

SMAC 2016



talkfest

THE ONLY CAMPUS BASED
CONVERSATION EXCHANGE APP

LANGUAGE IMPORTANCE

LANGUAGE IMPORTANCE

- Insight in other cultures

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- Insight in other cultures
- Help us communicate

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- Help us communicate
- Challenge us intellectually

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- Increase employability

LANGUAGE IMPORTANCE

- Insight in other cultures
- Help us communicate
- Challenge us intellectually
- Increase employability
 - CBI/Pearson survey, “nearly half of business acknowledge today a need of language skills”.

CONVERSION EXCHANGE

CONVERSION EXCHANGE

- Barter knowledge of a language

CONVERSION EXCHANGE

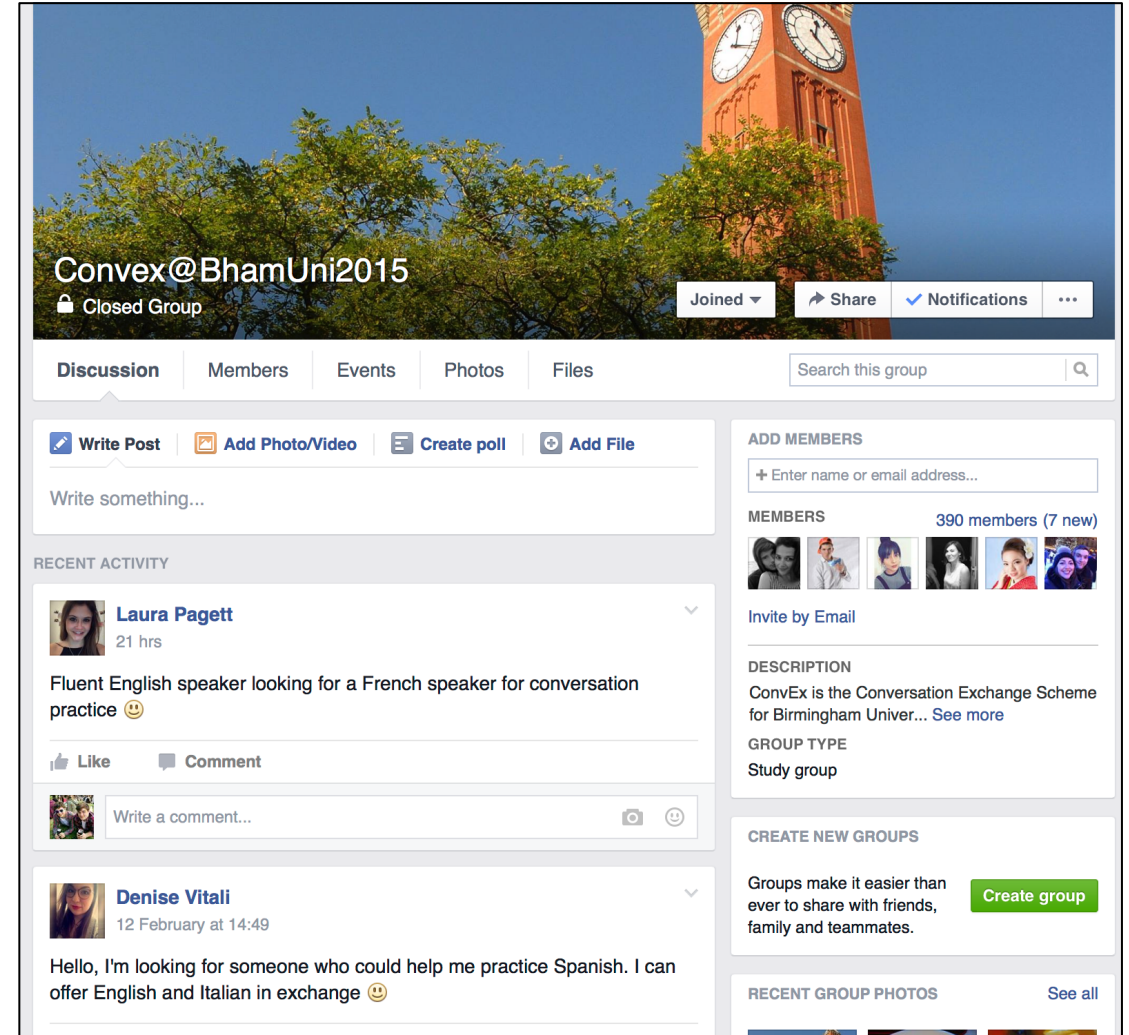
- Barter knowledge of a language
- Personal setting = relaxing learning environment

CONVERSION EXCHANGE

- Barter knowledge of a language
- Personal setting = relaxing learning environment
- Verbal interaction central

CURRENT OPTIONS

FACEBOOK GROUP



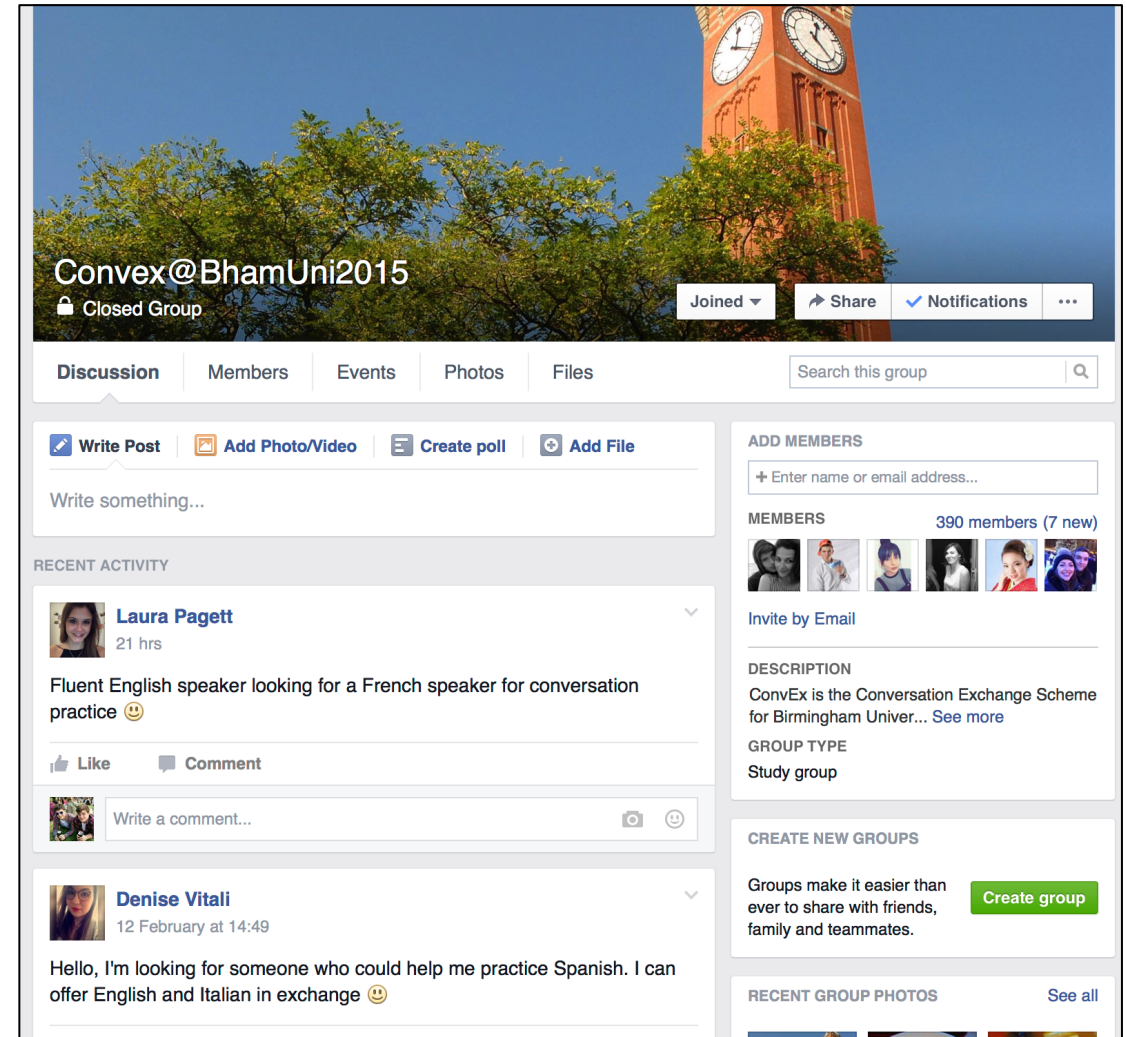
The screenshot shows the Facebook group page for "Convex@BhamUni2015". The group is a "Closed Group" with 390 members (7 new). The page features a cover photo of a clock tower and a navigation menu with options like "Discussion", "Members", "Events", "Photos", and "Files". A search bar is present for finding content within the group. Below the navigation, there are options to "Write Post", "Add Photo/Video", "Create poll", and "Add File". The main content area displays "RECENT ACTIVITY" with two posts:

- Laura Pagett** (21 hrs): "Fluent English speaker looking for a French speaker for conversation practice 😊".
- Denise Vitali** (12 February at 14:49): "Hello, I'm looking for someone who could help me practice Spanish. I can offer English and Italian in exchange 😊".

On the right side, there are sections for "ADD MEMBERS" (with a search input), "MEMBERS" (showing 390 members), "DESCRIPTION" (ConvEx is the Conversation Exchange Scheme for Birmingham Univer...), "GROUP TYPE" (Study group), "CREATE NEW GROUPS" (with a "Create group" button), and "RECENT GROUP PHOTOS" (with a "See all" link).

FACEBOOK GROUP

- Not efficient



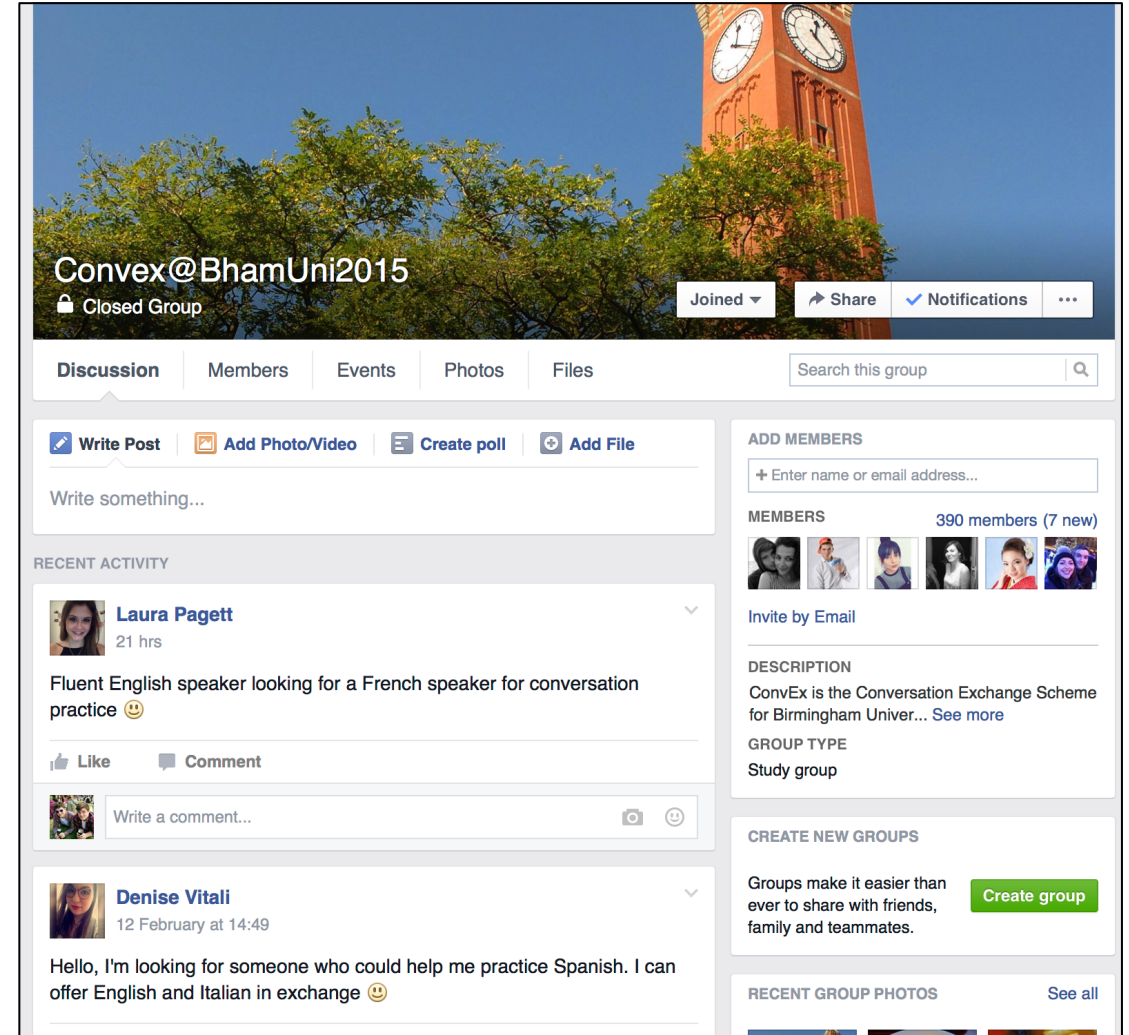
The screenshot shows a Facebook group page for "Convex@BhamUni2015", which is a closed group. The page features a cover image of a clock tower. Navigation tabs include Discussion, Members, Events, Photos, and Files. A search bar is present for the group. The main content area includes a "Write Post" section with options to add photos, videos, polls, or files. Below this is the "RECENT ACTIVITY" section, showing two posts:

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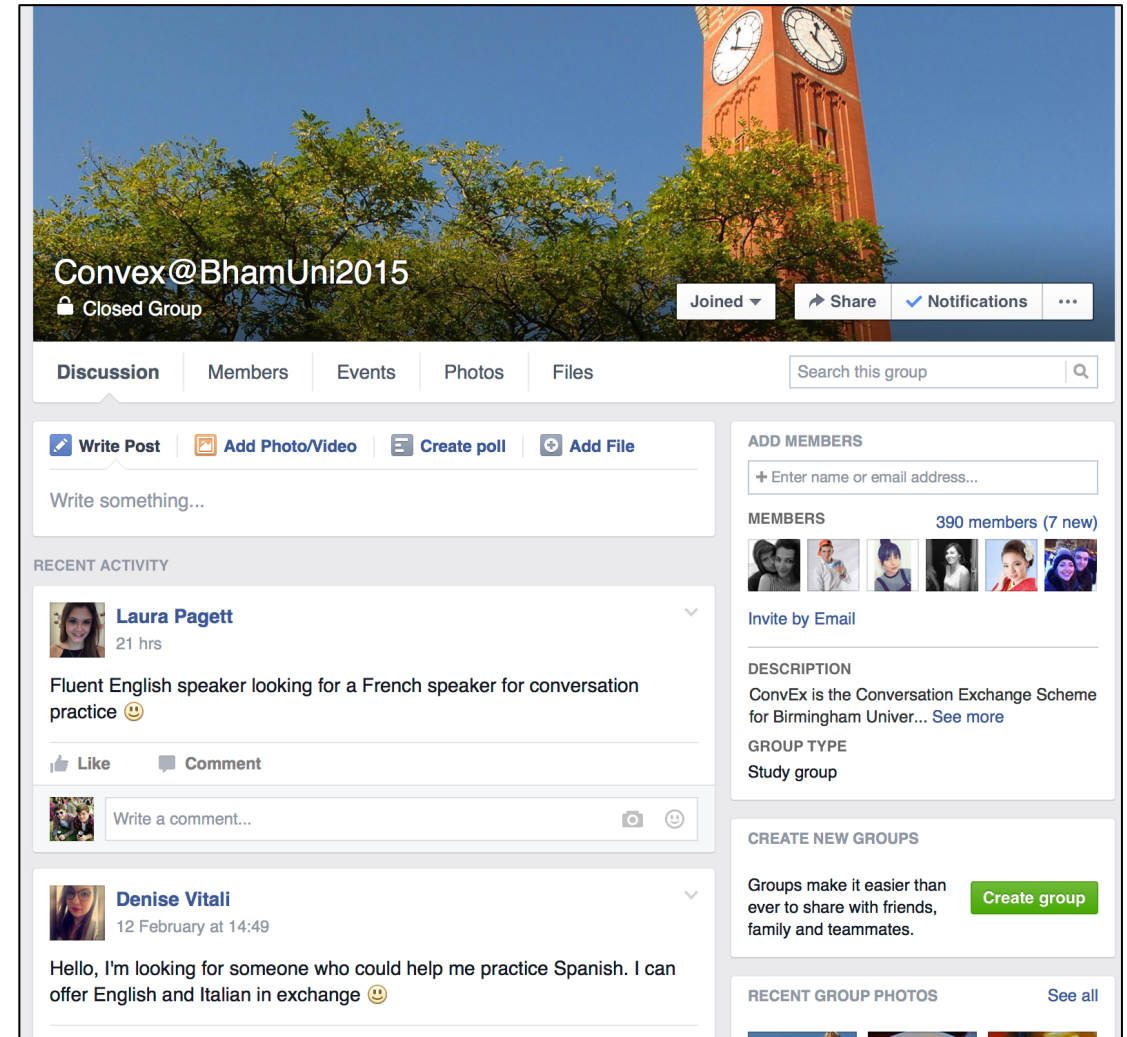
FACEBOOK GROUP

- Not efficient
- Limited by Facebook



FACEBOOK GROUP

- Not efficient
- Limited by Facebook
- Post get buried and forgotten



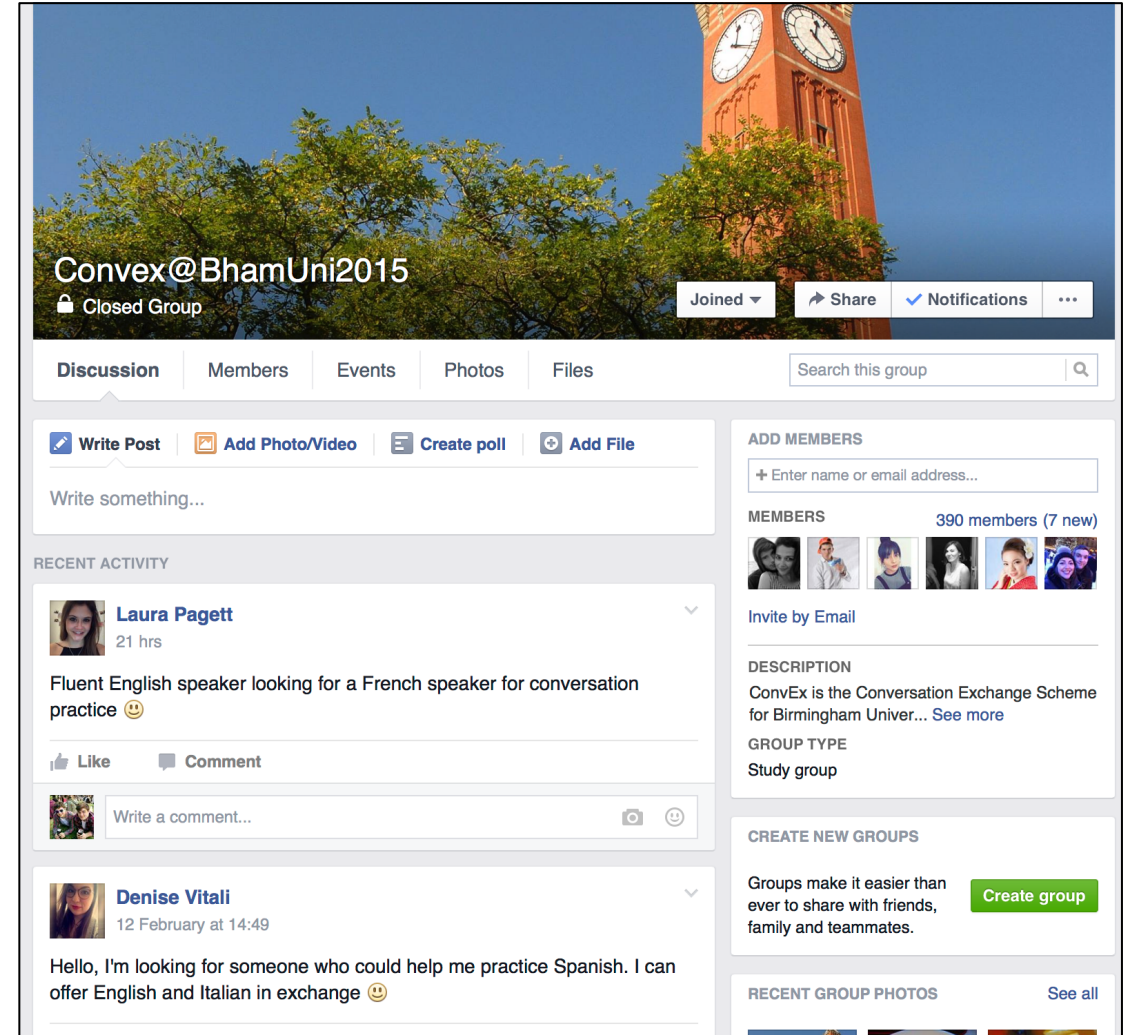
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FACEBOOK GROUP

- Not efficient
- Limited by Facebook
- Post get buried and forgotten
- Unpopular





Sydney  😊 feeling happy.

11 October 2015

Hi:) I am native CHINESE speaker and looking for an ENGLISH or a FRENCH native speaker. We can help each other!!!

 Like

 Comment

 Yamamoto Alice



Write a comment...



Alexander 

11 October 2015

Hello, I'm from Spain, I have little time working in Birmingham. I'm looking for someone to learn English. If you want to learn Spanish, we can exchange. Thanks;

 Like

 Comment



Write a comment...



Azusa 

11 October 2015

Hello. I'm a native Japanese speaker. I really would like to make friends who can help me to improve my English. I can also help you if you want to study normal Japanese and Kansai ben. I'm looking forward to your reply



 Like

 Comment

 Yamamoto Alice



Write a comment...



BUDDY SCHEME

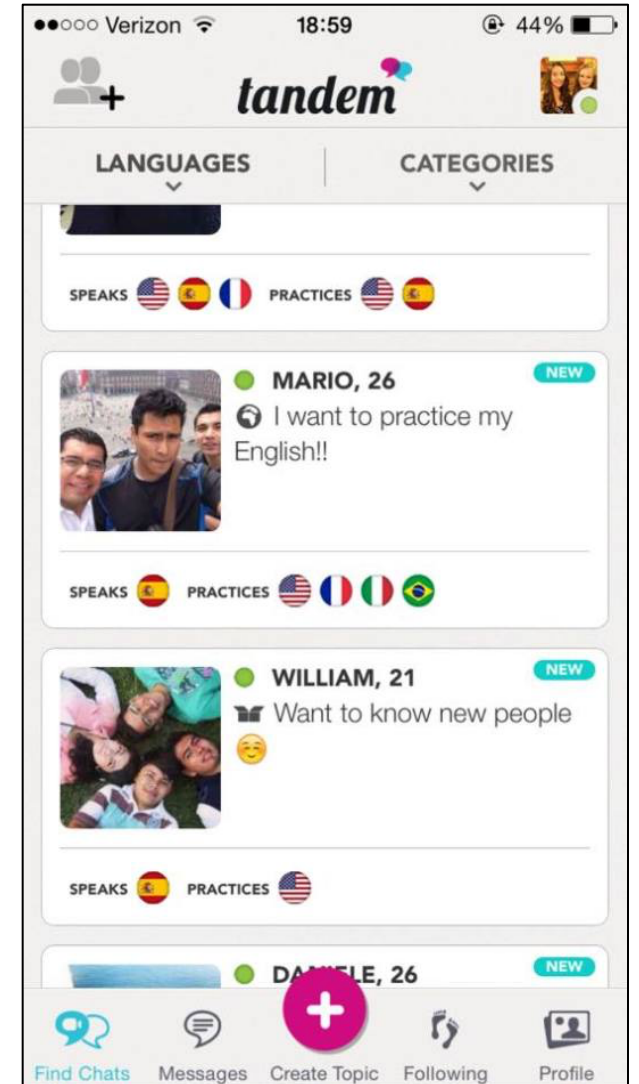
BUDDY SCHEME

- Limited to Modern Language students

BUDDY SCHEME

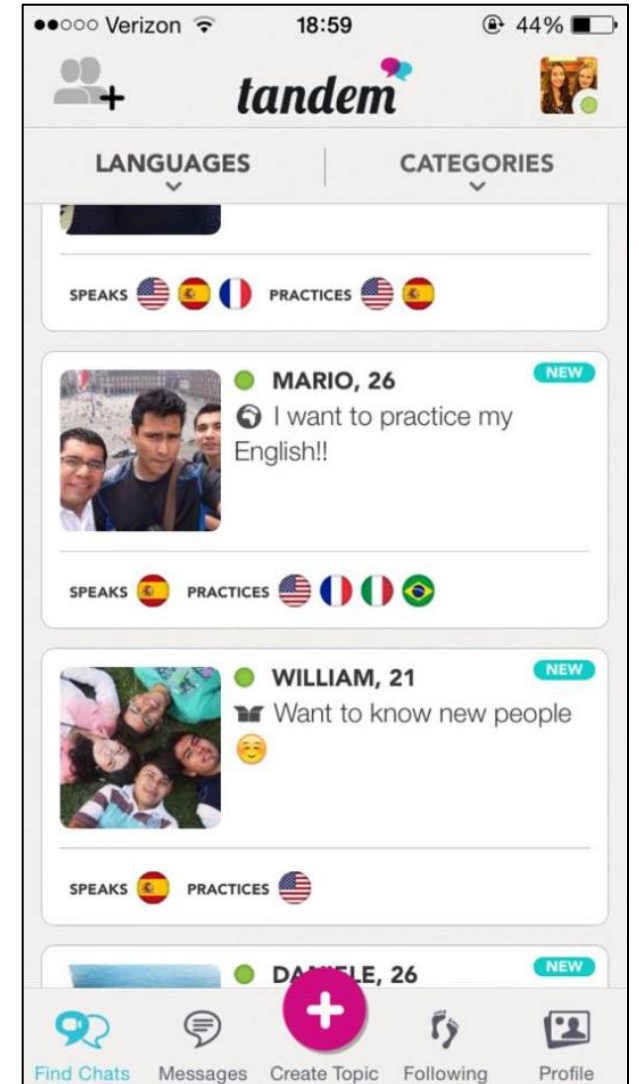
- Limited to Modern Language students
- Only 1 student

TANDEM



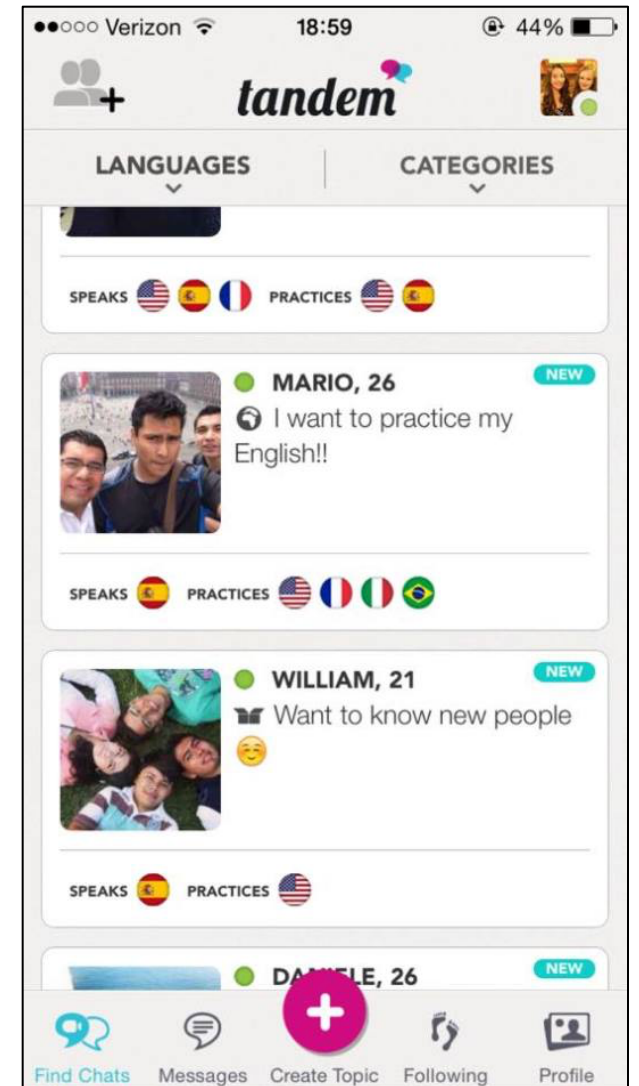
TANDEM

- Confusing



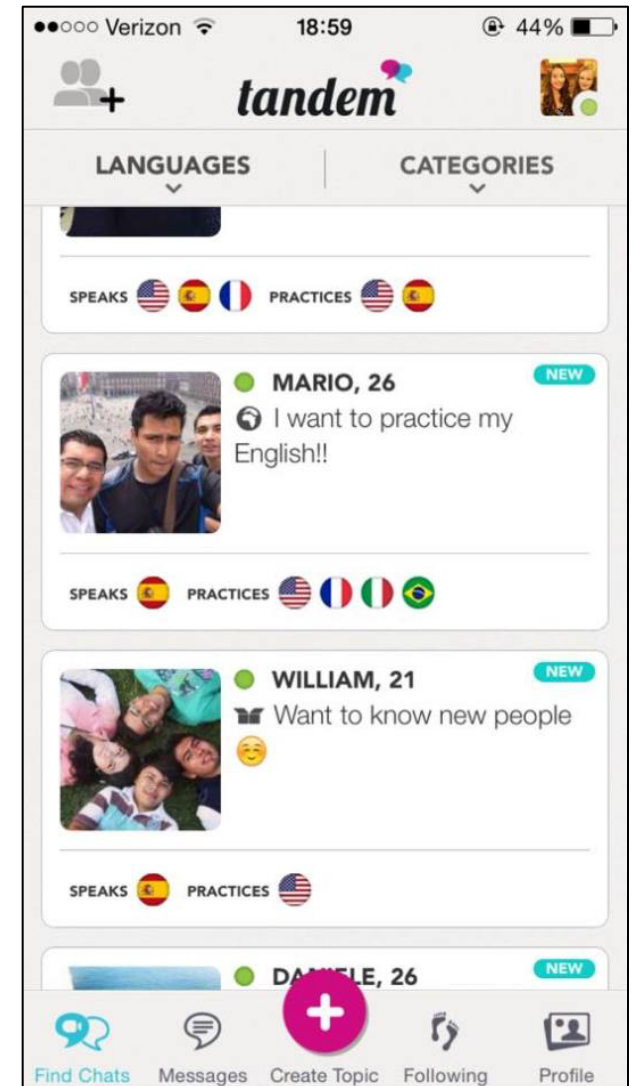
TANDEM

- Confusing
- Unsafe



TANDEM

- Confusing
- Unsafe
- Based on radius



MARKET RESEARCH

FIRST SURVEY



TALKFEST Student survey 1

Do you take part in the conversation exchange program?

I'm on the page but still haven't used it.

If yes, do you like the way it works? Would you change anything about it?

If not, have you ever heard about it? Or did you know about it but didn't use it?

I once made a post but no one replied, as it then got lost by all the new posts coming in. After that I couldn't be bothered to continue on posting.

Do you like the idea of replacing the Facebook page with an app, which instead of hoping someone will see your post it will automatically match you with other people?

Yeah why not! It definitely solves the main problem, and I'm sure many more people would use it as they don't have to bother finding people or having the risk of not being seen.

What would you like to see in the app?

Just an easy-to-use app that does what it says.



TALKFEST Student survey 1

Do you take part in the conversation exchange program?

-haven't

If yes, do you like the way it works? Would you change anything about it?

-

If not, have you ever heard about it? Or did you know about it but didn't use it?

- never heard

Do you like the idea of replacing the Facebook page with an app, which instead of hoping someone will see your post it will automatically match you with other people?

- it will be nice to add new functions and ideas in, instead of being limited by Facebook. If there is such an app, I would like to have a try.

What would you like to see in the app?

- it would be nice to use profile to match people have similarity. Keep it simple and easy, not complicated.

FINDINGS

FINDINGS

- Not aware of Convex program

FINDINGS

- Not aware of Convex program
- No engagement

FINDINGS

- Not aware of Convex program
- No engagement
- Not aware of how to set one up

FINDINGS

- Not aware of Convex program
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- Not aware of how to set one up
- Two hours of language learning per week

FINDINGS

- Not aware of Convex program
- No engagement
- Not aware of how to set one up
- Two hours of language learning per week
 - not enough to practice speech

FINDINGS

- Not aware of Convex program
- No engagement
- Not aware of how to set one up
- Two hours of language learning per week
 - not enough to practice speech
- App would be easy way to set this up

APP

APP

- SIMPLE

APP

- SIMPLE
- INTUITIVE

APP

- SIMPLE
- INTUITIVE
- EFFECTIVE

SECOND SURVEY



TALKFEST Student survey 2

Have a look at the app:

<https://popapp.in/w/projects/56b2b0c0990528ba5ecdfb22/preview>

Do you like the app?

It looks great! And really like the fact that it looks so simple! Really like the fact that you can specify the language level!

What would you add/remove?

I would add a rating system, so that if someone isn't good, is late, or rude, people will be able to know before. This would also create a trust system, so I would be much more inclined meeting a stranger.



TALKFEST Student survey 2

Have a look at the app:

<https://popapp.in/w/projects/56b2b0c0990528ba5ecdfb22/preview>

Do you like the app?

-yes, it is good. Achieve the purpose and is very intuitive.

What would you add/remove?

-personalise profile with picture, so that people can recognize each other when they meet.

FINDINGS

FINDINGS

Liked

FINDINGS

Liked

- Clear design

FINDINGS

Liked

- Clear design
- Simplicity

FINDINGS

Liked

- Clear design
- Simplicity

Wanted

FINDINGS

Liked

- Clear design
- Simplicity

Wanted

- Reviews

FINDINGS

Liked

- Clear design
- Simplicity

Wanted

- Reviews
- Profile picture + description

TALKFEST

talk·fest
(n. Informal)

A lengthy, often enjoyable conversation or discussion.

- thefreedictionary.com

DEMO

CONCLUSION

CONCLUSION

- Simple + effective

CONCLUSION

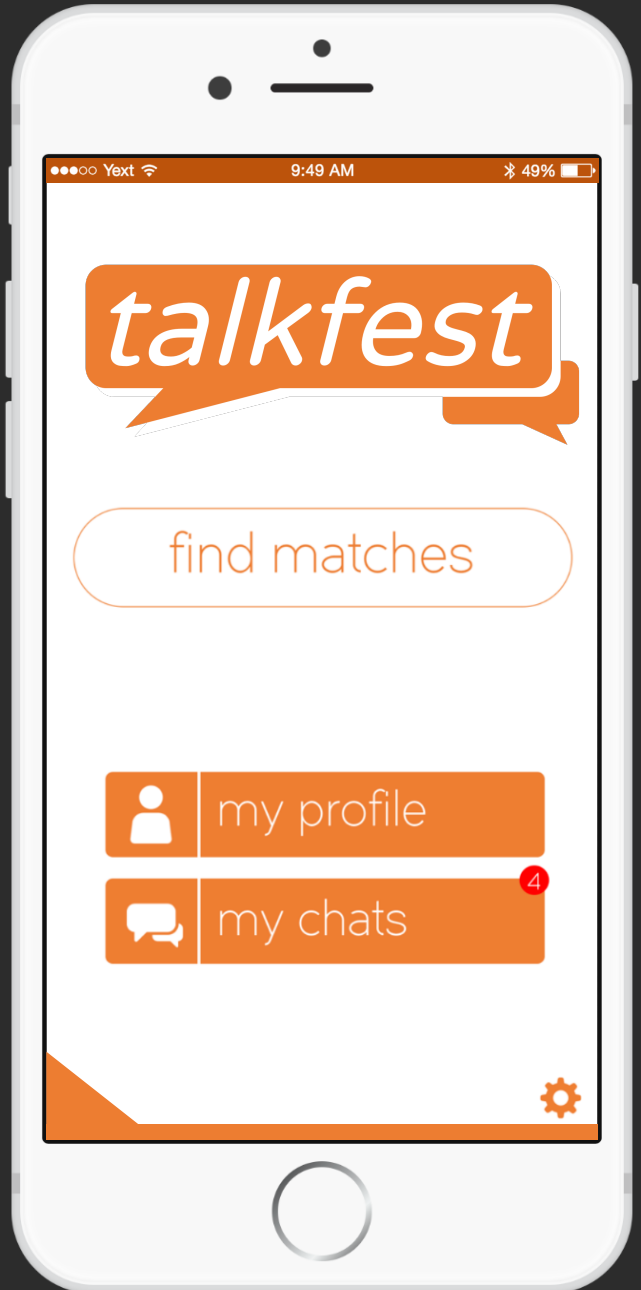
- Simple + effective
- Campus based = safe and engaging

CONCLUSION

- Simple + effective
- Campus based = safe and engaging
- Modern language dept. endorsement
 - Clelia Boscolo, Monica Borg, Paolo Deventura, Mariela Knowles, Paola Corti

CONCLUSION

- Simple + effective
- Campus based = safe and engaging
- Modern language dept. endorsement
 - Clelia Boscolo, Monica Borg, Paolo Deventura, Mariela Knowles, Paola Corti
- Improve language learning experience at Bham and other unis



talkfest

find matches

 my profile

 my chats 4

