

Needfinding Plan and Discussion Guide

- Focus of your team's research: AI for language learning
- Target interviewees: Second/foreign language learners, teachers, parents of learners, people who failed to learn languages
 - Screening criteria: Broad
 - Number of participants in each category: 5
- Recruiting plan
 - Personal connections, social networks
 - Connections to school in China
 - English for Foreign Students program at Stanford
 - Visiting scholars and their relatives
 - Habla
- Logistics
 - Length of interviews: 20 minutes
 - Who will be conducting them, observing: Conducting in the native language when possible (e.g. native speakers of Chinese = conduct the interview in Chinese)
 - Any equipment needed (cameras, recorders, etc): Notes, audio recording
 - A mix of in-person and remote, successful and failed

Discussion guide (Early Draft)

- Topics to cover
 - Their experience with learning English (what worked/what didn't work)
 - Importance/motivation for learning English
 - Pain points with current apps
 - Hardest thing to learn
 - Favorite educational apps
- Specific questions
 - What parts of the language learning process can you currently do well with apps?
 - What parts of the language learning process do you need other people for? What kinds of people do you need? (Teachers? Conversation partners?)