Lingual language app

Project notes

This is an app for people who want to learn languages. The theme is very 'Lord of the Rings' magical world. Badges like "Word Wizard" are obtained when the user acquires a certain amount of Ling-gems (gems equal words in the word bank).

Note

I would suggest going even further by not calling the word bank a word bank. To bring the theme into every part of this app, it could be called a bag or trunk or something related more to the world. After all, wizards, mages, dwarves, elves etc. don't have word banks. They have gems or stones or plant collections that give them their power and they keep them in bags or trunks.

Honestly, we could go EVEN FURTHER and create a slightly different app experience with different words depending on the type of character the user chooses during onboarding (wizard, elf, etc)

Current screen

Lingual

✕

WORD WIZARD
(500 Words)

Congratulations!
You've earned the Word Wizard badge!

Copy Exploration and Rationale

Aa Content Element	☰ Exploration	☰ Final	☰ Rationale	☰ Notes
In Lingual, users earn badges that they display on their user profiles. The user earned the Word Wizard badge for adding their first 500 words to their word bank. This is shown after the user completes a lesson.	You now have 500 words in your word bank! You're a Word Wizard! You've now added 500 words to your word bank. I hereby give you the title of Word Wizard. What a wonderful word wizard you've become! You know 500 Japanese words! 500 words are now in your word bank! That's the magic of consistency. You're officially a Word Wizard. You know 500 words now! You're a Word Wizard! You've reached a new milestone. The Word Wizard badge is now yours! It took some time, but you did it without even using magic! The Word Wizard badge is now yours! (500 words) You've earned the Word Wizard badge! (500 Ling-gems) Your powers are growing! You've earned the Word Wizard/Witch badge!	(500 Ling-gems) Your powers are growing! You've earned the Word Wizard/Witch badge!	We don't have to use a sentence to show the user he has acquired 500 gems. Simply writing 500 is enough. If he has played long enough to get to this point, he knows exactly what that number means. 'Your powers are growing" in an encouraging statement. He is making progress. Knowledge (of words) is power in both this app and the real world. We could write out 'you've earned the word wizard badge!' and display the badge that will be added to his collection, or we could just show the badge. Once again, the user has been playing for some time and knows how things work now. He knows this is a badge, an accomplishment. Simply shwing it with	Including the word 'witch' for female users is probably going to make a lot of people happy. It's inclusive.

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				500 gems and the encouraging sttement is neought o throw some dopamine at him and push him onward with a simple CTA.	
	<u>The user tries to exit in the middle of a learning session. All session data will be lost if they exit.</u>	Your powers will only increase if you complete this lesson. Otherwise, they'll be magically erased. Are you sure you want to quit? You have three more words in this lesson. You can quit now and magically lose your progress. Or you can push forward and increase your powers! There are only three questions left in this lesson. Don't quit now! (quit lesson) (continue learning) 287/300 Don't give up! Quitting now will bring you back down to 200 ling-gems. (quit and lose gems) (continue learning) Don't give up! By quitting, you will lose 87 ling gems. (quit and lose gems) (continue learning) You're almost there! Give up now and your gems from this session will be lost. You're becoming more powerful! Don't lose your progress by quitting now. If you quit now, your 13 new ling-gems will be lost. a wise wizard	Don't give up! By quitting, you will lose 87 ling-gems. All progress from this lesson will vanish! (quit and lose gems) (continue learning)	Inserting 'magical' words into such short messages is difficult, but a single adjective might help. First, my choice was 'all progress from this lesson will be magically erased', but we could say that using fewer words and taking out the modern-sounding 'erased'. I went with 'all progress from this lesson will vanish' because 'vanish' is more like the voice of the time period and it requires fewer words to get the same meaning across. It also gives an impression of permanence. Alternatively, we could use 'will be lost' as this also seems to fit the voice. Reminding the user that there are	Repeating the product name as a keyword in the main paragraph reinforces the idea that it's actually easy. Describing security with words like 'long' and 'slow' remind the user of how it is to stand in those lines. Bullet points listing the benefits of the EasyPass stand out. The price is mentioned at the end after the user has been

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	once said, 'the best spells require a big vocab'. Are you sure you want to lose the progress you've made? Do you want to quit and lose your progress? Questions remaining - 3		only __ questions left in this lesson could get them to stay and finish the level. Reminding him also that he will lose what he has worked for should be encouraging enough that he stays.	informed of their own pain point (long, slow lines) and the benefits of the product. Adding 'not bad, right?' encourages the user to agree that the product is reasonably priced.
<u>The user chose to unfollow a fellow learner.</u>	C has been banished C has vanished C has disappeared You made C disappear Deleted C Deleted C from friends Unfollowed C Poof! C is gone Farewell, C	Farewell, C	'Unfollowed C' is probably the easiest and most straightforward way to write this, but there is absolutely no brand voice in that. Is there room for brand voice here at all? In just two or three words? Instead of 'delete', which is very computer-like, we could write 'has disappeared' as if it were a magic spell that did it. 'Banished' sounds appropriate, but in this environment, but the meaning is more like	This message shows up as a toast at the bottom of the screen after the user unfollows / removes someone from their friend list. It appears and disappears on its own

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			the person has been blocked instead of deleted or unfollowed. We're going with a more serious voice here since we have badges like 'word wizard'. The magical environment seems more 'medieval sorcery' and less 'modern birthday party magician'. Farewell means goodbye and is said often in medieval LOTR-type films and books. I can anticipate objections to this decision, but I would say that, in the end, it will be understood by the user of such an app, and it's just a toast that disappears on its own anyway.	
Next lesson can't load because the user lost internet connection.	No internet connection detected Unable to load next lesson. No internet detected. Sorry, we can't find your internet connection at the moment. (x)Lingual has been disconnected from the internet. Try checking your settings to reconnect. We	(x)Connection lost. Try checking your internet settings or refreshing this page (refresh page)	This is an error message, so it's not a time for playfulness or that magical brand voice. We want to be as clear and straightforward as possible, telling the user there is a problem, blaming	Adding unnecessary adjectives to stay on brand is just going to get wordy. This message is a popup over the

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	can't seem to find an internet connection Your next lesson is waiting for you as soon as your connection is restored The internet has been disconnected. Try checking your settings. (x)There's a problem with your internet. Try checking your settings and reload the page. (reload) The internet has been disconnected. Try checking your settings. (x)Connection lost. Try checking your internet settings or refreshing this page (refresh page)		nobody, and offering a solution so that they can get back to their lessons. 'Connection lost' is written in order to place the blame on nobody. An error has occurred, but it's not Lingual's fault. It may or may not be the user's fault, but we aren't going to point fingers. We're just getting the facts to the user. The second sentence offers two possible solutions. A call to action at the end allows the user to simply click the button in order to refresh the app instead of exiting the app and coming back (we don't even know if they WILL come back if they leave). The only thing I'm not totally sure of is the word 'page'. This is an app and not a website. So 'page' could be replaced with 'screen' or 'the app' or 'this lesson' or 'try again'. We could do A/B testing	screen that the user was on before the connection was lost. A toast message is too insignificant and wouldn't allow the user to take action. A whole new page is too much and it takes the user out of the app flow.

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			in order to figure out which words (page, screen, app) the users respond to most.	
Users have daily word bank goals based on their daily target of new words. For example, a user can set their goal as adding 10 new words per day to their word bank. The user has just met their daily word bank goal and earned a reward: 10 Ling-gems.	(10 Ling-gems)You've hit your daily goal! (continue learning)(home) (10 Ling-gems) You've added ten new words to your word bank! Marvellous! You've hit your goal and earned 10 Ling-gems today! Wow, 10 new words already! You've earned 10 Ling-gems. (10 new words) You're making progress! (Continue Learning) (Home)	Marvellous! You've hit your goal and earned 10 Ling-gems today! (continue learning) (home)	'Marvellous', to me, seems like a word that a wise wizard would say. Or a witch professor a la Harry Potter. That's why I used it here. You would never hear 'awesome' or 'great' from these people. Other possible words could be 'splendid' or 'magnificent' etc (they should be rotated because reading marvellous every time you hit a goal is annoying. Two CTAs at the bottom. The 'continue learning' is the CTA we want them to click.	This message should be presented to the user AFTER the completion of the lesson in which he reached his goal. Placing a pop-up or a toast message within the lesson before the user finishes is distracting and could just cause the student to feel less motivated to complete the lesson with full effort. This message appears as an entire screen after

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				the lesson is over. When the user exits or clicks the CTA, the lessons continue OR, if the user happens to have also earned a badge with their total amount of gems/words, they will see another screen presenting the badge before being taken on to new lessons or the home screen

Design

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