ENPRO 350

Browsable Audio for Language Learning

Midterm Report – October 26th, 2006

Team Members
  Adam Berg
  Dariusz Kuc
  Josh Short
  Sayiddah McCree
  Shivam Srivastava
  Shravani Pasupneti
  Soham Patel
  Syed Zaffer
  Ryan Feuersterin

Sponsor: Attila Kondac
MISSION

To usher in a new technology called ‘Browsable Audio’ that delivers effective language learning tools on portable devices.

• Browsable Audio
  - step-through capability
  - each word is linked to information

• Language Learning
  - audio book combined with scrolling text
  - quick look-up of definition and usage
In his eyes she eclipses and **predominates** the whole…

**Predominates:**
To have or gain controlling power or influence; prevail

..........

..........

IPRO 350 Browsable Audio – Midterm Report October 26\(^{th}\), 2006
VALUE PROPOSITION

• Learn a new language anywhere, anytime

• Transition from intermediate proficiency to fluency

• Cost-effective

• Vast applications for browsable audio in future
TECHNOLOGY

Adam Berg (team leader)
Josh Short
Dariusz Kuc
Shivam Srivastava
OBJECTIVES

• Answer key questions
  - product, platform, interface?

• Build prototype

• Develop plan for product development
ACHIEVEMENTS

Completed research on a broad range of devices and brands

• Selected iRiver Clix MP3 as suitable device for initial proof of concept

• Flash LITE 2 as platform for creating prototype

• Completed interface design
ACHIEVEMENTS

Prototype Development

• CLIX application (Adam, Shivam)
  - workflow design completed
  - coding in early-mid phase

• Dictionary pre-processing (Dariusz)
  - algorithms complete
  - interface development in progress
ACHIEVEMENTS

Operational Plan for Future

• Application for alignment of text and audio (Josh)

• Research in progress of Sphinx speech-recognition engine

• Considering .NET platform for development work
BUSINESS

Shravani Pasupneti (team leader)
Ryan Feuerstein
Soham Patel
Syed Zaffer
Sayiddah McCree
OBJECTIVES

Business

• Define target market

• Competitor Analysis

• Understand customers group

• Understand IP, DRM & copyright issues involved

• Prove interest for our product

• Explore partnerships
ACHIEVEMENTS

Target Market

• Business individuals
• ESL students
• Wide, expanding customer base

• To Do
  - Narrow customer base (financial, age group, demographic analysis)
  - Further define value proposition
ACHIEVEMENTS

Competitor Analysis

• CleverLearn, Audible.com, Rosetta Stone
• Competitor or Partner?
• To do
  - Study competitor’s business models and possible tie-ups
  - Business model, revenue, process
Legal Issues

• DRM issues
• Determined process to obtain interactive media rights
• To Do
  - Explore copyright costs
  - Understand process to acquire content
ACHIEVEMENTS

Prove browsable audio as effective language learning tool

• Conducted focus groups studies with international students
  - Audio/Listening preferred to speaking, writing, reading
  - 80% prefer Audio books to other means
  - Majority use dictionary to look up words
ACHIEVEMENTS

Prove browsable audio as effective language learning tool

• To Do:
  - More focus groups
  - Based on current surveys, improve questions and determine target group
  - Contact executives, businesses, language schools and ESL students
ACHIEVEMENTS

Partnerships for content and distribution

• Competitors or partners?
• Distribution channel
• Broad definition of target market
• To Do:
  - Contact potential distributors
  - Examine partners outside partners
  - Determine pricing
  - Develop marketing strategy and costs
ACHIEVEMENTS

Cash Flow Model

**End User**
- Advanced Language Learners

**Buyers**
- Retail, Institutions, Corporations, Military

**Buyers/End Users**
- Direct Purchasers, Subscribers

**Our Company**
- Providing Language Learning Aids

**Suppliers**
- Mp3 sellers, audible.com, Publishers
PROBLEMS FACED

- Time crunch
- Prototype needs a lot of work
- Need concrete plan for future development
- Insufficient business knowledge
- Difficulties reaching a consensus
- Initial lack of motivation
<table>
<thead>
<tr>
<th>Date</th>
<th>Business</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/31</td>
<td>Complete “To Do” tasks outlined previously</td>
<td>Continue progress as outlined previously</td>
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<tr>
<td>11/07</td>
<td></td>
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<tr>
<td>11/14</td>
<td>Executive Summary</td>
<td>Split team: assist with Executive Summary</td>
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<tr>
<td>11/21</td>
<td>IPRO Day Poster, Deliverables, Exhibit Preparation</td>
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<tr>
<td>11/28</td>
<td>Finalize Business Plan</td>
<td>Finalize Prototype</td>
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FINAL THOUGHTS

- Momentum after initial hiccups

- progress on business plan

- technology is huge challenge