

The Creation and Analyzation of Language Traveler: Translating the World

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Language Traveler Business Plan

Language Traveler, a new language app, creates an environment in which anyone can afford to learn a new language. Whether you are traveling to a new country, trying to get an “A” in a foreign language class, or wanting to learn a new language for fun, Language Traveler will help you achieve your goal, whatever it may be. Language Traveler uses games, translators, flashcards and more to create a seamless learning experience for the user. The language apps currently on the market do not contain both a teaching and translation feature, and are also not affordable for the average student. The following is the business plan for Language Traveler created by the executives at Language Traveler Inc.

Language Traveler is unique compared to existing language and translator apps. Not only will it help the user learn their desired language, but it will also help them to directly translate from one language to another, and find languages and dialects that are most common in their current location. Language Traveler encompasses everything that a user would want to learn. It is affordable for almost everyone, being that it is priced at a similar amount to a subscription to Spotify, which is affordable for many college students. Instead of users having to pay hundreds of dollars as a one time fee for the product, they can choose from the free version of the app with simple features, or upgrade to the premium version for more features.

Currently, there are no language apps that are tailored to students’ needs that are also affordable. Rosetta Stone is a language app that costs anywhere from \$100 to \$200 and has limited features. The features mainly include teaching and tutoring. Memrise is another language app that costs \$60 dollars per year. Students who are learning languages at school or are studying abroad could often use the help of a language app to help learn the language they

are studying, but may not be able to afford to pay a lump sum of money for the app all at once. College students have many expenses such as tuition, textbooks, and rent, so most students do not have the extra money to spend on expensive apps. To solve this problem, Language Traveler used a subscription based freemium model. This helps students use the app without having to put out a lot of money all at once, and gives them the ability to cancel their subscription when it is no longer needed.

Features

Language Traveler would be worth the money for any student or user in general, because of Language Traveler's unique features. The executives at Language Traveler Inc. worked together to identify the latent need and create the most useful and all-encompassing language app. The features include a teaching feature, translating feature, language games, a dictionary, an offline function and a location feature that can suggest languages commonly spoken in the user's area using GPS location technology.

The teaching feature would include digital flashcards and a variety of activities, similar to those used in Rosetta Stone. The flashcards can help the user to learn specific words and phrases for an exam, or just as a quick refresher of basic words within the language. The other activities include matching activities such as matching photos to words, matching a word in another language to the translated word in their native language, and similar combinations. Different lessons will be available as well. Flashcards will be categorized based on topics such as household items, food, school items, etc. The user will be able to skip lessons if desired.

The translation feature allows users to translate by either typing in a word or sentence, or by using the speaking mode. The phone will listen to the voice of the user, and translate it

directly. That way if the user is having a conversation with someone who speaks another language, the app will act as a paid translator would.

The games feature would be helpful to younger users to keep their attention, and to older users by entertaining them if they are bored, instead of using social media or other non-educational games. The games feature would include simple games that are easy to learn, and incorporate the language right into them.

The dictionary feature is helpful to users who want to look up a word quickly for a paper, while studying, or anything along those lines.

The location feature will help users identify what language and/or dialect should be used in their current location. This feature is especially helpful for tourists in foreign countries where many different languages are spoken, which can sometimes vary from city to city. Language Traveler would be helpful for dialects as well. For example, each “state” in Spain speaks a dialect so unique that people from Valencia cannot understand people from Northern Spain and vice versa. This feature could help them identify the correct way to speak so that natives can understand them.

All of the features of this app, except for the location feature, will have an offline option that the user can “download” to their phone or computer so that they can use it when they are not near Wi-Fi. The user can choose which parts are accessible to them offline by sliding the “available offline” switch to the “on” position. All of these features can be found on the premium version of the app, Language Traveler Pro, but only the flashcards and games features will be available on Language Traveler Lite.

Revenue Model

Language Traveler will operate using a “freemium” revenue model. There will be two different versions of the app, Language Traveler Lite and Language Traveler Pro. Language Traveler Lite is the free version of the app. To create revenue from the lite version, ads will run while the user is on the app. Banner ads will roll across the top of the screen and display ads will run when the user clicks into a feature and clicks out of a feature. Because Language Traveler Lite is free, only select features will be available to the user, giving them incentive to purchase Language Traveler Pro. The flashcards and games features will be the only two features available on the Lite version. If the user wants to upgrade the app but does not wish to pay the full price for Language Traveler Pro, they can upgrade their Lite version by making an in-app purchase of \$1.99/month for add-on features from the premium version. However, users will only be able to purchase up to two add-on features. If they desire more features, they can purchase the Pro version. If they purchase the Pro version, their payments for the upgraded lite version will be cancelled for the current month and they will instead be charged \$7.99/month, the price of Language Traveler Pro.

Language Traveler Pro will be subscription based and will be \$7.99/month. A monthly subscription fee was the best revenue model for our main target market, students, because it can often be difficult for students to pay a lump sum of money, especially if they are traveling abroad. Another reason for this revenue model was for convenience for the users. This revenue model allows users to cancel at any time without losing any money. If a student is traveling abroad, they can use the app for the months they are abroad, and then delete the subscription without any consequences. Language Traveler Pro is the complete version of the app and includes access to each feature without any extra fees. These features include the virtual teacher, translator, offline function, location suggestions and a dictionary. Language Traveler Pro also

includes the Lite features, language games and flashcards. The app does give an option to add on multiple languages for \$3.99 extra per month for each language that is added, but is required to keep that language for a minimum of three months to prevent users from switching between languages too frequently.

Competition

The two main competitors of Language Traveler are Rosetta Stone and Memrise. Rosetta Stone has 28 languages, is a single purchase, and is institutionally used, even though it does not have a complete dictionary. There is a free demo to attract new users, however, it relies entirely on its “dynamic immersion” technique, in which the exercises and vocabulary are not explained in the user’s native language. This technique is supposed to avoid explanations and memorization drills. Dynamic immersion has different pros and cons depending on the user. It is an untraditional teaching strategy, so results will vary and some users may struggle to understand higher level grammatical concepts because of this method. On the other hand, users may enjoy the ease of learning purely through examples. Memrise is community-based and crowdsourced, and was made possible from its existence as a free mobile app using the freemium revenue model as well. Because the Memrise community creates the courses, they are of varying quality. The app has various trivia games as exercises, but similar to Rosetta Stone, does not have a complete dictionary.

Language Traveler stands out from other language apps because of its convenience and efficiency. The user is able to select the features they need for their purposes when purchasing Language Traveler and can continue to customize it after they have purchased it as well. This way the app is specifically tailored to users’ needs. The premium features include the virtual teacher, a translator, the offline function, location suggestions, and a dictionary, as well as the

lite features, games and flashcards. When purchasing the lite version of the app, any premium feature may be added for an additional fee. The convenience of the offline function allows the app to be accessible at all times. This is especially helpful when traveling abroad because many people who go abroad do not have access to the internet through their device unless it is connected to Wi-Fi. This allows users to access the app at any time, even if their smartphone isn't connected to the internet. Users may also cancel their subscription to the app when it is no longer needed, adding to the convenience factor, which overall encompasses the app's competitive advantage.

Organization and Management

The management team for Language Traveler consists of programmers, a marketing team, a design team, two managers, and a senior executive, all with multi-language backgrounds. The managers will have expertise in creating apps and marketing in international business. Since the company is a language based app, the marketing team needs to focus marketing to international businesses as well as domestic businesses. Language Traveler is a start-up business in this e-commerce world. Therefore, a senior executive with e-commerce experience in this type of situation will help the company grow faster.

Both programmers and designers will create the content and will be expected to be fluent in more than one language. The content on the app will be organized by different languages and will feature various topics for each language so the user will not be overwhelmed with information. Designers will be hired and will be responsible for creating wireframes and the basic design of the app. They will also be responsible for the logo and branding of the app. In terms of functionality, the most common languages such as English, Spanish, German, French, and Italian will be created by the programmers, who will also have to be fluent in the language

they are programming for. Because there are often bugs when first creating an app, a Beta version of the app will be released to consumers who opt into our Beta program, similar to the Apple Beta program. The programmers will then identify the issues that were discovered by the beta-testers, and the app will not be released until the bugs are fixed. In an effort to continue to improve Language Traveler, the app will be updated monthly with bug fixes and improvements, and new features as they become available.

Marketing

Language Traveler will be marketed towards students in elementary, high school, and college, tourists, and traveling business people. To attract students, Language Traveler Inc will market the app by creating partnerships with select schools. Because elementary and high schools are using technology more often during class, Language Traveler is the perfect way to familiarize students with the language they are learning. This also creates loyalty between students and Language Traveler because the students will be used to using the app to learn in school. Social media marketing will also be used to raise awareness of the company because the target market uses social media outlets frequently. Language Traveler will create social media pages including Twitter, Instagram and Facebook and will begin the social marketing process. Starting with fan acquisition, the Language Traveler marketing team will create ads for Facebook and Twitter users' News Feeds and Timelines to start the process. It is then crucial to engage with the users and consumers to get the social media world talking.

The market opportunity for this program will be solely online. It will be sold through the App Store and Google Play on smartphones and tablets, as well as having a downloadable version for laptops or desktops. There will be no physical form of Language Traveler. This is appropriate for our target market because most business people, college students, high school

students, and grade school students have access to smartphones or computers. It is also appropriate for the purpose, which is traveling, and the environment, which is essentially anywhere in the world.

Conclusion

Language Traveler is unique because of its features. Many existing language apps have either learning or translating as its main focus; Language Traveler features both of these functions. With its unique features and affordable revenue model, Language Traveler will rise above their competition. The “freemium” model attracts users while giving them a taste of what the full product offers. With such a wide array of robust features, Language Traveler will be the first stop for students, business people and travelers to both learn a new language and reinforce their existing knowledge.