

# Dothraki

Language of Blood and Fire



# Team Starks



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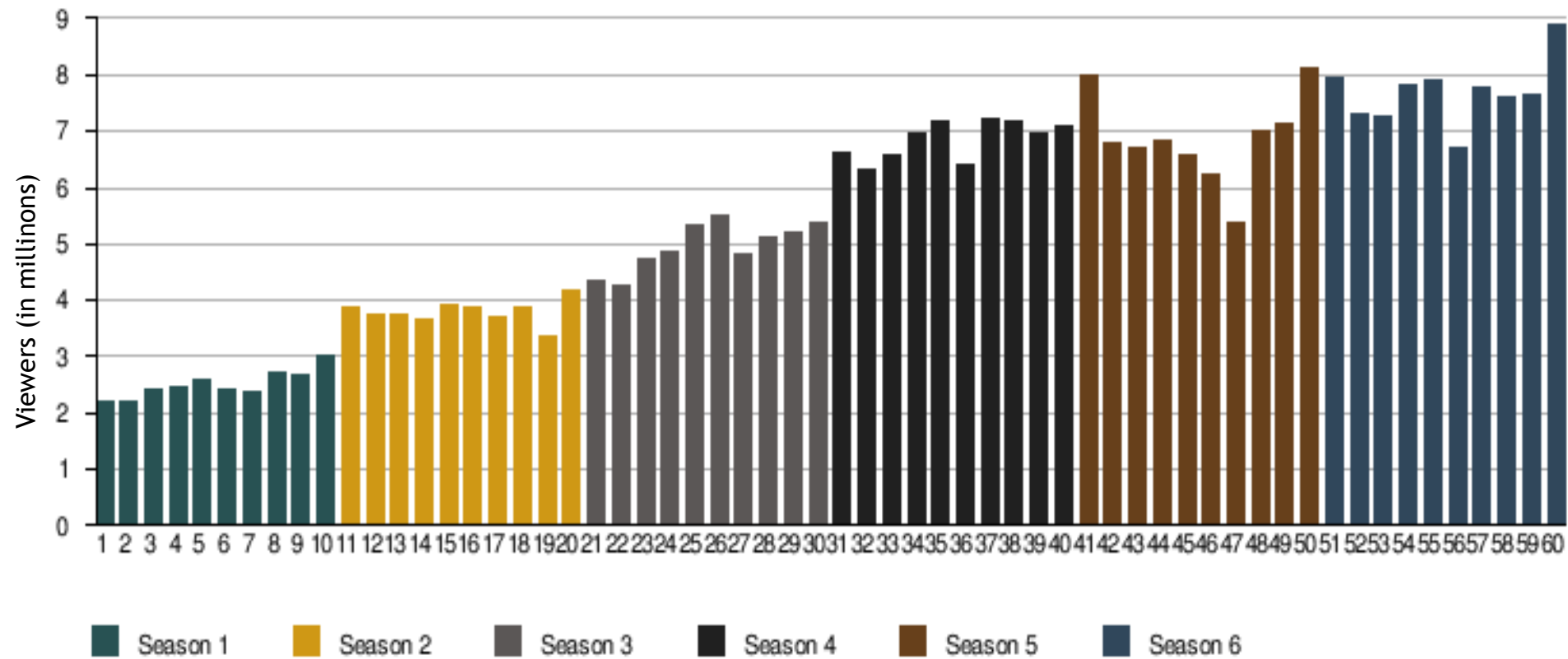
Vishnu

# Why Dothraki ?

- Topic: Learning a language
- Fictional Language (No traditional languages)
- Huge fan base and book readers of Game of Thrones.



# Game of Thrones Statistics



Source: [https://en.wikipedia.org/wiki/Game\\_of\\_Thrones](https://en.wikipedia.org/wiki/Game_of_Thrones)

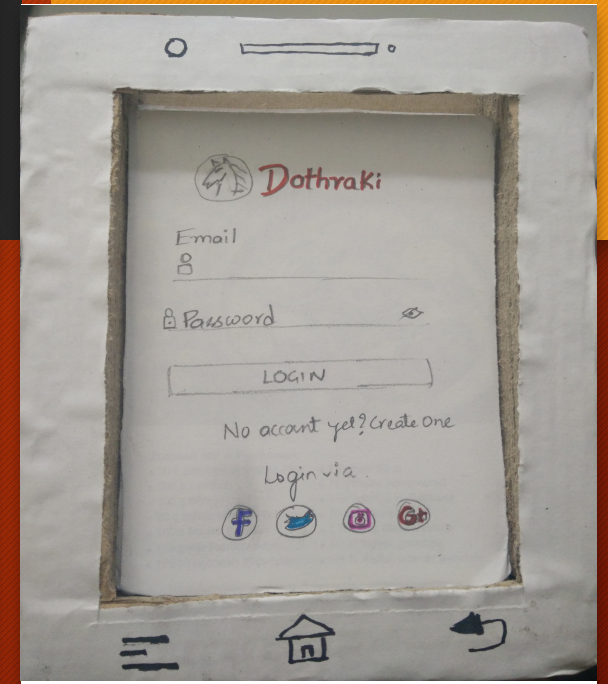
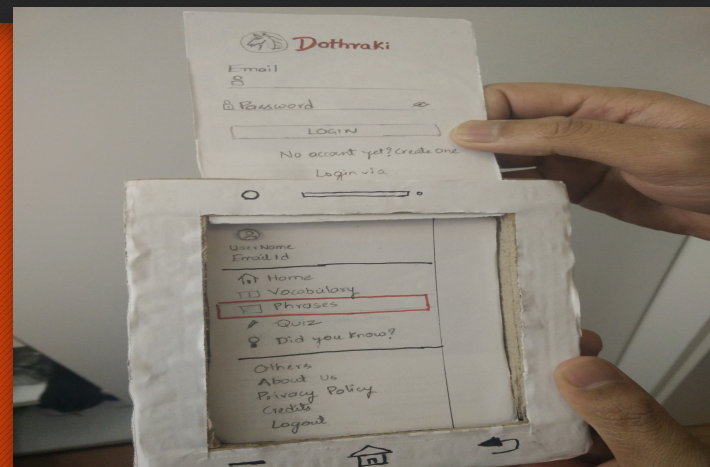
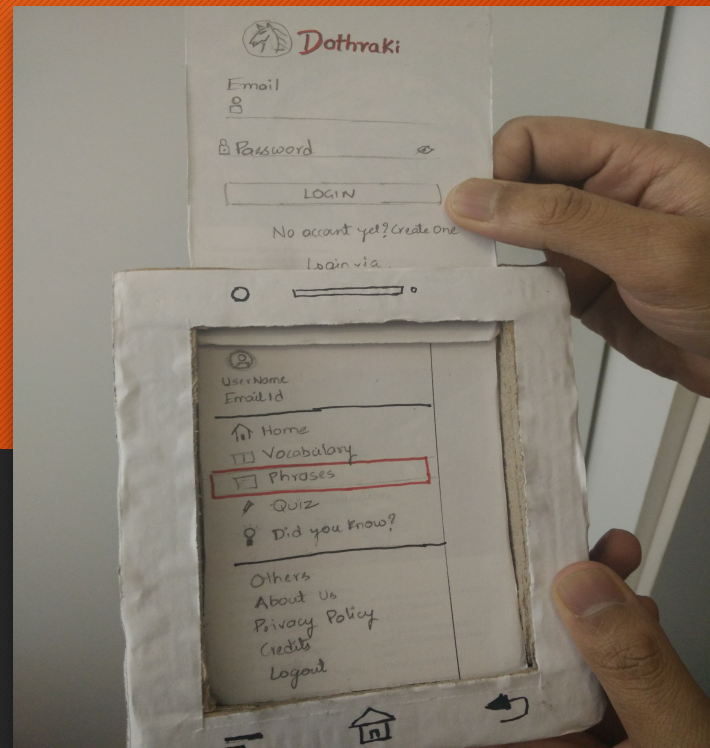


# DIA Cycle

- Iteration I: Brainstorming, Paper prototype and App features
- Iteration II: User Evaluation, Analysis and Design changes.
- Iteration III: Implementing High Fidelity prototype.

# Paper Prototyping

Check it on Youtube: <https://www.youtube.com/watch?v=WL2RLHQCVGs>



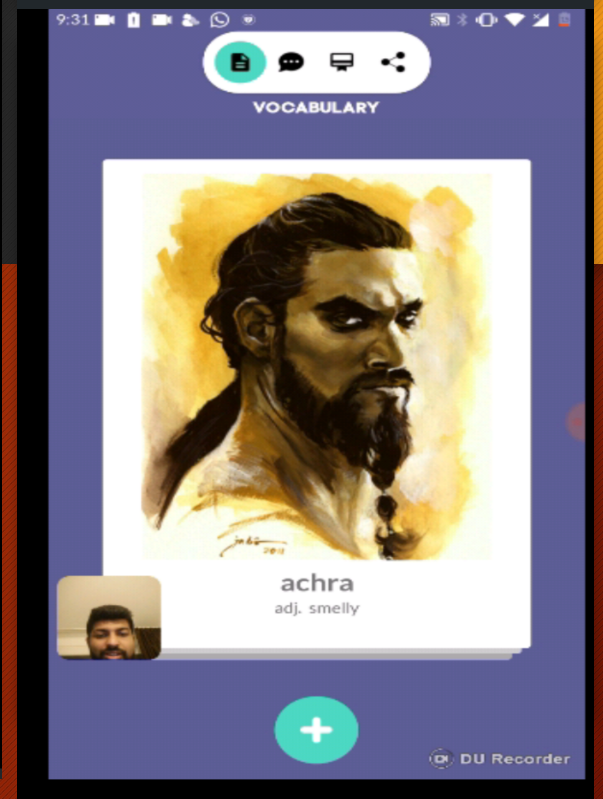
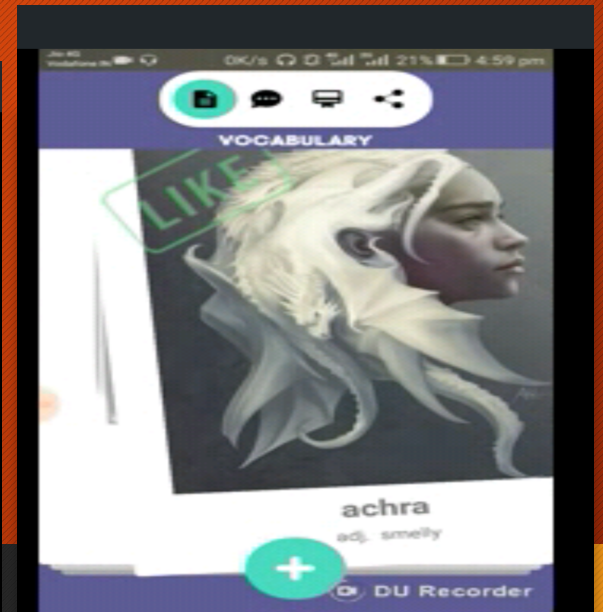
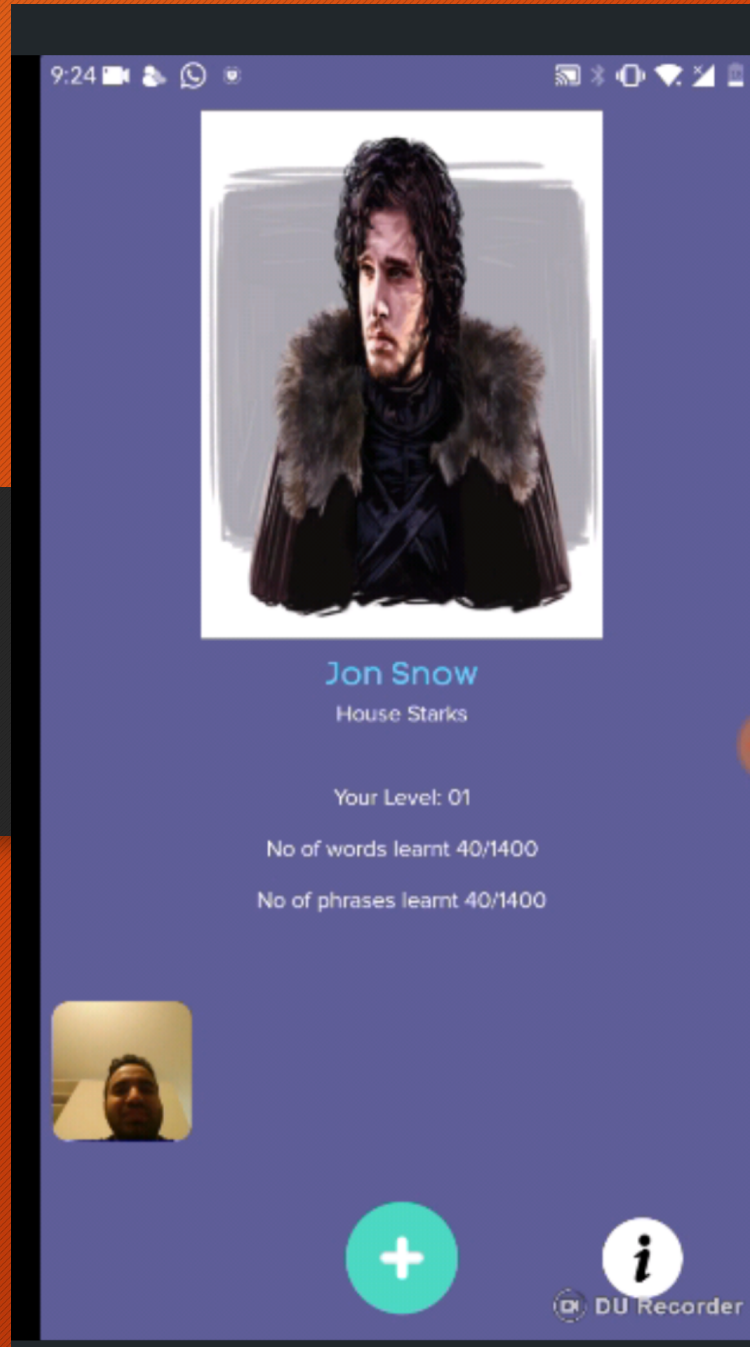


# Iteration I

- Choosing the App with huge target audience.
- Brainstorming on app features.
- Based on paper prototype developed an app.
- Plan for next iteration.



# Iteration 1 User Evaluation



# Iteration II

- Goal: Making the language learning fun and interactive.
- Provide a better storyline to the application.
- Idea of including Quiz.
- Allow user to save his favourite words/phrases.
- Allow user to check on his progress.

# Iteration II

## User Evaluation and Analysis

3 users were given Dothraki application for learning the language. The below data is from 24/01/2017 to 31/01/2017.

“\*” signifies that the user has opened the application at least once on that corresponding day.

	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
User 1	*	*		*		*
User 2	*	*	*	*	*	*
User 3	*		*	*	*	*

Below is the summary:

User 1:	Level-1	No. of words learnt: 05
User 2:	Level-3	No. of words learnt: 13
User 3:	Level-3	No. of words learnt: 13

Average time spent by each user learning the language.

User	Avg. use (Seconds)
User 1	155
User 2	348
User 3	244



# Iteration III

- Final product idea:
  - Focus on storyline
  - Use flashcards instead of normal dictionary learning
  - Provide Leaderboard
  - Show user progress on Game of Thrones Map
  - Favourite words and phrases.

# Application Features

- Swipeable flash cards
- Interesting storyline: Motivates the user to use the application more often
- Favorite Words/Phrases
- Leaderboard: User can see and compare the progress with his/her friends
- Users journey is represented in Map

# Application Demo





Thank You