



ROSETTA STONE

TEACHING STYLE

Teaches through repetitive lessons in pronunciation, vocabulary, and grammar

ROSETTA STONE



WHO ARE THEY

A global software and technology company that produces language learning software

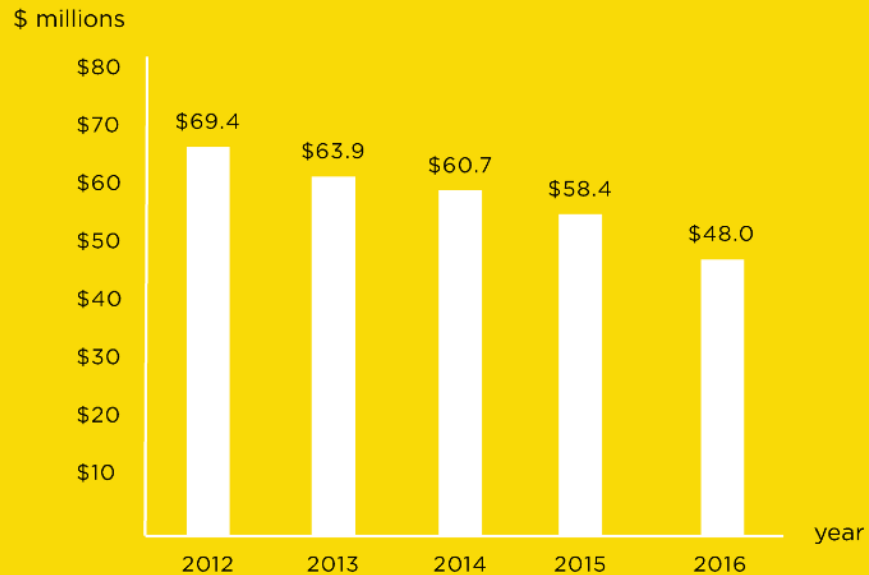
MISSION

Learning languages by empowering people with the tools to open the world for them



PROPOSAL

An extension to Rosetta Stone's subscription app that provides more value to travellers, by extending their language lessons from software to real world practice. Customized lessons based on voice translations and saved phrases can be accessed as needed before the trip, during, and after.



Rosetta Stone 2012-2016 First Quarter Results

BUSINESS PROBLEM

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

“ Only the immersion training led to full native-like
brain processing of grammar. ”


Michael Ullman

Professor of Neuroscience at GUMC



OPENING

Creating a new level of digital immersion to provide more value for current subscribers and attract non-subscribers.





LARISSA TSANG, 32

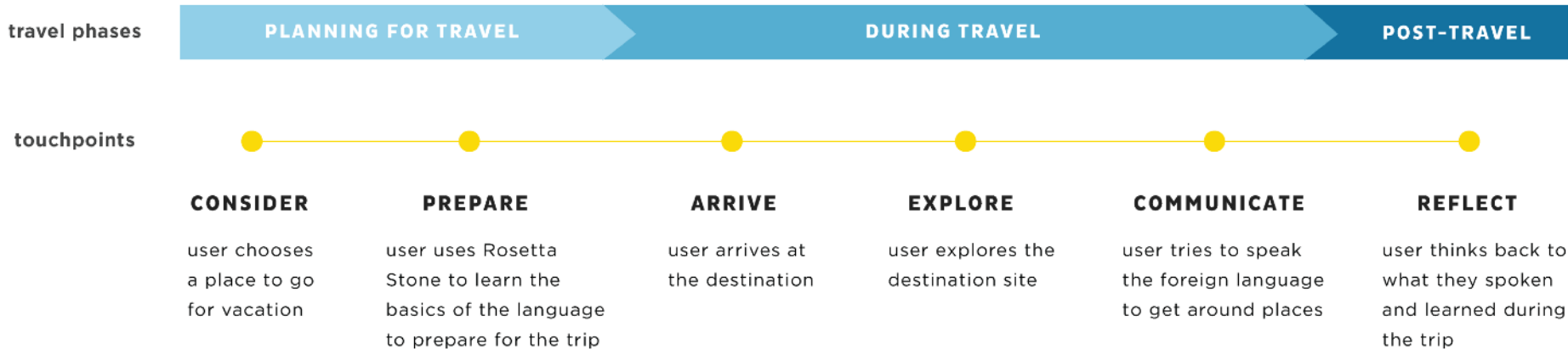
Pharmaceutical Researcher

Larissa is a workaholic that **learns languages as part of her large-scale preparation for long-term vacations**. On her previous trips, she interacted at a basic level with the locals, concerned more about sightseeing. Travel was methodical, like work: research, experiment, follow-up, and repeat.

A local guide that she hired showed her that **travelling is not just sightseeing, but more about interacting and being a part of the local community**. Larissa now has a new goal of gaining a deeper understanding of the places that she visits by improving her language skills in order to interact with the locals more.

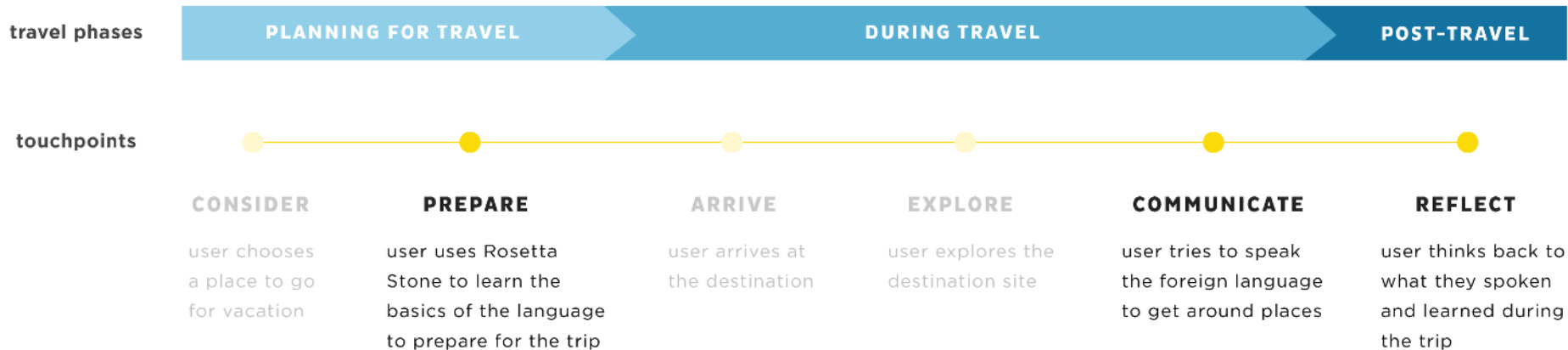
CUSTOMER JOURNEY MAP

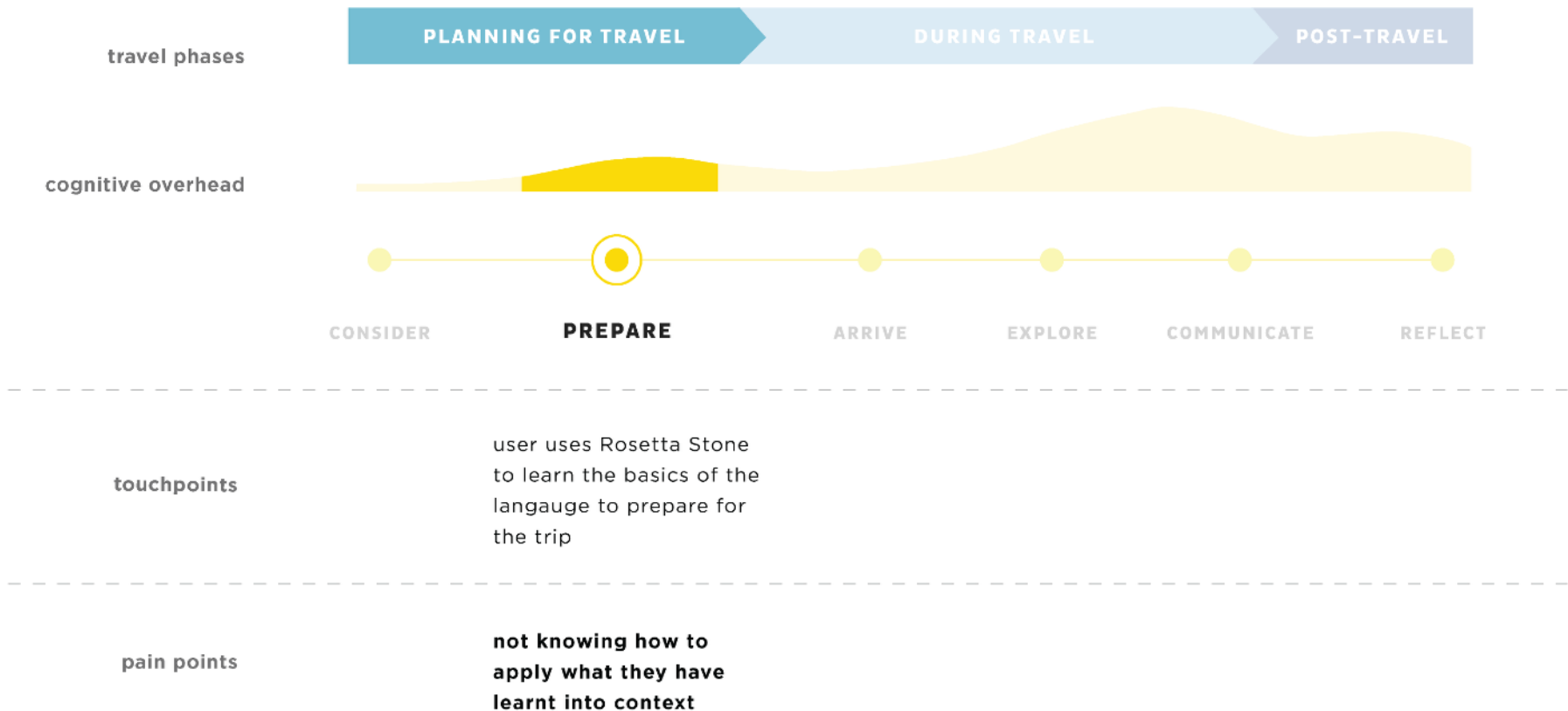
BEFORE INTERVENTION



CUSTOMER JOURNEY MAP

WHERE WE INTERVENE





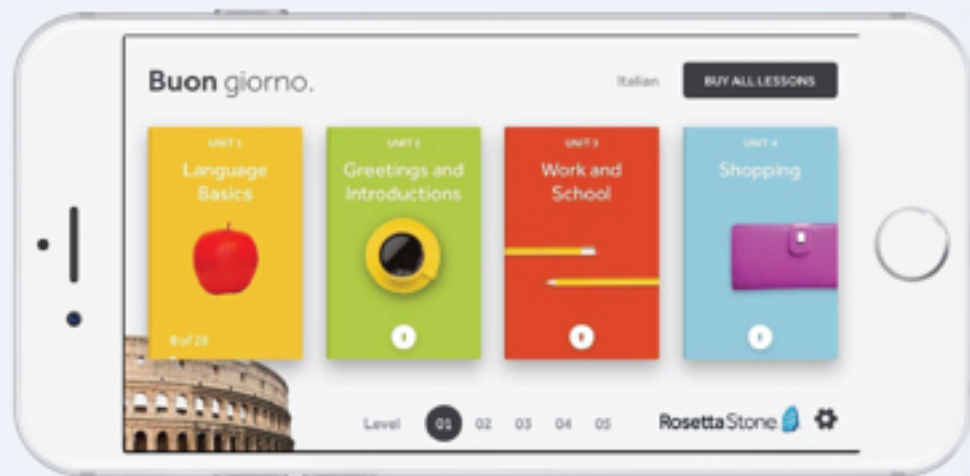
PREPARING FOR TRAVEL: CURRENT

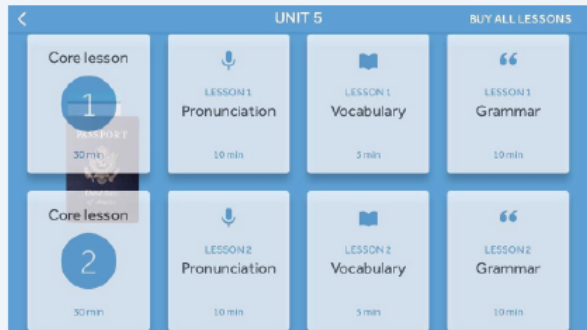
Users can use the current Rosetta Stone app to learn words and phrases to prepare for their travel.

Organizational issues

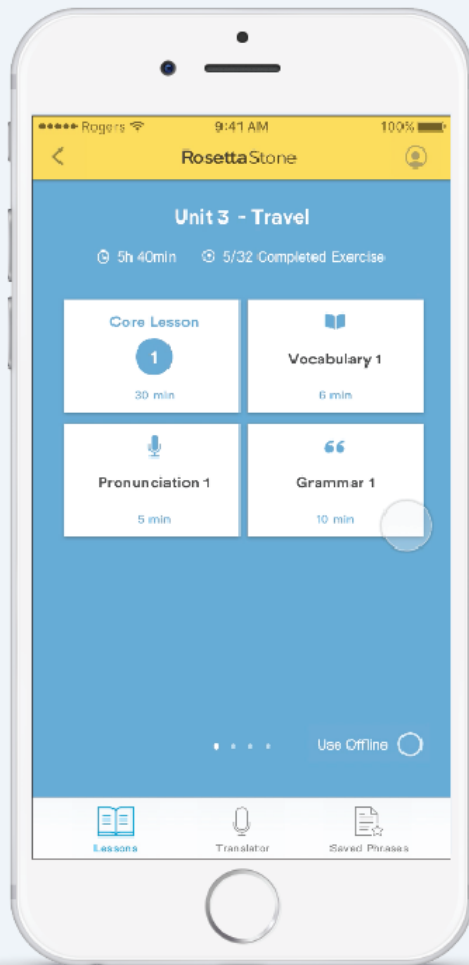
Locked to horizontal landscape

Only consists of lessons



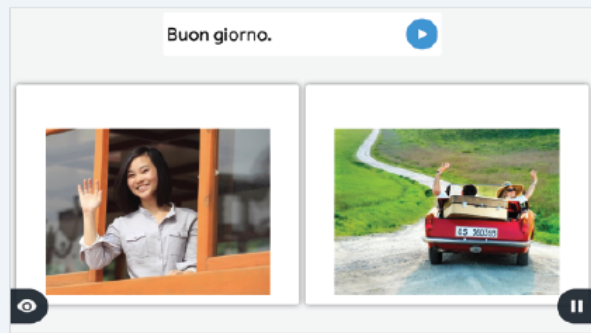


CURRENT ROSETTA STONE APP

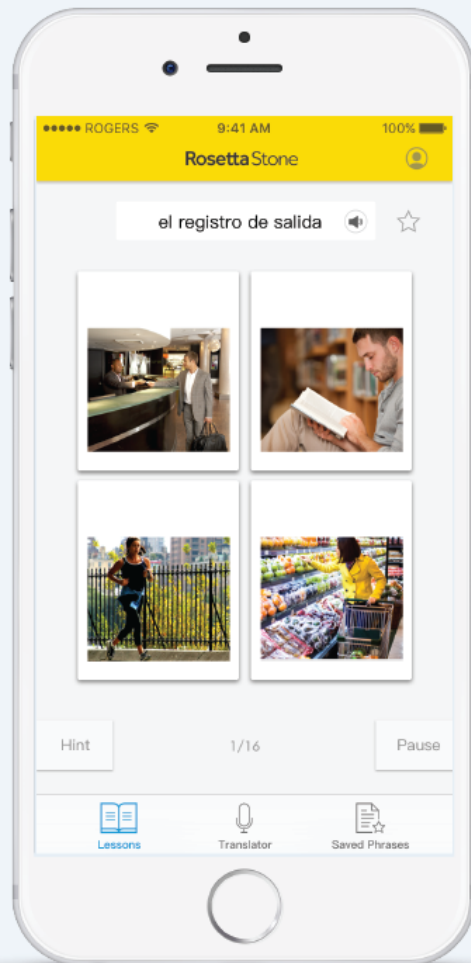


PREPARING FOR TRAVEL: PROPOSED

New Lesson UI: Going through Rosetta Stone's topics and lessons.



CURRENT ROSETTA STONE APP



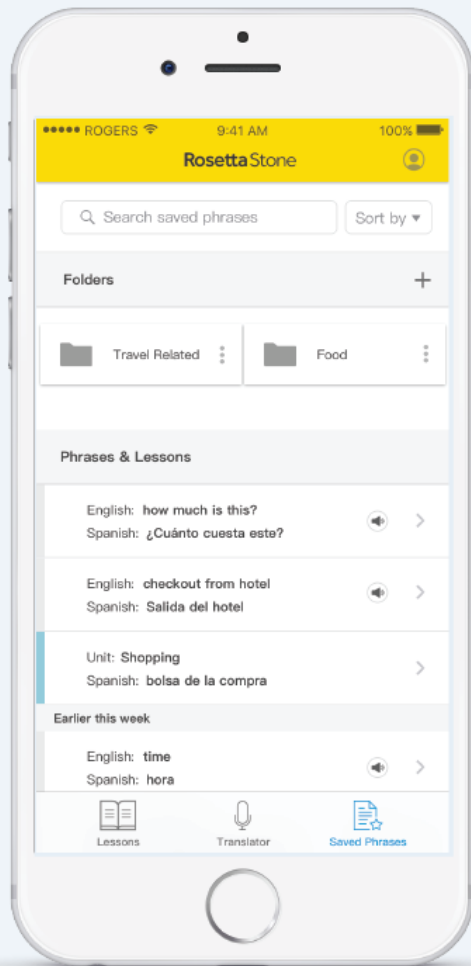
PREPARING FOR TRAVEL: PROPOSED

Saved Phrases: Users can save certain lessons they think they may often use.

Standardized lesson layout

Save phrase button

Clarified in-lesson button & symbols



PREPARING FOR TRAVEL: PROPOSED

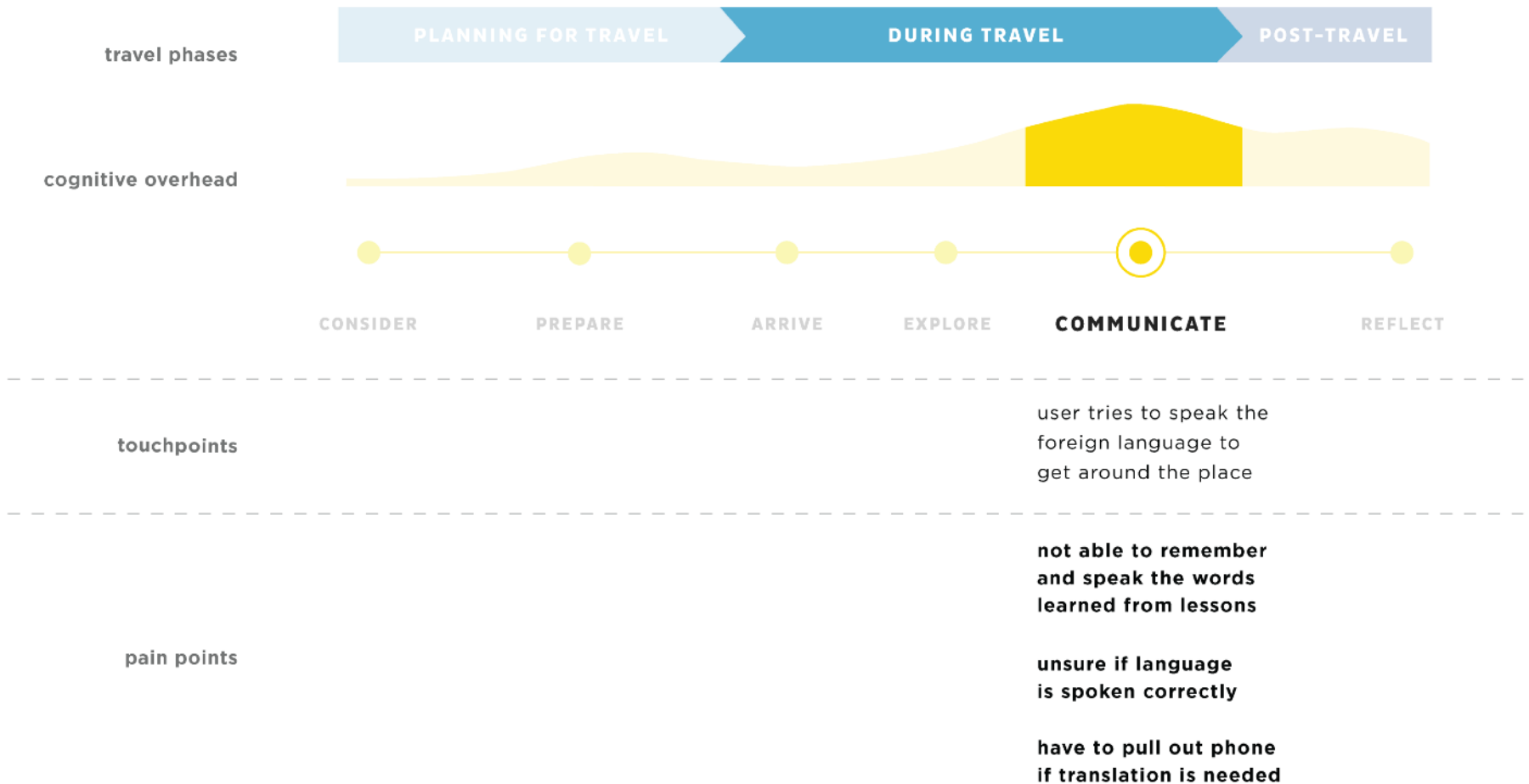
Saved Phrases: Accessing and organizing the list of saved phrases and lessons.

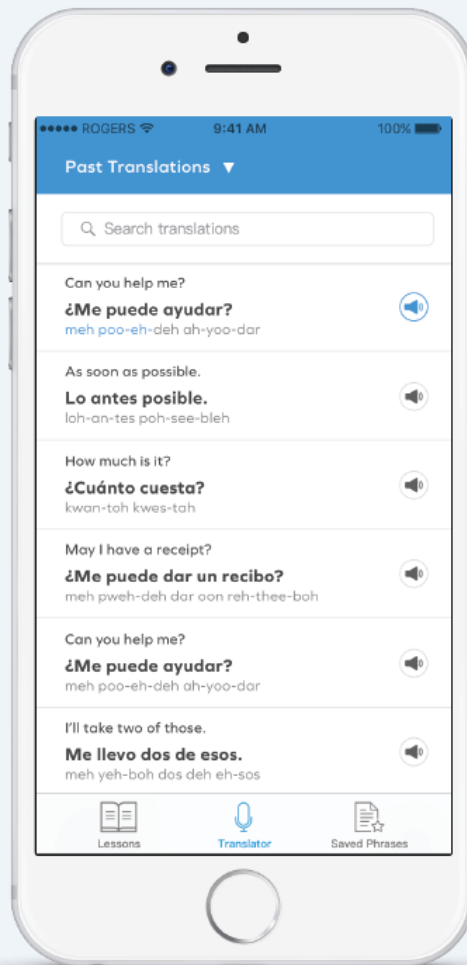
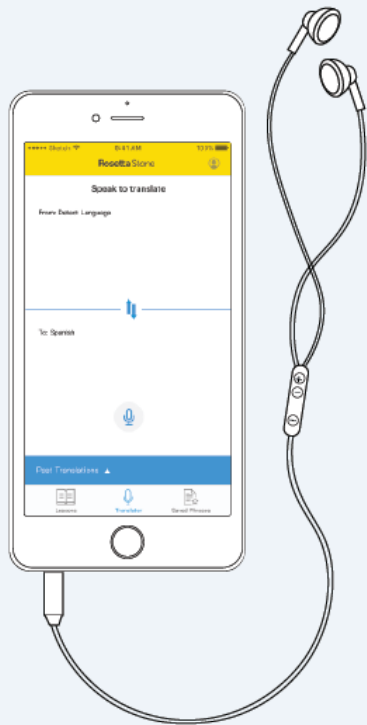
Folder structure

Highlight frequently used

List sorted chronologically

Search and filter functions





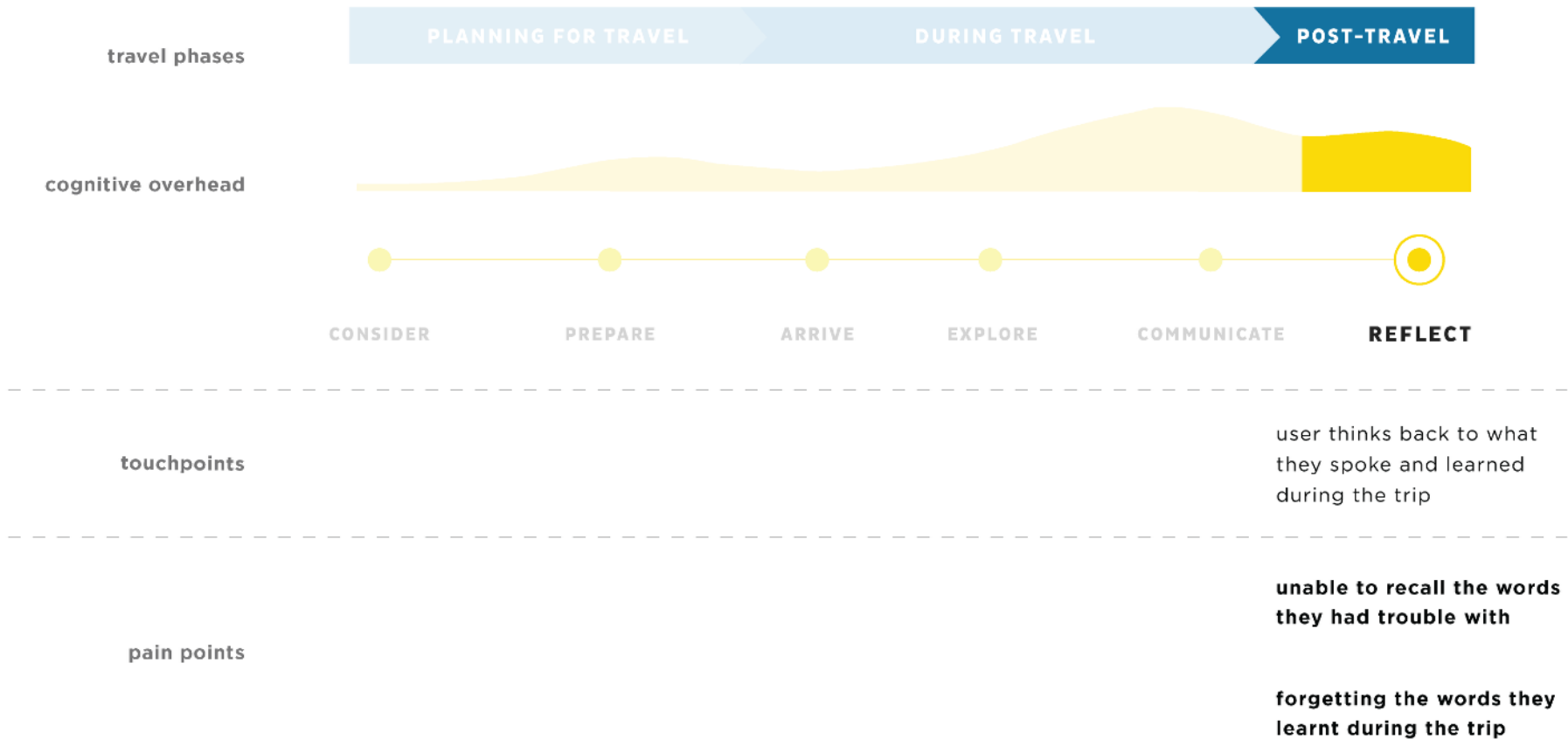
DURING THE TRIP

Translator: Speak to an earpiece to get a recorded voice translation that can be played back and saved for later review.

Headphone mic or phone mic input

Speaker or headphone output

List of past translations



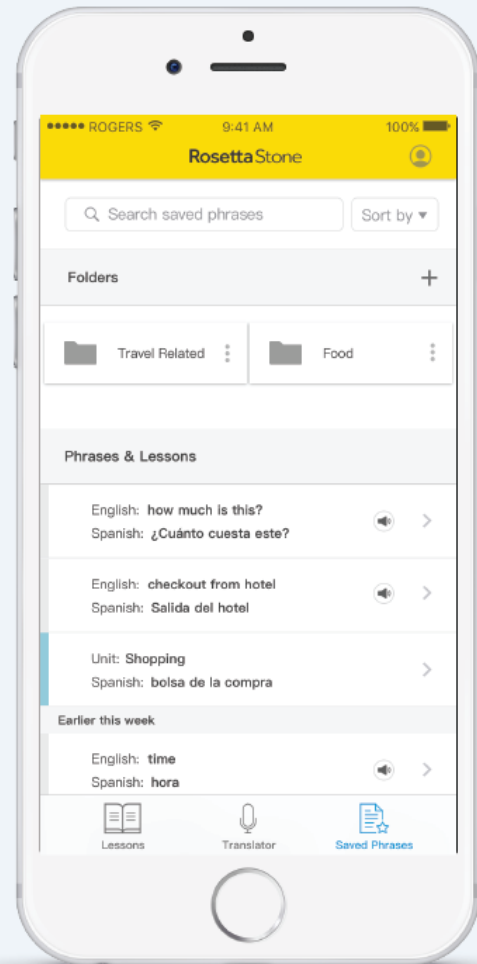
AFTER THE TRIP

Saved Phrases: Accessing and organizing the list of saved phrases and lessons.

List of translations

Data from saved list generates custom lessons

Phrases are linked to regular lessons



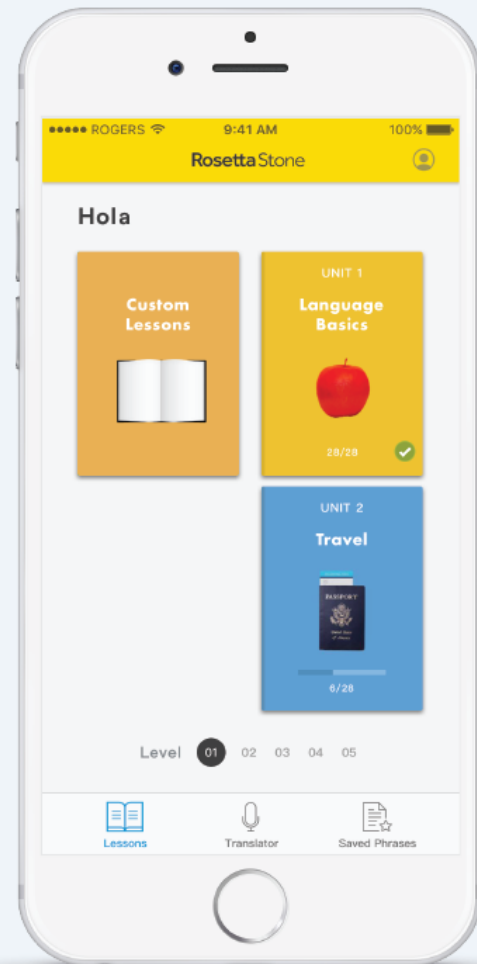
AFTER THE TRIP

Custom Lessons: Based on the translations and phrases saved, custom lessons will be recommended to the user.

Mixed practice lessons

Lessons can be removed after achieving 100%

Lessons refresh every 10 phrases saved

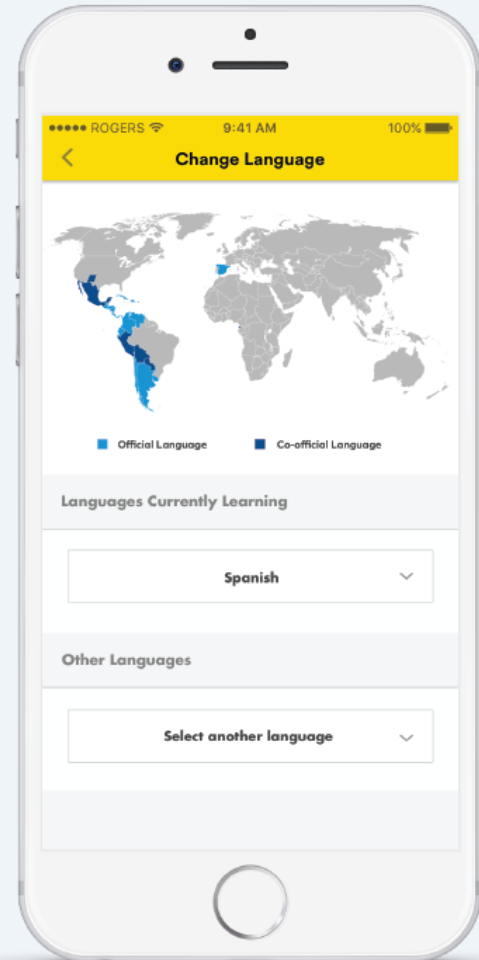


AFTER THE TRIP

Language Change: When users change their learning language, a map will highlight places where it is their official language to encourage travelling.

Visually represent language spaces

Swap and purchase languages easily



INCREASE REVENUE

word of mouth creates
new customers

CUSTOMER RETENTION

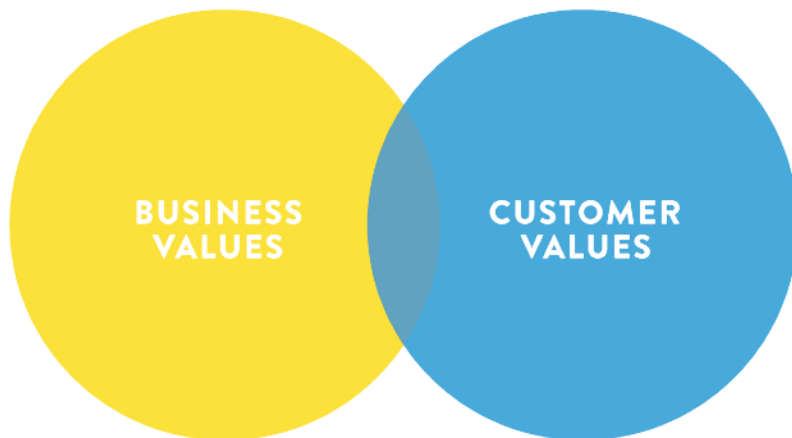
adding value to the
subscription

BRAND EXPOSURE

using the app in a
different country

INCREASE USAGE

using the app while
travelling



MEMORABLE

review experiences

ENLIGHTENING

learn the language in
context and improve skills

CONVENIENCE

do not have to take phone
out for language help

CUSTOMIZATION

lessons suggested based
on challenges

REFERENCES

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