Concepting of the App: "Klets!"

Klets! is a language-learning platform tailored for newcomers to the Dutch language, including **both children and adults**. The app is designed to support people with a refugee or migrant background who want to learn Dutch but **not through English**.

What sets Klets! apart is its use of **AI-powered native-language translation**, gamified elements, and structured progression. The app is an educational tool with interactive features that help learners stay engaged without feeling overwhelmed. (for images look in the portfolio for "proof of concept" buttons)

Early Concepts & Development Process:

Initial concepts began as **low-fidelity wireframes** focused on structure. These included:

- Clear navigation flows for "Words," "Sentences," and "Pronunciation"
- Level-based learning inside themed areas like "Supermarket" and "Fruit"
- Placeholder game icons to test the idea of interactive learning

Key findings from Version 1:

- UI was functional but not emotionally engaging
- Lack of visual feedback or user motivation
- Needed more distinction between adult and child UX paths

Proof of concept image 1

Version 2 Improvements:

The V2 prototype introduced:

- **Mascot-led onboarding** for emotional support

- **Gamified UI features** (progress indicators, reward stars, feedback animations)

- **Multilingual onboarding and interface options**

- Clearer layout with brighter visuals and simplified interactions

Importantly, the app architecture now supports **scaling difficulty**, meaning **children and adults can both use the app but at different challenge levels**.

Final Concept (Klets!):

Klets! is no longer a concept sketch it's an interactive working prototype that demonstrates the full user journey.

Proof of concept image 2

Proof of concept image 3

Key Features:

1. Native Language Onboarding (via AI Translation):
Instead of assuming users know English, Klets! begins in their own language (e.g., Arabic, Kurdish, Turkish). **AI dynamically translates Dutch content into the user's native tongue**, removing a major barrier to access.

2. Learning Modules:

- **Words:** Image-word association tasks

- **Pronunciation:** Audio-based repetition with visual prompts

- **Sentences:** Simple fill-in-the-blank tasks that increase in complexity

3. Theme-based Levels:
Users pick themes like **Food**, **Supermarket**, or **Daily Activities**, then progress through increasingly challenging levels.

4. Gamified Elements:
While the app itself isn't a game, it uses **game-like elements** to improve retention and motivation:

- Snake and Memory games

- Progress tracking with stars and points

- Friendly animations and visual rewards

Scalability & Dual-Audience Focus:

Unlike many apps that cater only to one age group, **Klets! is built to serve both children and adults**:

- **For kids:** Friendly mascot, short challenges, and fun visuals.

- **For adults:** Future versions will feature more complex assignments, longer tasks, and functional vocabulary for work, healthcare, and government integration.

This flexibility is what makes Klets! unique it can adapt to a classroom, a refugee camp, or even a personal phone at home.

Feedback from Concepting Day:

Early user testing and teacher feedback highlighted the following:

- Teachers appreciated the **AI translation**, as many learners have zero English or Dutch.

- Gamified interaction was seen as **motivating, not childish**.

- The modular learning approach made the app feel **customizable and scalable**.

Suggestions included:

- Expanding themes for different life scenarios (doctor, job interviews, school)

- Differentiated content tracks (for Children and Adults)

- Voice recording and comparison for pronunciation

Conclusion:

Klets! bridges a critical gap in Dutch language education for migrants. It's a structured AI-supported learning tool that uses **gamification where it helps for children**.

It lowers barriers with native-language onboarding, adapts to both children and adults, and supports long-term skill building. With continued development, Klets! has the potential to become a go-to resource for inclusive, scalable Dutch education.

Next Steps:

- Integrate adult-focused modules

- Add backend tracking for learners

- Pilot test with refugees and integration centers

- Expand AI translation to include dialects