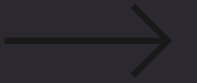


Say it Pal!

Rakshi | Tasha | Stefani

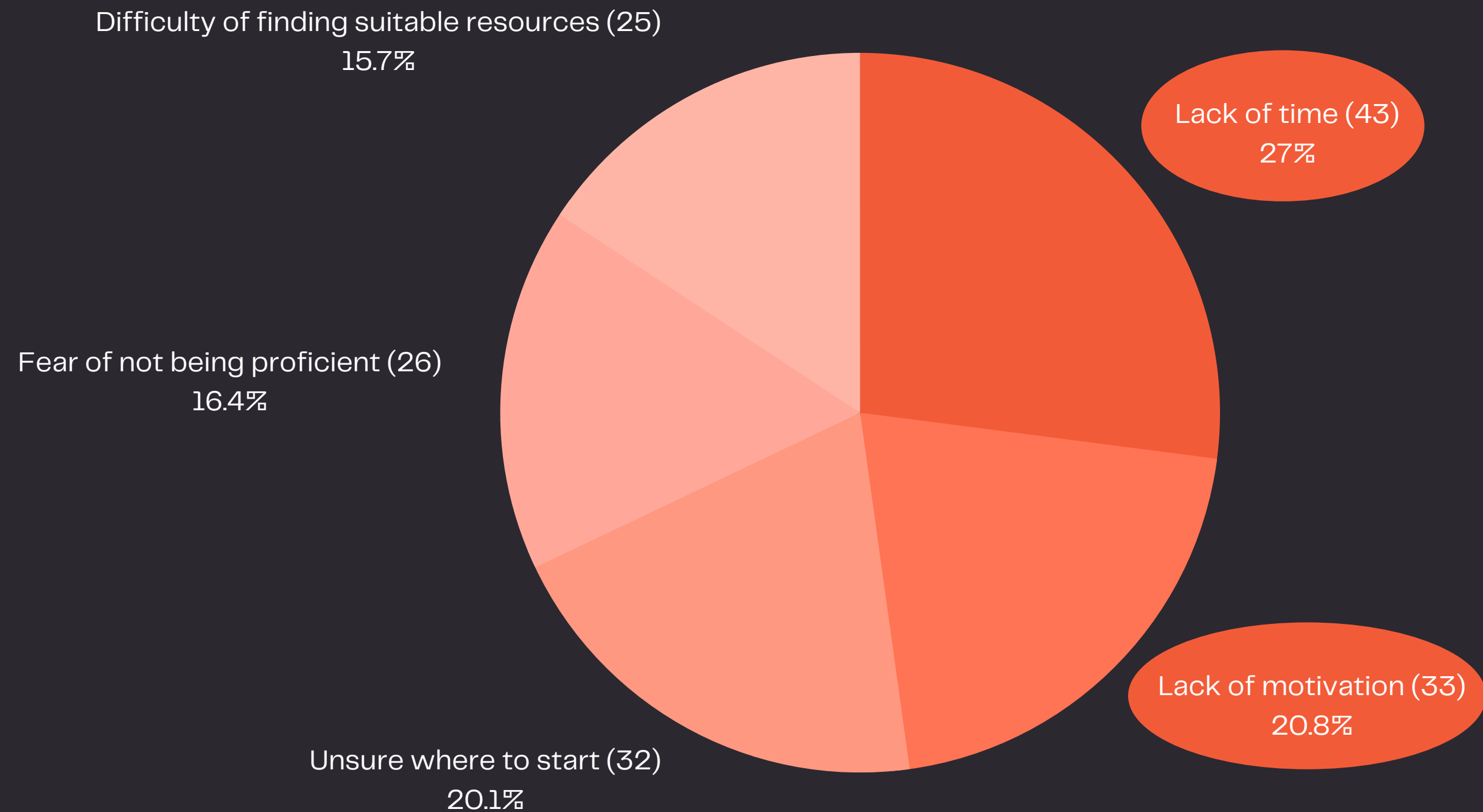


77 Participants
(92% of 18-24 years old)

78.6%

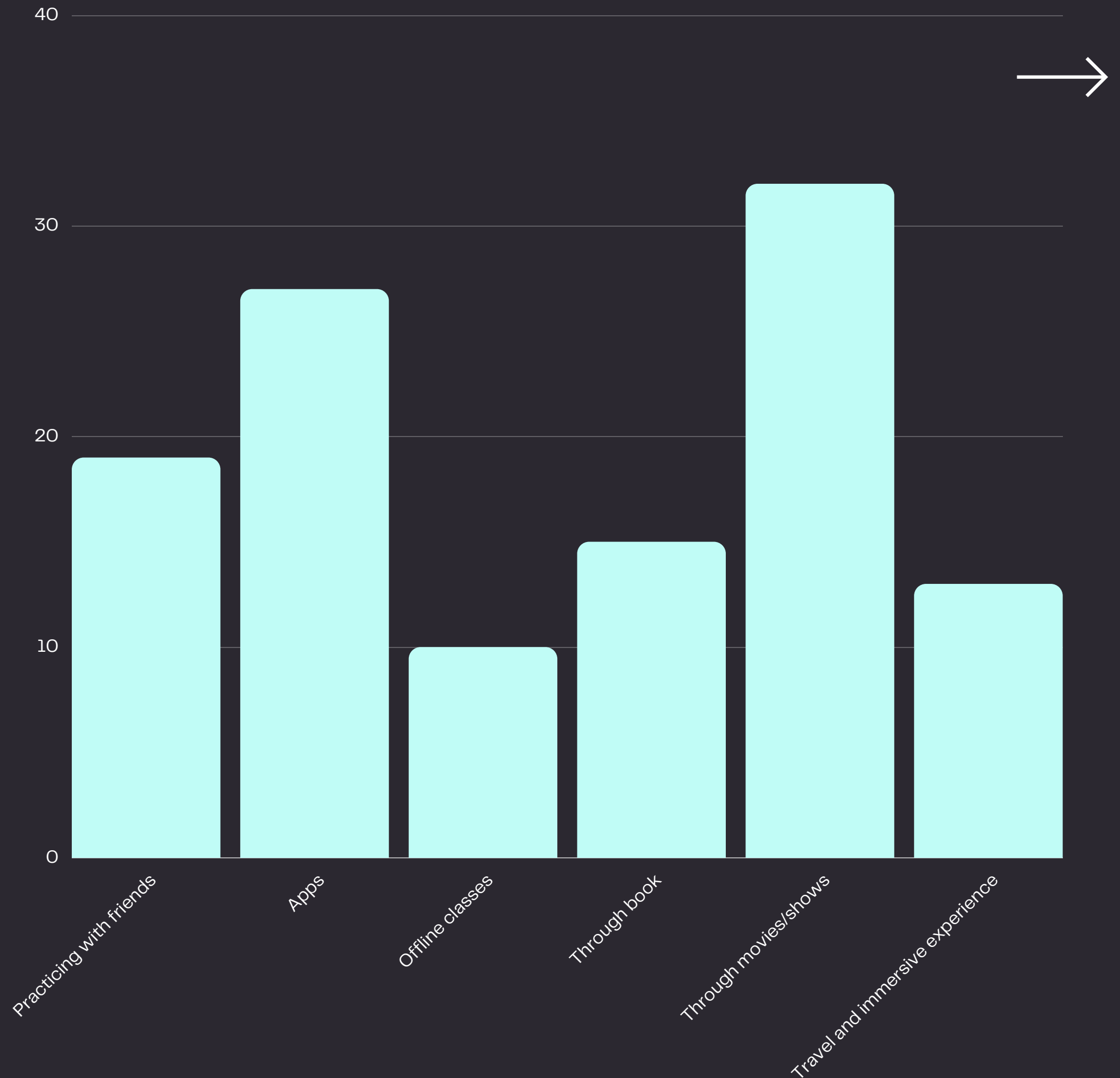
61 out of 77 responses
**are interested or are currently
learning a new language**

What is the biggest challenge in committing to a new language?



How do people plan to learn a new language?

BA DESIGN PRACTICE | SAY IT PAL (3H)



Singapore is the
perfect hub
to pick up a new language!



Ryan Oh

Ryan is a Singaporean student who loves indulging in foreign media, especially K-dramas and Anime. He is a shy person by nature and doesn't like hanging out in big groups. He is intrigued by the idea of picking up a new language.

Demographics

Age: 24

Nationality: Singaporean

Educational Level: Undergraduate

Occupation:

Student & Freelance Graphic Designer

Language spoken: English, Chinese, very minimal Korean & Japanese

Hobby : Enjoys watching K-dramas & anime

Frustrations:

- **Feels scared and intimidated when trying to speak a new language.**
- **Don't have time to learn and practice new language**
- **Occasionally uses language applications but finds it boring and not relatable**

Aspirations:

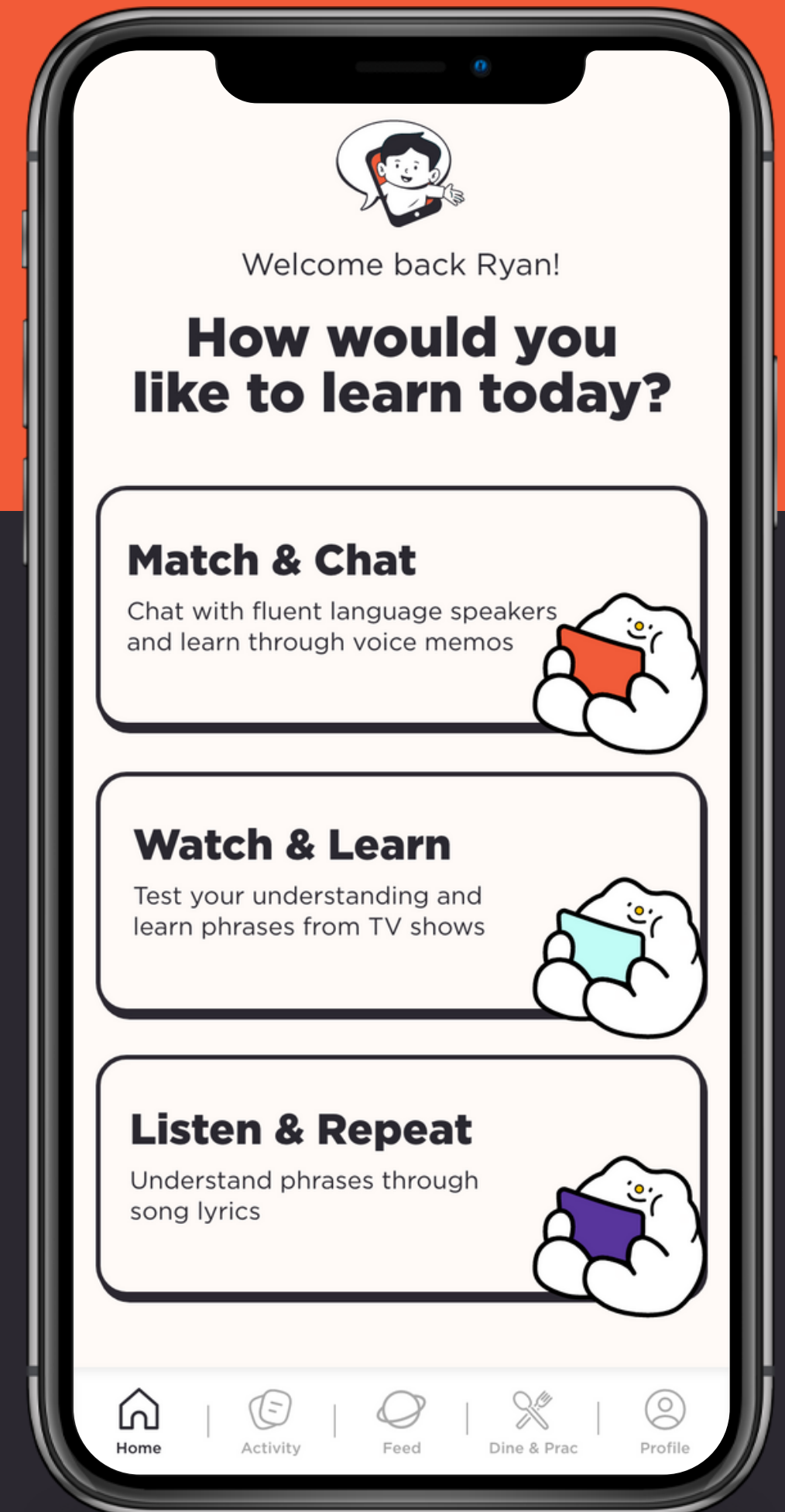
- **Wants the personal satisfaction of learning a new language**
- **Want to visit Korea and Japan and be able to converse fluently**

Introducing: Say it Pal!



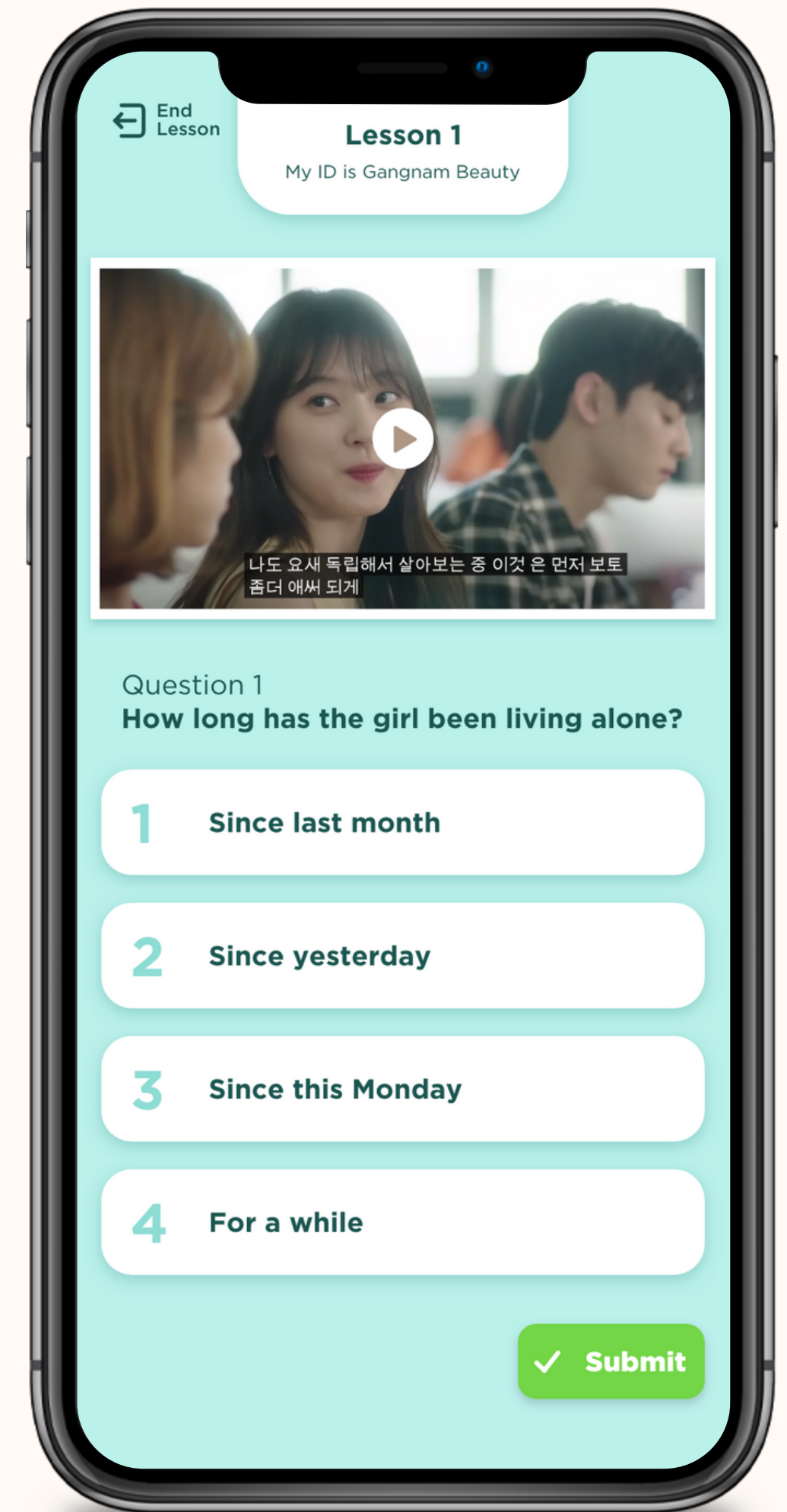
SAY IT PAL!

Our Logo



Language learning through TV Show clips & music lyrics

Learn through media





Suzy Lee

Suzy is a native South Korean who moved to Singapore when she was 8 years old. She has some experience teaching her friends simple Korean phrases but has no official qualifications in teaching. She is looking for a platform to gain experience and exposure teaching but prefers to start in a more relaxed environment.

Demographic

Age: 21

Nationality: Korean

Educational Level: Undergraduate

Occupation: Student

Language spoken: English and Korean

Hobby : Dancing and Singing

Frustrations:

- **Doesn't want to commit to a teaching institution due to her schedule**
- **Doesn't have official qualifications in teaching**

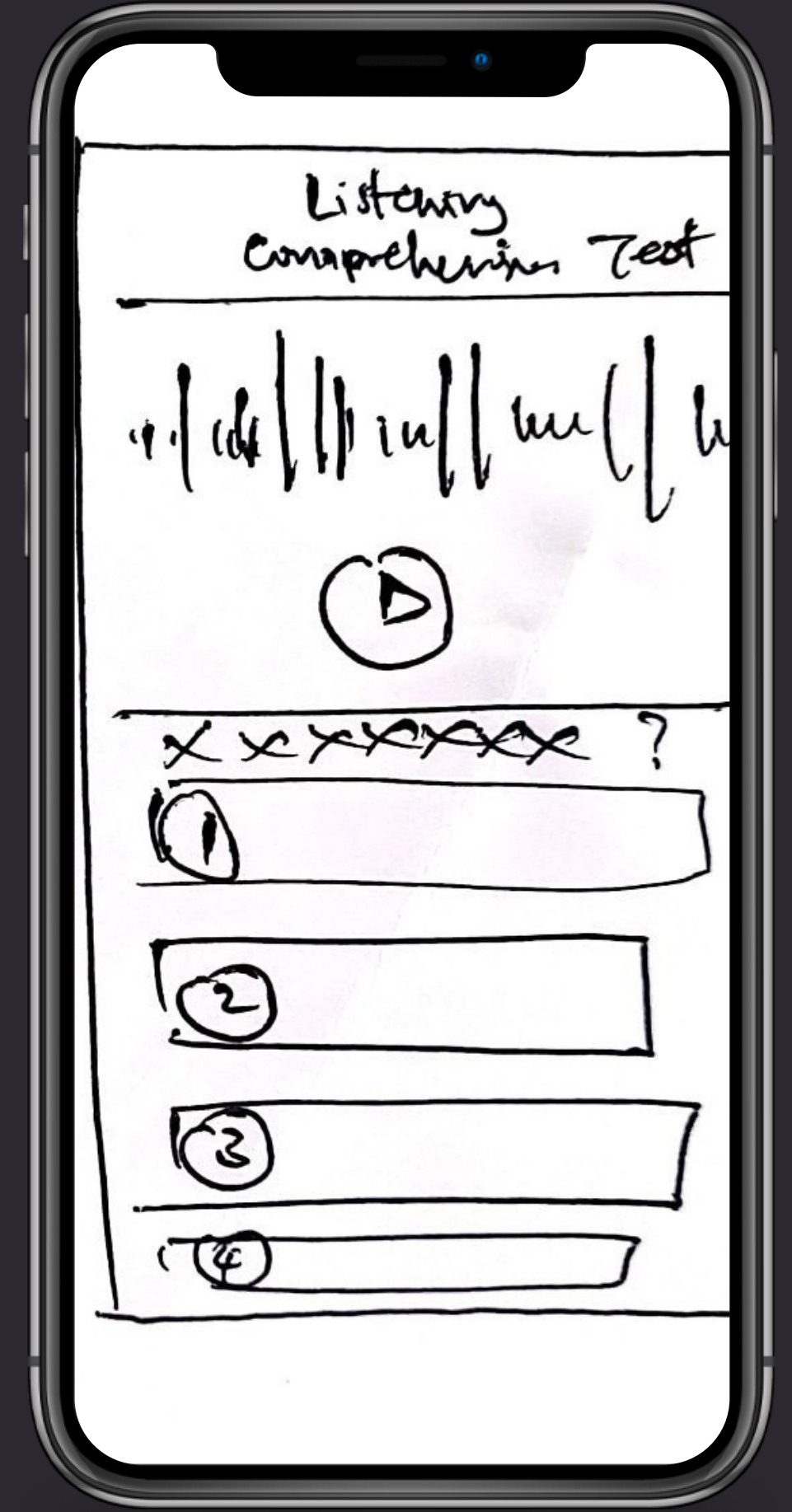
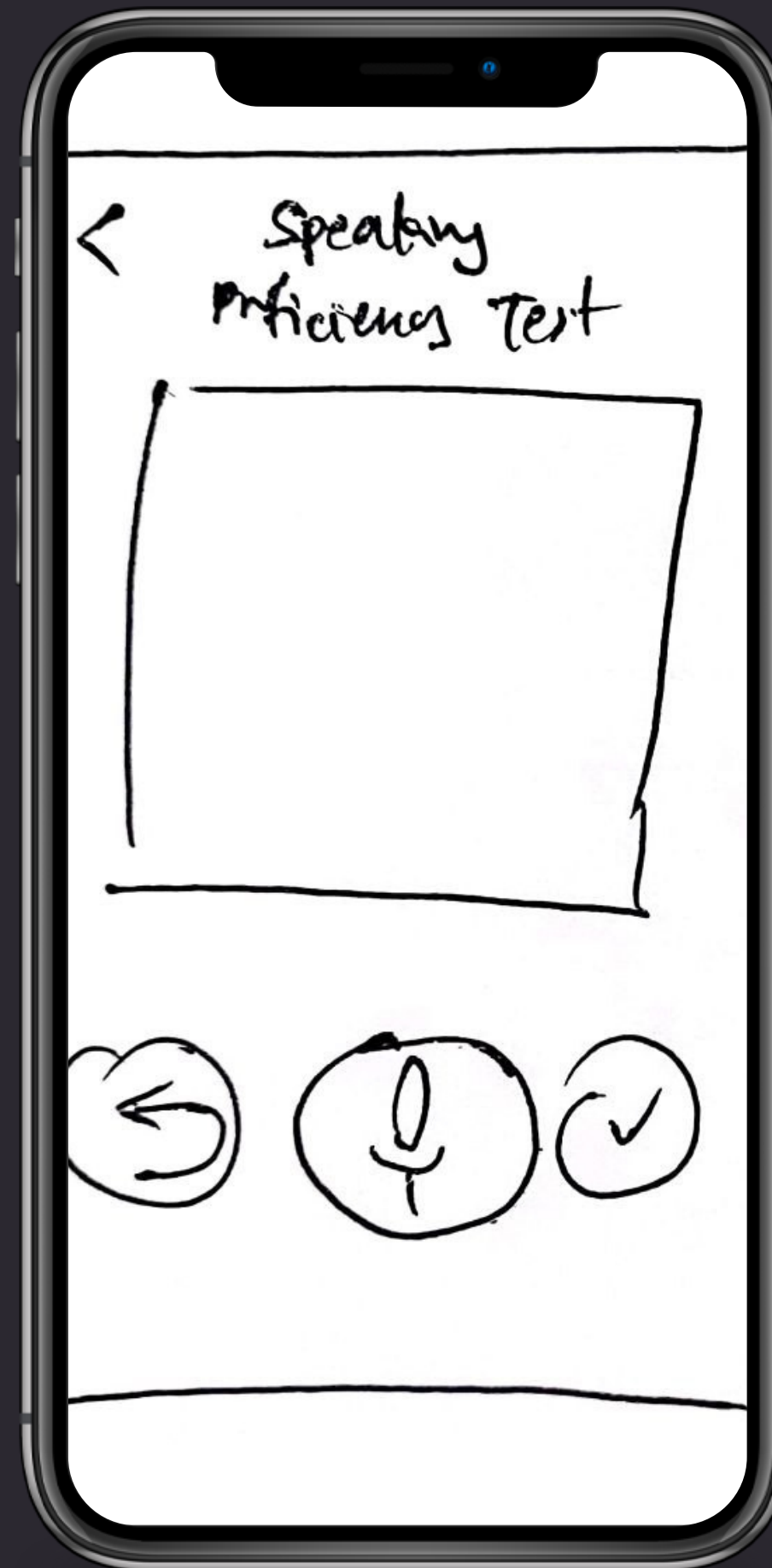
Aspirations:

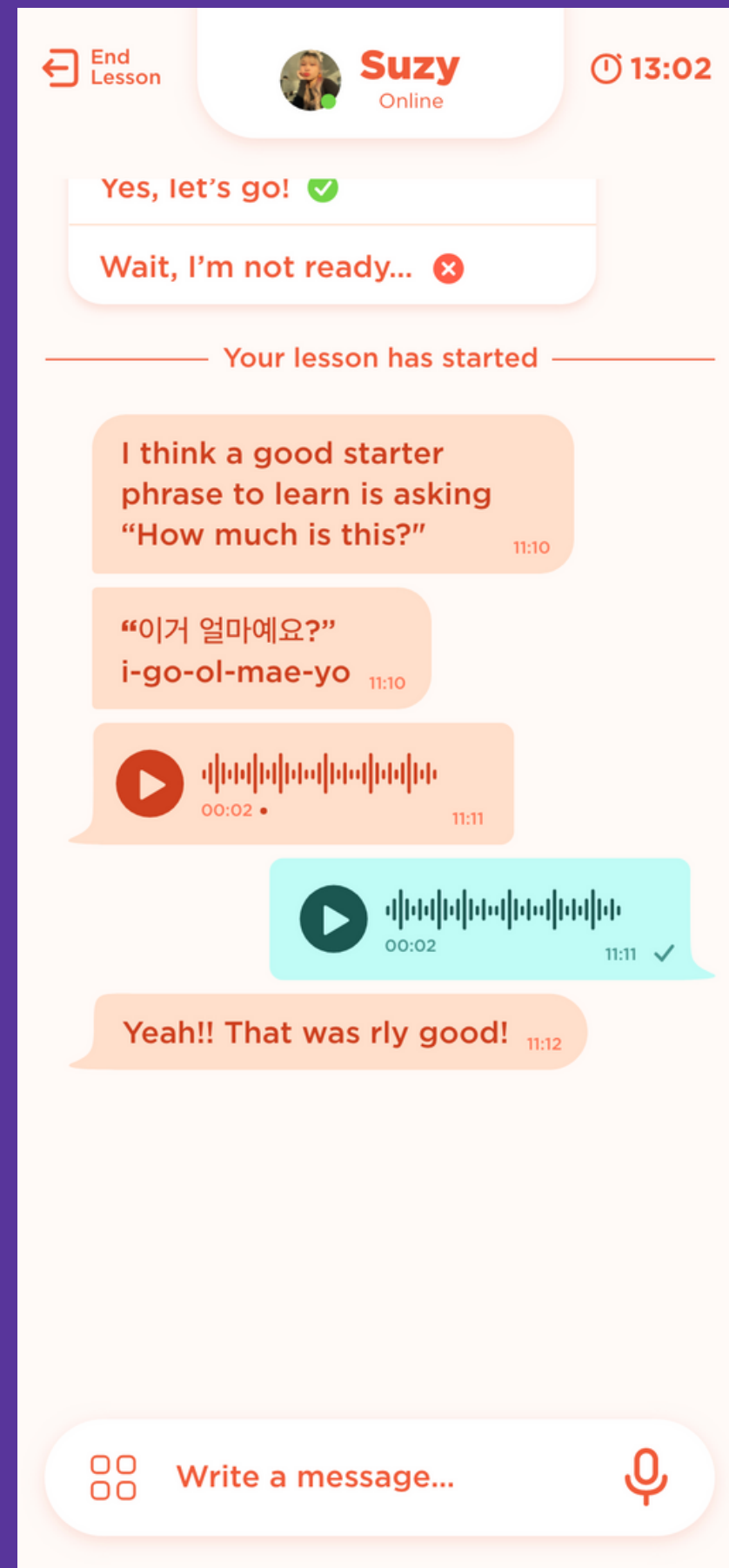
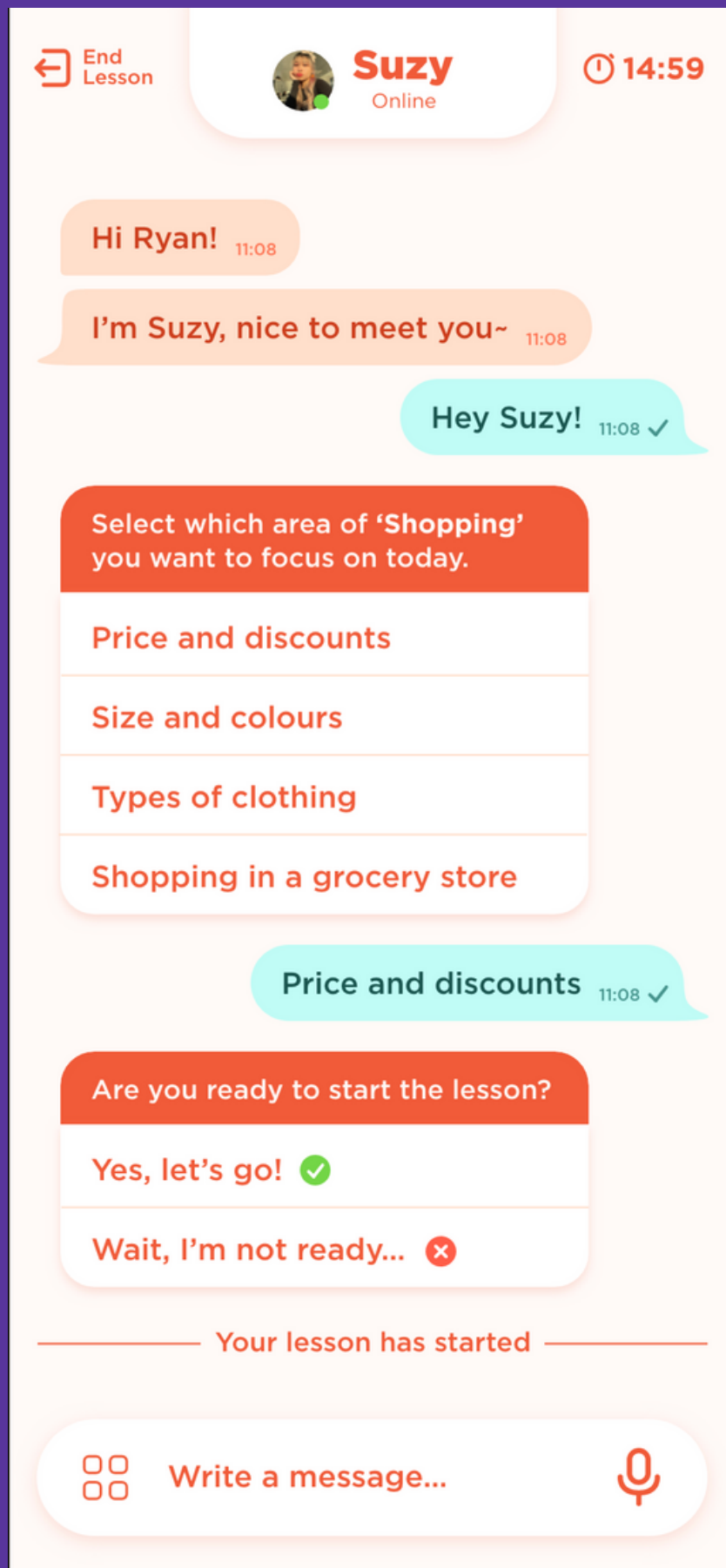
- **Interested in sharing the Korean language with others**
- **Gain exposure in teaching while connecting with people**
- **Improves her teaching skills**
- **Wants to start in a relaxed environment**

Teacher proficiency test

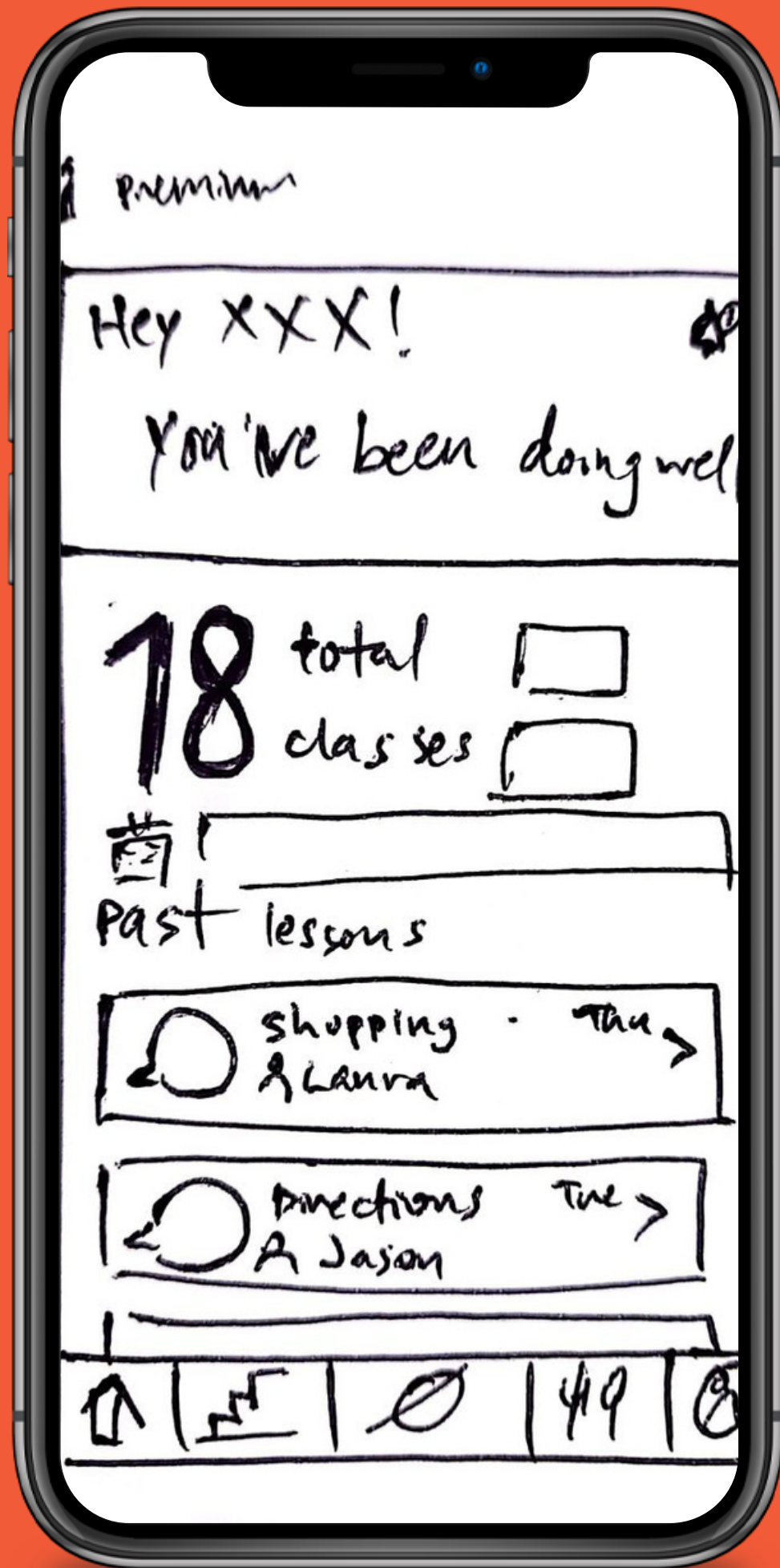
*Judged and Generated by AI

a verification of the language
proficiency tested on speaking skill
and grammar





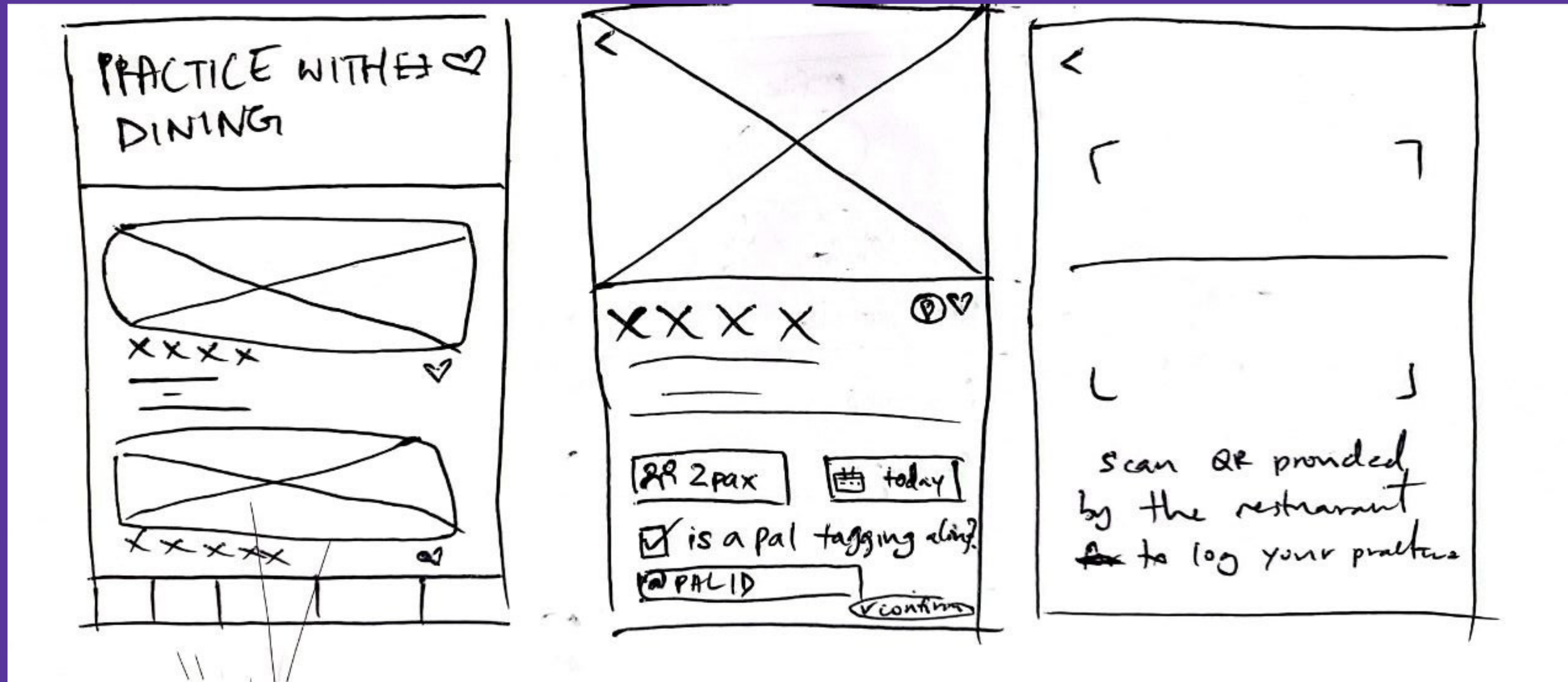
Private Chat room

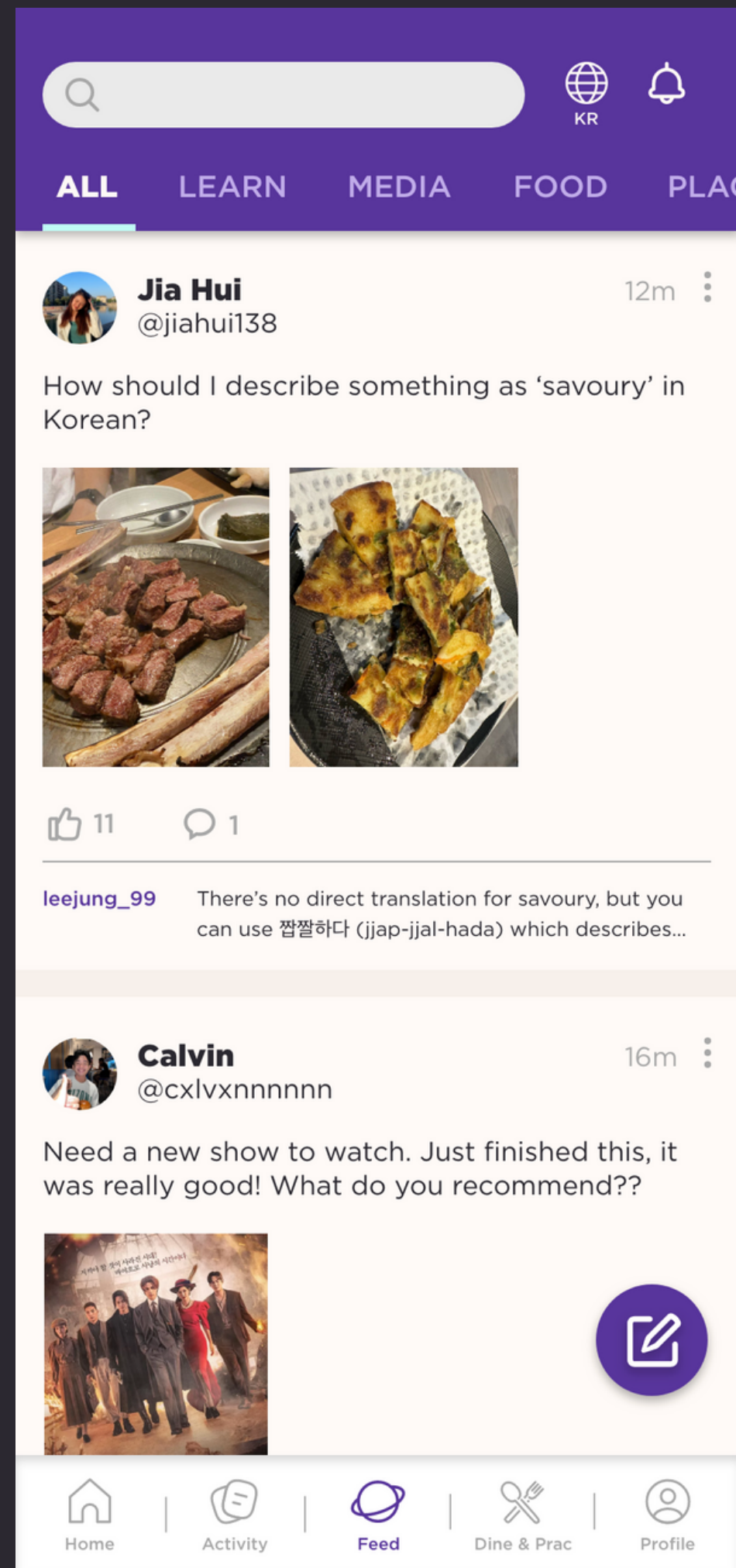


Learning Tracker

Beyond app:

Visit our partnership restaurants!





Social Interaction feeds

Share your language learning experience within the community!

Premium

A hand-drawn sketch of a booking form titled 'Premium' with a crown icon. The form is enclosed in a rectangular border and contains the following elements from top to bottom: a title 'Premium' with a crown icon; a heading 'Book your next class'; a text input field containing 'Laura Jung'; a label 'Date' followed by five date boxes labeled 'Sun 2', 'Mon 3', 'Tue 4', 'Wed 5', and 'Thu 6'; a label 'Time' followed by three empty time selection boxes and a dropdown arrow; and a 'Confirm' button with a checkmark icon.

Premium

Book your next class

Laura Jung

Date

Sun 2 Mon 3 Tue 4 Wed 5 Thu 6

Time

Confirm

unlimited lesson sessions

regular scheduled practice with your preferred pal

the dining practices



SAY IT PAL!