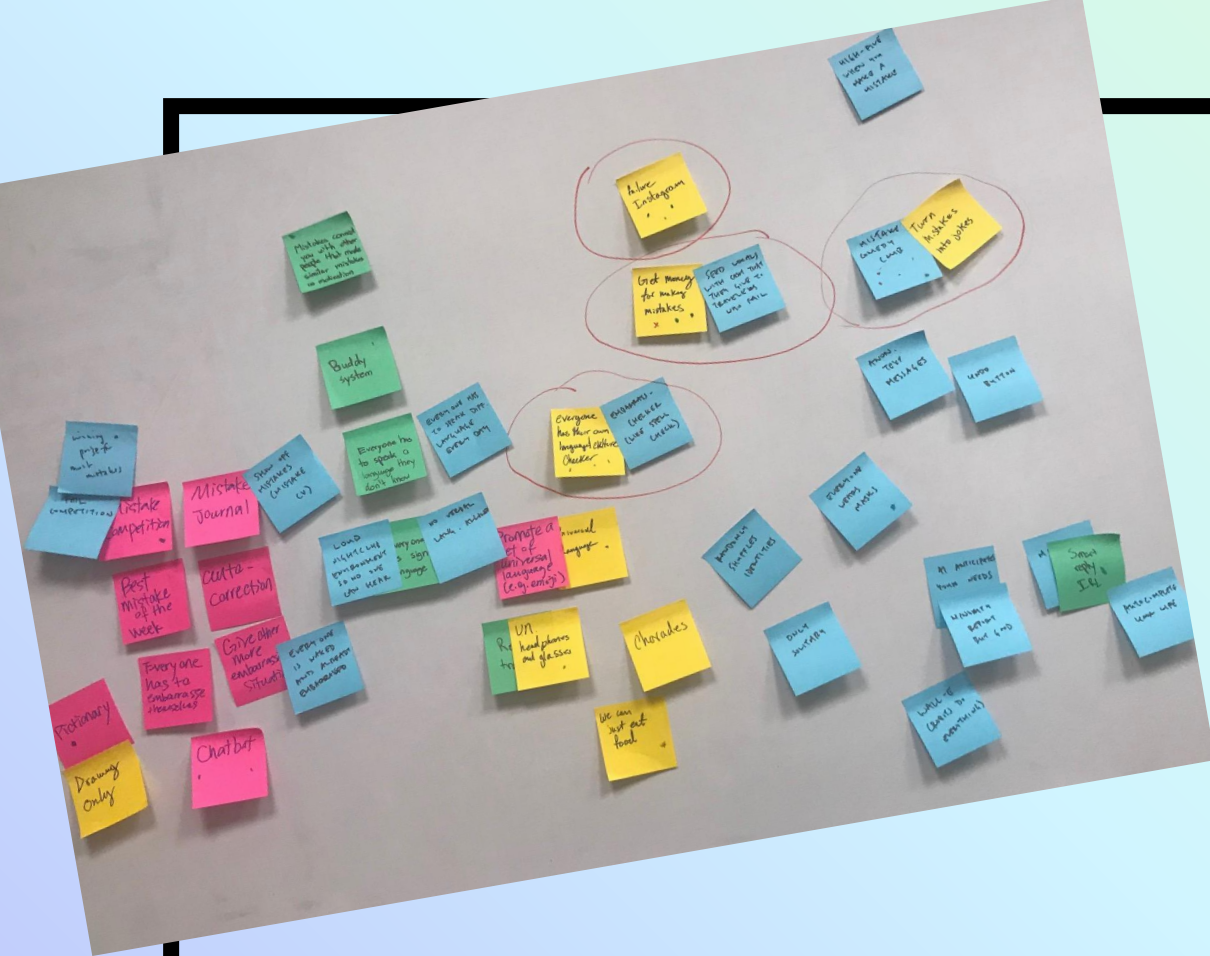
HMWs

1. HMW connect people without language?
2. HMW help David enjoy living in a non-English speaking country without investing a lot of time and effort to learn the language (e.g., order the food he might enjoy)?
3. HMW help David form strong social bonds with people who don't speak English?
4. HMW create connection opportunities that transcend language?
5. HMW make cultural immersion language agnostic?

**PSYCHOLOGICAL
SAFETY (NOT
EMBARRASSED)**

HMWs

1. HMW provide practice opportunities that can't cause embarrassment?
2. HMW create a safe environment to get learners to use the language they want to learn.
3. HMW take the self out of language learning?
4. HMW remove judgment from language learning environments?
5. HMW eliminate the embarrassment associated with not being able to speak the local language?



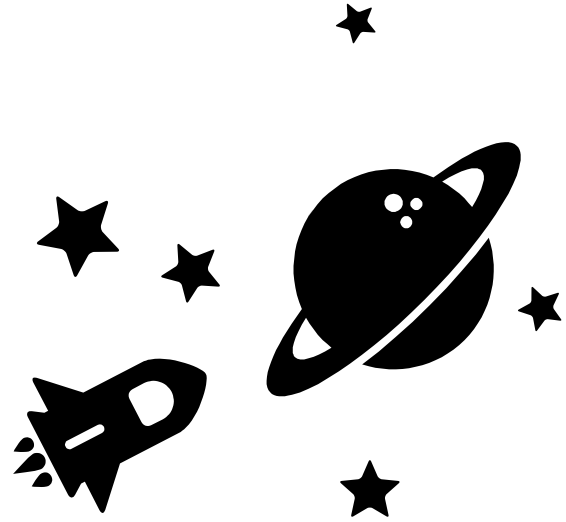
Top Three Solutions

Mistake Comedy Club

Cultural Checker

Immersive Practice

Experience Prototypes



Mistake Comedy Club



Mistake Comedy Club

Goal: Change the perception of making a mistake



Assumption: People are more likely to share after seeing other stories

Observed: What we expected!



Assumption: User stories are based on **emotional** similarity of other stories

Observed: User stories are based on **contextual** similarity of other stories

Cultural Checker





Cultural Checker

Goal: Avoid embarrassments from violating cultural norms through the use of a cultural checker

Assumption: Not knowing unspoken rules can be a source of embarrassment and a cultural checker can be helpful



“

This is like the most painful thing while traveling abroad... **there are all these cultural traditions, norms that people don't talk about. They just assume that you know things. And if you don't, it is just embarrassing.** Nobody is gonna tell you ... like ... everything





Cultural Checker

Interesting Observations:

- Asked a lot of questions **upfront**, as well as **between** interactions
- Asked about online reservation and tried to **confirm** calculated amount of tips with the checker
- **proactively** follow the local norms once they knew about it.
- Users would like to know the **why** behind the customs

Cultural Checker

Insights

Users **wanted** to have this tool:

- “I need this thing”
- “I would be very happy to have it”



Both suggested they probably would have done some research before going to a foreign country,



Cultural Checker Insights

... **but** having a checker is **different** from just reading online articles

- **“just-in-time feedback”**
- Give a **whole debrief about a specific situation** before initiating an interaction
- **Reminders**
 - “There are probably cultural things that I’m used to that I might revert back to do it if I’m not reminded about it”

Immersive Practice



Immersive Practice

Goal: Build confidence, motivation and practical language skills through goal oriented virtual scenarios

Assumption: Practicing non-typical situations will challenge learners in unique ways.


Observed: Non-typical situations quickly uncover important gaps in language skills and Vocab



Immersive Practice Insights

We thought people might be shy or embarrassed.
Turns out, **NOT** at all!




Participants  responded to real time feedback

Repeating what they said with corrected grammar was a useful tool

Gestures are important



Both participants used their hands and full body to act out things

In the real world Google translate isn't enough often the direct translations don't make sense in the context, and some translations (like names of snakes) are unknown. **Meta communication strategies** were needed. 

“ Going to the mechanic in this new country made me feel like a baby... it's like what they say I assume it's right. If they are asking more money I would accept assuming it is correct



Thanks