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
LANGUAGE IMPORTANCE

• Insight in other cultures
• Help us communicate
• Challenge us intellectually
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• Insight in other cultures
• Help us communicate
• Challenge us intellectually
• 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
FACEBOOK GROUP

• Not efficient
FACEBOOK GROUP

- Not efficient
- Limited by Facebook
FACEBOOK GROUP

• Not efficient
• Limited by Facebook
• Post get buried and forgotten
FACEBOOK GROUP

• Not efficient
• Limited by Facebook
• Post get buried and forgotten
• Unpopular
Sydney: feeling happy.
Hi:) I am native CHINESE speaker and looking for an ENGLISH or a FRENCH native speaker. We can help each other!!!

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;

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 😊
BUDDY SCHEME
BUDDY SCHEME

• Limited to Modern Language students
BUDDY SCHEME

• Limited to Modern Language students
• Only 1 student
TANDEM

• Confusing
TANDEM

• Confusing
• Unsafe
TANDEM

- Confusing
- Unsafe
- Based on radius
MARKET RESEARCH
**FIRST SUVEY**

**TALKFEST**
Student survey 1

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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?

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- 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 on 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.
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
• No engagement
• 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/56b2b0c0990528ba5ecd6b22/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/56b2b0c0990528ba5ecd6b22/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

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
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

SMAC 2016
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