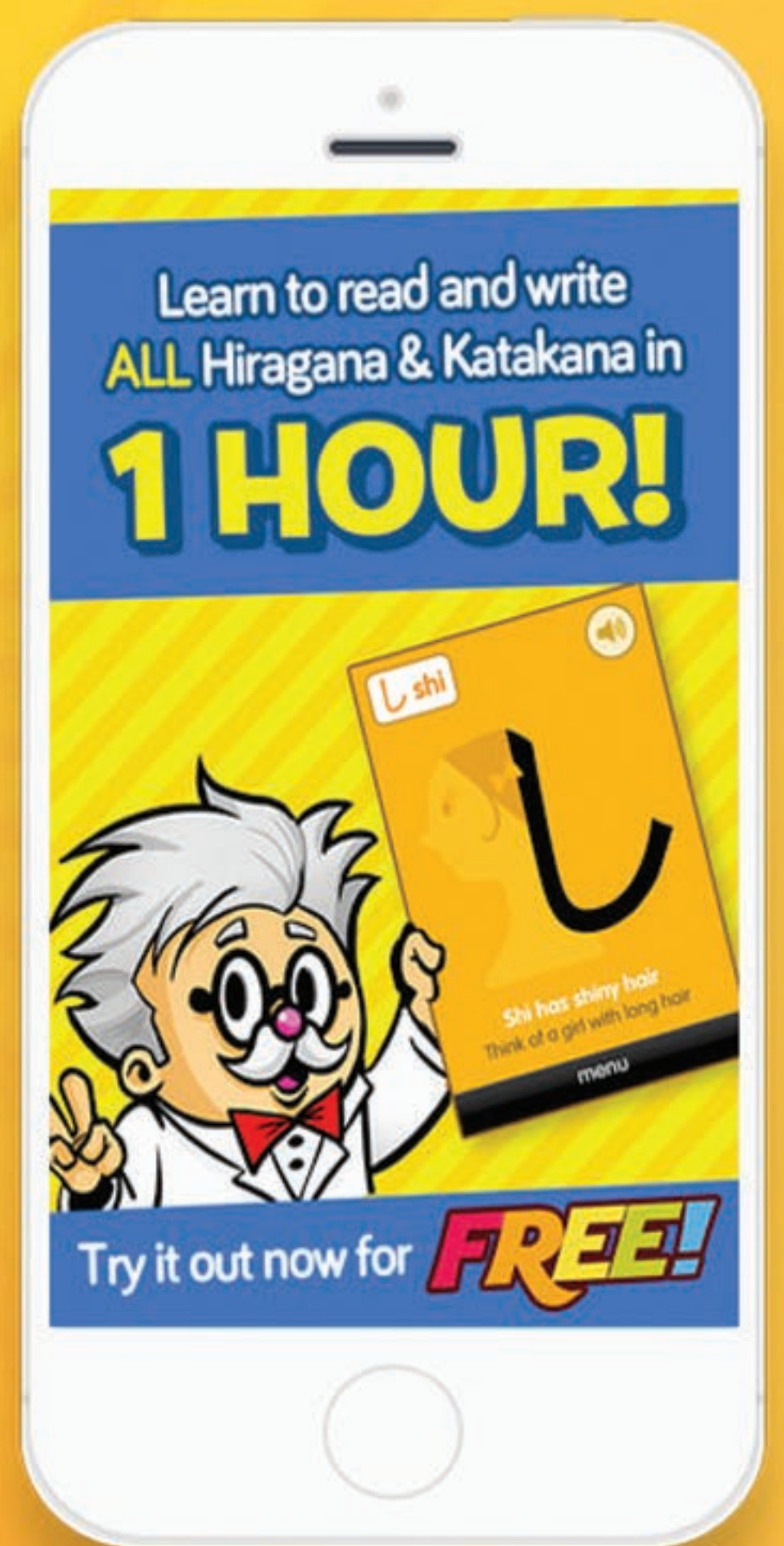




# Learn Hiragana and Katakana IN ONE HOUR



## Dr. Moku's Hiragana & Katakana Makes Learning Japanese a Fun

### Product Overview

Dr. Moku's Hiragana & Katakana was developed by our Android app development team. The application gives a lucid animated walkthrough to the users. The language course is available in two modes: Manual (allows you to learn at your own speed) and Autoplay (Each symbol and audio clip play in sequence), followed by an interactive quiz session. Later, our iOS development team replicated it for iPhone, iPad and itouch devices on the furhter demand of the client.

### About Our Client

Dr. Moku is a trusted brand that makes learning a fun leveraging technology. It reaches out to its users, irrespective of demographics with educational apps and learning systems based on mnemonic devices and unconventional methodologies. It has extended its portfolio from Japanese to include more languages like Arabic, Spanish and with plans for Kanji, Hangul Chinese, and Gurmukhi and has over 250,000 satisfied users from across the world.

### Client Challenges

Making non-native people of particular demography grasp the fundamental of a foreign language and acquire skills in terms of understanding, writing and speaking is an interesting but a difficult task. And it becomes more difficult when both the educator and learner are sitting geographically apart. The Internet has facilitated a good medium but the challenges were many to make the education and learning methods intuitive and engaging.

### Solution

Keeping the vision and mission of Dr. Moku at the helm, we completed the development, testing, integration and deployment of the mobile application.

### Features

Animated writing guides.

**Different Learning modes:** Manual (allows you to learn at your own speed) and Autoplay (Each symbol and audio clip play in sequence)

**Quiz Types:** Visual recognition, audio recognition, writing a quiz and reading practice.

**Quick Reference:** It allows you to jump instantly to the screens you want to revise.

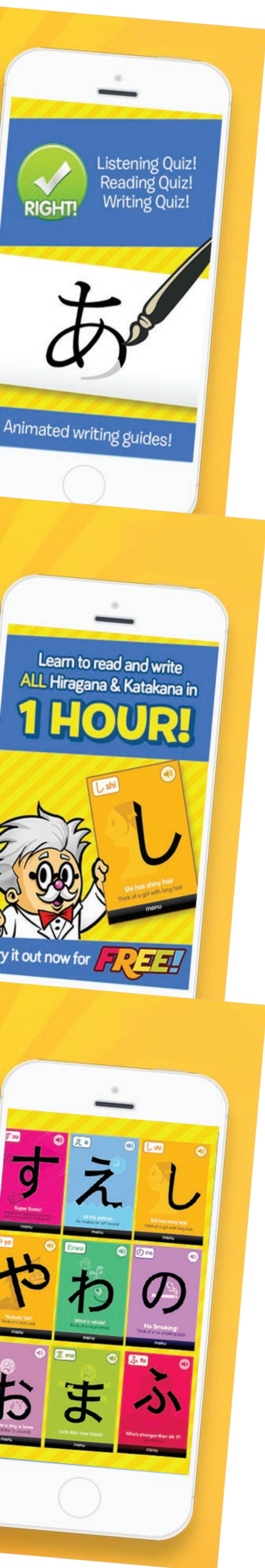
**Introductory Guide:** To ease learning Japanese with pictorial examples.

### Result

Dr. Moku's Hiragana & Katakana mobile app has received good adoption across both niches, i.e. iOS and Android. From Google Play, the app was downloaded as many as 100,000 times. On Apple's iTunes, we couldn't recieve any such stats, but it has got a rating 4+ which is very impressive. Collectively both editions have made Dr. Moku a popular online foreign language learning portal spearheading it to a record subscriber-base of 250, 000.

### Why it Interested Us?

Educating people over a mobile phone or tablet demands the use of an interactive application that can maintain the interest of learners by offering a dynamic experience. It inspired us to leveage the multimedia themes and standards of the mobility technology and blend them cohesively. The task was challenging, but our Android app development and iOS app development teams, harnessing the native SDKs (Software development kits), succeeded in maintaining the native attributes of the UI to match the demands of users of Android and iOS.







## Strategy

Our mobile app development teams despite being involved with different technologies and frameworks adhered to the common guidelines to align technology with the business objectives and challenges.

## Focus on target audience

We analyzed the apprehensions, challenges, and expectation of the foreign language learners interested in Hiragana & Katakana scripts. We also took stock of their needs as why they want to learn the language. This directed us to build a user-friendly UI (User Interface), where users can navigate, search and find content that they need.

## Develop feature-rich apps

We went by the user's behavior across digital media, particularly, when they interact with an education app. To took help from industry insights offered by noted digital media measuring agencies like comScore, IDC, and Gartner to know what people expect form an app. This helped us in unearthing and innovating ground breaking featuers that can make learning easier, faster and more engaging.

## Test it thoroughly

After the mobile app development process, Dr. Moku's Hiragana & Katakana was subjected to a multi-tier testing. We evaluated its ease-of-use, performance, stability and security aspects and fixed faults wherever they were to let users have the best digital experience.

## Make your app noticeable

We published the app on the world's two major application stores, viz., Google Play and iTunes to ensure our client get a good kickstart. We thoroughly analyzed the customers' reviews and addressed their challenges, and they were well appreciated by them.

## About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software outsourcing company based in the UK. In addition, we have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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