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Master's Thesis
Academic Year 2017

HELPME!: Language Help and Exchange
Platform for Everyone Talking to Everyone

Graduate School of Media Design,
Keio University

Sarunya Hansarikit

A Master's Thesis
submitted to Graduate School of Media Design, Keio University
in partial fulfillment of the requirements for the degree of
MASTER of Media Design

Sarunya Hansarikit

Thesis Committee:

Associate Professor Kazunori Sugiura	(Supervisor)
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Abstract of Master's Thesis of Academic Year 2017

HELPMEL: Language Help and Exchange Platform for Everyone Talking to Everyone

Category: Design

Summary

This paper introduces the design of *HELPMEL*, a mobile-based language barrier breaking platform that serves as a language exchange platform in one. Thanks to Internet that makes the world become more connected. People are more active in learning language and yearning for experiences in faraway land. Using *HELPMEL* can give user the new and unique experience of getting to talk to people from different countries through the event of helping and asking for help with language problems which then opens for the chance to build up friendships. Therefore, the friendship that is made through *HELPMEL* can be called the friendship from kindness.

Since *HELPMEL* is considered a kind of matching platform between two parties, the research addressed the questions regarding motivations and needs of the two and the variety of possibilities in the platform that could serve and connect them to serve one another. The evaluation of the concept showed positive results towards the feasibility as well as the proposed experience through the user interface.

Keywords:

Service design, Interpreter, Mobile Application, Matching Service, Translator, Language help

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Chapter 1

Introduction

1.1. Background

In the era of globalization and technology, the whole world is becoming borderless. Not only with the advancement of the transportation and technology that make it more affordable for people go travel abroad, but also the the world and the human ourselves that are becoming more digitalized and connected through the power of Internet. Accordingly, multinational business especially in the Information Technology (IT) field is spreading all over the globe rapidly, reaching every places in the world in a few seconds. People know more about another side of the world with the power of Internet or, specifically, social network sites. The emerging businesses these days do not limit their market domestically anymore but the whole world. As a result, the number of people studying and living abroad either to obtain their languages skills, different field of studies, international sense, business purposes or other personal reasons is rising sharply in the past few years.

According to the several researches, the number this group of people or, from now will be called, expatriates (EXPAT) worldwide is increasing steadily every year and have a strong tendency to keep pace. EXPAT or expatriates are used to define people who live in another country that is not their places of origin and not as a citizen, for a period of time, for specific purposes. As it is said that "An expatriate is an individual living in a country other than their country of citizenship, often temporarily and for work reasons. An expatriate can also be an individual who has relinquished citizenship in their home country to become a

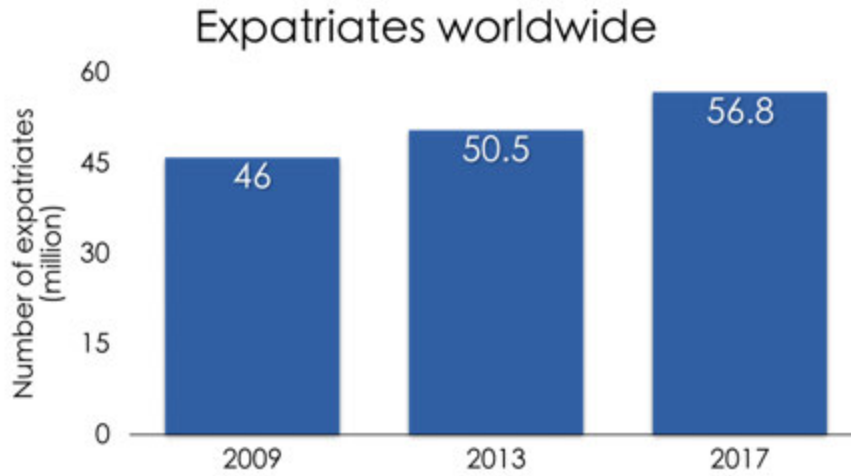


Figure 1.1: The number of EXPAT worldwide in three consecutive years

citizen of another. [15] ”

The number of EXPAT throughout the world is increasing every year. According to Finaccord [11] , in 2009, the number of EXPAT worldwide was 46 million, four years later, 50.5 million and with this annual growth rate of 2.4 percent, it is expected to reach 56.8 million by the end of 2017. This number makes 0.77 percent of the world population which is considered a big number. According to the same report, most of the EXPATs 73.6 percent are individual workers, following by students, retired expats, employees who got transferred and others. The top country which has the most expats in the world is Saudi Arabia.

1.2. Problem Statement

As the author myself is a student studying abroad, conducting this research in Japan, the author has been experiencing a number of difficulties regarding living abroad on her own. There has been a considerable number of problems that the foreign students usually suffer with, and the biggest one is the problems that are rooted from languages.

It is estimated that there are approximately 7,099 languages spoken globally

Language ¹	Approx. number of speakers
1. Chinese ²	1,197,000,000
2. Spanish	414,000,000
3. English	335,000,000
4. Hindi	260,000,000
5. Arabic ³	237,000,000
6. Portuguese	203,000,000
7. Bengali	193,000,000
8. Russian	167,000,000
9. Japanese	122,000,000
10. Javanese	84,300,000

Source: *Ethnologue*, 2014.

1. May encompass multiple dialects.

2. The macrolanguage Chinese [zho] includes 13 individual languages with at least 1 million speakers.

3. The macrolanguage Arabic [ara] includes 18 individual languages with at least 1 million speakers.

Table 1.1: Most Widely Spoken Languages in the world

today, but the number given by different sources show different figures since the languages themselves are always dynamic. However, there is actually one third of that number that is going endangered since the number of speaker is reported less than 1,000 [10] The language that has the most speakers in the world is Chinese, Spanish and English, respectively. However, it is undeniable that English is still considered the international language that international organizations use as a mean of communication among all the representatives.

English proficiency surely is necessary for an EXPAT in order to live abroad. However, there are still many non-English speaking countries that are evolved actively in the global world of business and are the destinations of many EXPATs worldwide. The analysis from The Internations Survey [3] showed that among 14,000 respondents representing 174 nationalities and 191 countries, only three countries out of the top 10 are English-speaking countries (see figure 1.2). Japan ranked 29 and is one of those that is getting more active in terms of attracting



Figure 1.2: The top EXPAT destinations 2016 by The Internations Survey

foreign workers comparing to the previous years.

EXPAT situation in Japan is not different to the other parts of the world. On the other hand, it is even more sharply increasing for several reasons.

First, the dwindling population resulted from aging population but low birth rate making Japan is now short of working age population. According to the Internal Affairs Ministry, at this rate, the population is projected to shrink by a third by 2060 [27].

Second, on the other hand, the weakening Yen, yet ranking one of most expensive country to live in the world, makes the wages not attractive anymore for the foreign workers to come working here. It is said by said Cesar V. Santoyo, a former priest who worked with migrants in Hong Kong before founding SOLS, a non-profit organization that retrains Filipino women living in Japan as English teaching assistants, that Japan needed to compete against other developed Asian nations for getting more foreign workers since the weakening yen would not anymore make the country attractive . [27]

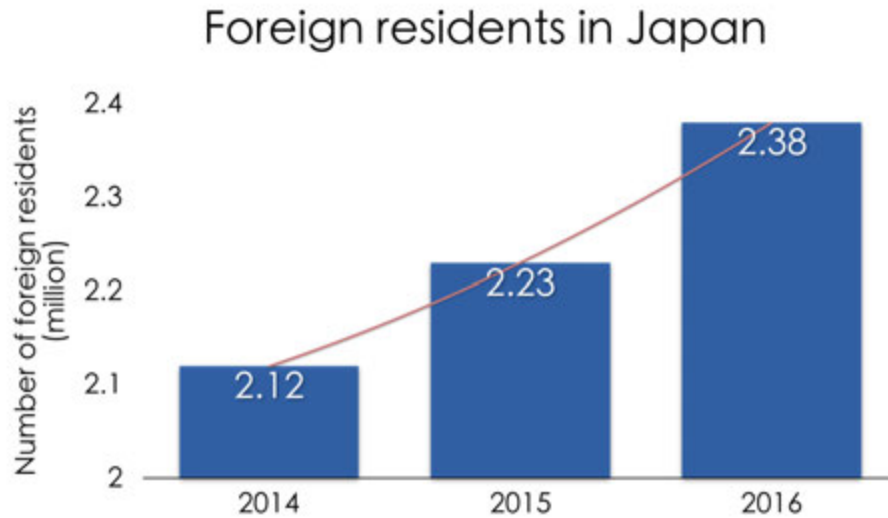


Figure 1.3: Number of foreign residents in Japan in the most recent years

Third, with the policy of Japanese government to attract tourists and foreign residents as a mean to preparation of Tokyo Olympic 2020. According to Japan Times, In 2015 the number of foreign residents in Japan reached 2.23 million which is considered 5.2 percent from 2.12 million in the year before. That was when the Japanese media said it was an "all-time high" [24]. Nevertheless, in 2017, Japanese media needs say the same thing again with the record of foreign residents in 2016 that it had reached 2.38 million already, to be exact 2,382,822 [17]. This number was a 6.7 percent dramatic increase from 2015. It is said by an immigration bureau official that the surge in foreign resident populations is linked to a government campaign to draw more foreign visitors, as well as signs of economic recovery.

Apart from drawing more foreign residents, Japanese government also offered the right for more countries to visit Japan for a short time without Visa application resulting in the sharp rise of foreign visitors in Japan from 2014, 2015 until 2016, expecting to diversify the future Tokyo.

Nonetheless, the language problem still lies. The fact that the number of foreign residents as well as visitors has been increasing rapidly while the citizen here are not yet ready to handle it. The communication problem regarding languages is counted the main problem that cause difficulties for foreigners here.

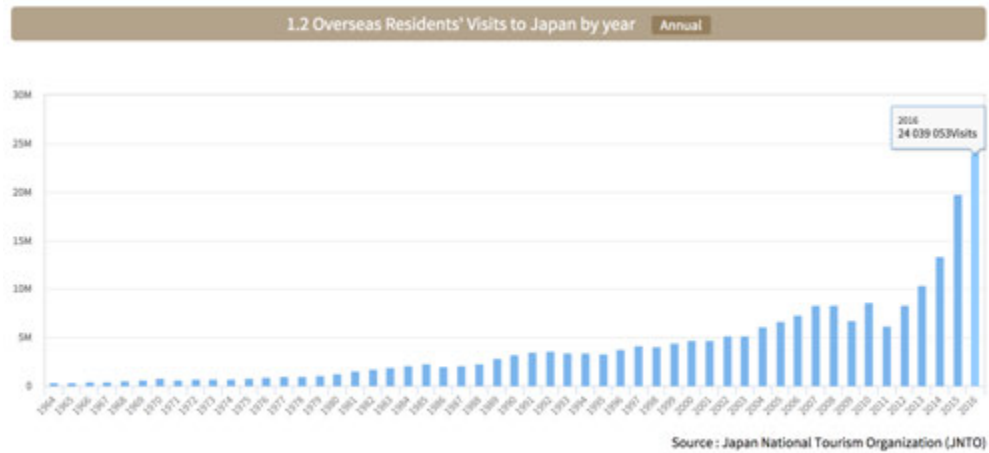


Figure 1.4: Number of foreign visitors in Japan

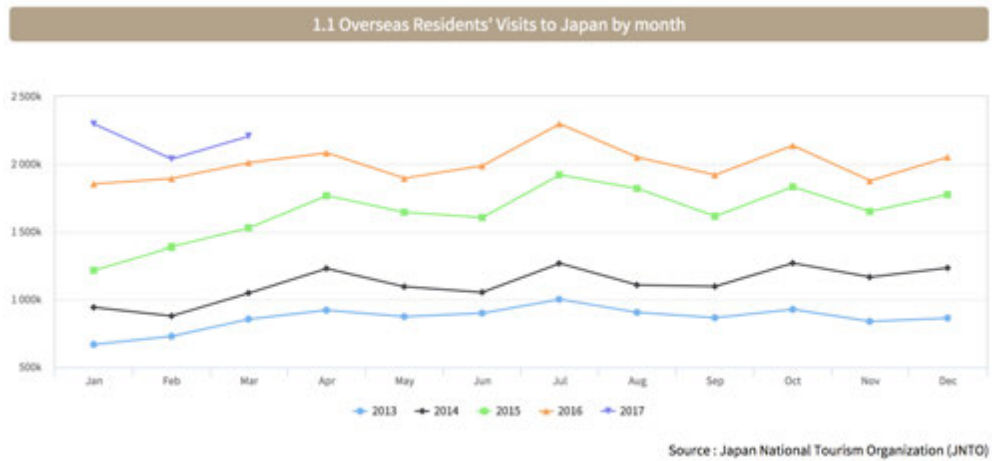


Figure 1.5: Number of foreign visitors in Japan in the most recent years

The author is considered an EXPAT or a foreigner living in Japan, seeing that Japanese organizations throughout the nation have done a lot of research and made their best effort in order to develop and improve, especially their technology resources, to handle with the huge number of foreigners that is now sharply increasing every year in order to comply with the previously stated government policy. However, one thing that cannot be improved easily is the people themselves that still cannot communicate with foreigners. There are a number of sources estimated that less than 5 percent of Japanese is being able to communicate in English but there is still no exact number regarding this has been reported yet. After the official announcement of Tokyo Olympic 2020 in 2013 that the government has been putting a lot of effort in increasing the English proficiency among its citizen in cooperating with all the organizations nationwide. However, In 2014, it was reported that Japan ranked 26th of 60 countries in the third EF Education First (EF) English Proficiency Index (EPI). Furthermore, the study has also shown that over the previous six years, Japanese adults had not made it successful improving their English skills meaning that if staying at the same status, their skills will soon decline. Whereas, in the other less developed Asian countries tended to have made more progress on that [29]. This study was then followed by the disappointment in the level of English among Japanese high school students from the education ministry in 2015 saying that the level of English writing and speaking were in desperate need to reform. The education ministry further pointed out the problems that speaking and writing skills required a lot of regular practice at least on a daily basis but also important to be acquired "in the context of realistic and useful content" while grammar, listening and reading can be acquired a lot easier from passive ways of self-learning. [28]

However, regarding their motivation in learning English, it is said by EF Education First Japan President Junnosuke Nakamura that there is a greater demand in improving English due to the coming Tokyo Olympic in 2020 as in In Japan's increasingly globalized environment, many people are now diligently studying English. There is greater focus on English in elementary and junior high schools, and companies are increasingly adopting English as their official language. However, in the Japanese education system, most English classes are delivered in Japanese as lectures, with little emphasis on developing actual communication skills. The

resulting inability of many people to express themselves in English and actually communicate remains a serious issue. With English today being the international language, talented speakers will surely find themselves increasingly in demand. We will also see greater motivation to learn English as a result of Tokyos successful Olympic bid. [29]

1.3. Opportunities

There is no clear world statistics of how many percentages of the world population are bilingual. However, it is estimated that the percentage of bilingual is approximately 43 percent, while trilingual is around 13 percent, multilingual is 3 percent and polyglot is 1 percent [14]. This illustrated that more than half of the world population can speak more than one language. In Japan, the author stated previously that the number of Japanese who are able to communicate in English is as low as 5 percent while Japan is now doing every way to improve this. Therefore, while Japanese is in need of practicing their English with foreigner and foreigners are in need of help from Japanese locals in several issues in their daily lives, should not it be best if we can connect them and create a win-win situation?

1.4. Proposal

Thus, the service the author would like to propose, called "HELPME!", was emerged. The initial idea is a user-generated mobile-based platform that can connect local people and foreigners only through on-line phone calling with the specific purpose of helping foreigners out with their language issues in that country. The reason that the author firstly focused on the phone calling only is that the existing services now do not provide this function while it is actually the most useful function to help foreigners to communicate here. While there are many of interpretation service through phone calling or even on-line. But those paid tools are for business use not for daily life and it does not provide the help in time as we need help.

However, after going through three experiments testing the functions and users reactions towards each functions, the design of HELPME! has been modified into

the platform that includes features below

- Providing help regarding oral communication in time
- Both one-to-one and publicly in timeline
- Through different methods: text, voice message and voice calling
- Giving chances for users to keep contact after the help

This thesis is about finding the most effective and practical way to solve the problems of language barrier all over the world by testing in Japan by the mean of design. Also, it aims to prove the hypothesis of the author that the needs between two parties, foreigner and local people in a country, can be fulfilled each other by using this platform.

1.5. Thesis Structure

Therefore, in order to understand the the concept and the whole process of developing HELPME! design, this thesis is divided into the below chapters;

Chapter 2 : Literature Review Related Works and Academic Concepts that affected and were used to create the design of HELPME! will be discussed.

Chapter 3 : Design and Implementation User study and the process of developing and improving the service concept, features and User Interface from the beginning until the final revised version will be explained in order.

Chapter 4 : Evaluation The results from each feasibility test and the final prototype test will be analyzed.

Chapter 5 : Conclusion The summary of findings and future works

Chapter 2

Literature Review

2.1. Related Works

2.1.1 ili

ili claimed that it is the world's first instant Voice Translator. It is the translation device created by Logbar, a company based in Tokyo, Japan. ili has been promoted from the beginning of 2016 and opened for first pre-order until the end of June. The device uses artificial intelligence (AI) and the language database within the device itself to detect a language from the speaker and speak out with the embed speaker into another language within 0.2 second. Since the device itself contains the database of up to 50,000 words and phases, it can work without Internet connection under 1-day battery life [19]. It was said by the spokesperson and the CEO himself that the capability of translation of ili was just comparable to Google Translate but with additional trendy and useful name of the places to make it more contributing to the tourists [1]. It comes in a compact and simple interface with only one button for recording voice. The user can just press the button, speak and release the button. Then, it speaks out through the speaker in another language that is priorly set.

However, ili only supports two languages at a time [2] meaning that user need to choose and download the languages that you want to translate to one another into the device [5]. Moreover, apart from the limited ability of AI to translate precisely like human does, ili cannot translate long sentences. It can translate only



Figure 2.1: ili: Voice Translation Wearable Device



Figure 2.2: ili: Instant Translation Device

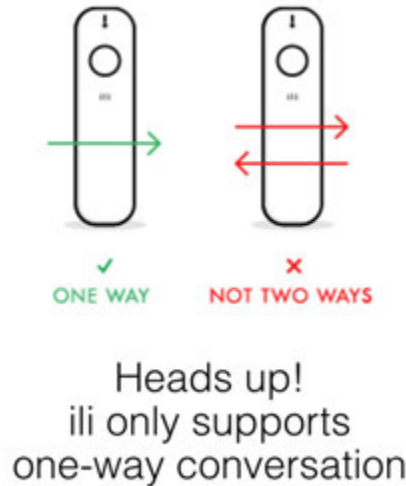


Figure 2.3: The explanation from ili official site about its limitation

one, short phase and can easily make mistake when using in noisy places according to the review [21]. Although they published a lot of promotional videos showing foreigners using the device to talk with the Japanese people, the most important point is it is not actually practical because it is one-way-communication meaning that even if they could understand what you say, you cannot understand what they reply back anyway. Thus, the conversation cannot continue only if your only problems is speaking not including listening. It is said in its official site that "ili only supports one-way conversation" and this is biggest issue that will not make it practical in the real conversation. This concern has been seen everywhere that has the content about the device published. Geoffrey Morrison ,a contributor of Forbes expressed his opinion toward the device that "Ili is designed to help you be understood by others, but understanding them isnt in this version." [23]

2.1.2 Voicetra

Similarly, Voicetra, and many other translator applications, shares the same problems with ili for the problems that occur from using AI translator: lack of

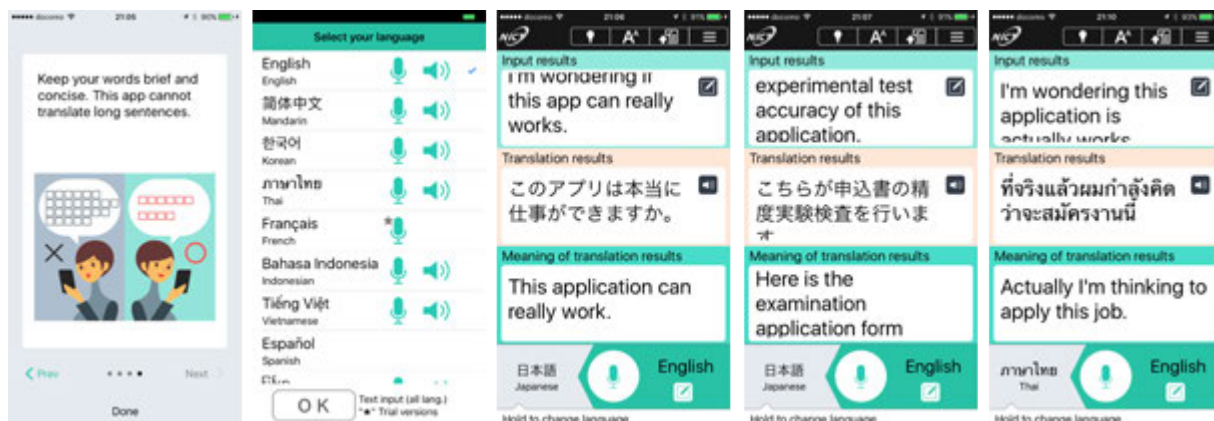


Figure 2.4: Voicetra: Voice Translation Application

accuracy, unable to translate only short phase and perform in the places with disturbing noise. Whereas the good thing about this app is that it will translate what it translated before into the language you inputted once again for you to check if it was what you mean or not. But then again the second translation still made mistake as you can see in the figure. In the center figure, the author said "I'm wondering if this app can really work." And it translated into Japanese which is wrong. Then, the app also translated that wrong translation into another wrong translation in the very opposite meaning from the original sentence that "This application can really work." This situation, in real life, can cause a huge misunderstanding.

However, with Internet connection, Voicetra allows user to choose to switch among a range of languages provided which is good for people who travel to different countries at once. Therefore, there is no need to download more languages into the app. Also, Voicetra provides closer situation to the two-way communication for the user can tap the language button one to switch the language to another, allowing another speaker to respond through the same phone.

2.1.3 HiNative

HiNative is another language application from Japan that is now attempting to be the global Q and A platform about languages. The most interesting point about HiNative is that it has a huge active user base which is essential for this



Figure 2.5: Voicetra: one tap allowing to switch between the languages

kind of user-generated content providing platform. The main feature is language or country related bulletin board that users belong to according to their native language and languages of interest. User can ask and answer questions by text or voice recording. It also provides users the useful template of questions for the posts to be more organized, understandable and right to the point.

With its big user base, the user can get the question answered in a short time but still faraway from real-time. Therefore, the type of question and answer will be more into the category of language learning by the help of native speakers. The author posted a question and received an answer from native Japanese within 20 minutes. However, some questions had an answer even in two minutes as shown in the picture.

The app also gives a number of features that allows users to have an interaction with each other publicly, such as like, reply, bookmark and feature the answer for being the best answer.

While some questions can easily get answers, many cannot. Thus, it provides the "Quick Point" function to encourage users to be more active answering questions. Aside from the statistics showing how much one ask and answer, this function results in the asker gets the answer quickly and the answerer gets the

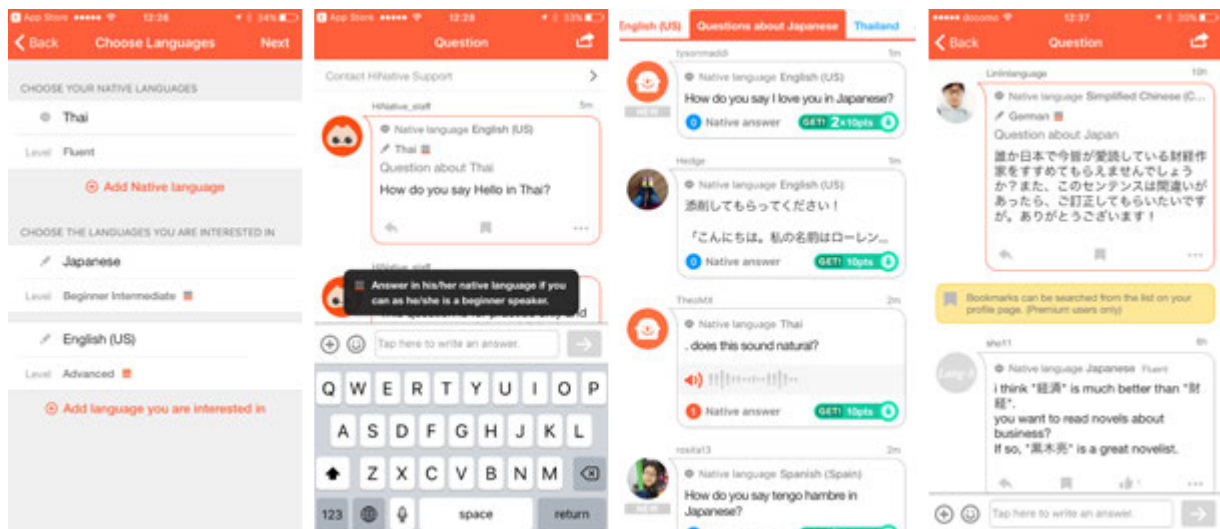


Figure 2.6: Hinateive: Global Question and Answer Platform

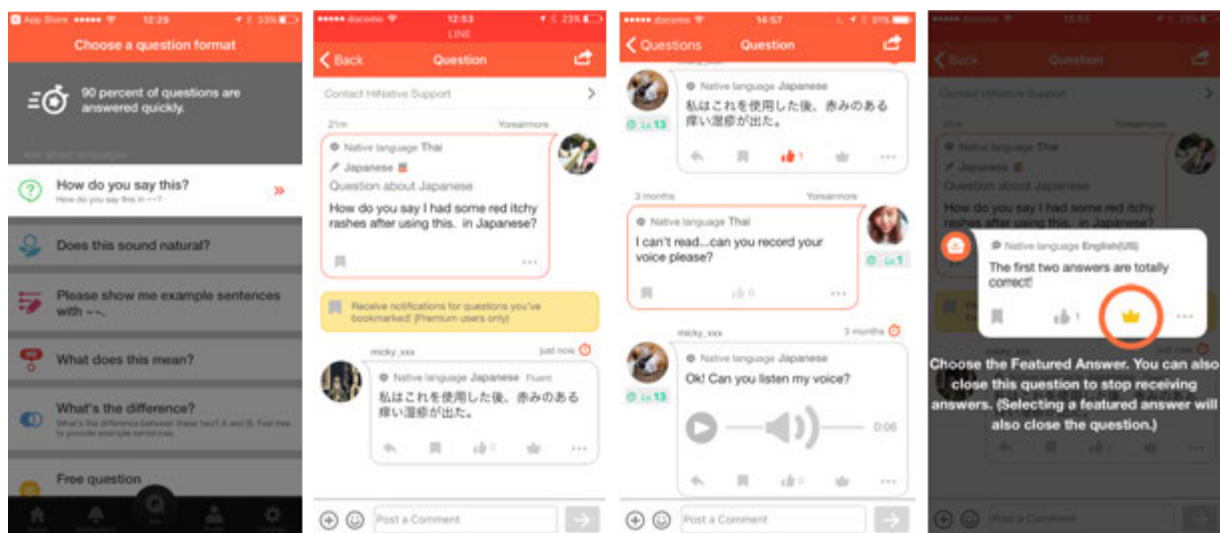


Figure 2.7: Hinateive: Posting questions procedures

points which will be shown in their profile. Furthermore, the interaction between the asker and the answer as stated previously: like and featured answer, will all result in the "score" that will be shown on the user's profile as well.

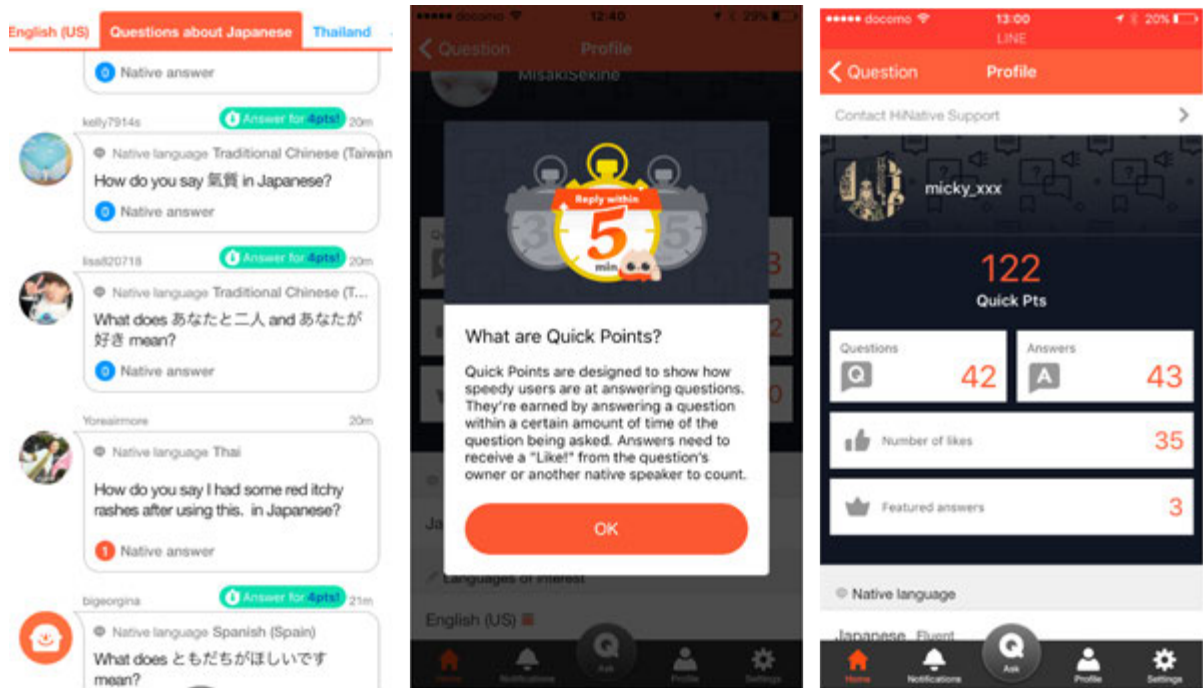


Figure 2.8: Hinateive: Gamification Method to encourage more engagement

The new version that has just updated added "level" of the users which presumably counted from the interaction rates as discussed above.

HiNative allows user to pay for premium package for USD 6.99 per month giving the right to use without ads and other additional features for the very active learner.

2.1.4 HelloTalk

HelloTalk is one of the most popular language exchange platforms that allow users to talk privately with native speakers and people who know other different languages based on their language of interest and native language. User can see the list of users that have the qualifications that matched which is a native or knowing the language that the user is learning and they are also willing to learn

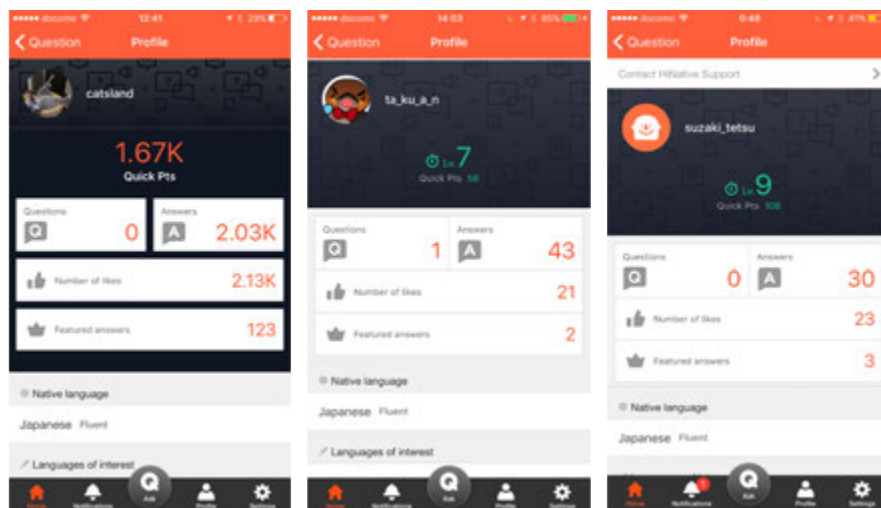


Figure 2.9: Hinine: Some examples of user's profiles; the older version and the new version with level shown

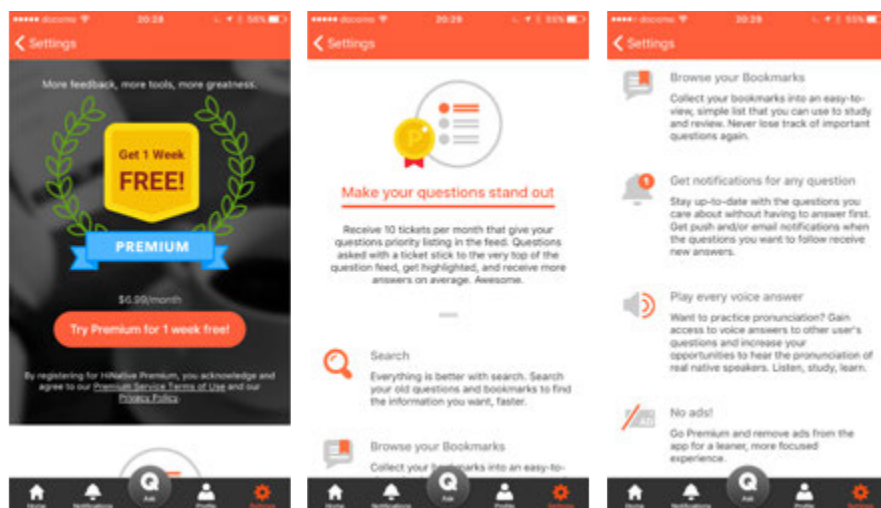


Figure 2.10: Hinine: Premium Package

your language as well. That is called "Best Match" Also, the user can also search from their on-line status, location, learning points and self-introduction. The most risky point that can be good and bad at the same time is that the default settings allow anybody who might not be the match find, send message, photo or even make a phone call and video call to each other freely without any initial acceptance.

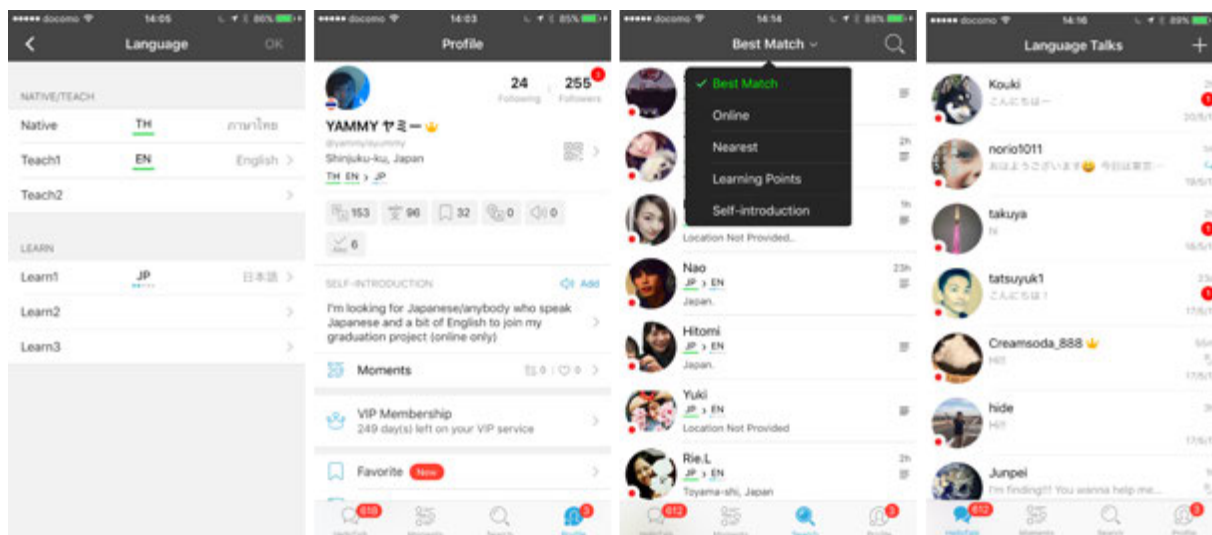


Figure 2.11: HelloTalk: Language Exchange Platform

The privacy setting can be found and modified. However, for many users, it takes too much of effort to find and change the settings resulting in the overload of messages received from strangers.

The language chat is the main feature of this app and is packed with useful functions for helping each other learning languages and self-learning. Similar to HiNative, when using those functions, it will show on the user's profile. But in here, it is more for just information to the other users, not obviously in the sense of score collecting or leveling up like in HiNative.

However, the score does affect the opportunity of being found in the search feature since the search feature allows users to search based on their learning points. And users that have the high learning points will show up in the list showing that they are active in this app.

Certainly, HelloTalk also has premium membership which cost approximately USD 2.91 per month with the effective special functions that is more attractive than the ones in HiNative.

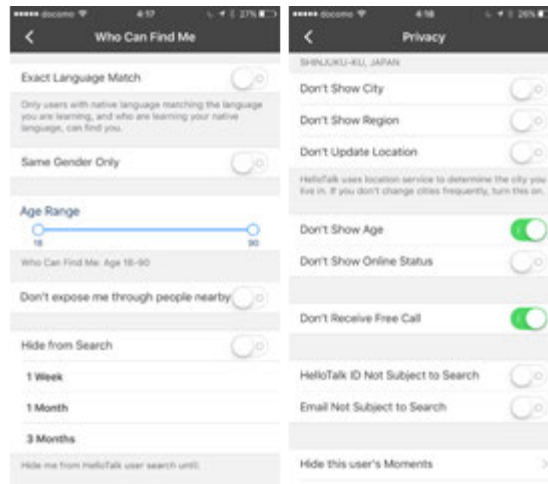


Figure 2.12: HelloTalk: Privacy settings

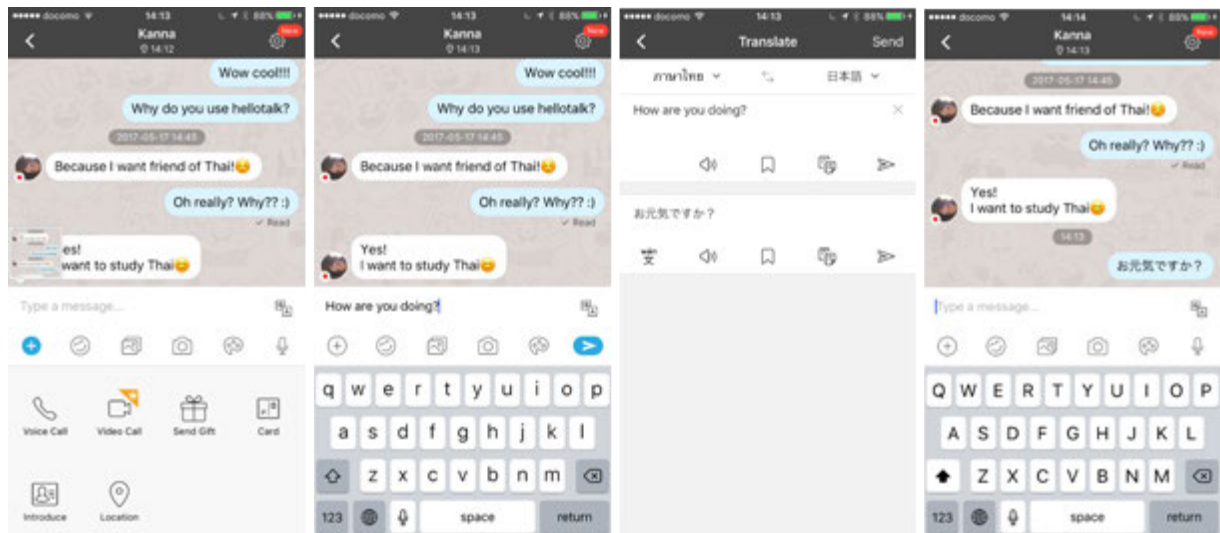


Figure 2.13: HelloTalk: Features in Chat Room

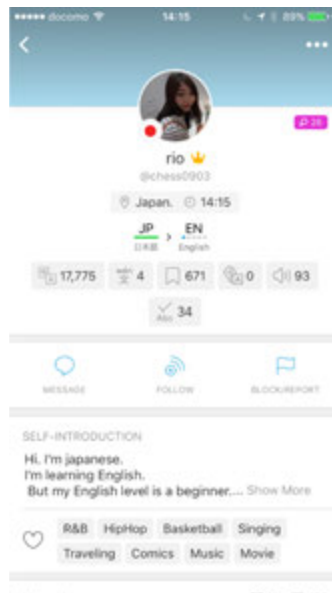


Figure 2.14: Hellotalk: User's Profile showing scores for different features

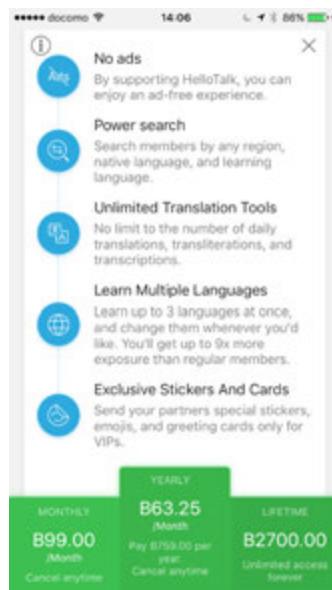


Figure 2.15: Hellotalk: Premium Packages

2.2. User Generated Content and Crowd-sourcing platform

User-generated content comes from people who voluntarily contribute their knowledge or information or all sorts of media to the public space where people can obtain either by paying or not. It is pointed that for the content supplier, this process of sharing tends to be rewarding as in the same form of getting social acceptance or recognition for their contributions. Krumm of *Microsoft Research* has further stated that most of the times, gathering data and finding patterns have a hidden aim of building community [16].

2.3. Mobile and Languages

As you may know, mobile devices are in their rises and will continue to be. Literally everything can be done on the phone now. So as learning languages. There are many researches regarding language learning and mobile application proving that people in the generation of digital media are likely to learn through mobile application rather than in class [26].

2.4. Motivation: Why do people help others?

Although it might be easy to understand if the foreigners would need help regarding languages from the locals, it is still doubtful whether the local people side would be willing to help them. Moreover, if talking about the most simple rule of the world, everybody will do something for others for a reason. Those reasons might be tangible or intangible. Therefore, it is necessary to take a look on how ones would be willing help others and what do they think they would get from helping people.

The target user of HELPME! in general is a person who is active in learning new languages, curious about international community and willing to make friends with international people. However, as in one country, the users will be divided into two groups: Helper and Asker since the experiment is limited only in one country that local people speak only one language. The author have found two

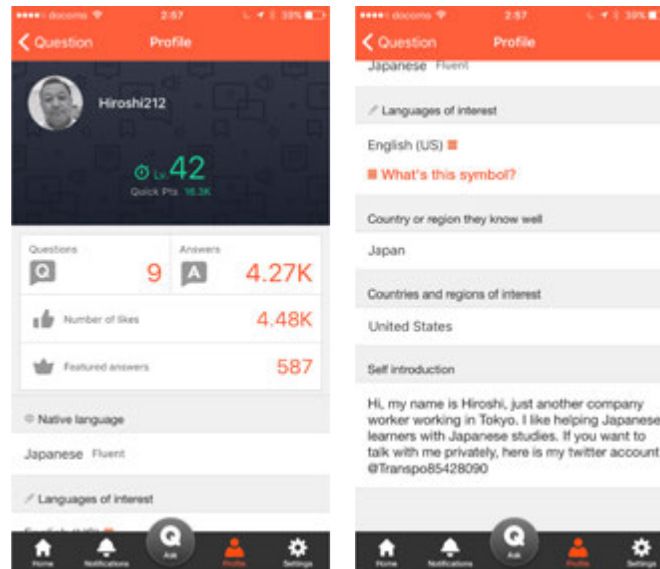


Figure 2.16: HiNative app user who uses the app to help people about his native language

types of expected Helper in Japan: first, Japanese who can speak English fluently already and keen on socializing with foreign people and second, Japanese who cannot speak English fluently but is actively learning.

The model of HELPME! is just like other language exchange application where people join for give and take basis. According to the preliminary interview with English-learning Japanese and observation through different kinds of platforms, Japanese tend to like closed platform in HiNative where no direct interaction among users equally to the one that allows users to interact privately like in HelloTalk. However, HiNative tend to be more friendly to the people that want to just study and kill the time rather than serious friends making in real life.

Among Japanese users in HiNative app, the author tried checking randomly on 10 users that answered questions about Japanese and found that all of them have significantly higher scores on the "Answers" part. This can well prove that the users also find the questions about their own language interesting and enjoy helping foreigners who are struggling to learn it, even though they do not actually get anything in return. This one example of a user shows the question to answer ratio of 1:478.

There are a few research regarding the help giver's reasons of helping others.

The classic one is in The "Helper" Therapy Principle [25] where the research have conducted some experiments using people with a problem to help others who share the same problem but in a more sever level. Although it cannot fully explain the situation in HELPME! where there are both helpers who have problems with language and helpers who do not have problems at all, this work an be used to explain the former case. This paper illustrated that, unlike the better-known concept that the recipient will the only one that benefit for the help, the helper was actually receive more benefits by being improved in that skill and becoming more motivated. Another research about social work technician also indicated that the helper benefits from helping others in the sense that they can improve their self-image which probably results from doing something worthwhile to people in need [7]

However, in HELPME!, the premise behind this research is helper and asker both can see benefits from the difference of each other meaning that the asker expects the benefit from the fact that helper knows the language they are in trouble with, while, at the same time, the helper expect the benefit from the fact that the asker is a foreigner who is fluent in the language they want to practice or belongs to a different culture which they are curious about.

2.5. Gamification, Rewards and Motivation

Gamification is an informal word that has made a sudden rise in the past few years during the emergence of digital service design but the concept is not actually very new. It was recorded in 1980s when a famous foresighted scholar, Thomas Malone started to view games as a commonsense rule of making enjoyable interfaces [9]. Instead of creating full games, gamification is a design method to make the non-game contexts or products and services to be more attractive and motivating using only some game elements such as badges, points or levels. However, that thing that can be gamified itself needs to originally have some intrinsic value in its own, meaning that it owns the core value or reason that the user would want to engage with. Then, using gamification can amplify and, at the same time, deepen users engagement and perform desired behavior [9]. Another famous research by Juho Hamari and Jonna Koivisto explained the reason that

gamification might work in attracting user's attention towards the activities in one context, as well as making them to come back regularly, lies in between the motivation that they find indulgent, beneficial and social impellent [13].

Regarding the rewards as It was further stated by Deterding [9] that Gamification is expected to alter the outdated view that only monetary and instrumental motivations are counted as benefits someone would only wish for in return. Since recently the observers there had been a lot of evidences showing how much Internet users were willing to do things "for free" However, it was proved that they actually felt rewarded along the social psychological processes and social approval. As a result, theses kinds of rewards brought up a long-term engagement basically through the power of good feelings towards the community itself.

Chapter 3

Implementation and Design

As stated in the introduction about the problems regarding language difficulties in many non-English-speaking countries whilst the situation of the world business is attracting more foreigners into these countries. Therefore, the purpose of this thesis is to address the design of a service based on mobile phone, aiming at lessening language barrier between foreigners and local people in different levels of conversation from daily life to more complicated and formal occasions by the help of bilingual people.

At the beginning, the author had a rough idea of HELPME! as a platform where people can search for bilingual people to help them talk for them by calling over the phone. The author believed that the Helper need to get some rewards in return. So, the coupon business model had been combined hoping that it would create a win-win-win situation to all three parties: foreigner, local and the business owner. However, after going through the research methods, the design of the app has been transformed into a service that is non-commercial but more complex with social network attributes.

The design objective of HELPME! is to create the language exchange platform that is based and focused on solving problems in real-life situation. The design is considered a big challenge in many ways that needed to be proven through research methods. The research questions that will be addressed as base for the design are the followings

- What are the motivations for local helpers to help foreigners?

- Will the user be comfortable to talk to strangers on the phone?
- How to ensure the asker will get helped every time?
- How to define how much the help could cover?
- Privacy and security issues
- How to make asker consider using HELPME! first when encountering problems?

The design of HELPME! had been done along with the implementation in the real situation which is called "*Feasibility Test*" as will be shown later in this chapter since the design is based on the result of the tests. In this chapter, the methods and process of concept and design development will be discussed.

3.1. Pre-Study

3.1.1 Foreigners

- Objective : To prove the existence of the problems and find the level of the problems and the points that still cannot be solved

Survey

The author has conducted a survey on language difficulties in Japan and collected 337 responses from foreigners living here. The results showed that 33.5 percent agreed and 31.5 percent strongly agreed that living in Japan without speaking Japanese is hard. Moreover, 24 percent of the respondents somewhat agreed, 20.8 percent agreed and 15.1 strongly agreed that they often face problems regarding languages on a daily basis. These results proves that this language problem really exists.

Looking into detail, the type of communication problem they think the most difficult is reading with 58.8 percent, followed by speaking with 47.5 percent, writing and listening with 40.9 and 28.8 percent respectively. Other types of detailed problems are getting things done, ensure what I understand is correct,

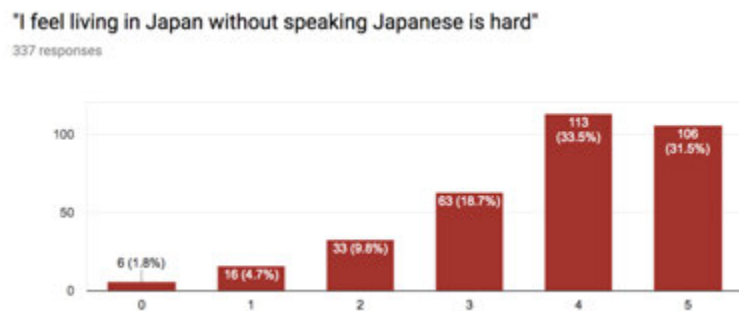


Figure 3.1: The number of foreigners in Japan who agreed that living in Japan without speaking Japanese is hard

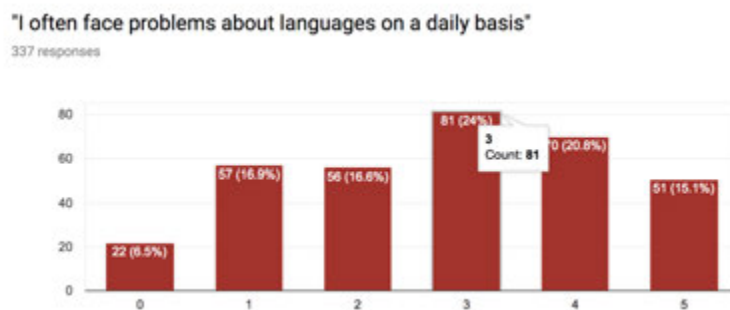


Figure 3.2: The number of foreigners in Japan who agreed that they often face problems regarding language on a daily basis

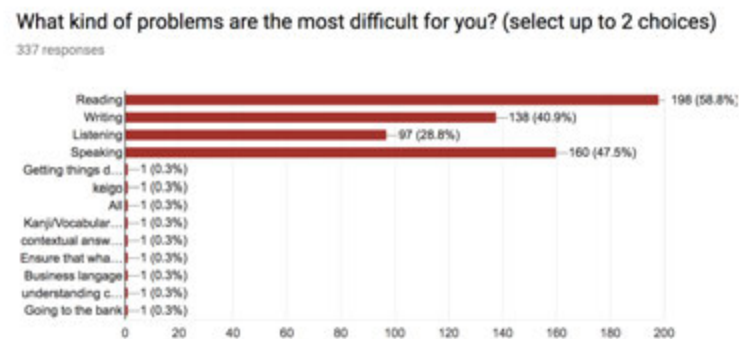


Figure 3.3: Types of problems foreigners in Japan feel the most difficult

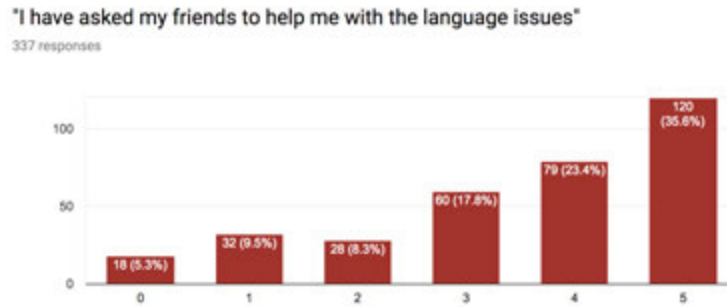


Figure 3.4: Number of foreigners in Japan who agreed they have asked for assistance with language issues from their friends

going to the bank, understanding context, contextual answer, business language, Chinese characters (Kanji), vocabulary and honorific speech (Keigo).

Moreover, 35.6 percent or 120 responders said they strongly agreed that have asked for their friends assisting them with language issues while only 5.3 percent or 18 of them strongly disagreed with it.

Additionally, 85.6 percent of the responders confirmed using Google translate to assist them with their life here. Whereas, 36.9 percent used dictionary applications and only 1.3 percent using none of assistances.

Interview

Ten foreign students who could not speak Japanese had been asked regarding their communication problems since they moved to Japan. The findings were not different from the survey. Most of them said they used only Google Translate for translating Japanese words on everything as well as to communicate with local people by showing them the translated words on the phone. When it came to more complicated situations especially when they first settled down, all of them took friends with them. Nevertheless, it was clear that people could not actually communicate at all when it comes to more complicated situation. Especially the case was that even if they have said the right word but when Japanese say something back, they could not understand and reply back anyway.

3.1.2 Japanese

- To find the motivations to help foreigners as well as the possibilities of using the service in the initial step

Interview

Short interview with five Japanese who used Hello-sensei, one of the highest-trafficked teacher-student matching web site in Japan, was conducted. The author found out that actually talking with foreigners is in a high demand that explained why there are so many popular services regarding foreigner connections in Japan. Japanese were lack of opportunities to communicate with foreigners in the past but these days, having English proficiency is crucial and it means better future at work. The interviewees were all reported that their work required more English skills than ever since Japanese businesses are aiming to spread their business out globally. Even in Japan there were a lot more demand in hiring foreigners and speaking English within the office is getting more and more important for the employees here.

As for the motivation to help foreigners, the author asked if they would be interested in helping people if they can collect the points and get the coupons for some famous restaurants or cafes in town. On the other hand, 4 out of 5 participants stated that they were not in need for any coupon discounts because Japanese who can speak English tend to be richer than average. But if the rewards were a special gift and they did not have to make a lot of effort to get it, it might work. However, that case work only with the top brand that has a very good image if having its logo on the goods such as Starbucks.

3.2. Implementation

The participants was expected to be separated into two groups; native Japanese or Japanese speaker and foreigners, although some of them could take both roles. All of the participants need to be able to communicate in English. The author chose English as the only language to communicate between Helper and Asker since the majority of foreigners in Japan can at least speak English even without Japanese.

In order to develop the design from the concept, it is essential to ensure effectiveness and relations of the core functions of HELPME! by implementing into the real situation with the real target user. The author had conducted feasibility tests on two issues: Communication Model and Tools for Helping. Each issue was tested twice to compare the results totaling three tests. However, at this stage the feasibility tests had been implemented through LINE application to distract the best concept and feasibility from the results before proceeding to the next step of the application development. The reason the author chose LINE for the experiment was that

1. LINE contains all the functions needed for the test which includes voice calling, instant messaging and group chats.
2. LINE is the most popular and necessary application in Japan. Most of Japanese already have LINE application in their mobile phone.

3.2.1 To test Communication Model

Communication Models that were tested are Group and Middleman system. In the group system in feasibility test I, the participants were all in the same chat group in LINE application. the askers asked for help freely in the chat room where everybody in the group could see and reply. On the other hand, the middleman system in feasibility test II, the participants sent and received messages individually through private messages with the middleman or administrator of HELPME!. The helpers received help requests according to the time they reported being convenient to help only.

Feasibility Test I

- Period: 2 months
- Japanese participants: 10, Foreigner participants: 56
- Number of help requests: 13
- Number of help requests that got responded: 8

- The quickest respond: 1 minutes
- The latest respond: 25 hours

In LINE application, the group was created, in the beginning, with 21 members but along the two months period of the test, the number of the member increased to 66 by the end of the experiment by the invitation from the author as well as the participants themselves. Helpers were both students and workers, comprising of native Japanese and foreigners who can speak Japanese well. Askers were from various backgrounds and age ranges. Most of the askers resided in Japan while some had a short stay for traveling. The author recruited the askers from the EXPAT in Japan community and were able to get 70 foreigners who were struggling with language barrier to participate within 24 hours after posted. This also could, in a way, confirmed the high demand of help in Japan.

The asker and helper were asked to follow the rules that had sent prior to being accepted into the group. For the helpers, they could choose to ignore the message in the group when they were not available. However, if they would like to help, they needed to call the asker directly by adding them as friends and make a voice call via LINE. As for the asker, they were asked to write only the fixed message "I need help! please someone call me!", when they wanted to ask for help, and "I got helped already" when their problems have been solved. Other types of texting were not allowed in the group to prevent the group being too active and disturbing the members especially helpers.

- Test I Evaluation and findings

From the first test, the most obvious finding is the period of waiting time for the asker to get helped was too long. Averagely, it took 25.64 minutes for some helpers to contact an asker after the the asker sent messages to the group. And 5 out of 13 requests did not get any responses. Also, even though there were many people had read the requests, which could possibly be both askers and helpers, they tended to ignore the requests without taking action..

Another interesting point of concern about group-type model was that when there were a lot of members in the group, it was nearly impossible to make everybody follow the rules strictly especially foreigners from different cultures and

FREE !!

Nihongo Wakaranai??

TRAIN STATION:
突き当たり右をに曲
△って●さい。

MOBILE COMPANY:
携帯一歩契約になります

HOSPITAL:
扁桃★腫○腫れてますねー
★他に症状はありますか？
喉★はひどいです
さか？鼻★水は？

WATER BUREAU:
毎月★家までお近く●の★水○金
でお支払いください！
★店★の場所★は○分かりますか？
か？ご希望★の場所★は○ご
ざいますか？

APARTMENT AGENT:
ご希望★の場所★は○ござ
いますか？予算★は？何円
くら★い？最寄○りの駅★
はどちらがよろしい★で
しょうか？

BANK:
当★座★貯△
金ですか？
普通貯★金
で○か？

**Having trouble talking with Japanese?
Need someone to talk for you?**

As an experiment of a project under KMD: Graduate school of Media Design,
Keio University, we provide you...

- + Interpretation service on the phone via LINE app.
- + anywhere, anytime for anyone
- + by Japanese native speakers who can speak English, Mandarin, Thai, Indonesian, etc.
- + forever FREE!

For more info.
and
application!

QR code

*This is an experiment under a school project aiming to find the best way to help foreigners in Japan with the difficult situations caused by language. So, please feel free to join with no charge! Apply first so that we can help you on time when you face problems!

ID : abcdef123426

Figure 3.5: The poster as an announcement recruiting participants in the test



Figure 3.6: Test1: Instructions graphics sent to helpers and askers

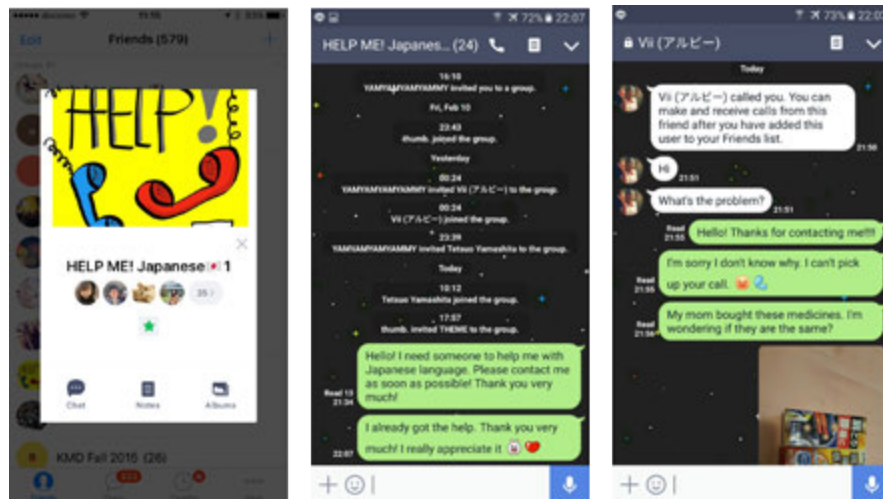


Figure 3.7: Test1: LINE group with Japanese and foreigners together and how the help request placing works

backgrounds. Even though the administrator the of the group had already sent the information of the test and rules to everyone before getting into group, many participants still misunderstood the purpose of the group to be the bulletin board to help foreigners for any kinds of problems. Some askers asked about random problems about living in Japan directly in the group and other members came to answer, turning out to be the chat room for foreigners. This could signify that free space of messaging can have a high risk of the content to get out of topic. Apparently the application of template seemed to be necessary for the social platform with specific purpose to control the scope of content and quality of the platform itself.

Moreover, the asker's problems are mostly about text not calling as in the original concept of HELPME! that aiming to help solving oral communication rather than translating documents that can also be replaced by other famous applications such as Google Translate. Some askers sent photos of products in the super market or even some announcements in the toilet and asked for translation. In these cases, it showed that there were a lot of demand in reading and understanding Japanese words which was in line with the survey in pre-study. Also, it may also be a reflection of the unreliability or unpopularity of Google Translate functions in a way and the high expectation to HELPME! service in another way. However, regarding methods of helping will be explained more in the *Tools for Helping* afterwards.

The author still believed that combining the similar business model of Groupon in this service is a good idea but it can be occasional e.g. monthly campaign giving one month period for people to collect the points. The helpers will be able to collect the points from every time or a period of time they successfully helped askers. Following this way, the service will be cooperating with the brands starting from products that people uses in their daily life such as coffee shop, restaurants or live steaming service to let them use the space in the platform to spread their rewards to the locals who have reached the points that is set.

- Survey after Test I

The survey regarding agreement from now will be made according to the 6 points (0-6) Likert's scale for the reason that 6 psychology test Likert's scale 6

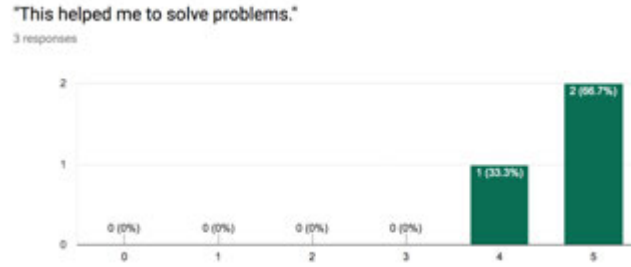


Figure 3.8: Test I: the degree to the agreement that the problems had been solved

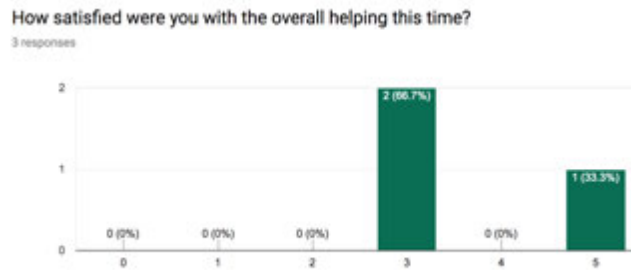


Figure 3.9: Test I: level of asker's satisfaction

points had been proved to have higher trend of discrimination and reliability than the 5 points [8] .

Three askers answered the survey after getting helped. Although it was shown that the asker reported the service had helped them to solve problems, only one of them choose 5 (highest level of satisfaction) while the other two chose 3 (moderately satisfied) Moreover, the asker did not seem to think they would have chances to use the service often as two out of three choose 3, while another one chose 2.

The askers were all reported prioritizing time, communication skill and the fact that the service was easy to use the most (100 percent). On the other hand, it was found out that the asker did not care who would contact them. This clarified that the selection process did not mean anything for the asker as they need anyone who could help them efficiently and in time when they need help. The survey also showed the asker's showed the need to know background, field of work or study, of the helpers as well as their levels of English.

- User Interview after Test I

"I think I will have a lot of chances to use this service."

3 responses

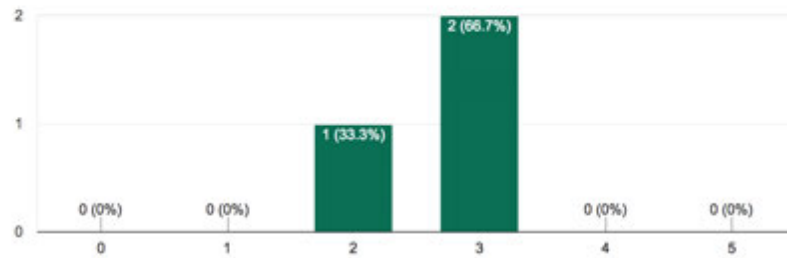


Figure 3.10:

Choose factors that you care when needing help regarding oral communication.

3 responses



Figure 3.11:

The interview was conducted with five helpers and five askers. As from the helper's side which was relatively inactive, one of the reasons found was that *"There were so many people in the group, I just thought they got helped already."* This can also be explained with the conclusion from the research by Berkowitz [6] that people tend to feel less responsible to something that is in need of help if there were other bystanders who could also do the same thing. The more number of bystanders with the same ability, the less tendency a person would help someone. Helper did not have feelings of responsibility to help because those message were not directly sent to them. This pointed out that swiping might not be a good idea to both asker and helper. For asker, because getting helped in time is the most crucial factor rather than choosing helpers from their qualifications while for helper counterpart, swiping did not give a sense of direct message but more to the time-line type where it is legal for the user to scroll around choosing interesting topic/person.

Furthermore, the helper express that *"Yes, it was annoying."* when asking about the feeling of getting help requests all along the test period. Most of the helpers needed to get notifications from LINE group all day even though they certainly were not in the situation that they could help. Most of them, especially the workers, informed that most of the time in a day, they spent on working and sleeping only. they reported only checking their phone only on the train and that was the place they could not make a call anyway.

The asker feedback were not different from the survey results. They gave the reason for not so satisfied with the help that they needed to wait for a long time and it was too late already. For that reason, they thought they could not use this with the situation they are facing but they might want to use with the not urgent situation which mostly could cover only text: email writing or letter translating.

Additionally, when asking the helpers, there were sayings such as *"It was interesting but I don't know why I need to use it."* or *"It might be interesting to talk with foreigners but, at the same time, I am not sure if I want to help strangers for nothing."* This indicated that motivations were certainly important in order to do something and the current situation in Test I did not show them any motivation to use the service. Even when the author informed them that if

they could get a Starbucks discount coupon after 10 helps, three of them said it might have been a good idea while another two still showed a certain degree of reluctance.

Feasibility Test II

There were mainly two changes in the second test according to the result of Test I. Firstly, the form of the test in LINE app has been changed into an account not in the group to conform with the second communication model. HELPME! account was created as the middleman between helper and asker. Secondly, the helpers were asked to set their own time to open for notification to prevent them from getting annoyed from overload requests. When the asker wants to place a request, they will send message to HELPME! directly. Then, HELPME! will forward those message to the helpers that were available at the time of the request received.

- Period: 1 week
- Japanese participants: 27, Foreigner participants: 60
- Number of help requests: 3
- Number of help requests that got responded: 3
- The quickest respond: 1 minute
- The latest respond: 20 hours

In Test II, the helpers were asked to fill in the time slot that they wanted to receive the messages asking for help from askers. Doing this could prevent them from receiving too many messages in a day even though they could not help for sure. They could choose the time differently between calling and messages as well.

When askers needed help, they sent message to HELPME! account which the author was the administrator. Then, as the middleman, the author forward that message together with asker's contact to the helpers that were free according to their schedules. Sending asker's contact together with the message allows helpers to see askers' profile picture in LINE app and contact them directly. The tool of

	6-9am	9-12am	12-1pm	1-5pm	5-8pm	8-10pm	10-12pm	12-3am	3-6am
Satoru	M	M	CM	CM	CM	CM	CM		
Gina				CM	CM	CM	M		
Ateushi					CM	CM	CM		
Yammy		CM	CM	CM	CM	CM	CM	CM	
Green						CM			
Shogo				CM					
Keisuke		M	CM	CM	CM	CM	CM		
Tetsuro					M	CM	CM		
Zikun		CM	M	CM	CM	CM			
Kazu							CM		
Ryan	CM	CM	CM	CM	CM	CM	CM	M	M
Toru								CM	
Kyoko			CM		CM	CM			
Amira					CM	CM			
Pook					M	C			
Gilimandra					CM	CM			
Yuta arafuka			M		CM	M			
Maki		M	M	CM	CM	CM	M		
Shinya				CM	CM				

Figure 3.12: Test II: A part of the schedule showing availability of the helpers. C = Call, M = Message

helping still focus on only talking on the phone but, same finding in Test I, many participants especially askers still used text for a small talk before talking on the phone anyway.

- Test II evaluation and findings

Obviously, direct message through middleman system was much more effective. Getting message directly to them was proved making helper be more active in helping. All of the requests got responded. Moreover, they all even got the first responses within 10 minutes after sending help requests. Additionally, the most obvious difference between Test I and Test II was the number of responses per one request which was much higher in Test II. The average number of responses per one request in Test I was 0.84 while in Test II was 4. This could conclude that the middle man system sending and receiving messages individually between askers and helpers worked much better than in group communication system. However, as expected, it showed the need some more other methods of helping which will be tested in the Test III.

Therefore, since it was shown more demands in translating text, providing only voice-calling might not be effective enough. It is also shown that when they

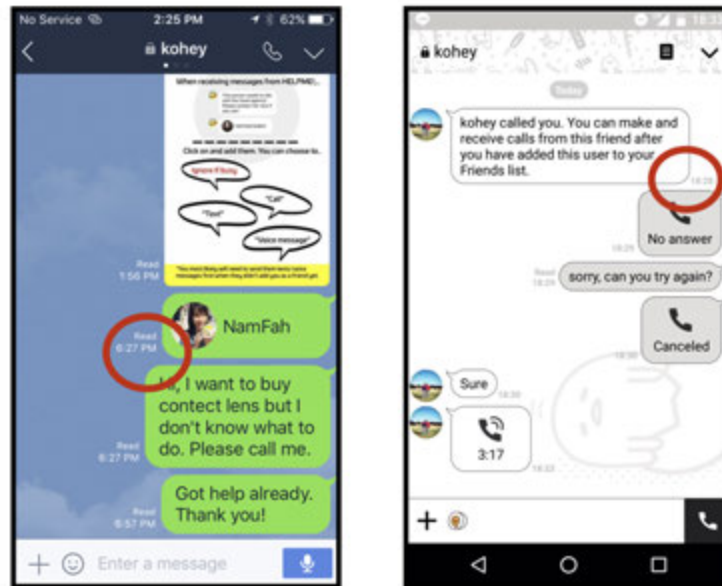


Figure 3.13: Test II: An example of getting helped. Left, from HELPME! screen, the request sent to a helper. Right, from asker's screen, a made a call directly to her.



Figure 3.14: Test II: Askers observation

need help about conversation, the situations were usually something serious that they need to plan before, probably because they are living in Japan so they are used to basic conversation already. It was seen when there was an asker asking in advance a few days before going to the city hall to make sure he would have someone help him translating.

Another last finding was that it might be necessary to have something to keep user engaged to the app even when they were not in need of help. Since many helper tended to be active at the beginning of the test but started to fade away later. Similarly, even though there were a great number of askers, the frequency of asking was still very low since there were no engagement except when they need urgent help. Thus, the gamification mechanics or some features aiming to increase user engagement is apparently needed.

- Test II User Interview

The interview with 5 askers and 5 helpers has been conducted. It came to the conclusion that voice-message and text-message were also necessary and more practical anytime and anywhere especially in Japan where people cannot make a call in some public areas.

Also, it was necessary as well to motivate or remind askers to ask and make some movements in the platform. Some askers said that they were actually not sure if the app was still working or not. So they hesitated to ask for help sometimes. It is obvious that this platform needs some more engagement driving factors or some activities that the user can have some interaction within the app all the time.

3.2.2 To test Tools for Helping

In Feasibility Test I and II, the only tool for helping was only voice calling. However, all along the tests, askers had asked for help about text even more than talking on the phone. According to the interview after the tests, it proved that voice-calling only was impossible in most of the time Japan when they were out of their house. Same to the helpers that agreed with above saying. Both parties also thought that many problems were not that serious that they needed to make



Figure 3.15: Test III: Another poster to attract more helper to participate in the test.

a phone call right at that time. Therefore, sending text and voice were, as a result, included as choices in this Feasibility Test III. The expected result from providing more choices for helping was that both asker and helper felt more comfortable and easy to ask for and give help in any situations and wider range of time.

Feasibility Test III

The author made the poster recruiting more foreigners and Japanese to join the test and could totally get around 100 foreigners living in Japan to participate in this last test. At the same time, the author made another poster saying that they could have chance to practice their English speaking with foreigners as well as helping them with troubles in Japan. It attracted Japanese volunteer who wanted to join the project totally 45 people.

In this final test the main difference from the previous feasibility test was only the fact that asker could ask three different ways of getting helped: voice calling, voice messaging and text messaging. The helper was allowed to respond either to HELPMEE! or directly to the askers.



Figure 3.16: Test III: Instructions sent to helpers and askers

- Period: 2 weeks
- Japanese participants: 45, Foreigner participants: 65
- Number of help requests sent: 9
- Number of help requests that got responded: 9
- The quickest respond: less than 1 minute
- The latest respond: 11 hours
- Test III evaluation and findings

The result was considerably more satisfying than the previous tests in terms of the time. The quickest response was less than 1 minute and it was text message. The average waiting time before getting response was also less than Test II from 88.92 minute to 56 minutes (some cases askers asked at night and helpers replied in the morning resulting in a long period of gap at night). The number of responses

Welcome to HELPME! 📞🇯🇵

You can now use the HELPME service to help you out with the language difficulties you may encounter as a foreigner living in Japan!

In order to make sure that you understand this project's aim, we've included the following points for your information:

1. This is an experimental project by students at Keio University's Graduate School of Media Design. We've designed our platform in order to solve the common problem of not being able to navigate certain aspects of Japanese society because of the language barrier. We may ask for your feedback via a short questionnaire after using our service! It would be very helpful, if you could. 🙏🙏
2. The helpers are all Japanese speakers with different levels of English fluency. Please be understanding and patient since their English might not be perfect in every interaction.
3. Our experiment primarily focuses on using Japanese Interpreters through voice calls. 📞 In the case that you don't want to or cannot call, you can try sending via the following methods:
 ✓ voice messages
 ✓ short text messages 📄
4. ❌ This is not intended to be a translation service, so please only send brief texts to ask for help.
5. We will attempt to assist you whenever our interpreters are available. However, we do have limited staff and there may not always be someone available to help when you call (especially after hours) 🗨️

Thanks so much for participating in our project! 📞🇯🇵

Figure 3.17: Test III: Detailed instructions for asker.

HELPMET 🇯🇵📞

Hi! This is HELPME! 📞🇯🇵
 Thank you so much for willing to help me with this project! 🙏🙏

As you have filled in the form before joining already, I will send you the request according to those information.

The requests you might get are for.

- 📞 voice calling
- 🗨️ voice message
- 📄 text message

Feel free to contact them directly for voice calling as they really need your help!

And sending below is what you might want to do!

Thank you again! I hope I don't bother you that much and hope you enjoy this tool! 🙏🙏

HELPMET 📞🇯🇵 6:25 PM

Figure 3.18: Test III: Detailed instructions for helper.

	Test 1	Test 2	Test 3
Duration	2 months	1 week	2 weeks
Helper	10	27	45
Asker	56	60	65
Request	13	3	9
Number of request that got Responded	8/13	3/3	9/9
Number of request that got Responded within 10 min	2/13	3/3	6/9
Average time differences between requests and responses	25.64 min	88.92 min	56 min
Quickest response	1 min	1 min	<1 min
Latest response	25 hours	20 hours	11 hours
Total number of responses	11	12	33
Average Number of response/request	0.84	4	3.67

Table 3.1: Table shows raw data of three feasibility tests

Feasibility Tests

created in LINE application

1. Communication Model 2. Tools for helping

Group	Middleman. schedule	Call only	Call+Text+Voice
<ul style="list-style-type: none"> 10 helpers, 56 askers In the same LINE group 	<ul style="list-style-type: none"> 27 helpers, 60 askers An account transfers the requests to helpers who are free 	<ul style="list-style-type: none"> 27 helpers, 60 askers Asker can ask only calling 	<ul style="list-style-type: none"> 45 helpers, 65 askers Asker tell which tool they need
Requests that got responded		Average number of requests in 1 day	
62%	100%	0.43	0.64
Requests that got responded in 10 min		Average number of responses in 1 day	
15%	100%	1.71	2.36
Average number of responses/1 request		Average time differences between requests and responses	
0.84	4	88.92 min	56 min

Table 3.2: Table shows the conclusion of three feasibility tests divided by the objective of testing: Communication Models and Tools for Helping

was in the similar great situation as in Test II. However, in Test III there were some cases that showed interesting results that possibly resulted from some other external factors. Not only all the help requests were responded but the number of helpers who had made a contact to some requests also increased significantly. The best asker had received up to 10 responses. This asker showed some points that could be useful for designing the application as follows

- The asker asked for only short text message to be translated from English to Japanese
- The asker sent the help request during the time that has the most helpers available according to the helper availability schedule (weekdays, 8pm-10pm)
- The asker was a young good-looking woman
- The asker showed her photo clearly

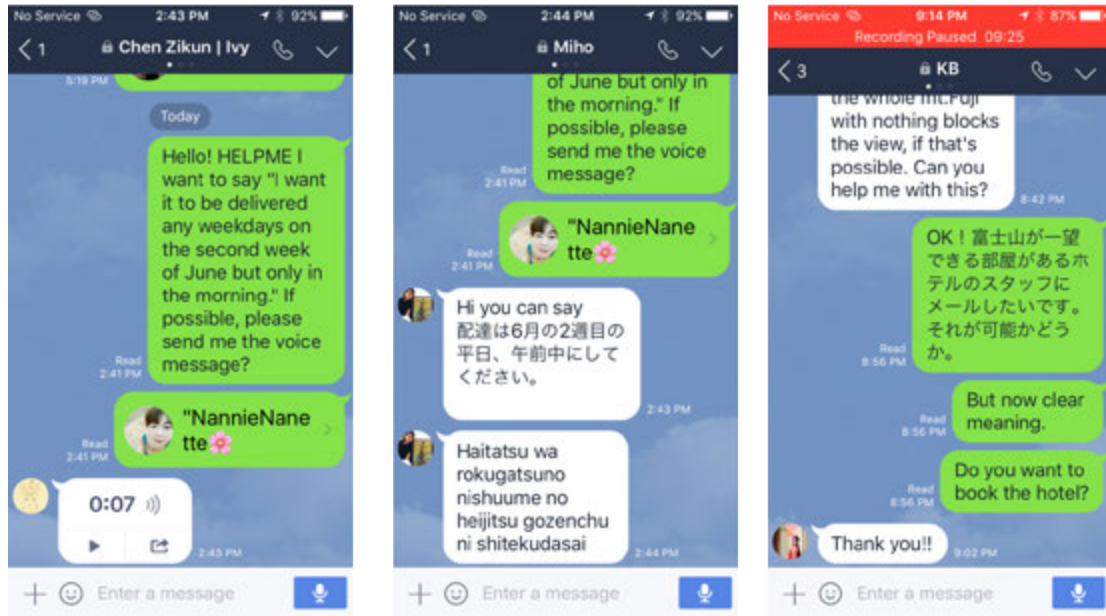


Figure 3.19: Test III: Examples of different ways askers got helped.

Comparing to some askers who did not show their pictures or the pictures were not clear, they tended to get fewer responses and take a longer time waiting.

- Test III Survey

The survey has been recorded from 5 askers and 11 helpers who had helped or performed an intention to help by contacting askers. The survey showed positive feedbacks from both askers and helpers and, certainly, much more positive than the result of the survey in Test I. The askers apparently felt this application could be useful for them in the future and showed more satisfaction in getting helped.

3.3. Design

According to three feasibility tests, the design of HELPME! had been being changed accordingly which surely alter the user interfaces. In order to understand how the design had been developed, it is significant to focus on each features of



Figure 3.20: The asker placing a request to HELPME! and the responses from two helpers were sent to the asker through HELPME!

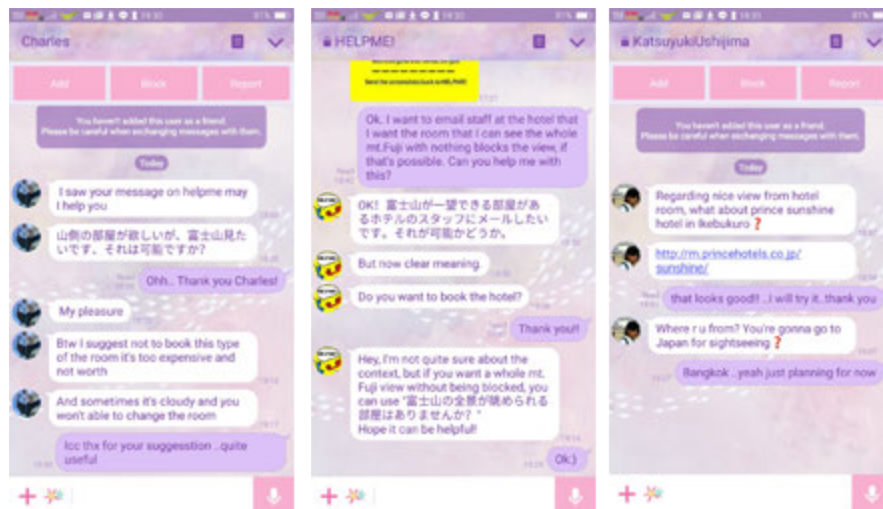


Figure 3.21: The asker who received the most response in one help request



Figure 3.22: The survey shows the level of agreement of the asker towards the chance to use the service again the future.

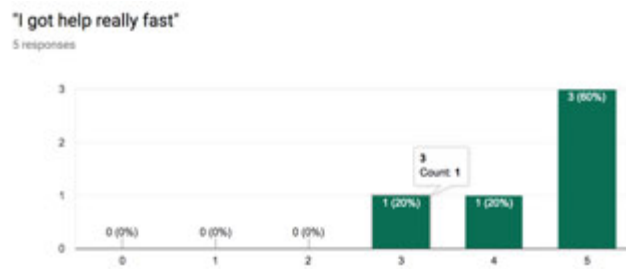


Figure 3.23: The survey shows how much the asker agreed they got helped really fast.

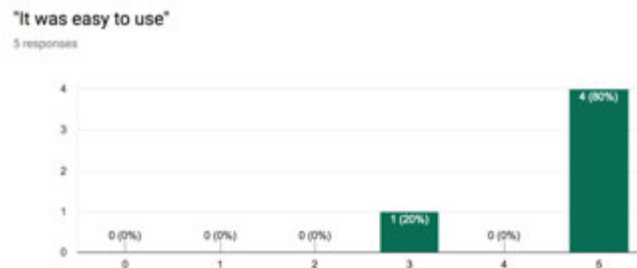


Figure 3.24: The survey shows how much the asker thought the service was easy to use .

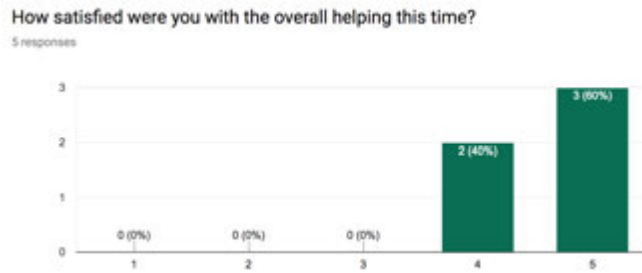


Figure 3.25: Level of satisfaction of the asker.

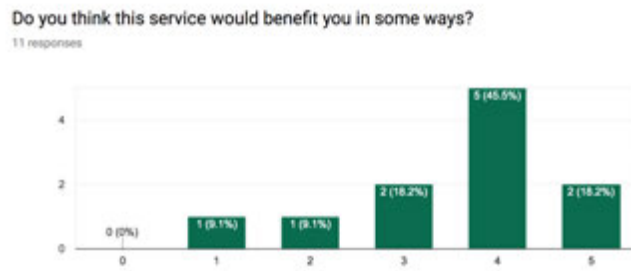


Figure 3.26: Level of satisfaction of the asker.

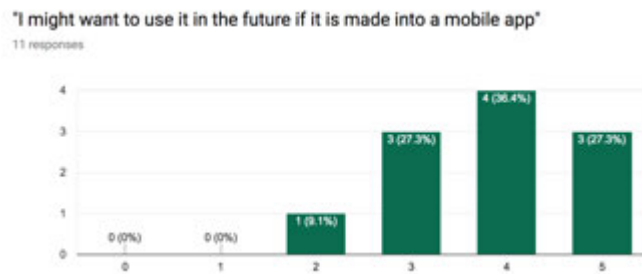


Figure 3.27: Level of satisfaction of the asker.

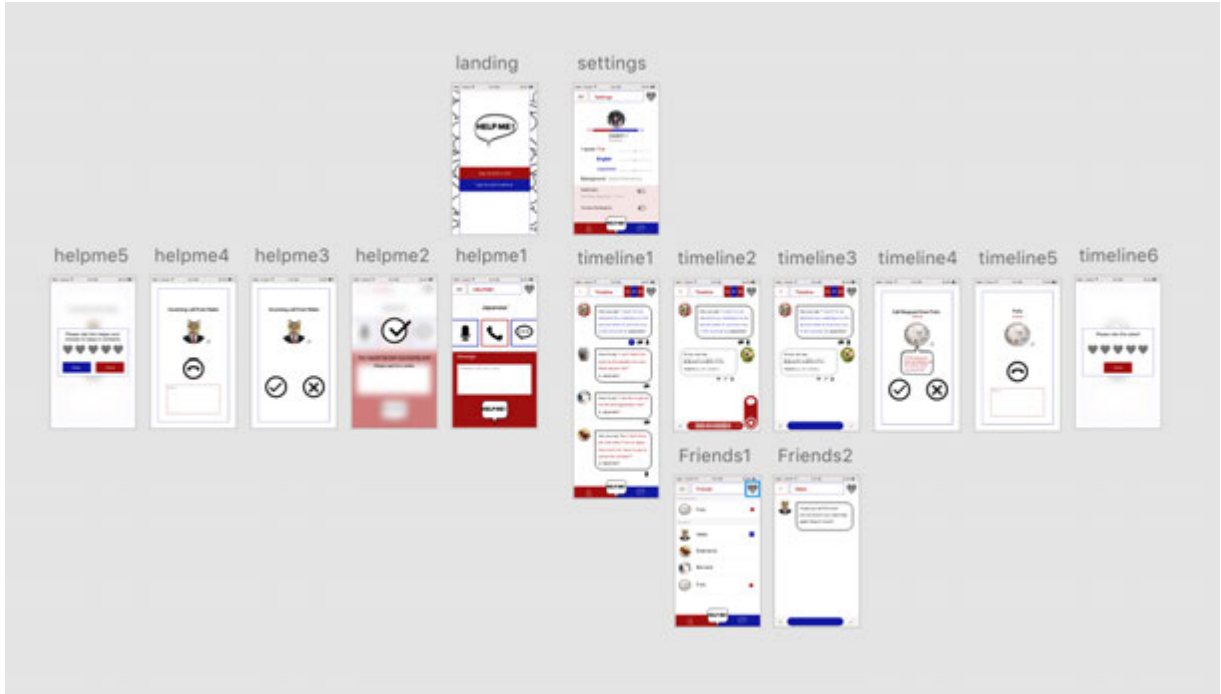


Figure 3.28: The final user interface

the interface one by one. In some features that will be shown in this section, the sketch of the user previous interfaces and the final design will be juxtaposed to make it easy to see the differences.

3.3.1 User key path

The concept of HELPME! can actually apply to everyone worldwide since everyone can be both Helper, the native in a language or the one who knows that language, and Asker, the one who needs help in a language especially in the country they are traveling to or living in. While at the very beginning, HELPME! was designed to have a completely different path between helper and asker. In the first sketch, the service was designed to automatically by location tracking system, separating users into helper and asker and they each will have fixed role that could never change unless they move to other countries. In the second interface (the left one in figure 3.5), the idea of separated path were still the same but not automatically fixed, allowing users to choose the country in which they want to



Figure 3.29: The final user interface (right) and previous one on the left which had separated path between helper and asker

find a helper. The platform just suggested if the user want to choose the country they were in at the moment.

Whereas after the feasibility tests, it showed that the user, except the native, generally have different levels of fluency in a language and one person is likely to be able to work as a helper as well even when his/her status was an asker. According to Riessman [25], the research has proved that among people who share the same situation or problems, one of the best way to learn is to teach and that some helper roles may involve the fact that the helper could release their stress and self-concern. Those explained why some people receive a great deal of satisfaction from giving help or cooperating or leading others with more severe problems. Hence, HELPME! is not a location-based service that will define the people into either helper or asker anymore. Users will all have the same path in the final prototype. They can perform freely as asker or helper depending on the level of the problems the other askers asking for.

3.3.2 Profile and Settings

The information the user is to provided is just basic essential information serving for language exchange purpose but not limited to making friends. Some basic information such as name, sex, country, spoken languages and profile picture

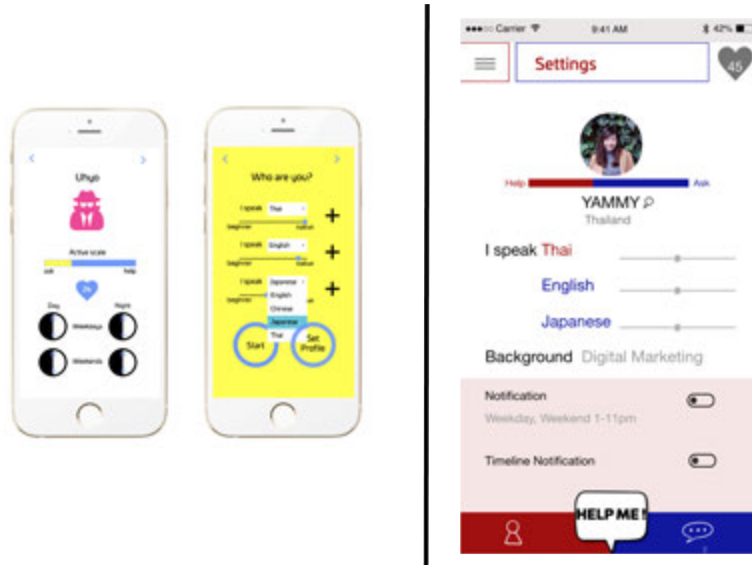


Figure 3.30: Profile page in the final user interface (right) and previous one

can be obtained from Facebook.

- **Profile picture**

In the original idea, the profile page was made anonymous, not allowing users to disclose their identity for the following reasons. First to prevent bias in terms of external appearance that could affect the process of making a decision to help or get helped. Second, to follow the original premise that HELPMEE! were meant to be used in an urgent situation not a social network that aimed to build a connection. Third, to prevent the mechanism of the platform being transformed into a dating application. This similar situation happened in HelloTalk application as well as they do not allow users to view the enlarged profile picture of the others for the "As a language learning app" reason. Therefore, in the first and second interface, the app allowed the user to only select avatar provided within the system.

Even so, according to the feasibility tests, the participants reported paying attention to another counterpart when making decision to help and get help. Also, the concept of the helping app had made more steps into a social network for exchanging languages. There are a considerable researches on the importance of

profile picture in social network. One research regarding disclosure of online and offline personal information by Mesch and Beker concluded that online disclosure was more expressive than offline probably because of the fact that online elements gives more uncertainty in the existence, compared to the real-life interaction resulting in the more intense need of ensuring [22]. Being a social network platform that aims to build a sense of interaction between users requires some elements that show the users personality. This belief has been widely proved by plenty of researches mostly lies in the area of the level of judgment for someone can be made towards unknown people through social network profile. In a research by Gosling [12], indicated that, an unacquainted observer showed the ability to pick up some valid cues regarding the profile's owner personalities and even could construct some other judgments using invalid cues. This could be assumed that, to some extent, people can interpret the unknown others by seeing their profiles in social network.

As a consequence, the user will be able to choose to add picture freely.

- **Help-Ask scale**

This scale shows how much a user perform as a helper and asker. This scale is expected to act as a motivation driver and to somewhat an indicator to what the main role of the user is.

- **Sex**

This element was added from the interview findings that both as an asker and a helper, the user tend to want to know the sex of people they are going to interact with for the reason of preference, security and sensitivity.

- **Spoken languages**

The user can set the level of fluency by themselves. This level of fluency is important for the algorithm for matching which will be discussed in the next topic and also act as a factor for the other helper to make a decision in giving help.

- **Background**

Background can somehow tell the scope of knowledge and the personality of the user. From the feasibility tests, it showed a preference to knowing the brief background of the helpers to know how much they can ask in some specific situation. The background function might be developed as an additional function for the asker to choose in the future work.

- **Notifications**

From the first feasibility test, it shows a great difference in ratio of number of helper who contacted the asker back after receiving the requests and the number of helper who ignored the requests. And the availability played the most important role in giving help. Therefore, allowing the user to set their available time that they want to receive the notification is designed to send notification only to the helper who is free at that time only. This can solve the problem of overload requests as which can cause negative feelings toward the service and can might as well increase retention rate.

3.3.3 Matching Algorithm

In calling feature, when an asker place a request for calling the algorithm that happens for a user to receive the request are the following

1. That user is set as available at the time of the request to be sent.
2. That user and the asker share more than 50 percent of level of fluency in any language.
3. That user is a native of that language requested or has more than 70 percent of level of fluency.

3.3.4 Asking for help

In the first sketch of the interface (upper left), the interface was designed in the form of swiping, not by pictures but by the user's profile plus their online status. The asker needs to figure out by him/herself if they would want to send the request to the helper based on their profile and status. the asker could not



Figure 3.31: The first, second and final user interface of asking for help page (upper left, lower left and right respectively)

send any messages yet but only request. The asker can also choose the keep some helpers for contact later if he/she has some interests in his profile. Nonetheless, this design did not work efficiently for the fact that the priority of asking for help for the asker is the time only. According to the asker feedback, other factors: level of fluency or background did not seem to be important in the real situation when they need urgent help.

Therefore, in the second interface (lower left), the designed has been all modified into a simple one button called "HELP ME!". This design is inspired by the red emergency button that can be seen in Japanese restroom and especially in the hospital where the patients are likely to need help anytime. The design aims to give the user quickest way to send the request without thinking about any factors. The system will pick the person whose qualifications matched to be received the requests by itself. It allows the asker to tap only one button and just wait for someone to contact. Moreover, the user can also choose to input the topic of the problems as well as the person they want to talk to as those are the first things the helper need to know to making a decision to help someone.

After the feasibility tests, it was obviously shown that there are a lot of de-

mands in the other types of problems aside from oral communication that can be solved by voice calling. It was closely related to the Pre-Study results which concluded that people considered reading as the most difficult problems to deal with and presumably the problem that a person can encounter the most often as well: documents, letters and announcements, e.g. Furthermore, some askers said calling on the phone might not be necessary in many cases, for example, asking for prices or direction, except very urgent case. Therefore, getting helped via voice message and text message including photo attachment could be another choices that can widen the area of help that the helpers could handle with.

In this HELP ME! page, the user can choose through which methods they want to get help as follows

- Voice calling
- Voice message
- Text message
- Voice and Text message

The calling feature is designed for the urgent help needing. So, the asker will need to choose if the problem was urgent or not. In urgent case, they will choose calling. In normal case, they can choose either voice or text message or both. This way of dividing between calling and messages can also prevent the redundancy of help request placing which is closely related to the timeline where the text and voice message request will be shown.

After choosing the methods of getting helped, the asker can write a message explaining the situation within the template of questions provided (not shown in the figure), and click HELP ME! to send the request. the purpose of having template was to control the questions in the platform to be only about languages as learned from the first feasibility test. Then, the helper will receive the request in accordance with the matching rule as stated earlier. As for the calling request, the asker can send again an hour after the call request sent previously.

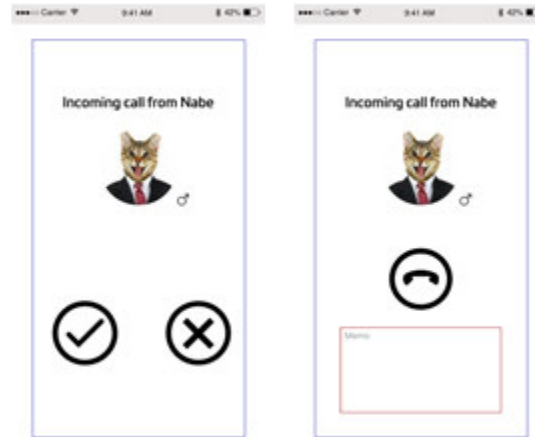


Figure 3.32: The final user interface of when an asker is getting helped

3.3.5 Getting helped

After sending help request, the asker will have to wait for the helper to call back. In this figure 3.9, is the page when there is an incoming call from a helper. The asker will see helper's name, picture and sex. When accepting the call, the help request that was sent to other helpers will be automatically retracted. During the conversation, the asker can take notes in the memo space as well.

3.3.6 Giving help

In the initial idea, the way to help the asker is done by selecting from the request list. In the case that the helper received a lot of help requests, all the requests will be waiting and the helper can choose from the asker's profile and the time they have been waiting. the helper can also choose to keep the request for later when he/she is available to make a call.

In fact, the interface for the helper when giving help in the final interface is not much different from the first draft. The only big difference is that there is no waiting requests for the helper to choose anymore. The swiping interface has a high possibility to tempt the user to swipe to see the next page and finally spend

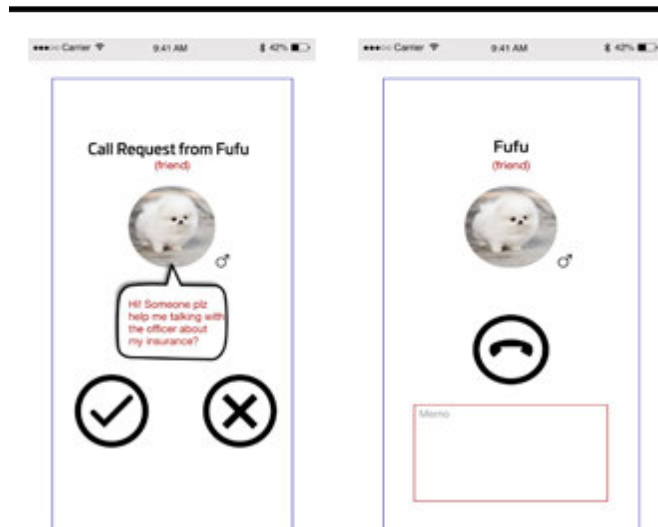
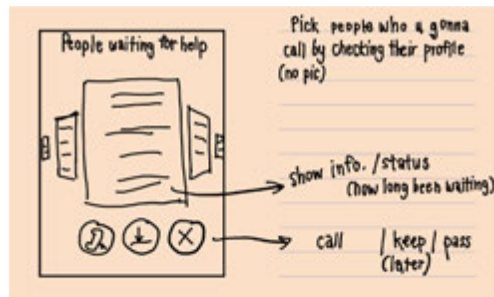


Figure 3.33: Upper: The first sketch of the help request user interface that will be shown to the helper Lower: The final interface of the help request pop-up page

a lot of time on swiping and choosing without helping or take action late.

For that reason, similarly, when a helper received a call request, whichever page they are in the app, this page (below) will pop up. the page will show asker's name, sex, picture, message and, if the asker is already in the friend lists, friend. The benefit of showing the "friend" element in the request lies in the familiarity and responsibility that, presumably, will increase when the helper knows or have experienced interacting with this asker before.

3.3.7 Post-help

After hanging up the phone, both asker and helper can choose to keep each other in their friend lists. This feature was added after the first feasibility test since it was reported that the helper would lose their motivation of helping if it is just for one-time-and-never helping. This feature is the starting point of the altered design into a language exchange social network. The friends making feature can attract the locals that has a little to no motivation of improving their English. Since, according to the interview, there are three possible incentives that can keep the expected helper being motivated: pecuniary, the community itself and the satisfaction, as explained in the related works about gamification previously.

As stated before in the introduction chapter that the need of foreigner to join as international workforces as well as the increasing demand for English speaking workers in the market are the great opportunities for language exchange and language learning applications that is getting more and more popular in Japan now. It is undeniable that many of the friendships starting from doing good things to each others. Following this concept, the redesigned idea of was then emerged.

Accordingly, when combining the idea of *the community itself* to the original functions, the concept was redesigned by supplementing *a matching function*. After the help, both asker and helper can choose to keep one another into their friend lists where they can chat, send voice message, photos and make a call directly. Additionally, people in friend lists will have a special section showing in the friend page, when they need help. This section serves as the special waiting lists that used to appear in the first interface, but here only for friends. When a friend sends help request, it will normally show the pop-up page in which the helper can choose to accept or refuse. For people who are not in friend lists, when being refused, the request will disappear. However, for friends, their name will be listed in the special section at the top of the friends page with a red dot showing the status "need help". This will increase the opportunities of getting helped in sometime later for the friends.

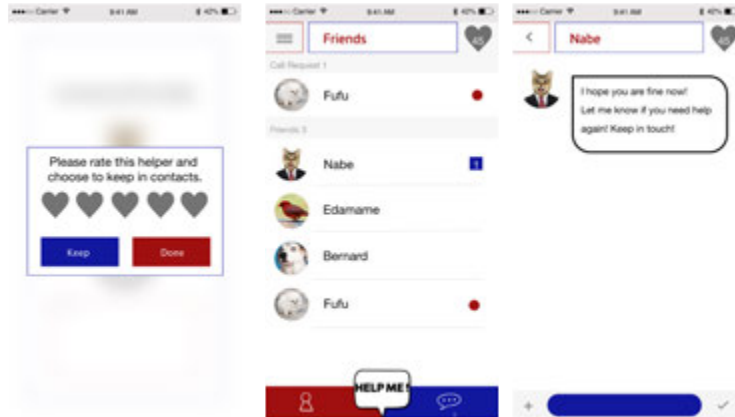


Figure 3.34: After the help: the user can rate and keep each other in friend lists

3.3.8 Timeline

Timeline is another feature that was added after the design of the platform has been changed and is liable to be the most impressive feature. This feature is inspired by HiNative application but the way to post the answer is working differently. This page shown here is working as a help-and-observe-only timeline meaning that the user can only see and answer the questions posted by the others (or him/herself) chronologically but cannot post here directly because the design of HELPME! aims to make the simplest way for the asker to ask for help. So, all the means of getting helped are centralized at the HELP ME! page. This way makes it easier for the asker since they only need to tap HELP ME! button and can lead them to the page where they can choose the means of getting helped and send the request at the same page. The request from HELP ME! page will be posted and shown to everyone in the timeline where is open publicly allowing multiple users to answer as well as learn from the flow of questions.

In each question in timeline, the icon showing the mean of help the asker require and number of answers received. When going into the question, the helper will be able to see, like, save and reply to the other answers. This process acts as *"the mutual evaluation"* for the fact that the answers are from the public who knows and/or interested in that particular language as well. The asker will get the best answer by seeing from the feedback to those answers in another way.

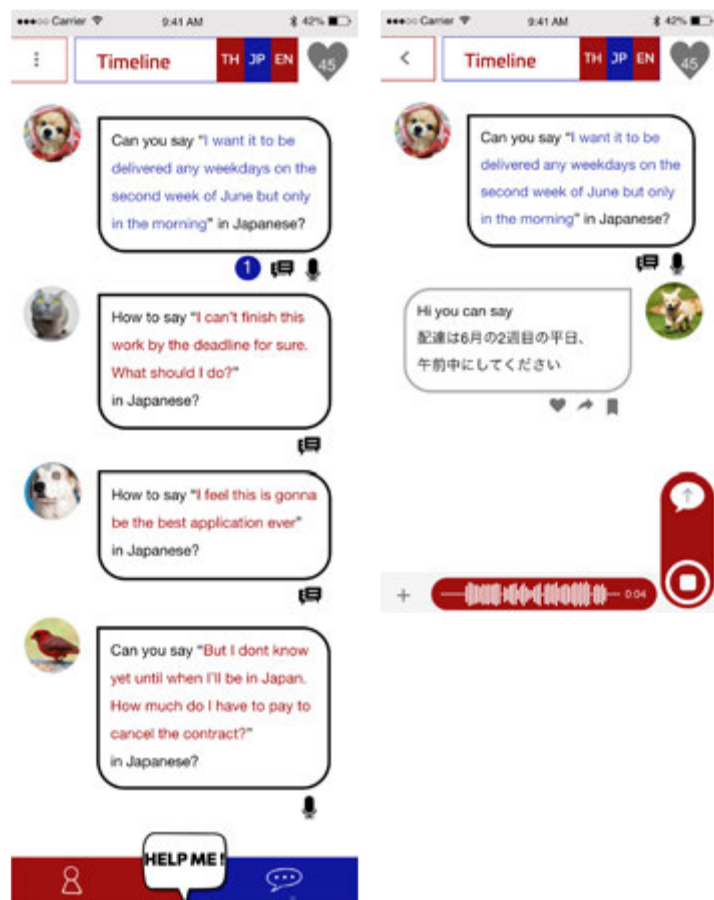


Figure 3.35: Timeline

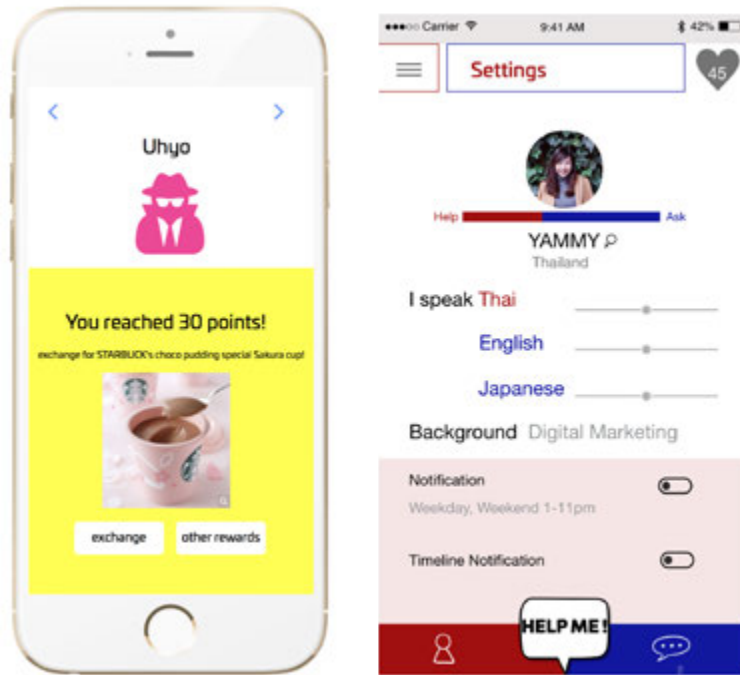


Figure 3.36: Rewards as in different definitions in the second user interface and the final user interface

3.3.9 Rewards and Game Mechanics

The ideas of rewarding helper was actually another main function from the very first design. However, receiving a numerous feedbacks from different groups of local participants, the author can see the opportunities for this app to become another social network that is driven by the power of the users and the growing international community. Therefore, the embodiment of coupon business as in the initial idea, will be diminished into the seasonal rewards that will appear in an unpredictable period of time as in a form of gamified feature. The user needs to keep using the app regularly so that will be able to catch the coupon in time.

The heart points are the motivation accelerator. Both asker and helper will be able to get it but in different colors. The hearts will be shown in their profiles and will be able to exchange into some coupons.

Chapter 4

Evaluation

This chapter aims to evaluate the final user interface design to be used in the real situation. In order to get the closest result to the real mobile application, the participants in this evaluation process had also been taking part in the feasibility tests. This result can then assure the connection between feasibility and user interface very well. The methods of evaluation were separated into two parts, focus group discussion and 1-to-1 user interface test. Combining Focus Group and Individual test is widely proved to make the data richer horizontally and vertically [18].

Both of them held the mutual aim of testing getting comments on the user interface as well as evaluating the possibility to use the application regularly in the future. The participants in both focus group and user interface test were asked to answer the same survey after trying using user interface.

4.1. Methodology

4.1.1 Focus Group

Focus Group is a form of qualitative research that is commonly used in product marketing specifically in research and development process. A group of individuals is brought together in a room to engage in a guided discussion of a topic. The advantages of focus group is that it is a socially oriented method where people gather in group and discuss. Therefore, the real-life data is captured in a social



Figure 4.1: Focus group discussion with Japanese helpers.

setting. Also, importantly, group dynamics often bring out several aspects of the topic or disclose information about the subject that may not have been anticipated before by the researcher or emerged from individual interviews. [4]

Accordingly, three Japanese users aging between 25-30 gathered in an 2-hour focus group discussion. One of them was an exceptionally active helper while the others were barely engaged in the tests.

Findings

- They need to know more information about the request and the situation they will need to help

The participants said many times they hesitated to help because they were not how long it would take to help. *"I sometimes can have only 5 minutes when I am waiting for the train but I was not sure if they need longer than that."* They all agreed it would be nice if there were options for askers to choose the time they expect to be calling on the phone. They also added that if it showed the level of urgency it could be more helpful for them as well.

- They need response and sincere thanks from the asker

Sometimes askers get helped without telling the result of the help. They need more feedback on how things was going or how much was it helpful for the asker.



Figure 4.2: Focus group discussion with Japanese helpers.

They suggested using emoticons in the chat room could help make the conversation atmosphere becomes more friendly.

- Incentives is nice but it should have some values in its own that motivate them to use regularly too

Two of them suggested that if they could make even a little money from helping people, that would be a good motivation for them to keep using this service. However, if using coupon promotion, the options would be limited and it was difficult to fit everyone's lifestyle. They preferred having money or points in the point cards that they were already using. *"I don't lose anything for helping people like this and it's even nicer if I could gain some money from it"* was one of the opinion. Whereas, another participants showed a degree of uncertainly and disagreement that he would be motivated by point cards. *"I think, to me, the service itself needs to be fun."* A participant said and the others agreed.

4.1.2 User Interface Test

The user test was aimed to evaluate the user interface and, at the same time, the functions of the final prototype together with listening to the user's opinion individually on participating in the feasibility tests. As stated before, the participants in the user test were all the helpers or askers in the feasibility tests (16

helpers, 10 askers). Therefore, they knew how the service worked very well. Some of the users, especially helpers, even had participated from the first until the last test. User Interface Test has a slight difference with Focus Group for the method to conduct the test individually. However, the advantage of Individual test is that the data will be wider and more specific to individuals since their opinion was not discussed, influenced or contradicted by the others.

Findings

- Some helpers said many times they could not help right at that time but they might be able to help a few minutes after. Therefore, they suggested having a waiting list, allowing them to call all the askers later, not only just people in the friend list.
- Many of them thought gamification the application is a great idea, they would feel more challenging to collecting points and gaining levels. The reward could be just something in the application itself. *It's not necessary to be a real goods in the real world but could be some advantages you get in-app.* was an example of the suggestions on this.
- Profile photo was apparently important to them. They said they wanted to know what kind of person they were going to talk with and the only best way to know was from the picture. "Pictures an tell everything. One of the comments on this was *"It's not like I choose people from appearance but I just need to know them right?"*
- Making friends later seemed so satisfying for all of them.

4.1.3 Result from survey

The participants from both focus group and user interface test (19 helpers and 10 askers) were asked to answer the survey on functionality and design of the user interface after the test had been done. The results are as follows

- Askers and Helper felt using text in time-line was the most interesting
- File/photo attachment is necessary



Figure 4.3: some User Test on interface and feasibility

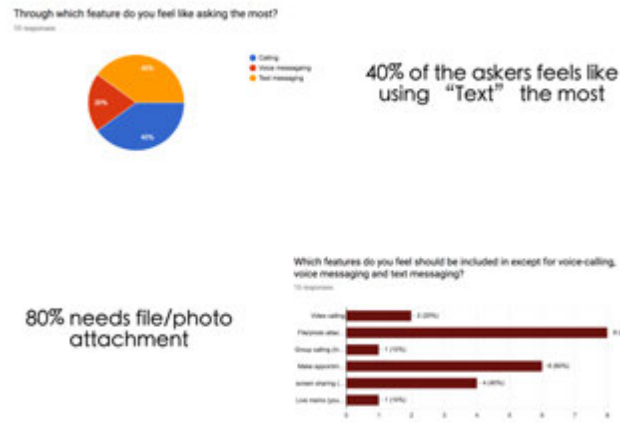


Figure 4.4: A survey result from askers regarding the functions necessary to get helped.

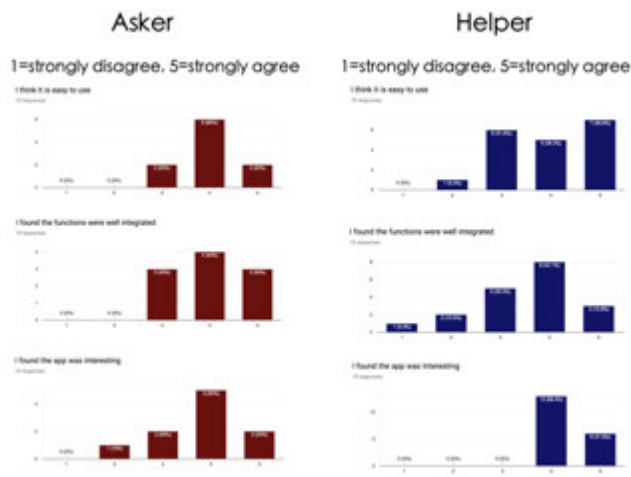


Figure 4.5: Graph shows User Interface Evaluation, functionality, by askers and helpers

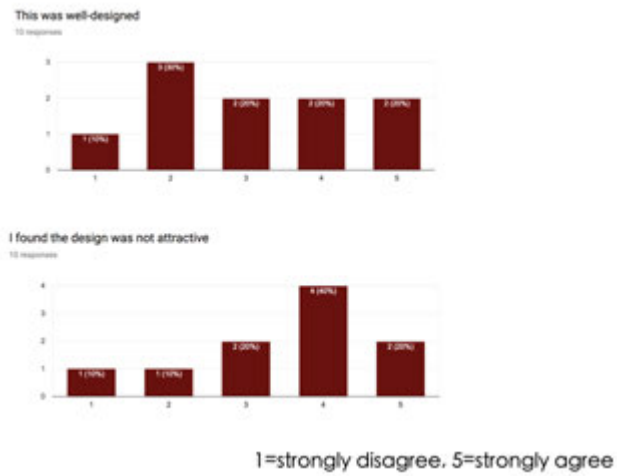


Figure 4.6: Graph shows User Interface Evaluation, design part, by askers

- The interface was relatively easy to use and well-functioned but the design still needs to be improved

Chapter 5

Conclusion

Linking to the aim of the evaluation, HELPME! has answered almost all of the questions in both helper and asker sides. HELPME! was proved effectively helps foreigners overcome their language barriers in an appropriate amount of time by the helpers. The helpers also were proved to be motivated to help and engage in the app at a satisfying level.

Comparing HELPME!'s value with the other services existing, the author can confidently say that HELPME! can compete all of those. Since the original concept of HELPME! was already different from the existing services. The translation service via phone calling does exist but in a paid formal form mostly used in the meeting and business purpose. However, in the daily life context, there is no other platform like HELPME! yet. Moreover, through the well-thought research, HELPME! has been designed to pick the other good features from those existing services combined to add more values to the original service concept. Apart from getting helped, HELPME! provide the opportunities for people to exchange and learn languages from the native speakers and to make friends whose friendship begin from the beautiful generosity not like other matching platforms in the market.

Characteristic Evaluation

The core value of HELPME! is helping people and make friends. HELPME!, even as only a test, has helped people dealing with 23 problems ranging from buying washing detergent to finding hospital to admit for the 18-months-old baby and mother. Here is the uniqueness of HELPME! that cannot find in the other

service such as HiNative or HelloTalk.

5.1. Possible concerns

What are the motivations for local helpers to help foreigners?

This question is apparently the biggest challenge for this service concept which, superficially, looks like it could benefit only the foreigners who achieve the assistance. However, through the interviews, survey, current situations and the other language exchanges application, it proved that there is an opportunities for HELPME! to grow. As long as global businesses are still on the go, people have motivation to learn different languages and cultures, HELPME! can serve as a perfect platform for both foreigners and local people.

Will the user be comfortable to talk to strangers on the phone?

From the survey, it showed that most of users had no problems talking with strangers on the phone. However, HELPME! also have alternative ways of helping and getting helped to protect the users who are not willing to have a personal interaction with other users.

How to ensure the asker will get helped every time?

There is nothing can ensure there will helpers to help all the time, except hiring some helpers to standby helping. That could be done easily when it is developed into a real business.

How to define how much the help could cover?

Via phone calling, it is difficult to limit how much a user could ask. But in timeline, template of questions will help control all the topic to be related to languages.

How to make asker consider using HELPME! first when encountering problems?

The service needs to be in the user's attention all the time so that the user would think about using HELPME! for the first thing when they need some helps. Therefore, keeping users to use service on a daily basis is essential. Also, if the user get a good experience by getting help in time before, they tend to ask again.

Privacy and security issues

The user will be able to choose to get connected personally with another user

by her/himself after talking on the phone. Therefore, this means its the user's right and responsibility on his/her own freedom. However, the user can report or block the offensive users.

5.2. Future Work

The author have received a number of interesting suggestions and comments from the final user tests such as Paid package with extra features, waiting lists for all the askers, collaboration with tourist attraction and restaurant, estimated helping time e.g. Those comments will be researched further and expected to be applied in the future works.

Acknowledgements

Since this work is my very first research I have ever done. I was struggling for a year to complete this work on my own. Even though I said it "on my own", I am sure it could not be completed without great supports from professors, co-researchers at KMD and many others that *I KEPT SAYING "PLEASE HELPMEE!"* to.

I actually assume that my project is one of the most disturbing KMD projects of all. Since it is a social platform that requires a big number of samples in order to build the reliability and variety of data. I would like to express my deep gratefulness to Professor Sugiura along with Professor Ohta, my supervisors who always keep getting my project updated all along and giving me a lot of useful suggestions regarding the methodology and thesis structure. I was lost in the first year in KMD, finding what I wanted to do. After 4 or 5 ideas and a number of criticisms from professors, I got on the right track and I am happy that I have *HELPMEE!* now.

Another two persons I cannot miss, Professor Keiko Okawa and Professor Sam Furukawa, my sub-supervisors. I feel so grateful for Professor Keiko helping me restructuring my whole messy thesis to be much more understandable like it is now. You even made me understand my own thesis better! Thank you Professor Sam for a nice long talk that filled with great business ideas. I promise I will make it comes true and you will be my main advisor this time.

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Last but not least, the very important ones actually, I do not know how many times I should say Thank you to all of my friends who participated in my test all along four months, Kohei, Hirokazu, Satoru, Tetsuro, Atsushi, Kyoko, Maki, Keisuke, Shinya, Ryo, Justin, Green, Jo, Motoooki, Shu, Amira, Puspita, Pook, Gili, Charles, Tetsuo, Nazuki, Ryu, Toru, Yoshie, Ivy, Gina, Helen, NamFah, Marcel, Giorgio, Ploy, Yam, Jaidee (Ong Jieli), Guff, Ayuna, Yui, Adrian, Morisan, Korbua, Aom, P'nan, and Diandra. My SSEAYP friends who joined my focus group, Yuta, Miho, Genki, and Aki. My family who always encourage me through Video-calling, making me happy. That was the best thing actually. Without these people I would definitely not be able to make it. Thank you for HELPME!

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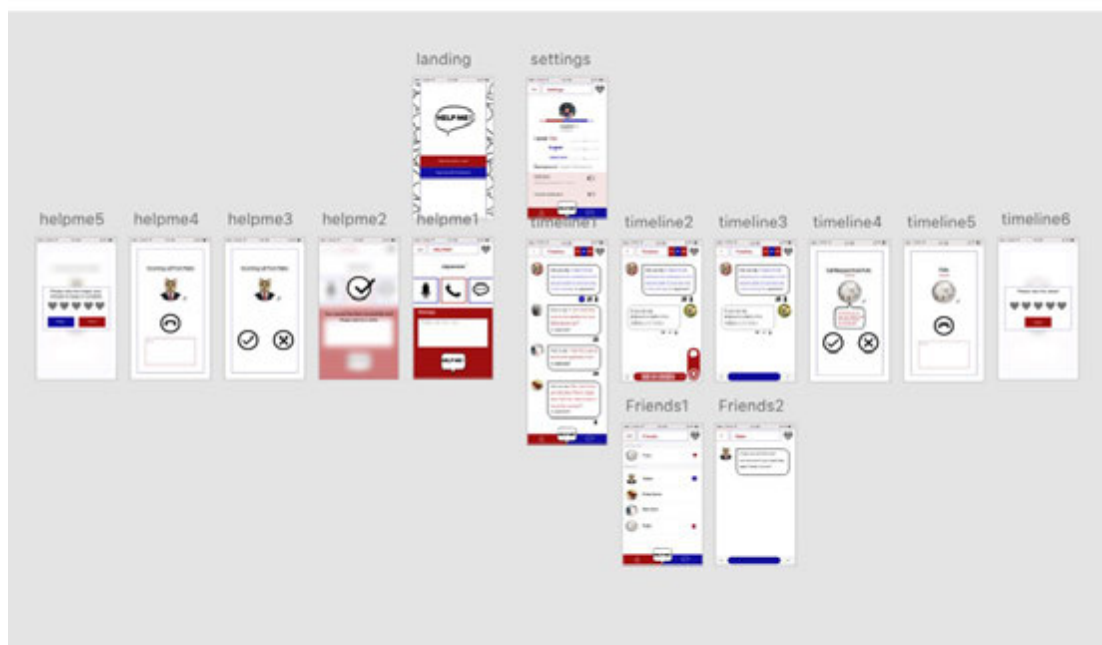
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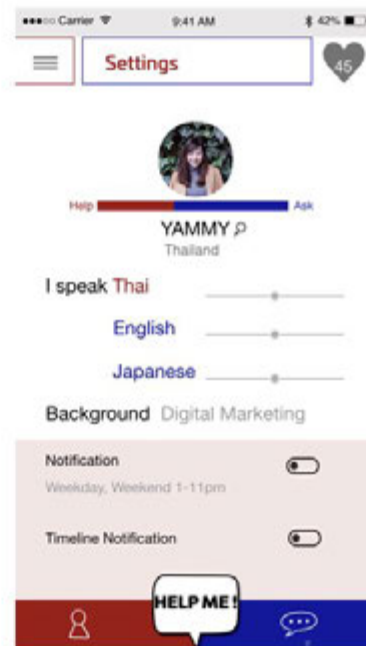
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Appendix

A. User Interface hard copy for users

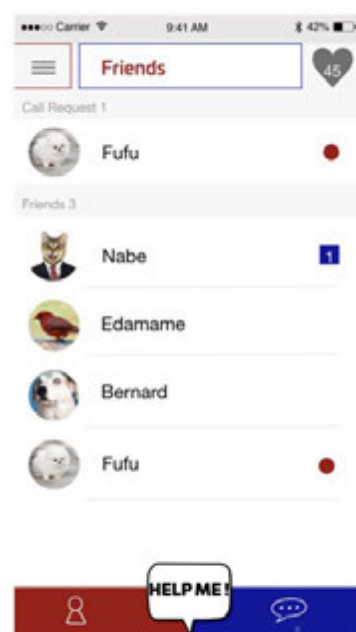
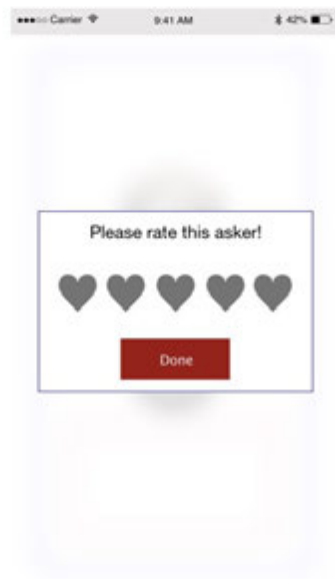




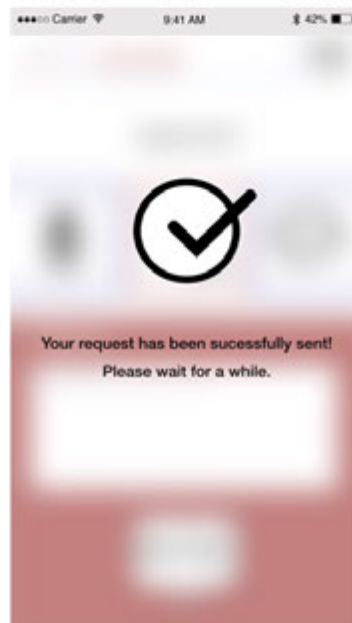


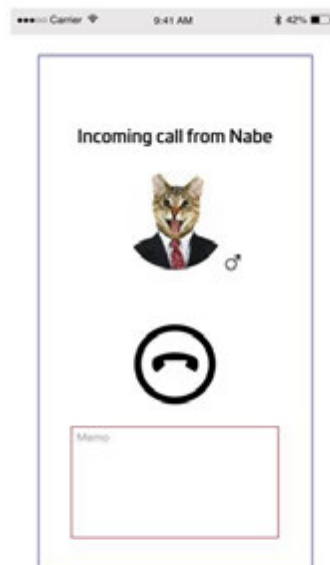
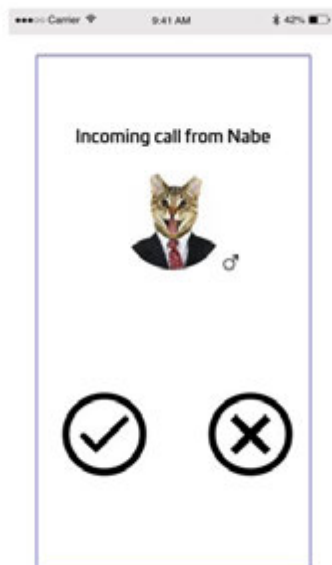












Please rate this helper and
choose to keep in contacts.

♥ ♥ ♥ ♥ ♥

Keep Done

コメント

B. Language Difficulties in Japan (Pre-Test)

1. How old are you? *

Mark only one oval.

- ☐ <20
- ☐ 20-25
- ☐ 26-30
- ☐ 31-35
- ☐ 35-40
- ☐ over 40

2. Which prefecture do you live in? *

Mark only one oval.

- ☐ Tokyo
- ☐ Chiba
- ☐ Kanagawa
- ☐ Osaka
- ☐ Other: _____

3. How much can you speak Japanese? *

Mark only one oval.

- ☐ Not at all
- ☐ basic conversation
- ☐ Daily conversation and some complicated issues
- ☐ Business conversation
- ☐ higher

4. How long have you been living in Japan? *

Mark only one oval.

- ☐ I'm traveling here
- ☐ less than one year
- ☐ 1-2 years
- ☐ 2-3 years
- ☐ more than 3 years

5. **What do you do here? ****Mark only one oval.*

- ☐ Studying
- ☐ Working
- ☐ Traveling
- ☐ Business purposes
- ☐ Other: _____

6. **How many Japanese friends you have? (acquaintance not counted) ****Mark only one oval.*

- ☐ 0
- ☐ 1-5
- ☐ 6-10
- ☐ more than 10

7. **"I feel living in Japan without speaking Japanese is hard" ****Mark only one oval.*

	0	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

8. **"I often face problems about languages on a daily basis" ****Mark only one oval.*

	0	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strong Agree

9. **"I have asked my friends to help me with the language issues" ****Mark only one oval.*

	0	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. **"I often ask my friends to help me with the language issues" ****Mark only one oval.*

	0	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. **What kind of problems you have had the most often? (select up to 2 choices) ****Check all that apply.*

- ☐ Reading
- ☐ Writing
- ☐ Listening
- ☐ Speaking

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Language difficulties in Japan

26. "I want more interaction with Japanese locals"

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

27. "I want more Japanese friends"

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

28. Additional explanations?

29. I am conducting a test on an interpretation platform for foreigners in Japan through LINE application (online only) Leave me your LINE ID, if you need some help and want to join the test!

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 Google Forms

12. What kind of problems are the most difficult for you? (select up to 2 choices) *

Check all that apply.

- ☐ Reading
- ☐ Writing
- ☐ Listening
- ☐ Speaking
- ☐ Other: _____

13. Do you use some translating applications to help you out? If yes, please specify.

Check all that apply.

- ☐ Google Translate
- ☐ Dictionary application
- ☐ Other: _____

14. "I think I cannot go to the bank, open a new account or do any transactions by myself." *

Mark only one oval.

	0	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

15. "I think I prefer having a person who can speak Japanese well with me when going to the bank, opening a new account or doing any transactions." *

Mark only one oval.

	0	1	2	3	4	5	
StronglyDisagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

16. "If I forgot to pay the bills and my electricity was cut off, I think I cannot deal with it myself" *

Mark only one oval.

	0	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly AGREE

17. "If I forgot to pay the bills and my electricity was cut off, I think I prefer having a person who can speak Japanese well help me dealing with it " *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

18. "If I need to rent a new apartment, I think I cannot talk with the agent myself" *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

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Language difficulties in Japan

19. "If I need to rent a new apartment, I prefer having someone who can speak Japanese well help me talking with the agent." *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

20. "If I am sick and need to go to the hospital, I think I cannot communicate with the doctor well" *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

21. "If I am sick and need to go to the hospital, I prefer having someone who can speak Japanese well help me to communicate with the doctor." *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

22. "If I need to return something I bought, I think I cannot do that myself" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

23. "If I need to return something I bought, I think I prefer having someone to do that with me" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

24. "I feel its difficult every time I need to deal with complicated issues in Japanese" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

25. "I need a personal interpreter if possible"

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

C. Helper's registration form

Helper Pre-test

Hill! Thank you soooo much for willing to join this test!! First of all, I need to know some information from you and inform you about this project so that you get idea what you need to do and what are we working on. Thank you!

* Required

Brief info about the test

Talk with foreigners for FREE!

LINE ID : helpmejapan

Challenge your English skill in real-life situation!

Help people in Need

"Interpretation service, on the phone, via LINE app"

As an experiment of a project under Graduate school of Media Design, Keio University.

- Talk with foreigners in Japan, helping them out with language difficulties
- forever FREE!

Over 100 foreigners are now waiting to get help from you!

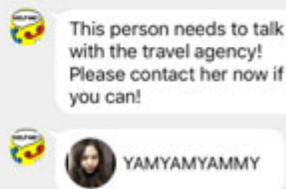
APPROVED

What you need to do as a helper (interpreter)



Be friends with "HELPME!" in LINE

When receiving messages from HELPME!...



Click on and add them. You can choose to..



***You most likely will need to send them texts/voice messages first when they didn't add you as a friend yet.**

1. Name *

2. **Occupation ****Mark only one oval.*

- ☐ Office worker
- ☐ Freelance
- ☐ Student
- ☐ Unemployed

3. **How fluent is your English communication skill? ****Mark only one oval.*

	1	2	3	4	5	
Basic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Native level

4. **How fluent is your Japanese communication skill? ****Mark only one oval.*

	1	2	3	4	5	
Basic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Native level

Request accepting

******Request for calling/messaging means the text message only. NOBODY WILL CALL YOU. you will be the one who choose to contact them.******

5. **What time ON WEEKDAYS do you want to receive the request for calling ? (choose as many as you want) ****Check all that apply.*

- ☐ 6.00-9.00
- ☐ 9.00-12.00
- ☐ 12.00-13.00
- ☐ 13.00-17.00
- ☐ 17.00-20.00
- ☐ 20.00-22.00
- ☐ 22.00-24.00
- ☐ 24.00-3.00
- ☐ 3.00-6.00

6. What time **ON WEEKDAYS** do you want to receive the request for **TEXTS/VOICE MESSAGES** messages ? (choose as many as you want) *

Check all that apply.

- ☐ 6.00-9.00
- ☐ 9.00-12.00
- ☐ 12.00-13.00
- ☐ 13.00-17.00
- ☐ 17.00-20.00
- ☐ 20.00-22.00
- ☐ 22.00-24.00
- ☐ 24.00-3.00
- ☐ 3.00-6.00

7. What time **ON WEEKENDS** do you want to receive the request for calling ? (choose as many as you want) *

Check all that apply.

- ☐ 6.00-9.00
- ☐ 9.00-12.00
- ☐ 12.00-13.00
- ☐ 13.00-17.00
- ☐ 17.00-20.00
- ☐ 20.00-22.00
- ☐ 22.00-24.00
- ☐ 24.00-3.00
- ☐ 3.00-6.00

8. What time **ON WEEKENDS** do you want to receive the request for **TEXTS/VOICE MESSAGES** messages ? (choose as many as you want) *

Check all that apply.

- ☐ 6.00-9.00
- ☐ 9.00-12.00
- ☐ 12.00-13.00
- ☐ 13.00-17.00
- ☐ 17.00-20.00
- ☐ 20.00-22.00
- ☐ 22.00-24.00
- ☐ 24.00-3.00
- ☐ 3.00-6.00

8/23/2017

Helper Pre-test

9. If your working day and day-off are different from usual, please state below here.

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D. Helpers' feedback form from the 3rd feasibility test

Helper (Y)

Hey it's Yammy! :D Thank you for joining the test!! I hope this test didn't bother you so much (maybe a bit >,<) but I really hope to make something that can benefit you as well from this experiment. This survey is anonymous. So please feel free to answer the questions below honestly so that I can improve the service! Thanks!

* Required

1. Age *

Mark only one oval.

- ☐ lower than 20
- ☐ 20-25
- ☐ 26-30
- ☐ over 31

2. What is your native language? *

Mark only one oval.

- ☐ Japanese
- ☐ English
- ☐ Other: _____

3. Education *

Mark only one oval.

- ☐ Lower than Bachelor's degree
- ☐ Bachelor's degree and higher

4. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Office worker
- ☐ Business owner
- ☐ Freelancer
- ☐ other

5. What language did you use to communicate with the helper? *

Mark only one oval.

- ☐ English
- ☐ Other: _____

6. How fluent in English do you consider yourself? (Listening and Speaking) *

Mark only one oval.

	1	2	3	4	5	
Beginner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fluent

7. How fluent in Japanese do you consider yourself? (Listening and Speaking) *

Mark only one oval.

	1	2	3	4	5	
Beginner	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fluent

8. How much do you consider yourself a person who likes multinational community/international friends? *

Mark only one oval.

	0	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

HELPME! Test II

after the test in LINE, please tell me how much you agree with the wording below.

9. "I contacted them because I was free." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

10. "I contacted them because I did not feel uncomfortable to talk" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

11. "I contacted them because I knew how the system worked" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

12. "I contacted them because I was confident with my English" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

13. "I contacted them because I had no problems talking with foreigners" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

14. "I contacted them because I was confident with my Japanese" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

15. "I contacted them because I thought it was fun talking with people." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

16. "I contacted them because I thought I could help them with their problems" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

17. "I contacted them because I like to be friendly with foreigners" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

18. "I contacted them because I thought I could be friends with them" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

19. "I contacted them because I like to help people." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

20. "I contacted them because I did not mind what kind of person I was going to talk with" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

21. "I contacted them because the problem didnt seem to take long" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

22. "I contacted them because I felt fine talking with strangers" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

23. "I contacted them because I looked at their pictures and they looked fine" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

24. "I feel I tend to want to help the opposite sex more." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

25. "I contacted them eventhough I was not sure if they already got helped or not" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

26. "I contacted them because I felt I could get something from that" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

27. "I paid attention to the asker's profile picture" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

28. "I would use this service often if I can get some money" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

29. "I would use this service often if I can easily get some rewards that I can use in my everyday life, e.g., a cup of Starbucks." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

30. "I would use this service often if I can make friends here" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

31. "I would use this service often if I think I could improve my English/Japanese speaking here." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

32. "I would use this service often if I feel I can help foreigners who are in trouble." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

8/23/2017

Helper (Y)

33. "Helping through text/voice message is easier than calling to me." *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

34. "I might want to use it in the future if it is made into a mobile app" *

Mark only one oval.

	0	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

Overall comments about HELPME! Test II

35. Do you think this service would benefit you in some ways? *

Mark only one oval.

	0	1	2	3	4	5	
not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	very much

36. Do you have a point card or point collecting in any form? If yes, please tell me the name of the card or service.

37. any suggestions?

Powered by
 Google Forms

E. Askers' feedback form from the 3rd feasibility test

Asker feedback

Hey it's Yammy! :D Thank you for joining my experiment!! I hope this test would at least have helped you out with your situation in Japan. And I hope I didn't bother you so much with my research

* Required

1. What is your native language? *

Mark only one oval.

- ☐ English
- ☐ Other: _____

2. Did anyone contact you after asking? *

Mark only one oval.

- ☐ Yes
- ☐ No

3. By which ways did you get help?

Check all that apply.

- ☐ Phonecalling
- ☐ Voice message
- ☐ Text message
- ☐ Video calling
- ☐ File/Photo attachment
- ☐ URL
- ☐ Other: _____

4. What language did you use to communicate with the helper? *

Mark only one oval.

- ☐ English
- ☐ Other: _____

About HELPME II test

Please tell me how much were the sentences below true to your feelings toward the test!

5. "At first I was not sure if someone would contact me" *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

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Asker feedback

6. **"This helped me to solve problems."** *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

7. **"I feel this service might help me to solve problems in the future."** *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

8. **"I got help really fast"** *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

9. **"It was easy to use"** *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

10. **"I think it will help me with my life here in Japan"** *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

11. **"I think I will have a lot of chances to use this service."** *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

12. **"I felt comfortable asking/talking with people I didn't know on the phone"** *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

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Asker feedback

13. "I did not feel comfortable to let them know my LINE" *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

14. "I wanted to make appointment with the helper first to make sure someone can help me in time when I need to use Japanese"

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

15. "I do not care about who the helpers are. Anybody who can understand English is fine" *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

16. "I accepted the first helper who contacted me" *

Mark only one oval.

☐ Yes

☐ No

17. "The problem was solved since the first helper" *

Mark only one oval.

	0	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

Overall comments

18. How satisfied were you with the overall helping this time? *

Mark only one oval.

	1	2	3	4	5	
Unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

19. Give me the reason why you are satisfied/unsatisfied, please.

20. **If this service is developed into a mobile app, how likely would it be for you to use this service again in the future? ***

Mark only one oval.

	1	2	3	4	5	
Nah I dont think so	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	For sure I will

21. **What about to recommend to your friends who are planning to come to Japan? ***

Mark only one oval.

	1	2	3	4	5	
Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very much

22. **Choose factors that you care when needing help regarding oral communication. ***

Check all that apply.

- ☐ time (get help right away, no waiting)
- ☐ people who contact you
- ☐ helper's communication skills
- ☐ helper's knowledge about specific things
- ☐ the service is easy to use
- ☐ Other: _____

23. **Do you think it might be better if you can choose the person to ask or know more about them beforehand? ***

Mark only one oval.

	1	2	3	4	5	
I don't think I need it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	That would be perfect!

24. **If yes, what do you want to know about the helpers**

Check all that apply.

- ☐ Age
- ☐ Gender
- ☐ Face
- ☐ Background, e.g., field of study/work
- ☐ Level of English
- ☐ Other: _____

25. Which features do you feel should be included in except for voice-calling, voice messaging and text messaging? **Check all that apply.*

- ☐ Video-calling
- ☐ File/photo attachment
- ☐ Group calling (In case you need a helper to talk with a person on the phone, e.g., call-center)
- ☐ URL
- ☐ Make appointment in advance
- ☐ screen sharing (where you can show the helpers you phone's screen and let them help you out with the Japanese website, etc.)
- ☐ Other: _____

26. Through which feature do you feel like asking the most? **Mark only one oval.*

- ☐ Voice calling
- ☐ Voice messaging
- ☐ Text messaging
- ☐ Other: _____

27. Any overall feedback or something that should be improved?

28. Any other suggestions?

29. Name *

F. User Interface Test Questionnaire - Helper

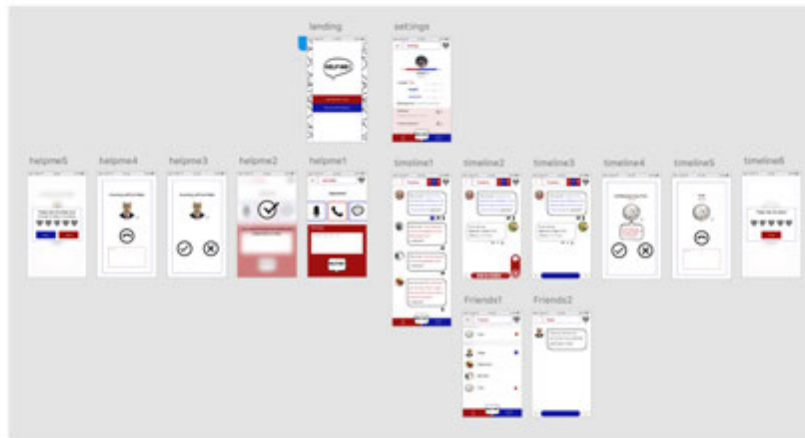
HELPME interface helper

Please rate the prototype

* Required

1. Name *

User Interface



***Please watch this video! before answering the survey**



[v=3t992x9HvLQ](https://www.youtube.com/watch?v=3t992x9HvLQ)

[http://youtube.com/watch?](http://youtube.com/watch?v=3t992x9HvLQ)

Please try playing with the interface yourself! Click the link below :D

<https://xd.adobe.com/view/1ea33903-650d-43a8-8a8d-28f2f898ac08/>

2. Overall Profile page **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Settings **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Helpme! **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Timeline **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Friends **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Heart points **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Which function do you think should be improved/changed/removed and why?

9. Which function is the most interesting for you?

10. Which features do you feel should be included in except for voice-calling, voice messaging and text messaging?

Check all that apply.

- ☐ Video calling
- ☐ File/photo attachment
- ☐ Group calling (In case asker need to talk with a person on the phone, e.g., call-center)
- ☐ Make appointment in advance
- ☐ screen sharing (where you can see asker's phone screen and help them out with the Japanese website, etc.)
- ☐ Live memo (you can type in the memo space and the asker can see it real-time)
- ☐ Other: _____

Feasibility

1 = disagree , 5 = agree

11. I found this system complicated

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. I think I can use this without any guidances easily.

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. I found this system boring

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. I think I want to download it.

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. I think it is easy to use*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. I found the functions were well integrated*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. I found the whole system has too much of inconsistency*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. I found the app was interesting*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. I think I will want to use it often*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Design**20. This was well-designed***Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. The color choice was good*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. I found it was too messy*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. I found the design was not attractive*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Possibility of using**24. The concept is new and interesting***Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. I feel I want to use it*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. I feel I can get something from this app*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. I think points collecting and rewards are attractive*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. I think the community itself is attractive*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. **I think talking with/helping foreigners is attractive**

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. **I think if I can make money from helping will be more attractive**

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. **I don't like talking with foreigners much**

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. **I dont have a reason to talk with foreigners**

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. **i dont feel like practicing my english anymore.**

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. **I feel it would be annoying to get notifications from foreigners who in need of help.**

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. **I have some friends I want to recommend to use this app.**

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8/23/2017

HELPMÉ interface helper

36. I would feel happy to be able to help people

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. I would also want to make friends with them

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Any overall feedback or something that should be improved?

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 Google Forms

G. User Interface Test Questionnaire - Asker

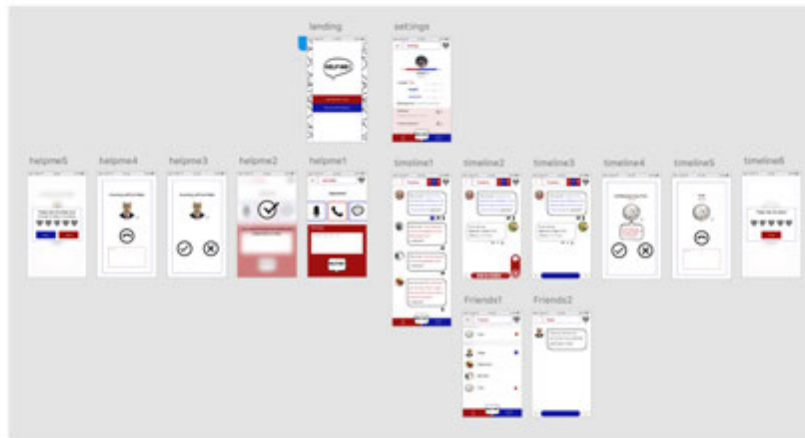
HELPME interface asker

Please rate the User Interface

* Required

1. Name *

User Interface



***Please watch this video! before answering the survey.**



[v=3t992x9HvLQ](https://www.youtube.com/watch?v=3t992x9HvLQ)

[http://youtube.com/watch?](http://youtube.com/watch?v=3t992x9HvLQ)

Please try playing with the interface yourself! Click the link below :D

<https://xd.adobe.com/view/1ea33903-650d-43a8-8a8d-28f2f898ac08/>

2. Overall Profile page **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Settings **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Helpme! **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. Timeline **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Friends **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Heart points **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Which function do you think should be improved/changed/removed and why?

9. Which function is the most interesting for you?

10. Through which feature do you feel like asking the most?

Mark only one oval.

- ☐ Calling
- ☐ Voice messagaing
- ☐ Text messaging

11. Which features do you feel should be included in except for voice-calling, voice messaging and text messaging?

Check all that apply.

- ☐ Video calling
- ☐ File/photo attachment
- ☐ Group calling (In case you need a helper to talk with a person on the phone, e.g., call-center)
- ☐ Make appointment in advance
- ☐ screen sharing (where you can show the helpers you phone's screen and let them help you out with the Japanese website, etc.)
- ☐ Live memo (you can see the real-time text the helper types on their phones)
- ☐ Other: _____

Feasibility

1 = disagree , 5 = agree

12. I found this system complicated

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. I think I can use this without any guidances easily.

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. I found this system boring

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. I think I want to download it.*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. I think it is easy to use*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. I found the functions were well integrated*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. I found the whole system has too much of inconsistency*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. I found the app was interesting*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. I think I will want to use it often*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Design**21. This was well-designed***Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. The color choice was good*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. I found it was too messy*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

24. I found the design was not attractive*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Possibility of using**25. The concept is new and interesting***Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. I feel I want to use it*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. I feel I can get something from this app*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. I think points collecting and rewards are attractive*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. I think the community itself is attractive*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. I think talking with/helping foreigners is attractive*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. I feel it would be annoying to get notifications from foreigners who in need of help.*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. I have some friends I want to recommend to use this app.*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. I would feel happy to be able to help people too*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. I would also want to make friends with them*Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

35. I think this is useful for my life **Mark only one oval.*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8/23/2017

HELPME interface asker

36. I think I will also be willing to pay to ask for help. *

Mark only one oval.


1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

37. I think I will also be willing to pay to ask for help and get to talk with the locals. *

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Any overall feedback or something that should be improved?

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