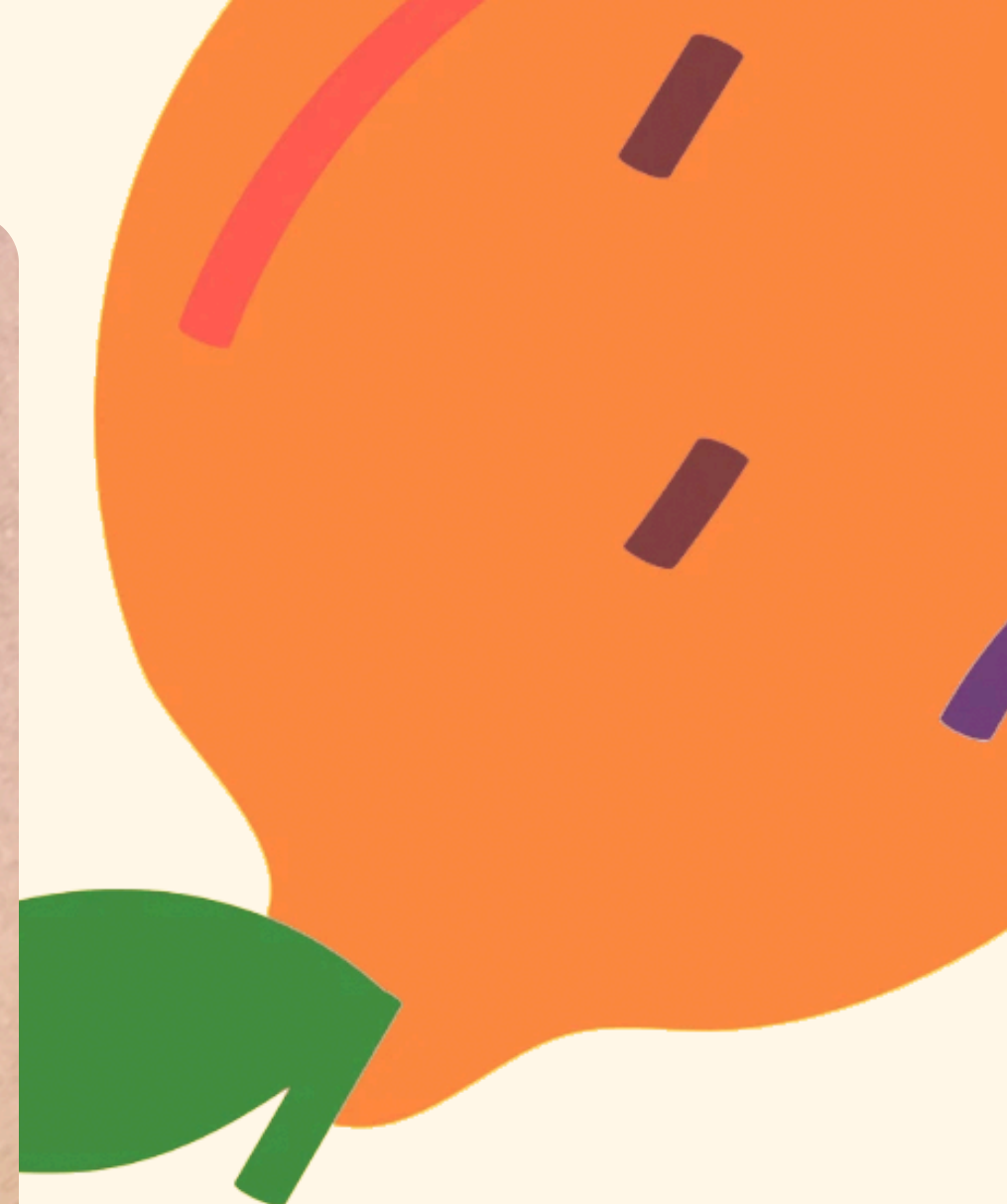
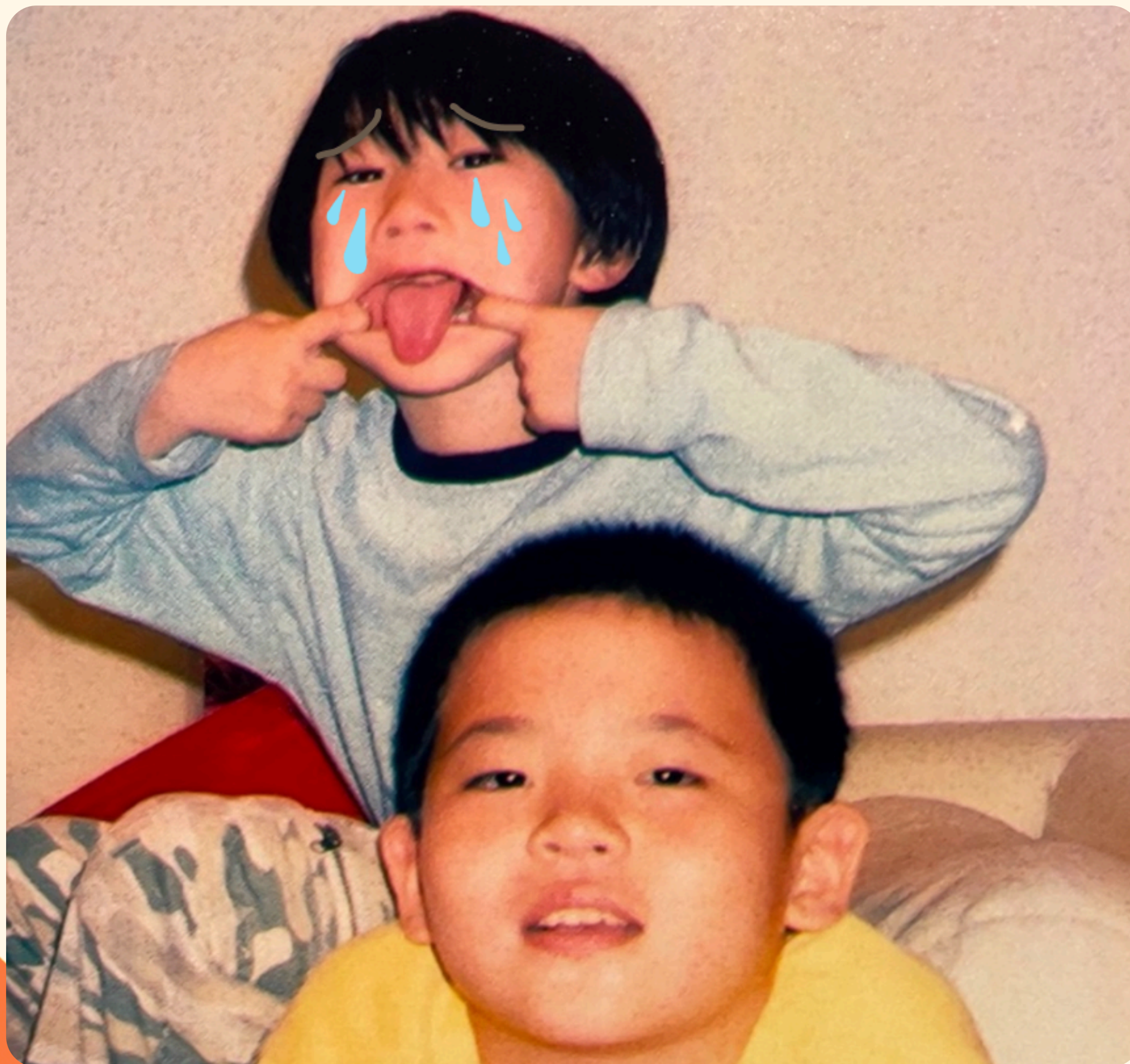


Youzi



**GENERATIVE AI FOR GEN-Z
SOCIAL MANDARIN IMMERSION**

Berkeley SCHOOL OF
INFORMATION
MIMS CAPSTONE 2024



PAIN POINTS



Unhappy facing parental pressure



Struggling to practice Mandarin daily outside of traditional classes



Embarrassed by insufficient speaking & listening skills during conversations

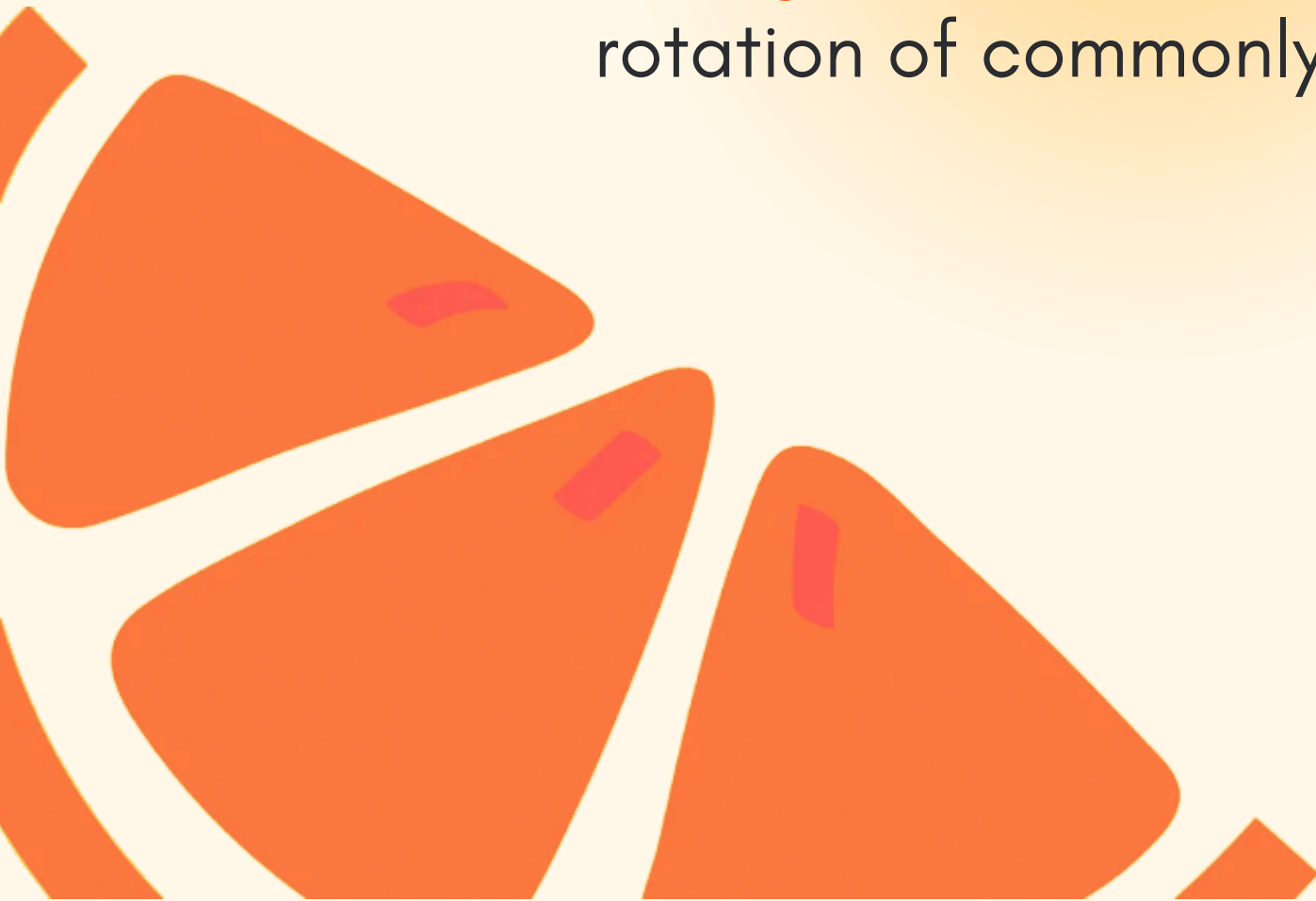
QUOTES FROM TARGET USERS

Traditional Classroom is outdated and inflexible

"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."

"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

+

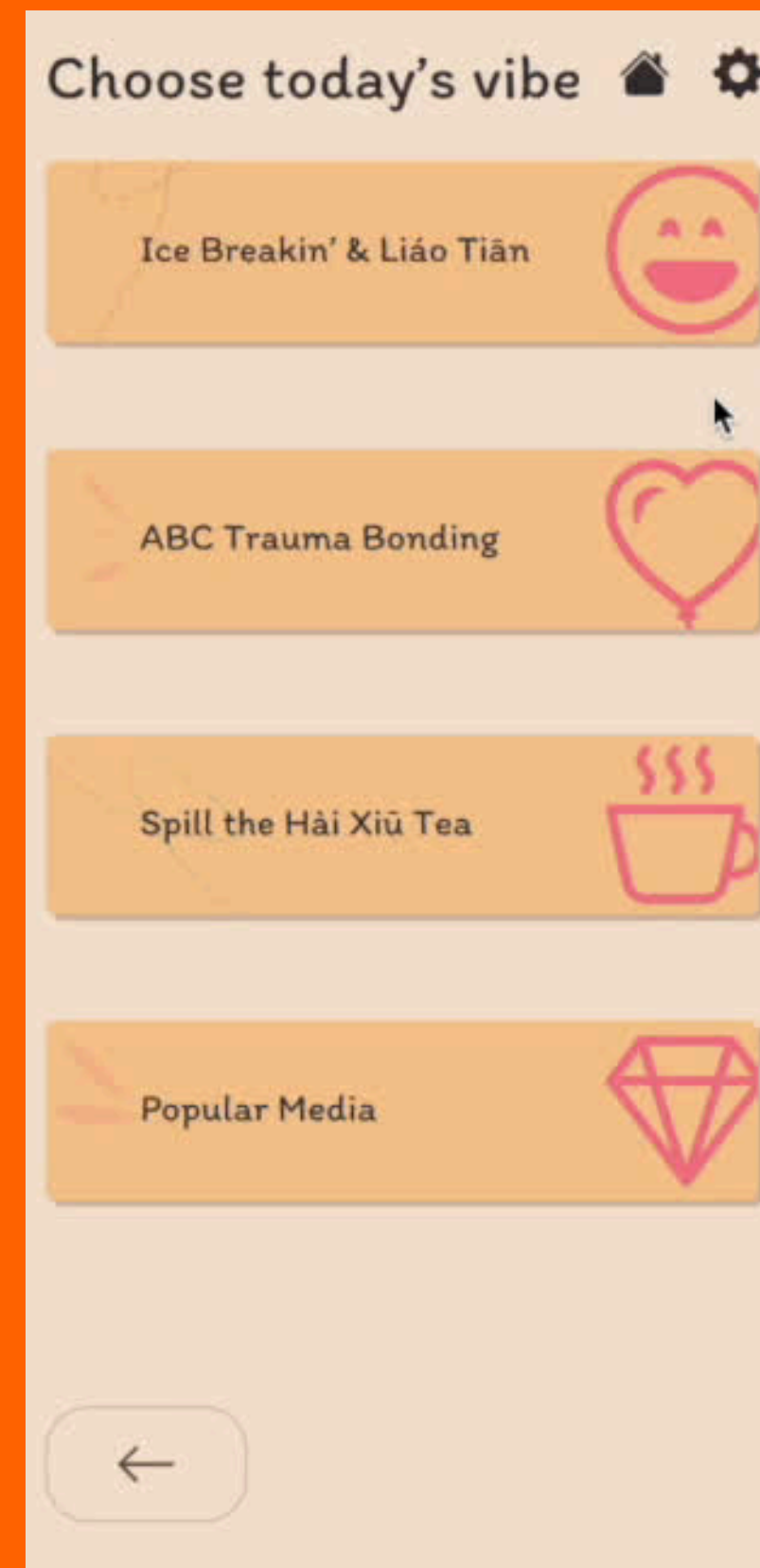
Review Mode to Keep Track of Their Journey



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

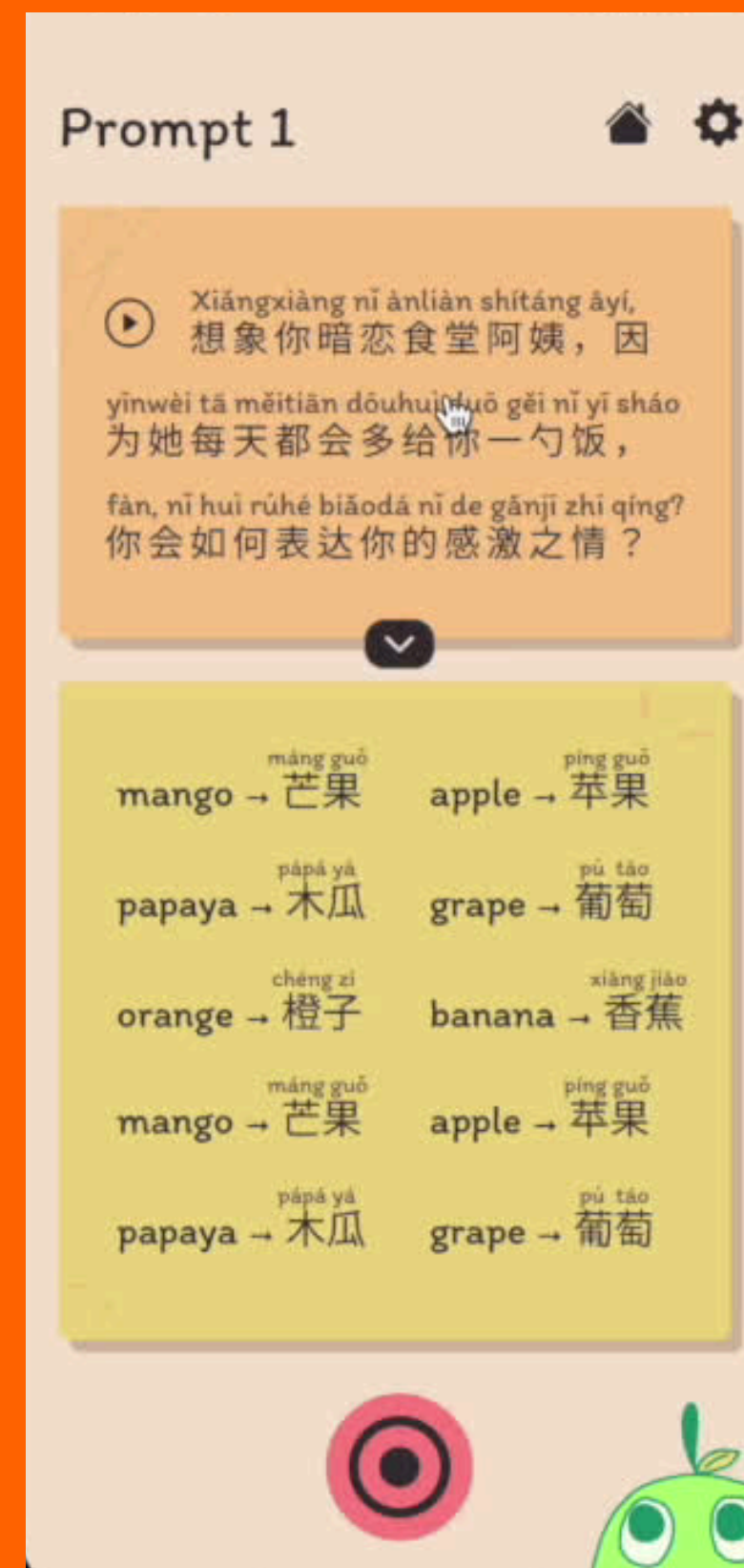


PROMPT RECORDING

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 glossory**
Vocabs 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



- SHOWTIME -



MARKETING

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

2 **Ground Campaign**
Partner with **relevant student organizations** to reach our target audience



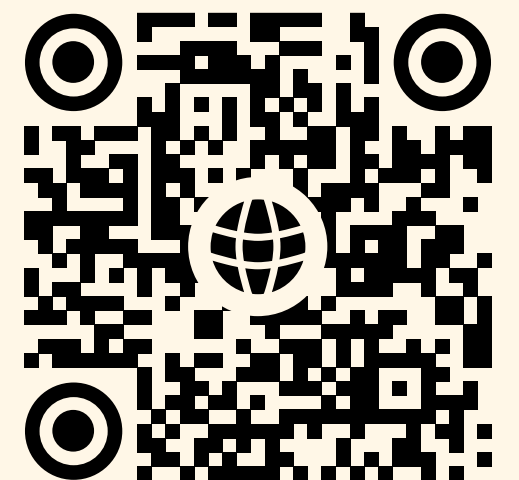
HOW THEY FEEL NOW...

“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**”

Join us now =)



TEAM SHOUT-OUT



Jo Lu

- CEO
- Technical product management background



Victor Kuan

- CTO
- Previously founded successful startups



Joanne Jun

- Lead Designer
- Technical UX design background



Harris Wang

- Legal Compliance Officer
- Cyber security risk consulting background



Tyler Wu

- Lead Engineer
- Data science & computer science background

Advisor: Kimiko Ryokai

Co-advisor: John Chuang



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