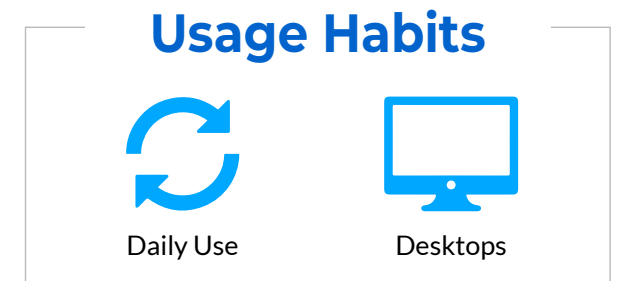
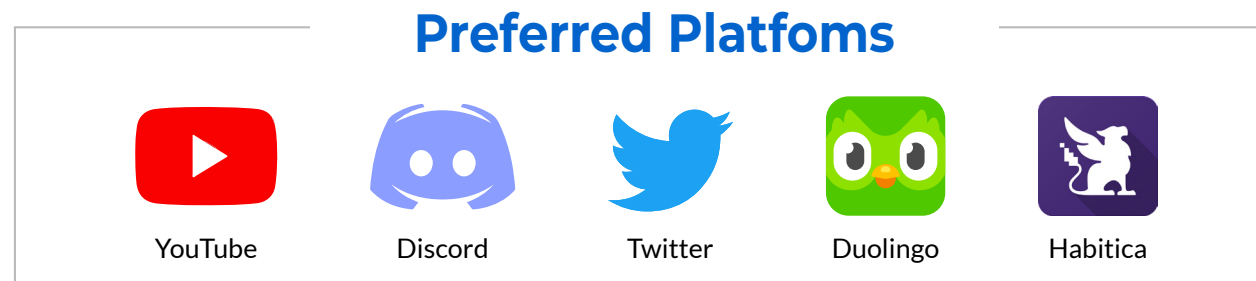




Dylan Mason

24 years old, United States
Computer Science Bachelor
Web Developer

"I need to understand the basics of chinese and cultural aspects so I can better engage with my chinese speaking colleagues at work"



Context

Henry works remotely as a programmer for a Chinese app company. In recent years, he has been involved in projects with teams spread across Asia, mainly communicating in Chinese. Henry is studying Mandarin to improve his connection with colleagues and to explore more professional opportunities.

Goals

Henry aims to learn the basics of Mandarin for everyday use and to strengthen his cultural understanding of the language. For this purpose, he is looking for an app that can provide a less systematic approach to learning, focusing less on the didactic aspects of platforms and more on narrative, storytelling, and engaging resources.

Concerns

Henry is concerned about the limited time he has available for studying, as well as the challenge of finding content that delves into cultural aspects along with the language.



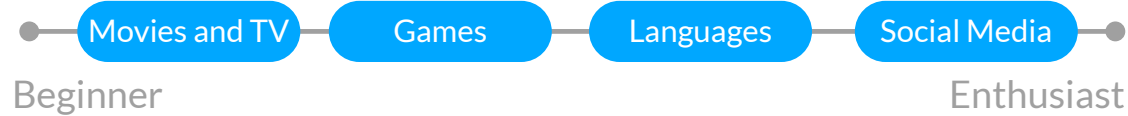
Marina Castro

19 years old, Brazil
Foreign Language Student (EN, CN)
Research Intern

"I want to expand my chinese knowledge to both invest in my career and expand my research possibilities in college"



Interest Spectrum



Preferred Platforms



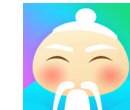
YouTube



Reddit



Facebook



HelloChinese



Habitica

Usage Habits



Daily Use



Mobile

Context

Marina studies English and Chinese at university, primarily focusing on literary translation. She aims to enhance her language skills using apps, with a focus on both cultural and didactic aspects. Although not highly tech-savvy, she possesses the necessary skills to use apps to her advantage.

Goals

Marina aspires to become an international correspondent proficient in both English and Chinese. While she is already proficient in English, which aids her studies, she is still working on her Chinese, especially due to the vast cultural and geographical differences. She is seeking platforms that can offer a comprehensive approach to learning both languages.

Concerns

Marina is concerned about acquiring a strong foundation in the language to ensure accurate translations. She also values the motivation provided by tracking her progress to maintain consistency in her studies.



William Nguyen

30 years old, Vietnam/Britain
Management MBA
Project Manager

"I seek more information on Chinese culture, language and aspects to connect with my wife's family and her Chinese relatives"



Context

Despite having lived in the United Kingdom for an extended period, William maintains strong Vietnamese roots. His native language, Vietnamese, shares similarities with Chinese. He got married to his Chinese wife a year ago and is determined to continue learning the language and culture to build stronger connections with his wife's family.

Goals

William's goal is to learn the language and cultural aspects without adding extra strain to his busy work routine. He already uses other learning platforms like HelloChinese and Duolingo, but he yearns for a more culturally immersive and less formal approach to teaching.

Concerns

He is concerned that the app's cultural features are accurate to avoid uncomfortable situations when referencing them in his daily life. He also places importance on learning correct tones since he aims to master formal Chinese.