

# Student Experience Map

نتكلم  
**NaTakallam**  
(we · speak)

## Persona



- Anna who is learning Arabic.
- She needs extra practice outside of class.
- She also needs to practice the colloquial dialect which is not learned in the class room and can not travel to the Middle East.

## Awareness



- She sees an ad on social media about NaTakallam's Arabic language services.
- She clicks on the link and discovers NaTakallam offers affordable and flexible language classes.
- She is impressed with NaTakallam's social impact.

## Taking Action

A screenshot of a 'Sign up' form on a website. The form is titled 'Sign up' in a blue header. It contains several input fields with icons: a person icon for 'Username...', a key icon for 'Password...', an envelope icon for 'Email Address...', another envelope icon for 'Confirm Email...', a location pin icon for 'Address...', a house icon for 'Zipcode...', a telephone icon for 'Phone Number...', and a mobile phone icon for 'Mobile Number...'. At the bottom left, there is a CAPTCHA question: 'What does this equal? 3 + 2' followed by an empty input box. At the bottom right, there is a blue button labeled 'Sign-up Now'.

- Signs up on NaTakallam's website, listing her language goals, level and available schedule.

## Pairing



- Once Anna has completed her online registration, NaTakallam pairs her with a Conversation partner that will help her achieve her language learning goals.
- Email Introduction are made between Anna and her conversation partner.

## Conversation



- Anna has her first hour long session with her conversational partner.
- Our conversation partner has set up lesson plans and tools to help Anna achieve her goals.
- The two meet once a week for the rest of semester.
- During which she not only learns a language she gets a first hand account of what its like to be an refugee.

## Impact Story



- Anna has access to an affordable, flexible and custom language practice with a native speaker and gets the experience of speaking in the colloquial dialect.
- Anna also makes a new friend, has a different understanding of what it is to be a refugee, and becomes familiar with a new culture.

## Quotes from our students

“There is never enough time to both study and practice Arabic– but Natakallam allows me to practice with a real person on a pretty flexible schedule. Moreover, I love the mission: employing the skills of people who, because of circumstance, have been displaced from their homes and have to start over with nothing.”

- Lily K., 35, Mountain View, Ca, USA

“This is a wonderful opportunity to get our daughters to practice Arabic, given that we live in NY and that they are only in Lebanon one month a year. Their CP was professional, knowledgeable and friendly. Knowing that this service helps her in her difficult situation makes it a win-win.”

- Kinda Y., NYC, USA, Mother of Elsa, 8, and Clara, 11

“NaTakallam is an excellent way to improve your Arabic, whether Modern Standard Arabic or Syrian Colloquial Arabic. The teachers are committed and they tailor their teaching to your level and needs. Payment and scheduling are very professionally handled online. The price is very reasonable. I highly recommend NaTakallam.”

- Mike K., 62, Braintree, MA, USA

“Although I am not able to travel to the Middle East now, I am building an image of the region through my conversation partner.”

- Marina Lorenzini, 21, Pittsburgh, USA