

ROSETTA STONE

BUSINESS CASE

Rosetta Stone's overall revenue has been declining over the last few years, particularly in their consumer revenue as people don't see enough value in subscribing. Revenue in the first quarter 2016 totaled \$48.0 million, down 18% from \$58.4 million in the year-ago period.

(Rosetta Stone, 2016, First Quarter 2016 Results)

CURRENT APP

Rosetta Stone's app teaches users languages through lessons of various levels and topics in pronunciation, vocabulary, and grammar. In the lessons, user's match words to images and they can either see the answers, skip questions, or exit the lesson by tapping icons. After each lesson, they can see what they got right, wrong, skipped, or haven't seen.

PROPOSED SOLUTION

An extension to Rosetta Stone's existing subscription app that provides more value to users, particularly travellers, by extending their language lessons from software to real world practice through a voice translator and personalized phrase list that can be accessed when needed.

1. PREPARING STAGE (PRE-TRAVEL)

When Rosetta Stone subscribers plan on travelling, they can access the app for lessons related to travelling that is already offered. The section includes words, phrases, and sentences that they may use. Phrases or sentences can be saved through the exercises that they think they will forget or need, and access them easily in the navigation bar.

A world map that highlights other places that also speak the language they are learning can also be seen. This shows them other places they may be interested to visit and continue to learn and use the language.

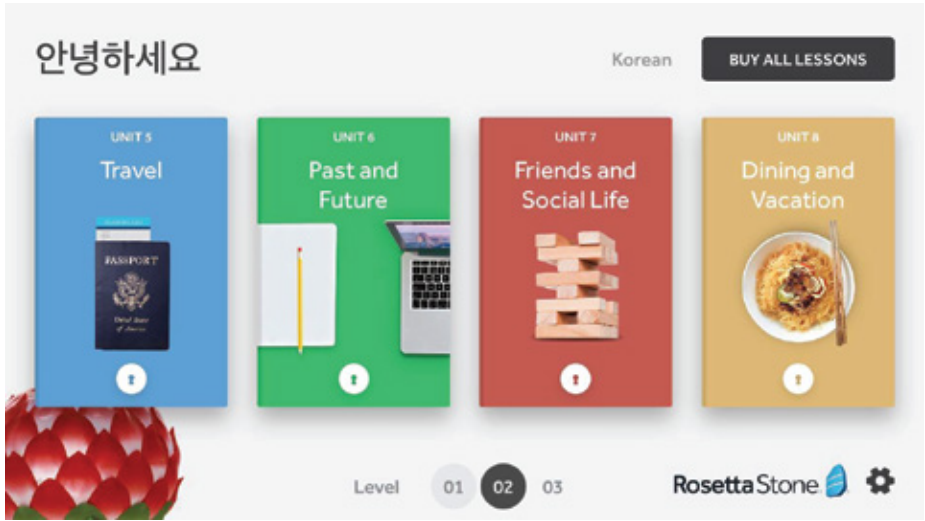
2. EXPLORING STAGE (DURING TRAVEL)

While on their trip, if the user has trouble with the language and needs a translation, they can speak to their earpiece for a voice translation playback. The translation will play through the user's earpiece and will encourage the user to repeat after it. The app will also record and save the phrases or words the user had trouble with so that they can have the opportunity to review and get a better understanding of what to improve on. The lessons will be reinforced throughout the user's trip.

3. REFLECTING STAGE (AFTER TRAVEL)

Custom lessons and exercises will be made based off the troubled words and sentences the user had. The lessons can be reviewed right when users get home or before they head out. In order to ease review, users are able to save a list of the phrases and sentences that they think they would look over often from the custom lessons.

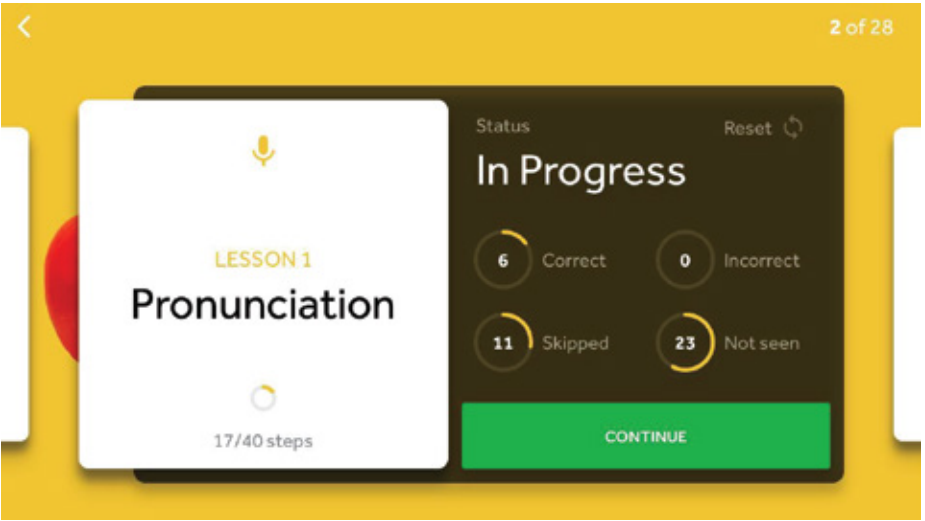
CURRENT APP LAYOUT



Rosetta Stone’s current landing page.
(Topic selection page)



(Lessons selection page)



(Lesson progress page)



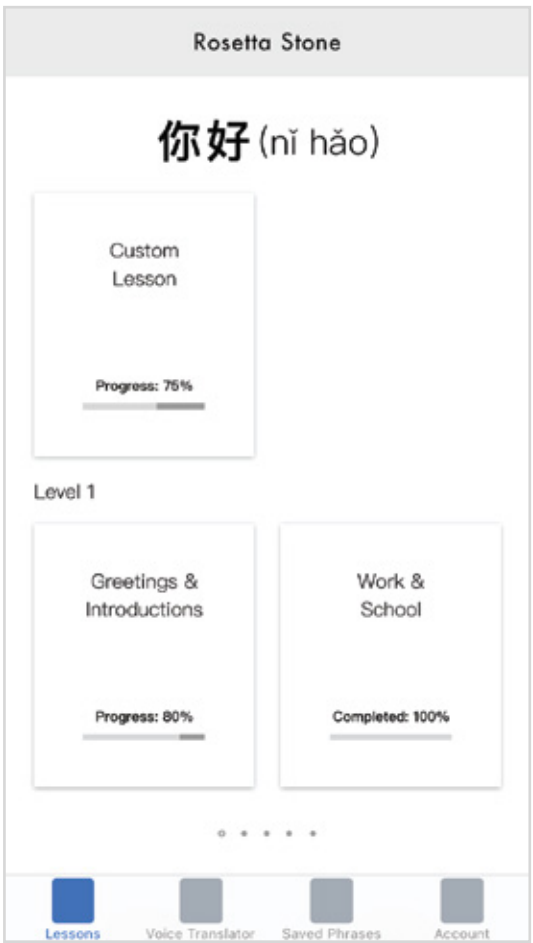
(Doing the Lessons)

WIREFRAMES

The current app is locked to landscape orientation. We considered both the landscape and portrait orientations in our wireframes. However, it will be more natural and convenient for users to use the portrait orientated app while travelling as they can see the content right away instead of flipping it around. We focused more on the portrait orientation.

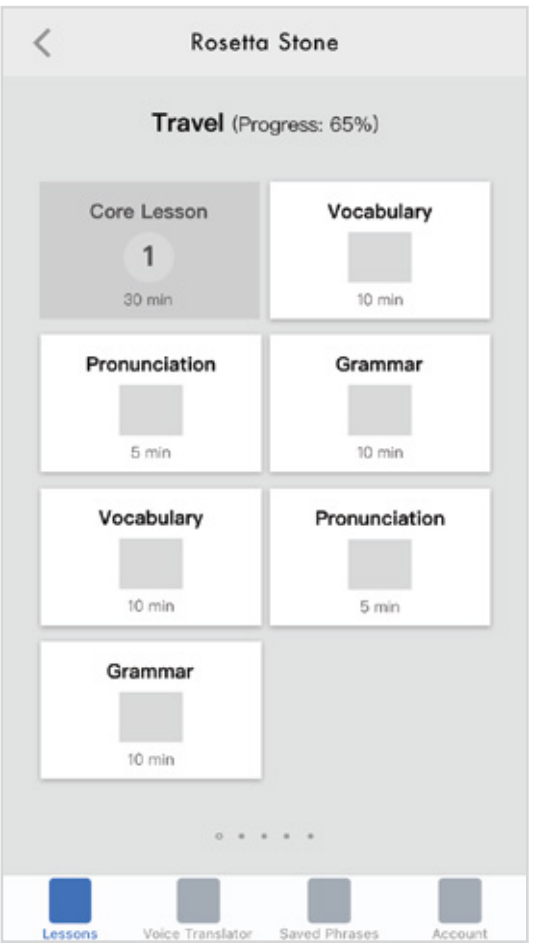
PREPARING STAGE

TOPIC SELECTION



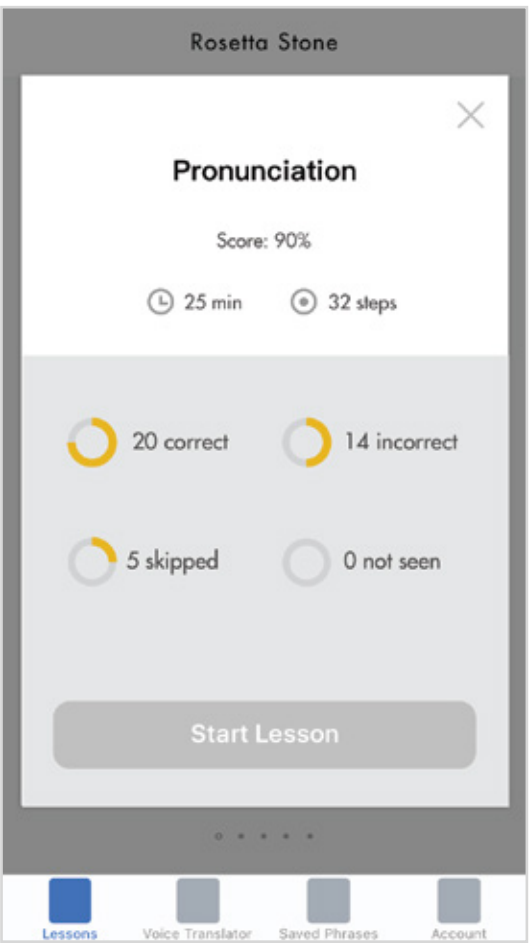
Topics and levels for the lessons that are provided can be selected here.

LESSON SELECTION



Various lessons can be selected here.

START LESSON



More details open up. Lesson can be started by tapping the button.

DOING THE LESSON



Users can save phrases for their trip or to review later.

EXPLORING STAGE

VOICE TRANSLATOR



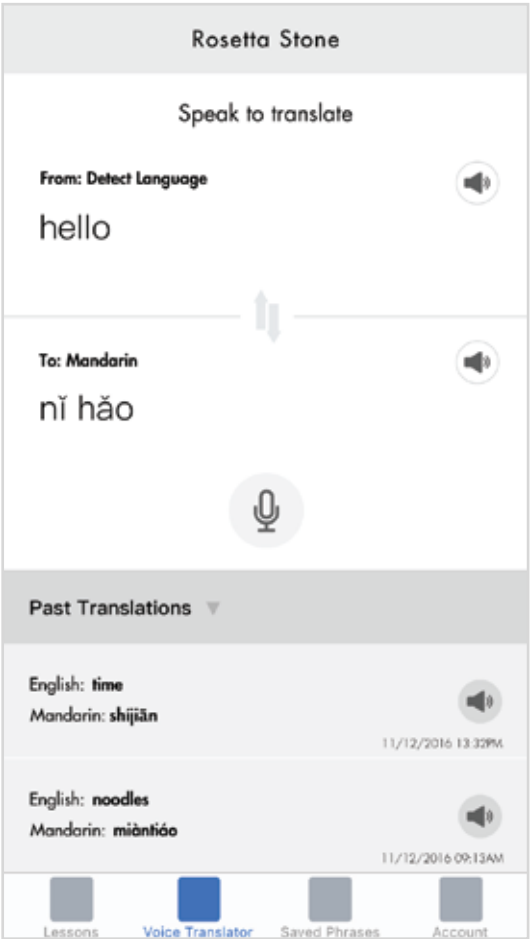
Speaking into the earpiece will translate the voice to the language they're learning.

VOICE TRANSLATOR



Phrases will go into Past Translations and can be reviewed or saved.

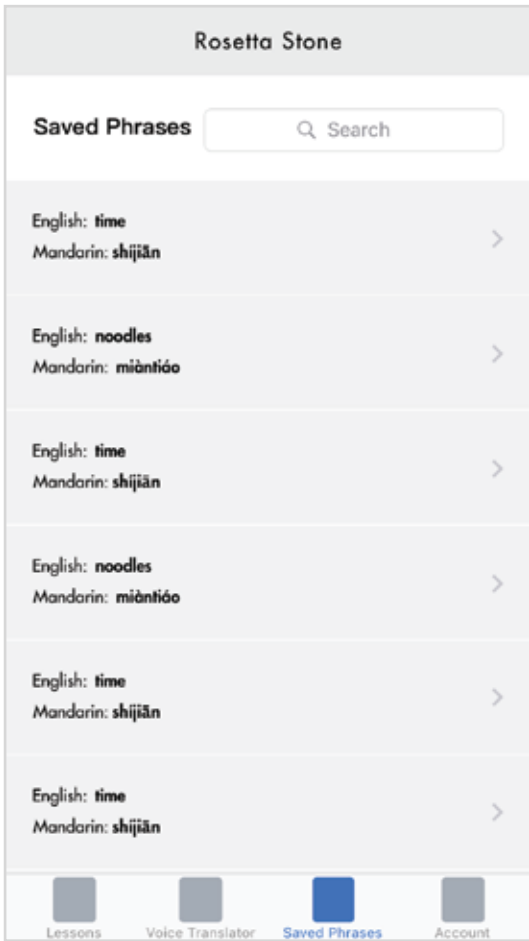
VOICE TRANSLATOR



Past translations can be hidden or revealed.

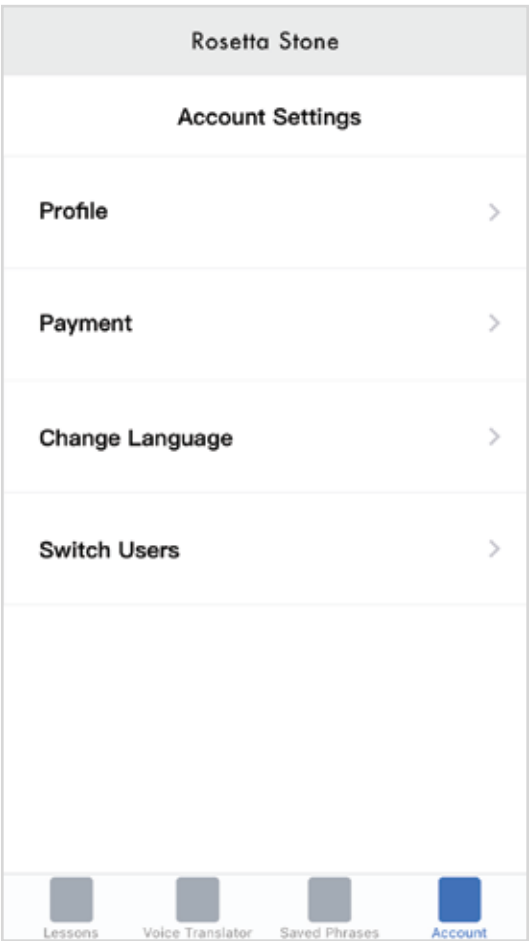
REFLECTING STAGE

SAVED PHRASES



Users can review the words, phrases, or sentences that they saved from lessons and translations. They can search, edit, or remove the list as well.

ACCOUNT SETTINGS



The language that they're learning can be switched here from the Account Page.

CHANGE LANGUAGE



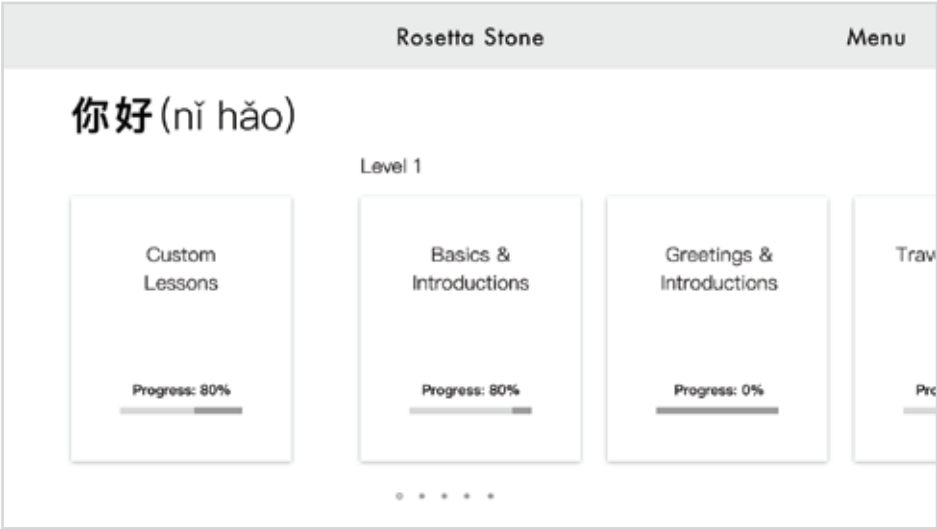
A world map highlights other places that also speak the language they are learning. This shows them other places they may be interested to visit and to continue learning.

LAUNCH SCREEN



Launch screen for landscape orientation.

TOPIC SELECTION (WITH CUSTOM LESSONS)



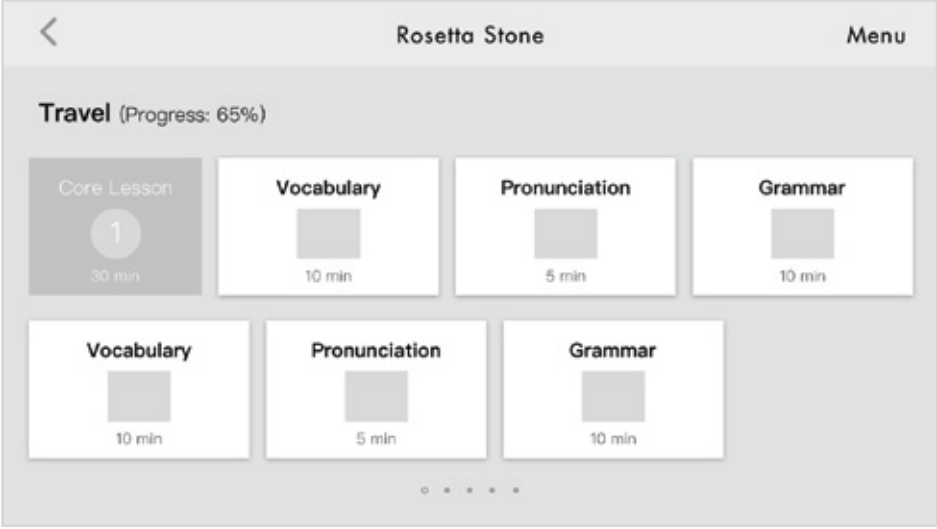
Based on the phrases they saved and what they asked the voice translator, custom lessons will be recommended to them in the lessons page.

TOPIC SELECTION (WITH CUSTOM LESSONS)



Instead of having the nav bar in landscape orientation, a menu can be opened.

LESSON SELECTION



Landscape view of lesson selection for Travel.