

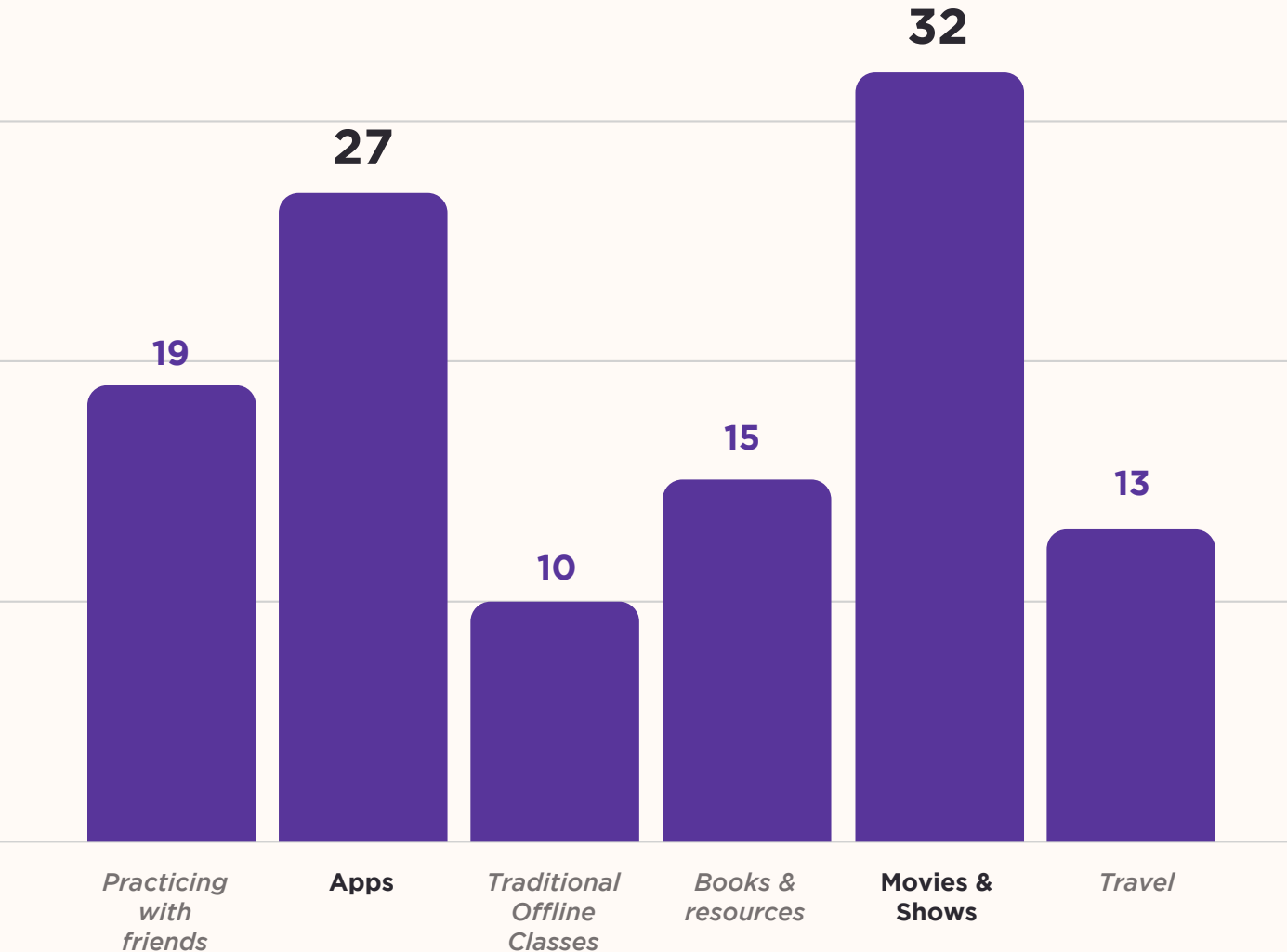
Singapore is the
PERFECT HUB
to pick up a new language

who wants to
LEARN A NEW LANGUAGE?

78.6%

61 out of 77 responses
are interested or are currently
learning a new language

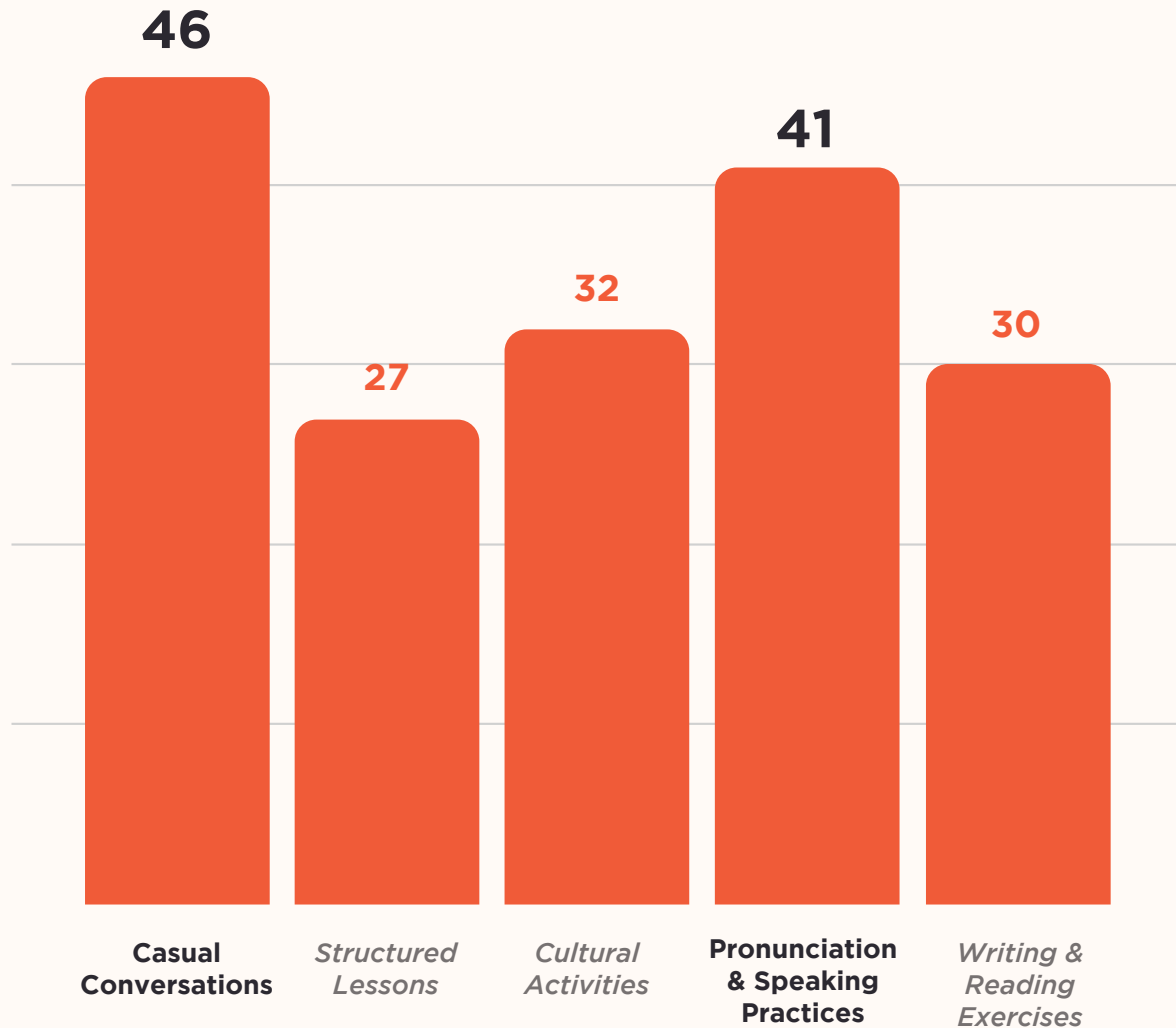
They are looking to **pick up languages** through mediums such as:



Media Forms
(Movies & TV Shows)

Applications

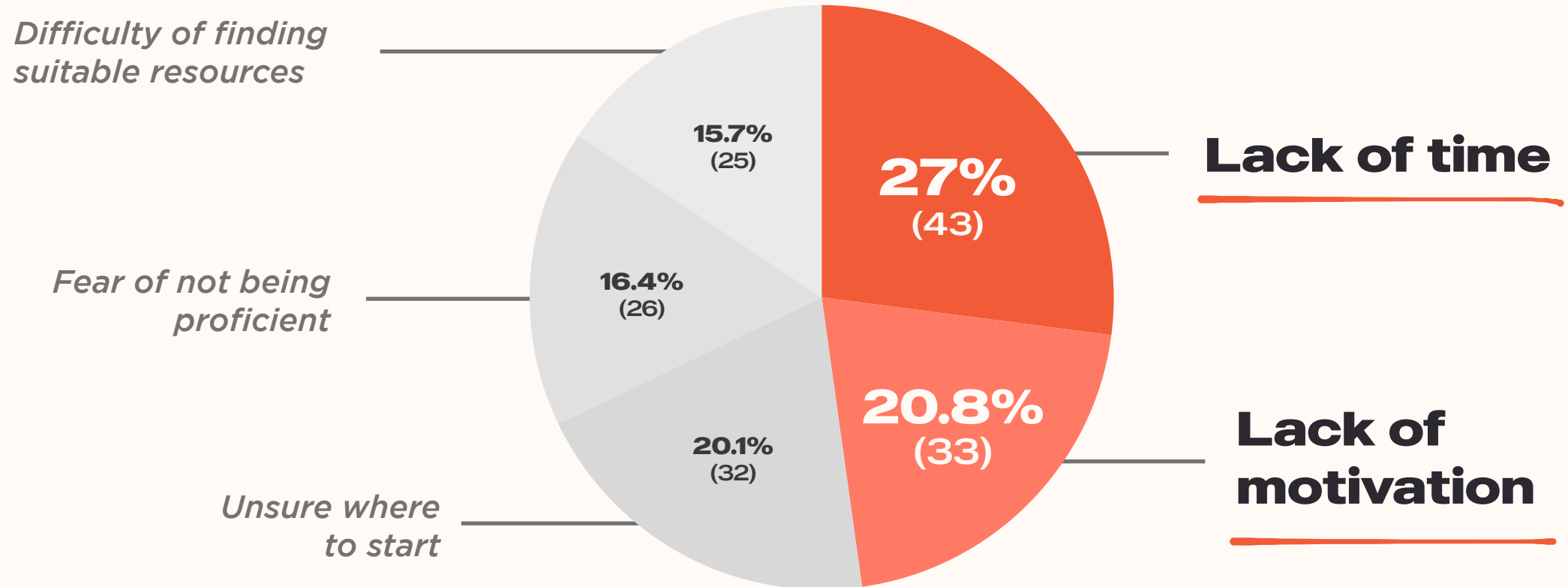
but prefer the learning to be done through



Casual Conversations

**Pronunciation &
Speaking Practice**

Biggest challenge when committing to a new language





Ryan Oh

Student & Freelance Graphic Designer

👤 24, Singaporean

🗣️ English, Chinese, very minimal Korean

🎓 Undergraduate

❤️ Enjoys watching K-dramas & anime

Pain Points

- Lack of **time and motivation** to start learning seriously
- **Fear** and **intimidation** when trying to speak a new language

Motivation

- **Personal satisfaction** from learning a new language
- **Converse fluently** when visiting Korea and Japan

Core Needs

1. Less time-consuming way of learning
2. Judgement free conversational practice
3. More engaging learning experience

LANGUAGE SCHOOLS

Too **expensive** & **time consuming** |

Inflexible lesson times |

Can't dictate lesson curriculum |

Stressful **academic** and **group** setting |

Lacks **conversational practice** |

popular language app: **DUOLINGO**

| Content is **unrelatable** in everyday context

| **Can't dictate** lesson curriculum

| Lessons are **rigid and repetitive** which gets **boring**

| **No human** to guide users with their learning

| Lacks **conversational practice**

Ryan is looking for a **quick & easy** yet **engaging** way to pick up languages and wants a **judgement-free zone** to focus on improving his speaking capabilities.

Is there even such a service that can fulfill **Ryan's needs**?

Introducing

SAY IT PAL!



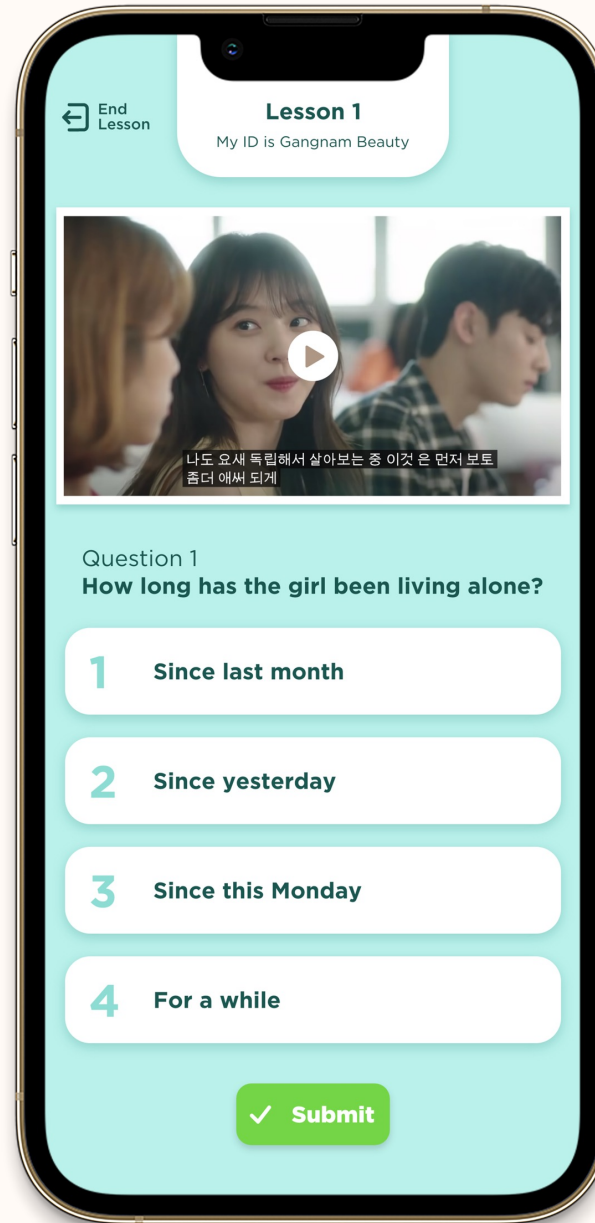


SAY IT PAL!

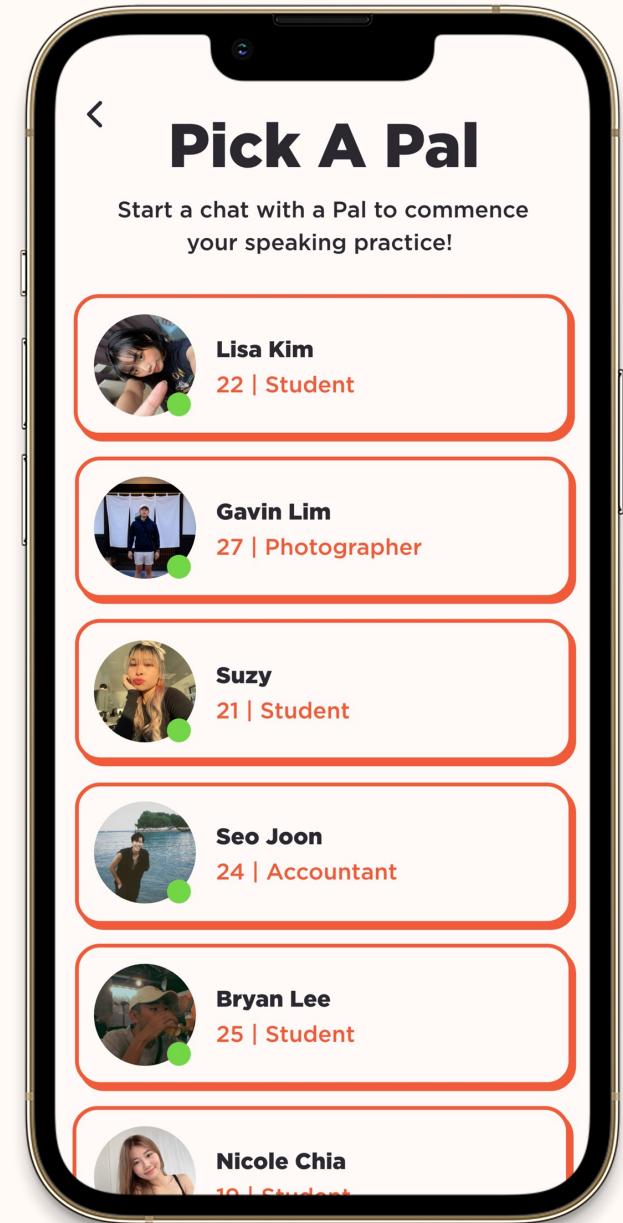
A unique language learning service

Learn through various
media forms like...

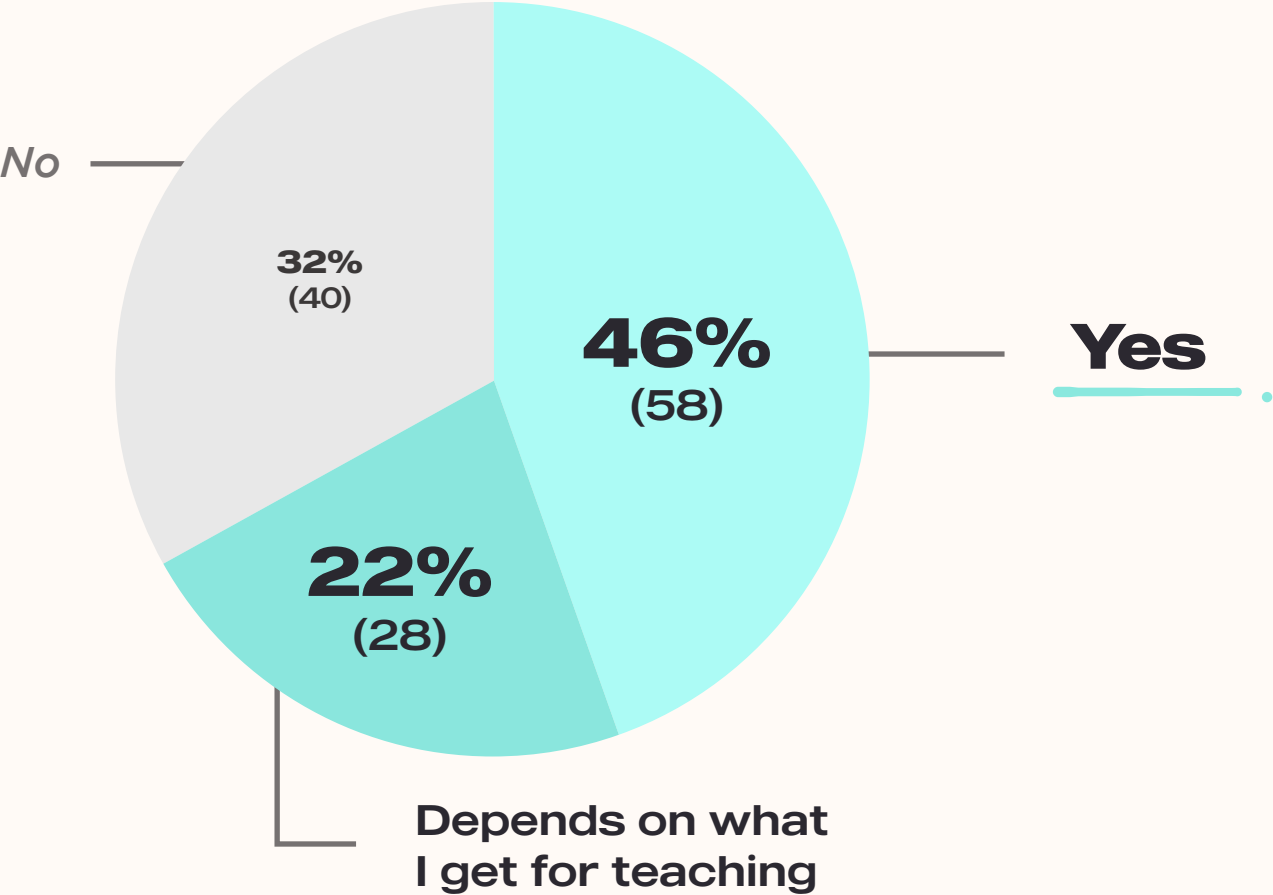
TV Show Clips & Music Lyrics



Practice with fluent speakers on the app

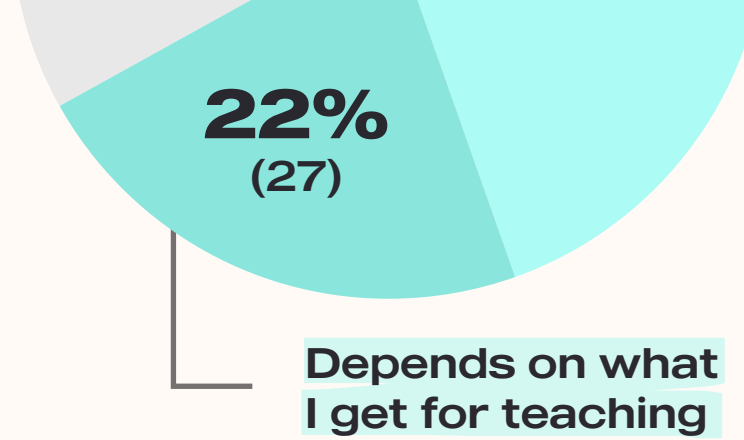


People are interested to share their language with others



126 responses

- It can be really funny and wholesome!
And it could interest them to want to know more!
and u can also find out some languages could be so similar LOL
- Because my 2nd language A1 :) and I have pride in my culture and language.
- if i enjoy the language and the student is very proactive to learn, i would teach
- for fun ah actually..
- why not



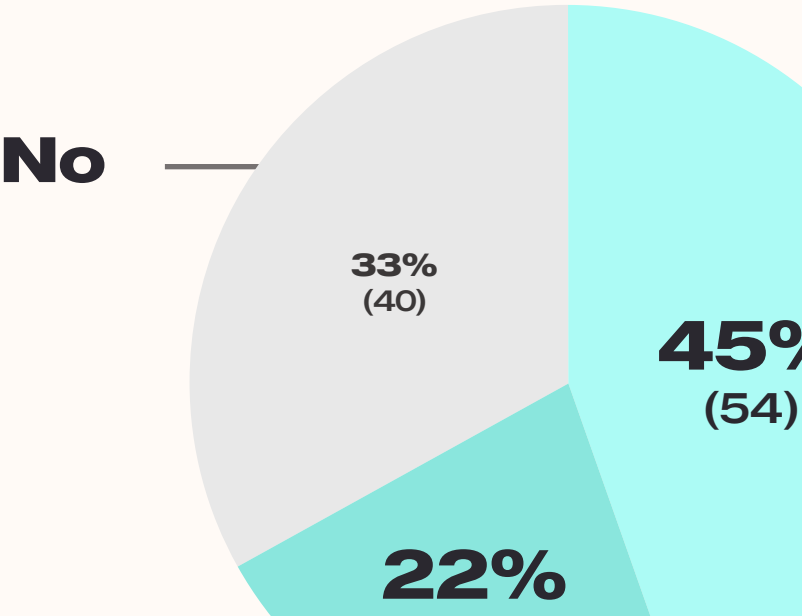
While those who were on the fence, might consider **depending on what they get in return.**

incentive bah.. not ez to just teach
language ehy. time n effort

money! or just food

And some who voted 'no' expressed concerns with their capabilities

- later teach wrong they also gone
- feel like i not qualified enough to teach sia LOL
- i got no patience
- No bcuz i dont trust myself to teach accurately lololololol



A portrait of a young woman with dark hair tied back, wearing a light blue ribbed sweater, smiling slightly. The background is a blurred outdoor scene with trees and a crowd.

Suzy Lee

Student

- 👤 21, South Korean living in Singapore
- 🎓 Undergraduate
- 🗣️ English and Korean
- ❤️ Dancing and Singing

Pain Points

- **Lack of confidence** in her teaching abilities
- Views teaching as **high commitment**
- Fears she's **losing touch** with her roots

Motivation

- Finds **joy** in teaching others
- **Curious** about the teaching experience
- **Proud of her culture and wants to connect** with people who are also interested in it

Core Needs

1. A beginner friendly platform to start teaching
2. Convenient way to conduct lessons
3. Get back in touch with her roots

Proficiency Test

to verify the teacher's
language capabilities

< Speaking Proficiency Test


Q: 가장 최근에 본 영화는 무엇입니까?
gajang choegeun-e bon yonghwaneun muos-imnikka

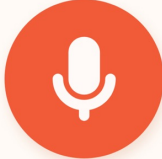
**(영화를 10점 만점으로 평가하고 영화를
yonghwareul sipijom manjomeuro pyongkkahago yonghwareul
추천하거나 추천하지 않는 이유를 설명합니다)**
chuchonhagona chuchonhaji anneun iyureul solmyonghamnida


**Q: What is the most recent
movie you've watched?**

**(Rate the movie out of ten, and explain
why you would or would not
recommend the movie.)**


Tap to speak


Redo





Submit

< Listening Comprehension



**Q: 직업을 구하려고 할 때 지효는 어떤
jigobeul guharyogo hal ttae jihyoneun otton
문제에 직면했나요?**
munjee jingmyonhaennayo

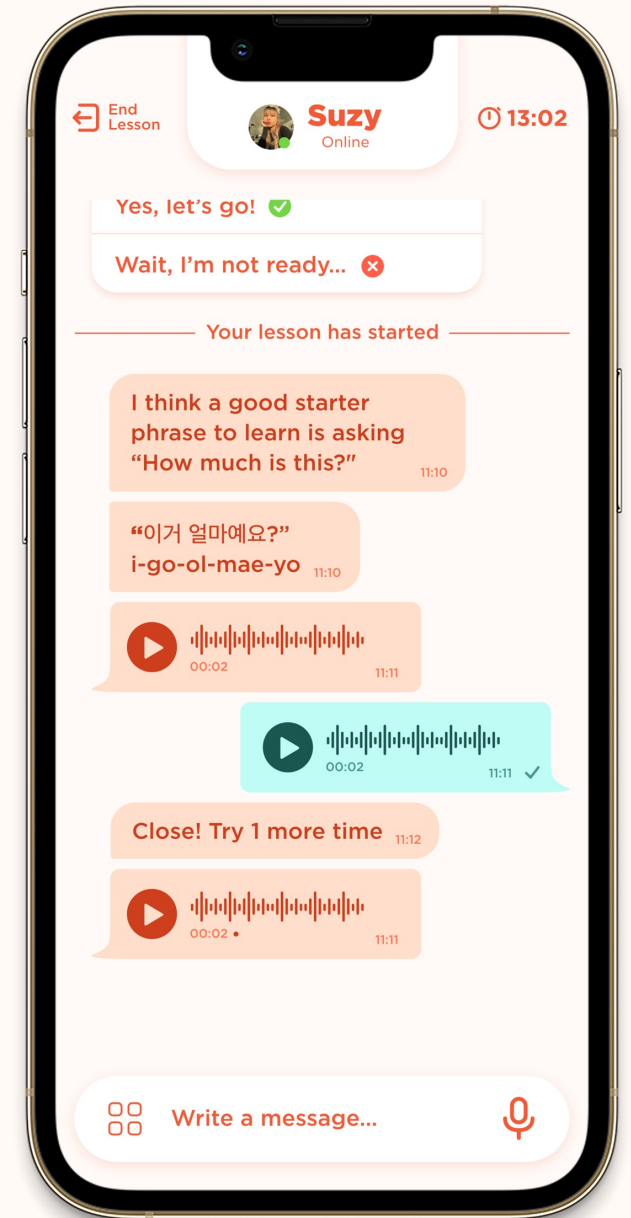
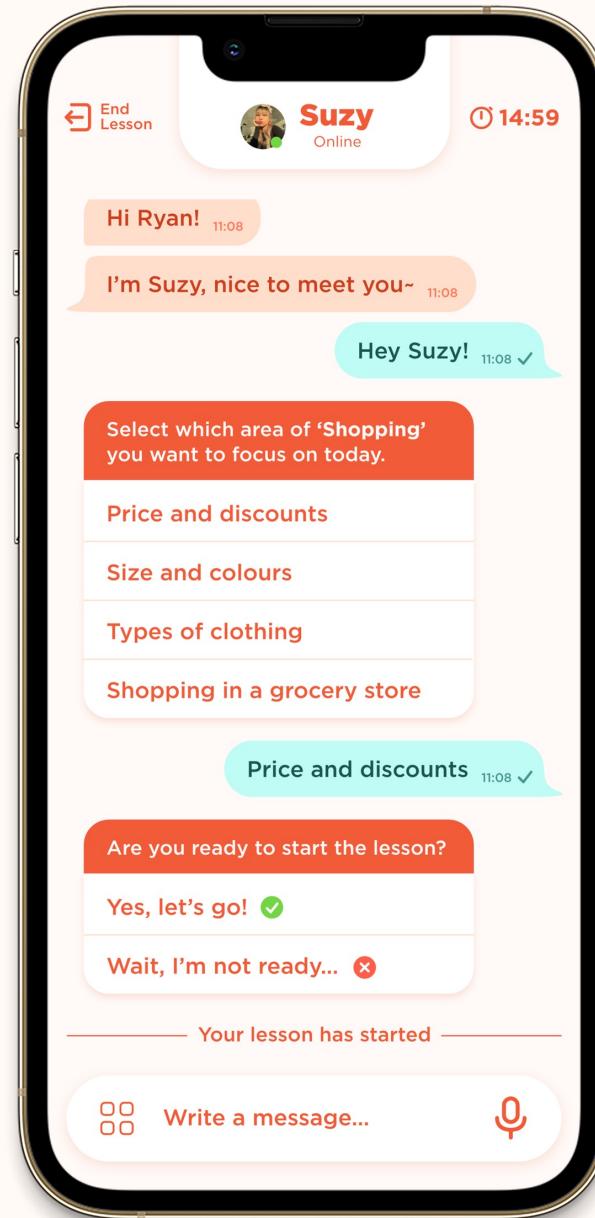
여기에 답을 입력하세요


Submit

Private Chatroom

with your Pals!

Use **voice memos** to practice speaking



Private Chatroom

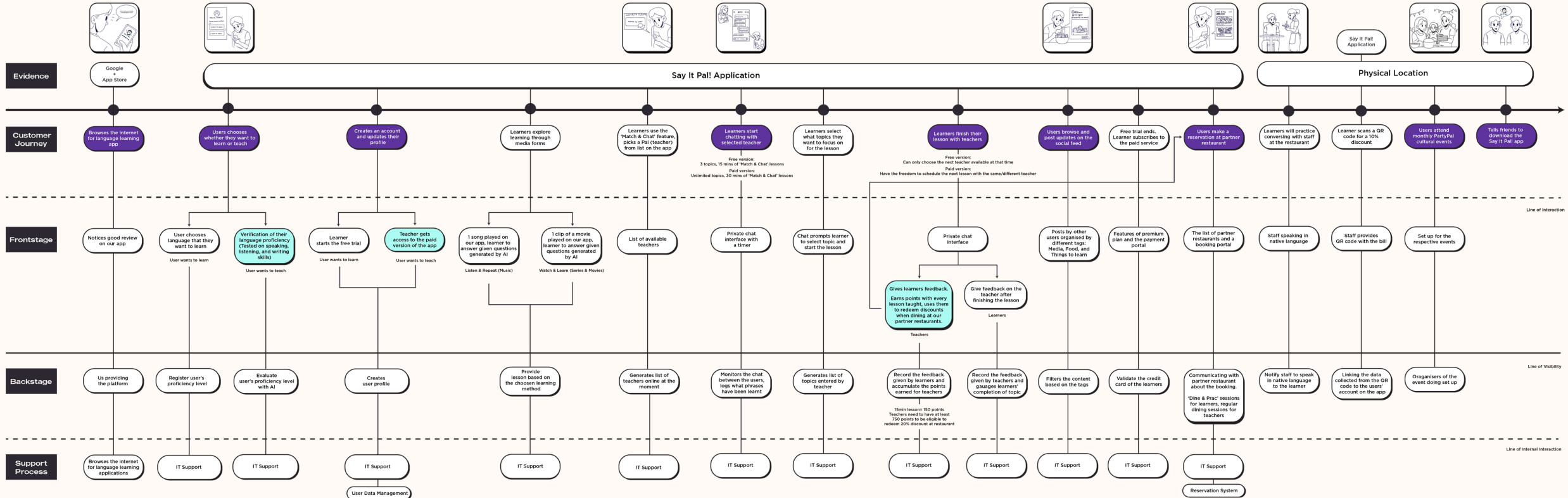


So, what makes us different
from existing platforms?

Use **voice memos** to
practice speaking

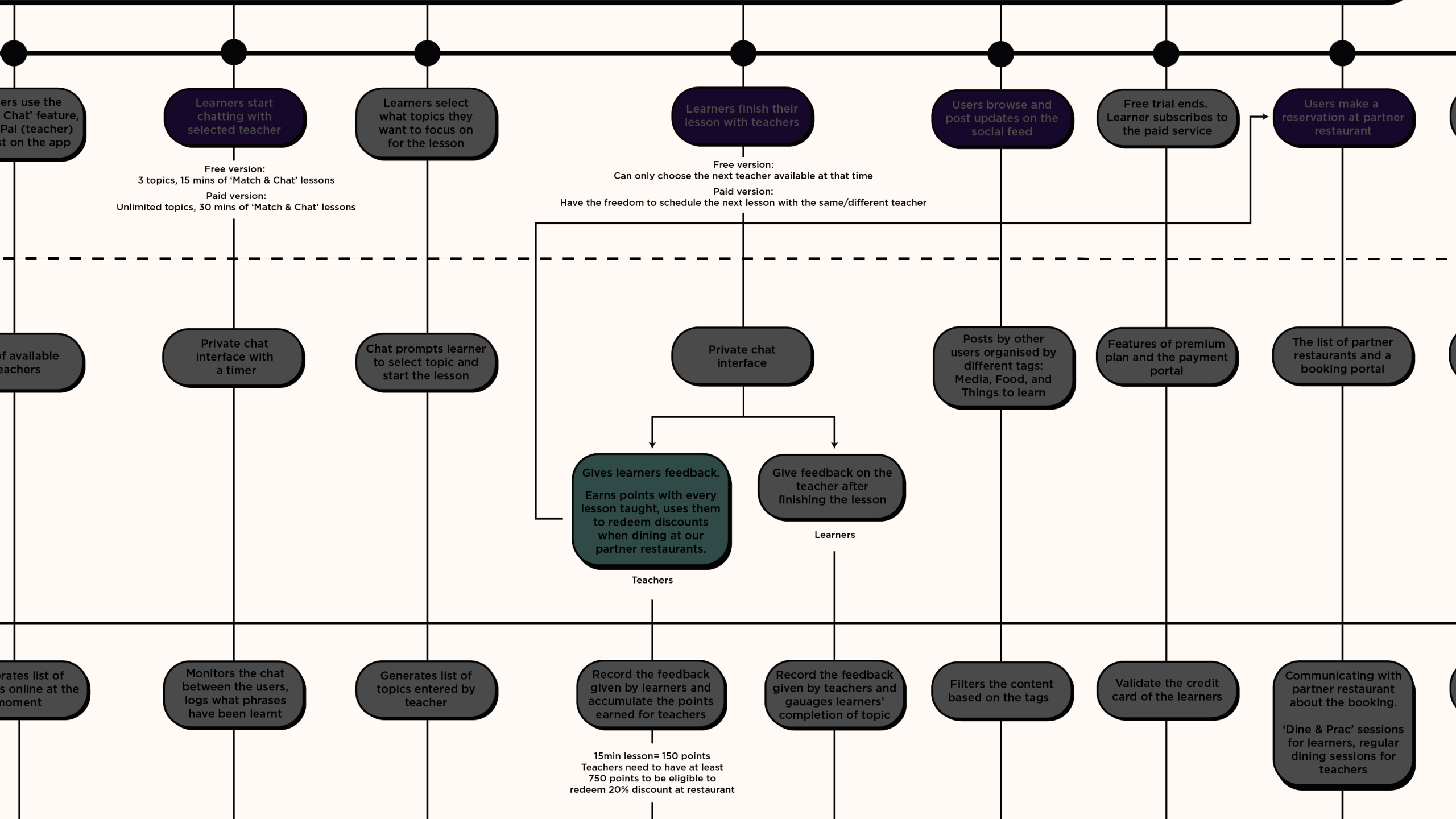


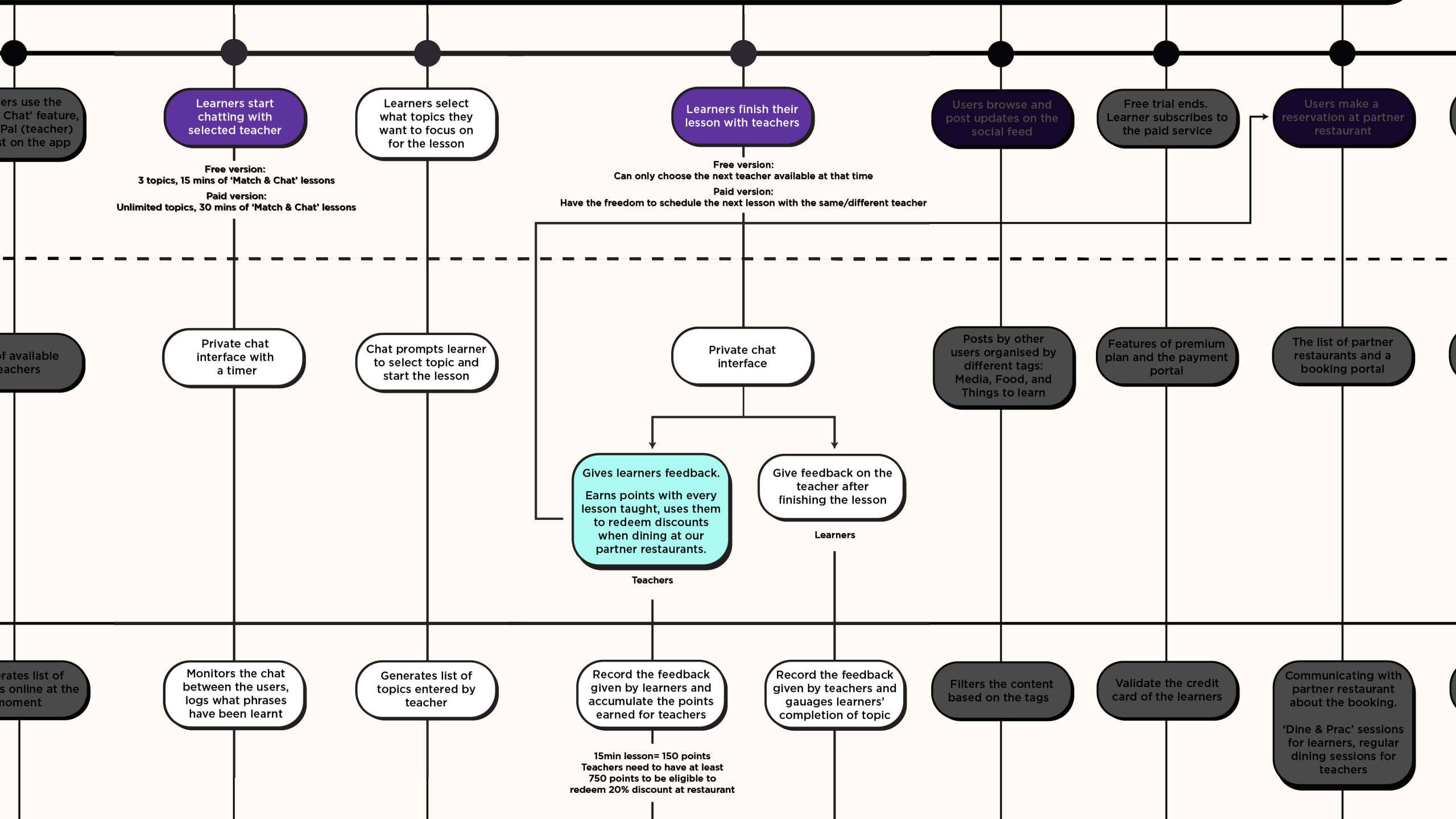
Service Blueprint



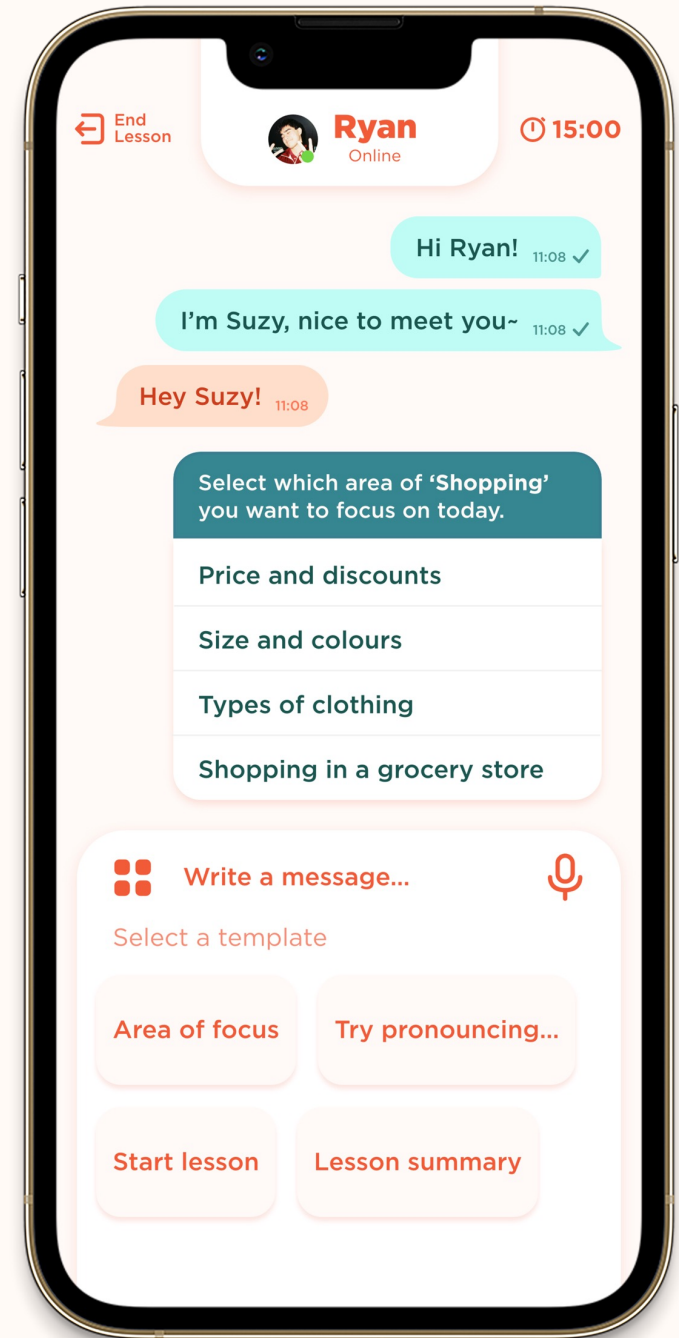
● Touchpoints for both Learners and Teachers

Teacher specific actions

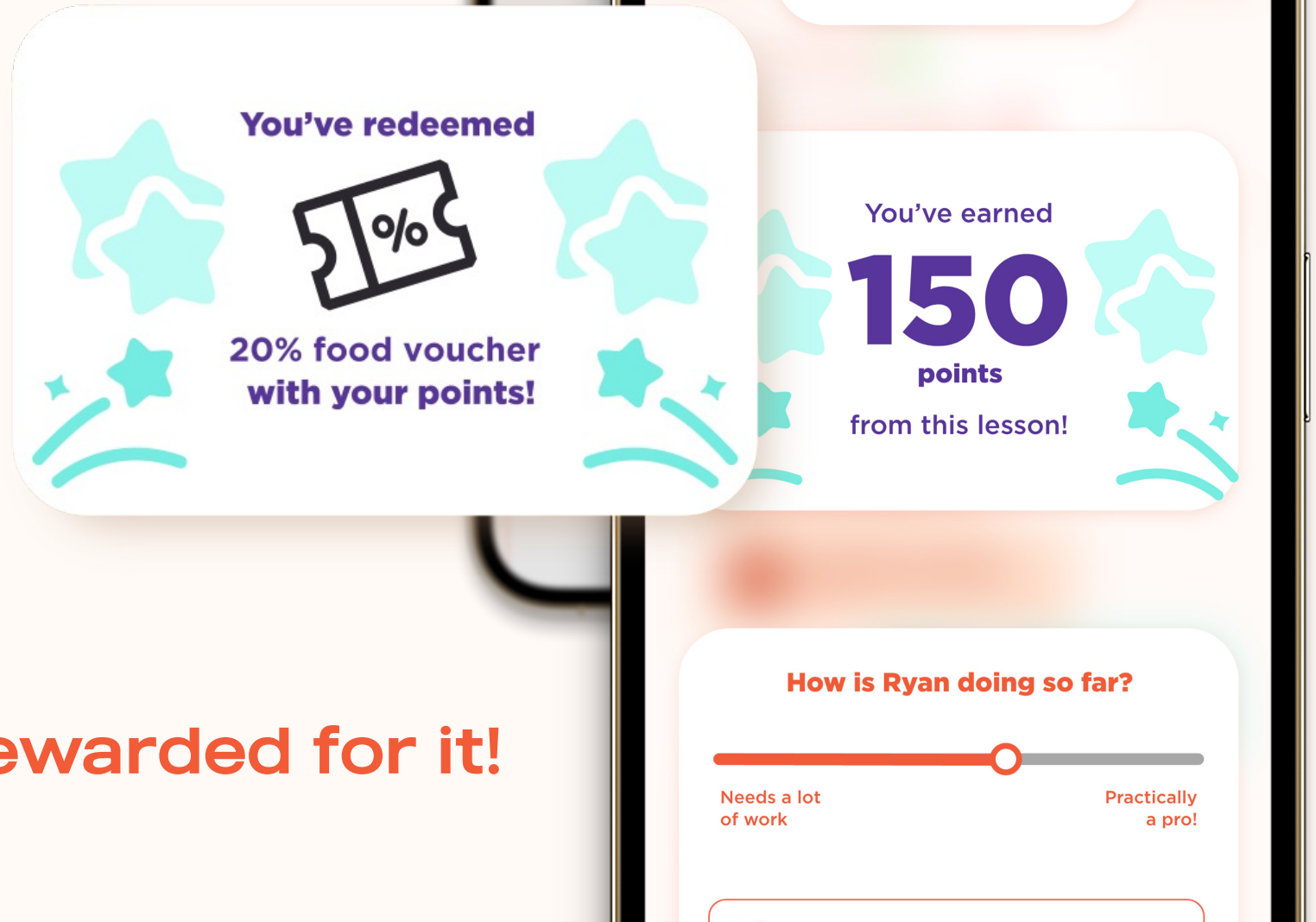




A simple and convenient way for people to teach



A simple and convenient way for
people to teach



and get rewarded for it!

Our version of structured lessons still lets users

have the choice of what they want to learn

Hi Ryan! 11:08

I'm Suzy, nice to meet you~ 11:08

Hey Suzy! 11:08 ✓

Select which area of 'Shopping' you want to focus on today.

Price and discounts

Size and colours

Types of clothing

Shopping in a grocery store

Price and discounts 11:08 ✓

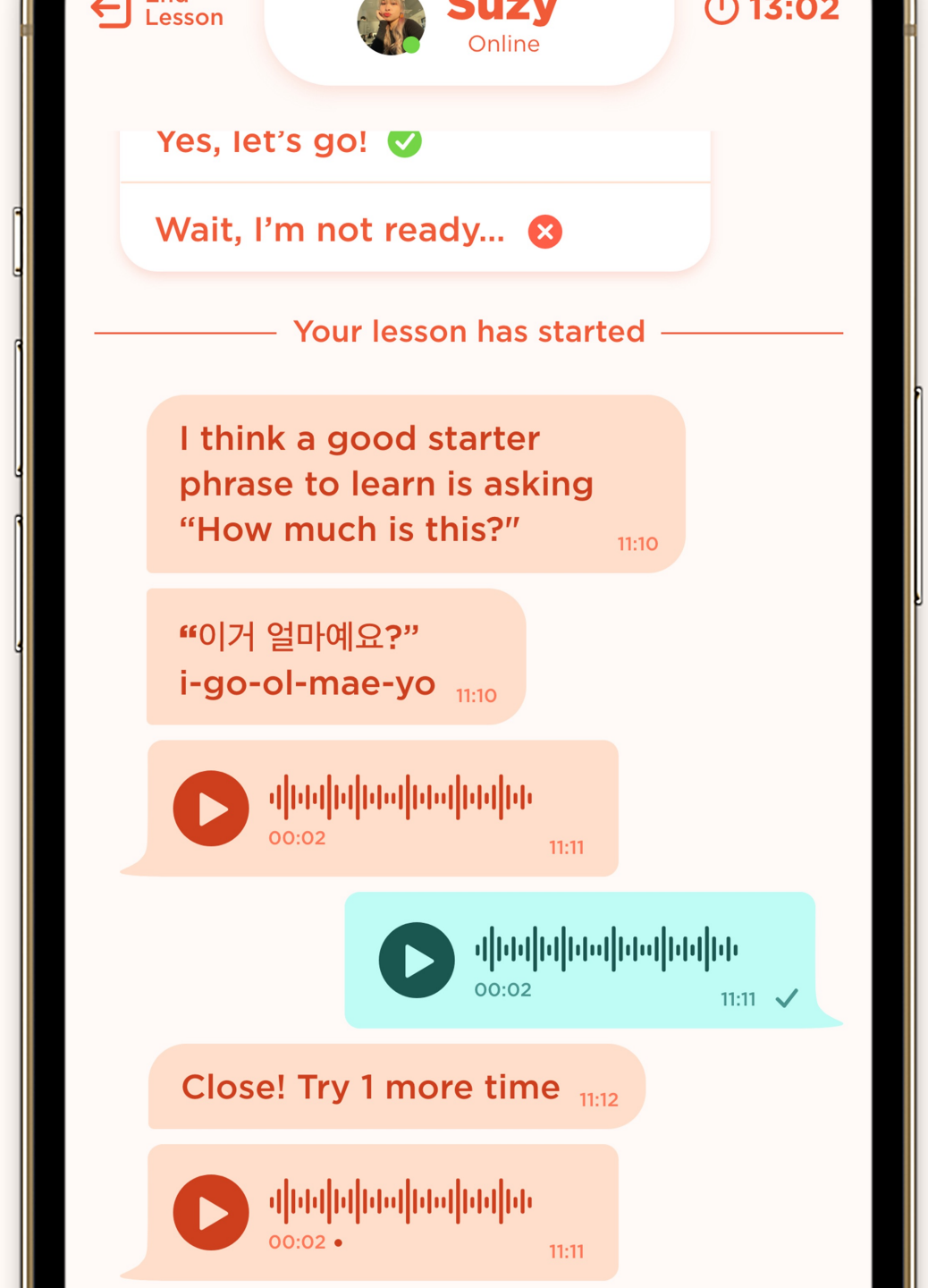
Are you ready to start the lesson?

Yes, let's go! ✓

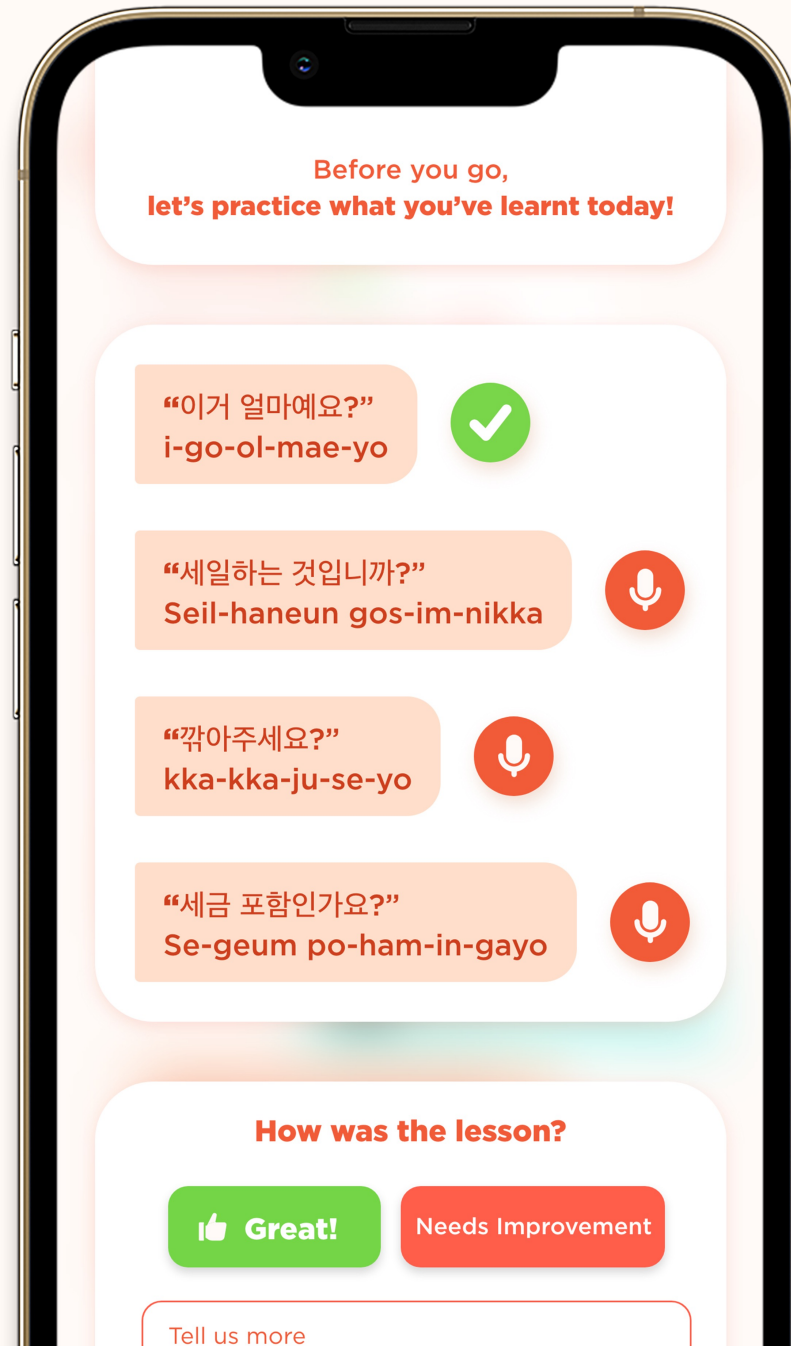
Wait, I'm not ready... ✕

Users learn from people who also **speak their native language**

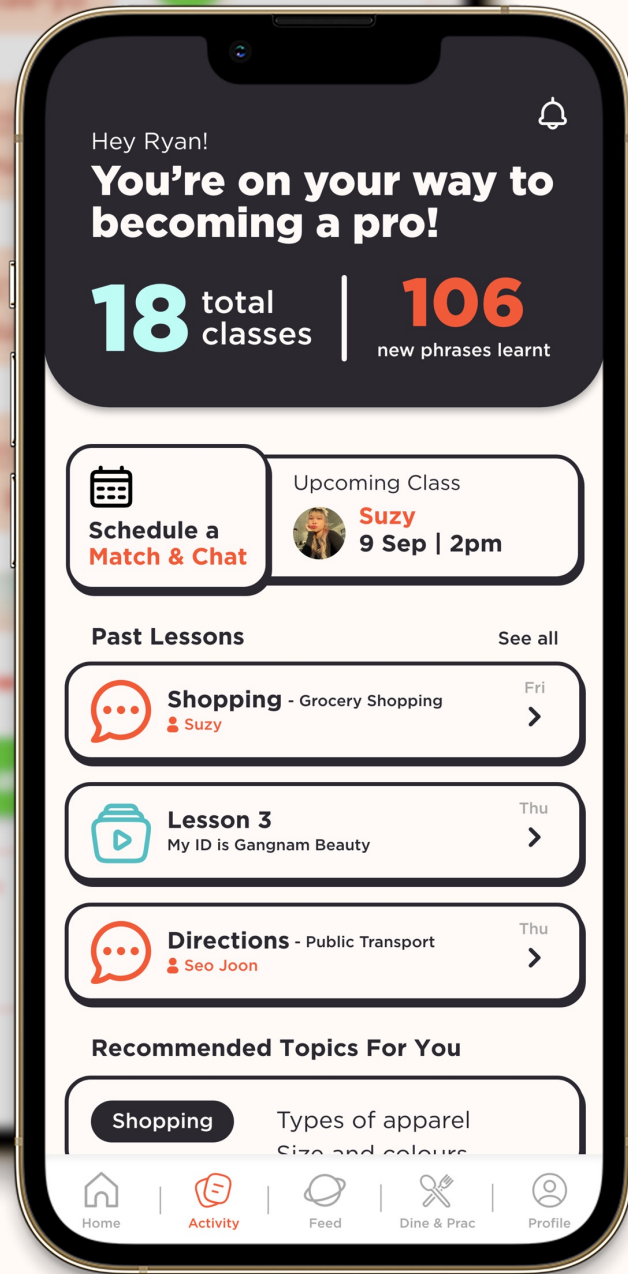
Makes it **easier to clarify doubts** and ensures they will understand the usage behind phrases accurately



We make sure they



remember
what
they've learnt



And track their progress
to keep them motivated

We go beyond the app.

We go beyond the app.

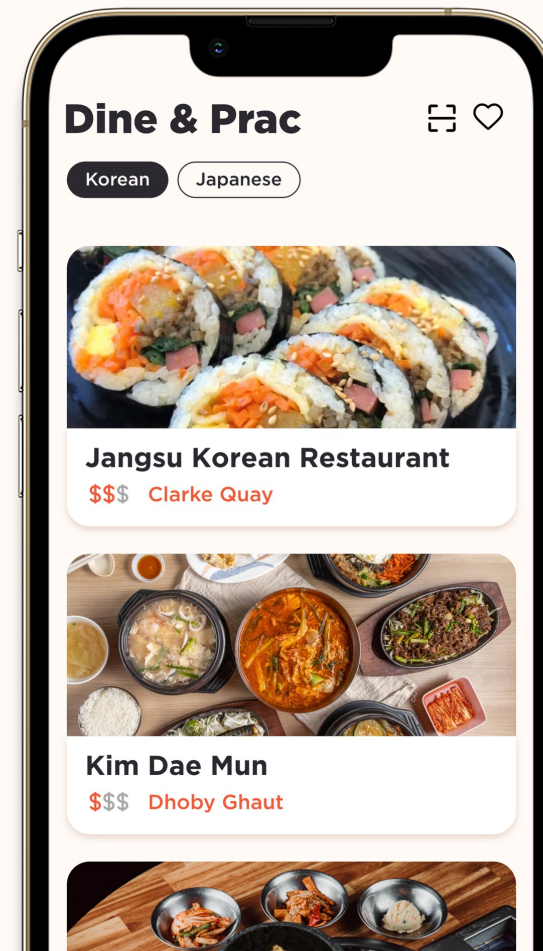
Providing **in-person**
speaking practices



An immersive experience that will help you pick up languages even faster.

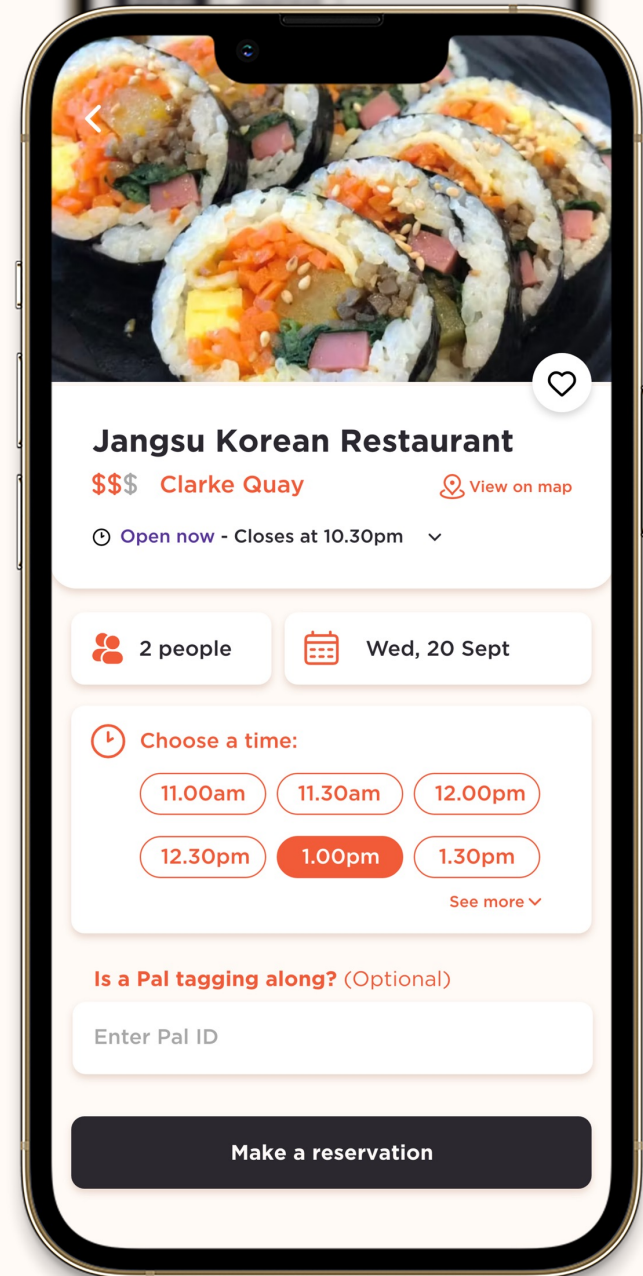
Dine & Prac

With Say It Pal!



How it works:

**Make a reservation at
any partner restaurant**



Make a reservation at
any partner restaurant

Converse fully in Korean with the staff



Converse fully in
Korean with the staff

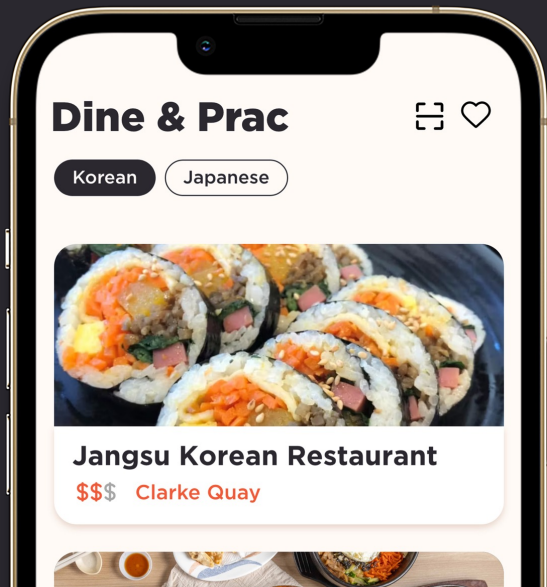
**Gets 10% off his bill after
a successful practice**





Dine & Prac

With Say It Pal!





**Have opportunities
to practice speaking
in real-life context**

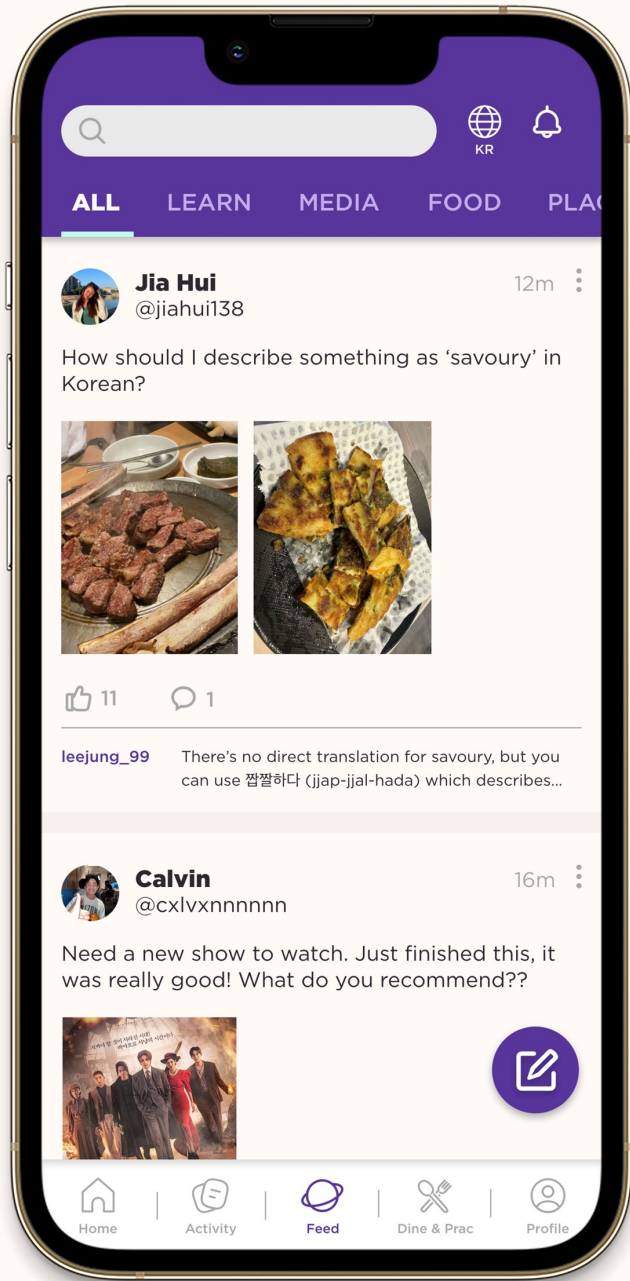
Dine & Prac

With Say It Pal!



**Get rewarded
with discounts**

We're not just a learning app,
we connect people and cultures.



Social Interaction Feeds

to share any culture related content
with the community



leejung_99

There's no direct translation for savoury, but you can use 짭짤하다 (jjap-jjal-hada) which describes...



Calvin

@cxlvxnnnnnn

16m



Need a new show to watch. Just finished this, it was really good! What do you recommend??



Home



Activity



Feed



Dine & Prac



Profile

A space for users to **interact** and **provide support** to other Pals



Jia Hui

@jiahui138

12m



How should I describe something as 'savoury' in Korean?



11



1

leejung_99

There's no direct translation for savoury, but you can use 짭짤하다 (jjap-jjal-hada) which describes...



Calvin

16m



A space for users to **interact** and **provide support** to other Pals



Monthly events for all users to share and
celebrate other cultures

PARTYPAL

EVENTS





COUNTRY SPECIFIC EVENTS LIKE:

Film Screenings

Food Potluck Sessions

Traditional Games Day

Cultural Cooking Sessions

There's a lot of language learning services out there,
but we are the one-stop hub
that does it all and more.

Free Plan

Premium Plan

**Match & Chat
sessions**

15
Min

30
Min

**Unlimited
lessons**



3 Match & Chat | 1 Watch & Learn | 1 Listen & Repeat

**Scheduled
Practices**



Only chat with Pals who are online at that moment

**Dining
Practices**



Ryan's Storyboard



Learns a new language



Improve his fluency



Makes new friends



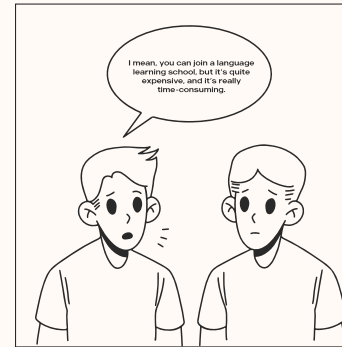
Gains newfound appreciation for cultures



Ryan is watching K-Drama on his computer and has thoughts about picking up Korean.



He worries that he will make mistakes when trying to speak and does not want to be embarrassed



Ryan asks a friend about his experience at a Korean language school.



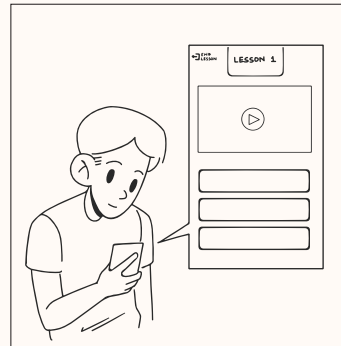
Ryan also tries out various language learning applications like Duolingo, but finds it boring and unrelatable.



He discovers Say It Pal! on the app store and was convinced to give it a try based on its good reviews.



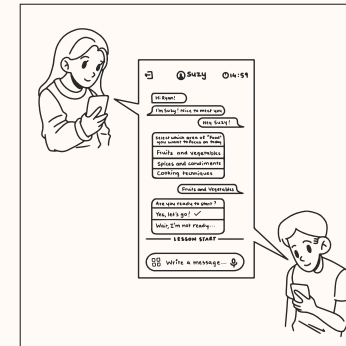
He creates an account on the application and chooses the 'learner' option.



Tries out the lessons from 'Watch & Learn' and 'Listen & Repeat', enjoys the learning through media forms.



Now he's curious about 'Match & Chat' function.



He looks through the list of pals and starts a chat with Suzy. He decides to pick 'Fruits and vegetables' as his focus for this lesson.



He practices speaking with our voice chat function.



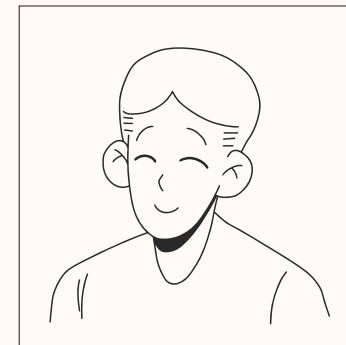
He applies what he learnt from the lesson and posts it on the app's social feed.



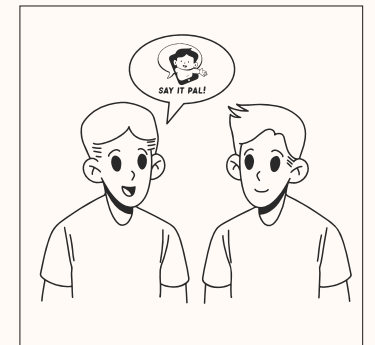
Now that he is more confident with speaking, he wants to try out the 'Dine & Prac' feature. He makes a reservation at a partner restaurant through the app.



He goes to restaurant and converses with the servers fully in Korean. He receives a 10% discount with the bill after successfully completing the practice.



He's happy about being more fluent and can now converse with more confidence



Ryan shares with his friends about his good experience with the service.

Suzy's Storyboard



Gets teaching experience



Discounts at restaurants as a reward for teaching



Makes new friends



Stays connected to their roots



Suzy is celebrating a friend's birthday, casually shares her Korean culture



She passionately explains to her friends about the Korean dish.



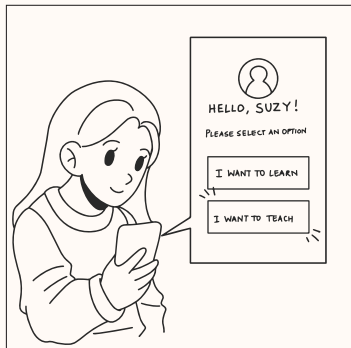
Suzy's friends are pleasantly surprised to get such a detailed response and brought up the idea of Suzy teaching Korean. Suzy is skeptical.



Another friend suggests Suzy to try Say It Pal! Suzy is intrigued by the idea.



She goes home and downloads the app.



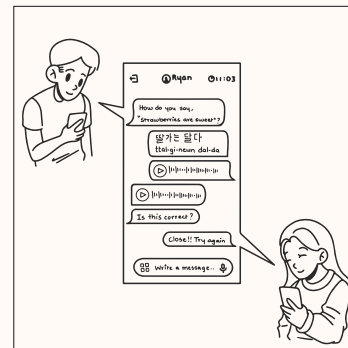
Creates an account and chooses the 'teacher' option.



Undergoes the proficiency test, where she's tested on her speech, listening and spelling skills.



She receives a match from Ryan that wants to start a 'Match & Chat' lesson.



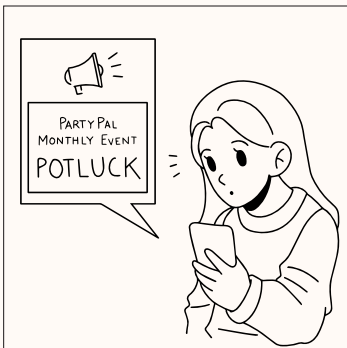
She easily conducts the lesson with Ryan



Once she completes the lesson, she gains points that can be converted into restaurant discounts.



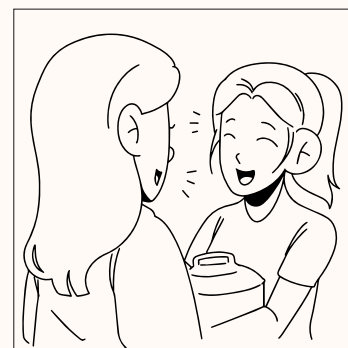
Suzy explores other features of the app, she browses the social feed and sees a recipe for Samgye-tang (Ginseng Chicken Soup), decides to leave a comment.



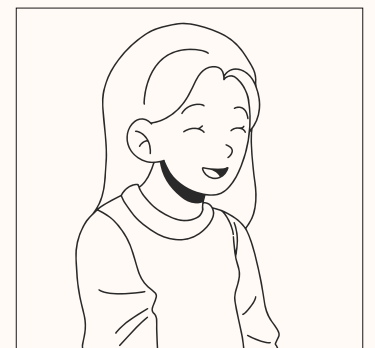
Suzy receives a notification for one of the PartyPal monthly events: a potluck.



Suzy brings Korean food for the potluck and gets to try food from other cultures.



She connects with like-minded individuals who share her love for her culture and show interest and appreciation for it.



Suzy is happy that she has a way to share her culture while staying in touch with her roots.

RYAN

language learner



Learns a new
language



Improve
his fluency



Makes
new friends



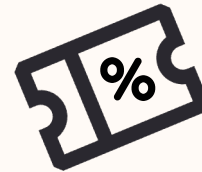
Gains newfound
appreciation
for cultures

SUZY

language teacher



Gets teaching
experience



Discounts at
restaurants as a
reward for teaching



Makes
new friends



Stays connected
to their roots

