

## INTERVIEW SCRIPT AND QUESTIONS

### INTERVIEW SCRIPT

Hi, \_\_\_\_\_. My name is \_\_\_\_\_, and I'm going to be walking you through this session today. Thanks so much for agreeing to meet with me! We're conducting interviews to better understand how people approach learning a new subject and vocabulary. We're doing this to help us build a vocabulary app.

I'll be asking a few questions to guide our discussion together. If you have any questions as we go along, just ask. And if you need to take a break at any point, just let me know. Feel free to use your phone to help you recall different things as we discuss.

The session should take 15 - 20 minutes. OK, let's get started.

### INTERVIEW QUESTIONS

- Are you a student, professional, or both? Do you mind sharing with me your age and occupation?
- Can you share with me your grade, or educational endeavors?
- Give me an idea of what activities you do in an a regular day?
- What do you do for fun or relaxation?
- When was the last time you were trying to learn a good deal of new vocabulary? Did you succeed at learning that vocabulary ? Why or why not?
- Tell me about a time you've been frustrated with unfamiliar jargon or vocabulary. Why was it frustrating? What are some things that might have made it easier for you?
- What do you think makes learning new vocabulary more difficult?
- Do you enjoy playing game apps? If so, what is your favorite game app? Can you tell me a little bit about why you like it?
- What is your favorite type of app? What do you like about these apps?
- Do you already use a vocabulary app? If so, what do you like most about it? Least? How does it help you?
- If you could create a phone app to learn new jargon or vocabulary, what kinds of features would be helpful? (Flash cards, games, audio, dictionary, etc.)?

- What do you think would keep your interest longer over a period of weeks or months? A straight flashcard app with words and definitions or an app that allowed you to play a game or games incorporating new vocabulary?
- What types of incentives would help you to use an app more frequently or make it more fun or interesting to use? Financial incentives, connection with others in the app community, games, discovering interesting things connected to the words? All of the above?

## INTERVIEW NOTES COMPILATION

Below is a compilation of six interviewees sorted into what they do, what they think **or believe**, and what they feel about learning new vocabulary and using language/vocabulary apps to do so.

### DOING

- I had a negative experience with Babel's user interface and curriculum, leading me to avoid using the app.
- I enjoy using Rocket Money to track spending and change behaviors, because it is useful in the real world.
- I use Duolingo to learn Norwegian, with a focus on vocabulary and basic communication.
- I have been learning Norwegian for 399 days and has a 400-day streak, with a goal of traveling to Norway and understanding their culture.
- I use Duolingo to learn Italian, but wish it had more context explaining the rules of grammar to clarify ambiguous usage of certain words
- I deal with this by using searches from Google to help identify the correct form of the word.
- I enjoy playing Fortnite with friends and likes the thrill of winning or near misses.
- I learn Japanese, Spanish, and Italian on Duolingo, and find it gamified.
- I have never successfully learned a language to fluency.
- I learn basic phrases for traveling with language apps, and am not aiming to become fluent.
- I use language learning apps like Duolingo and New York Times puzzle lab to improve vocabulary and make connections between words and definitions.

## THINKING

- I think a vocabulary app should have customization and tailoring to specific subjects or learning paths.
- I think vocabulary apps should have customization and incentives to encourage frequent use.
- I suggest incorporating daily rewards or streaks to motivate users, and think that customization is key to accommodating different user styles and learning styles.
- I want a progress tracking system or certificate program to motivate me to use language learning apps
- I think language learning apps should incorporate competitive elements, such as leaderboards and weekly challenges, to motivate users.
- I think it would be cool to have an app that allows users to compete against each other in a language learning community, with progress bars and rewards for reaching goals.
- I think it would be cool to have a cash incentive for completing a certificate or challenges.
- I believe that having a glossary feature that explains how to use grammar effectively would make learning new vocabulary more manageable.
- I prefer apps that are both fun and useful, such as YouTube and browsers.
- I think a vocabulary app with a glossary and explanations of language and grammar rules would be helpful.
- I think the app should have a leaderboard and quests to complete with friends to keep users motivated over a long period of time.
- I think features such as weekly log streaks, achievements, and personal challenges are good for motivating learning.
- I want more basic building blocks in Duolingo, such as learning the alphabet and numbers before moving on to bigger words.
- I think its important to have a community of friends in language learning
- I use a variety of methods to learn Korean, including entertainment, language learning apps, and a gaming app,
- I think exposure to words in real-life contexts (e.g. church, gardening) improves vocabulary retention.
- I prefer game apps with varied gameplay to help me learn vocabulary.
- I like Duolingo's free version with ads, as it keeps me consistent with my streak of over 500 days.

- I want an app that focuses on personalized vocabulary learning based on individual interests and needs.
- I find Duolingo's daily tasks and login bonuses motivating to return to the app.
- I think social connection and app rewards are important in maintaining motivation over a long period of time.
- I think an in-app cash incentive of some sort would be useful for encouraging finishing levels
- I prefer annual subscriptions or one-time pay for paid apps, easier to financially manage than monthly.
- I think leveling up, earning points, and using them to purchase items that can be used in another game is a good idea
- I think Duolingo could offer a “flex” system, allowing users to keep their streaks intact after making mistakes by trying additional tasks/levels to earn enough rewards to buy back your streak.
- I think that exclusive items could be offered as an incentive for longer streaks, with the value of the items increasing as the streak lengthens.
- I think that using bold colors and a catchy logo to grab users' attention is a good idea for a game app
- I expect apps to be easy to use and provide one-click access to desired features.
- I prefer Duolingo's straightforward approach to language learning using spaced repetition.
- I like the feature that allows me to autoplay each level so I can do something else like dishes while progressing through lessons.
- I like streaks and stars accumulated for each level completed.
- I think a financial based incentive might be a stronger incentive for learning

## FEELING

- A main frustration for me with learning language is the lack of practical application
- I feel an app that provides a process to learn and apply words to real-world scenarios could be helpful.
- I find it challenging to dedicate time to learn a language, especially with Duolingo's complicated user interface.

- I prefer Rosetta Stone's computer-based software edition for its personalized learning path and lack of fluff.
- I find animations to be frustrating and turn them off on my phone.
- I find it frustrating when Duolingo doesn't provide enough explanation for why certain grammar rules are set a certain way.
- I enjoy playing Clash of Clans, a multiplayer game by Supercell, for its interactivity and vanity items.
- I like AI conversations, finding them helpful for focusing on language use and reflection.
- I struggle with following through on language learning goals due to lack of motivation.
- I am frustrated with paywalls and feeling pressured to maintain a streak in Duolingo.
- I like comparing progress with friends in Duolingo, experience points (XP) awarded for completing levels, and bonus points for not missing questions or prompts.
- I struggle with consistency and prefer shorter, more flexible learning sessions that fit my busy schedule better.
- I struggle with recognizing words in speech when the speaker's clarity is poor or there are added endings.
- I find it frustrating that Duolingo doesn't show all the vocabulary learned, only a sheet of paper with what's being worked on in each lesson.
- I'm frustrated with streak-based incentives that can lead to feeling discouraged when you miss a day and lose your streak.
- I don't mind watching ads but am frustrated with Duolingo's premium version and losing streaks, feeling demotivated when unable to complete lessons or maintain streaks.
- I like playing with my friends, the social aspect of competing and winning things to flex to your friends.
- I like the short lessons on Duolingo, it makes it easy to learn something in five minutes.
- I like getting XP for each level I complete.
- I struggle with lack of self-discipline when learning languages, and need higher stakes to motivate me (e.g., moving to a German-speaking country).