Youzi

GENERATIVE AI FOR GEN-Z
SOCIAL MANDARIN IMMERSION

Berkeley SCHOOL OF INFORMATION
MIMS CAPSTONE 2024
Unhappy facing parental pressure

Struggling to practice Mandarin daily outside of traditional classes

Embarrassed by insufficient speaking & listening skills during conversations
I would learn the vocab words for maybe a couple days and then forget it if it wasn’t in constant rotation of commonly used words.”

Traditional Classroom is outdated and inflexible

“I felt like I would never catch up to native speakers... how do I keep up with the culture and the slang?”

Frustration mounts and makes ABC too shy to speak
SOLUTIONS

A 3-part solution for **immersion** and enhancing ABCs’ **social bonds** through...

- **Funny AI-Generated Conversation Prompts**
- **Voice Recordings to Create Lasting Memories**
- **Review Mode to Keep Track of Their Journey**
Vibe Selection

1. Main vibe selection
   Currently 4 main vibes including **major fun and casual topics**

2. Sub-vibe selection
   Under each main vibe, **more granular categories** are available
PROMPT RECORDING

1. Prompt of the day
   Entertaining daily prompts chosen by AI with pronunciation’s assistance

2. Save new vocab
   Long press any vocab to learn in-depth and save for review

3. Record your response
   Practice speaking by recording responses in Mandarin
**REVIEW BOARD**

1. **Vocab glossary**
   *Vocab saved from past prompts* sorted by difficulty

2. **Past prompts archive**
   Searchability for any past recordings to **play back** or **edit** past responses

3. **Usage journey (coming soon)**
   Progress analytics and reward badges for tracking app usage
MARKETING

Online Campaign
Adopt an “unhinged” brand voice on social media (e.g. Tiktok)

Ground Campaign
Partner with relevant student organizations to reach our target audience
“Now I could **pick up** many more **phrases** when I try to speak with my native Chinese friends”

“I start to feel more **confident** in my Chinese after using Youzi”

“I can see myself **addicted** to using the app because of the **funny prompts**”
TEAM SHOUT-OUT

Jo Lu
- CEO
- Technical product management background

Victor Kuan
- CTO
- Previously founded successful startups

Harris Wang
- Legal Compliance Officer
- Cyber security risk consulting background

Tyler Wu
- Lead Engineer
- Data science & computer science background

Joanne Jun
- Lead Designer
- Technical UX design background

Advisor: Kimiko Ryokai
Co-advisor: John Chuang