Jonathan

- Age: 35-45
- Nationality: American
- Family Status: Married with 2 children
- Location: Münster, DE
- Education: BA
- Job Title: Software Engineer

With a job and family to take care of I don't have a lot of time for my other passion: learning new things - especially languages. I speak 3 languages well and am learning 2 more at the moment.

My other hobbies include: hiking, wine tastings, going to church and kettlebells.

Demographics

Behaviors

Loves to learn - uses both technology and other methods to achieve this

Avid app user - trying out many apps, although doesn't buy many -

Google user - uses google to learn new concepts and when he needs quick data

Avid book reader - both kindle and paper - prefers paper because he's a bit old school.

Likes to muddle over thoughts with doing mindless tasks - like washing the dishes or walking to work

Uses both handwritten and app flashcards to learn new languages, but prefers live interaction and immersion

Tries to relate new concepts to as many situations as possible to gain a depth of knowledge with the term

Studies mostly quietly at home or with white noise - public transport is not ideal for learning

For hard to stick words he will write them down repeatedly to seal them into memory

Reads publication and sometimes watches TV in a new language - but prefers to watch TV in english because it's his down time

Seeks out new new subjects and new ways to practice them

Needs

Likes to hear words in context

Finds it helpful to have a framework for learning

Prefers immersion - if possible

Enjoys apps that include gamification

Would like an app that can properly gauge level of learning

Finds cognates and latin roots helpful

Needs time for some thoughts to set

Needs motivation to learn further once functionality is achieved

Exposure and a deepening of knowledge are needed in part to help with motivation

Gamification in conjunction with other methods (immersion, reading books)

A straightforward price plan that is not deceptive and clearly seen from the onset.

Goals

To have an app that aids in the study of vocabulary / language with the right mix of learning techniques and functionality.

- Use the app offline
- Quickly know and be able to use the various aspects of the app
- Synchronize content across platforms
- Write vocabulary (repeatedly) in order to learn it
- Have access to other user vocab lists
- Have a way of validating concepts
- Share decks with friends