Impact vs. Effort Matrix

Quick Wins

Idea: Cultural content integration (articles, media)

Justification: Deepens cultural connection, enhances

motivation

Idea: Interactive vocabulary in context

Justification: Reinforces learning naturally, moderate

complexity to implement

Idea: Task-based learning with real-world scenarios

Justification: Builds context and motivation, directly solves

user pain point

Fill-Ins

Idea: Flashcards or spaced repetition

Justification: Supports memorization, easy to implement but

less engaging/contextual

Idea: Gamified progress tracking

Justification: Boosts motivation, but less core to the main

value proposition

Major Projects

Idea: Native speaker audio content

Justification: Adds authenticity and engagement, but time-

consuming to source or record

Idea: Speech recognition / pronunciation feedback

Justification: Very valuable, but complex and tech-heavy

Idea: User forum for peer discussions

Justification: Boosts engagement and user retention, but

requires backend infrastructure and ongoing

maintenance

Money Pits

Idea: Leaderboard or social score sharing

Justification: Not directly tied to core learning goal, optional

engagement boost