

## Problem

The \$55 billion English learning market shows how much South Koreans care about learning English. But preparing for a tough exam like TOEIC is hard because the study methods are boring and there's so much to cover.

## Our Solution

A gamified English learning app with real time 1:1 games with friends, reviews, and progress dashboard

By integrating competitive and social elements, Jammini transforms studying into an interactive and fun experience that helps users achieve sustained progress and measurable results.

## Value Proposition

Jammini empowers Korean English learners score high on TOEIC exams by gamifying exam prep and turning it into a competitive 1:1 game with friends.

## Ethics

To help users find potential friends quickly, we need access to their contacts. We'll clearly inform them through the terms of service and ensure the data is deleted immediately after making friend recommendations, as outlined in our policy.

## Target Users

Korean university students and professionals preparing for TOEIC, seeking interactive tools to stay motivated and consistent.



# Jammini

## Tech Stack



## Innovation Journey

### Initial

We wanted to make learning English fun because, as international students who learned it as a second language, we understand how challenging it can be.

### Pivots

We chose to focus on TOEIC, the most popular English exam for young adults in Korea, because it's a tough test with no simple way to prepare

### Current Prototype

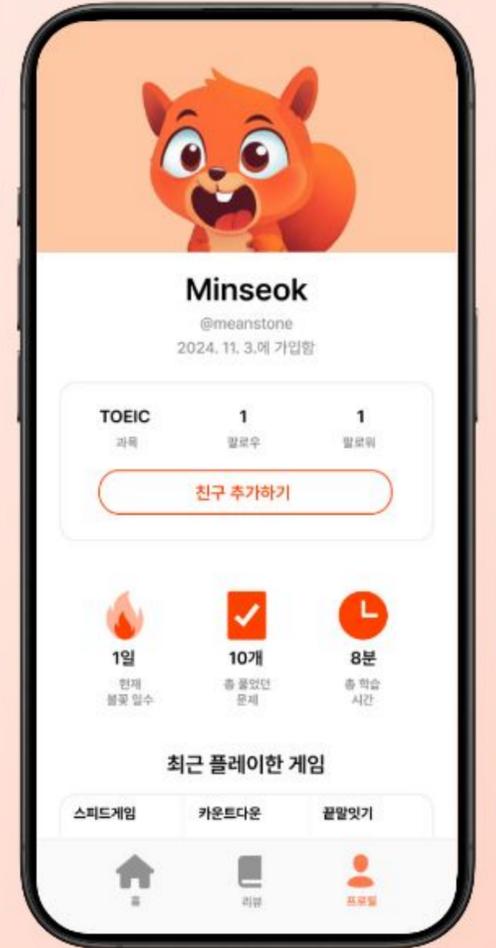
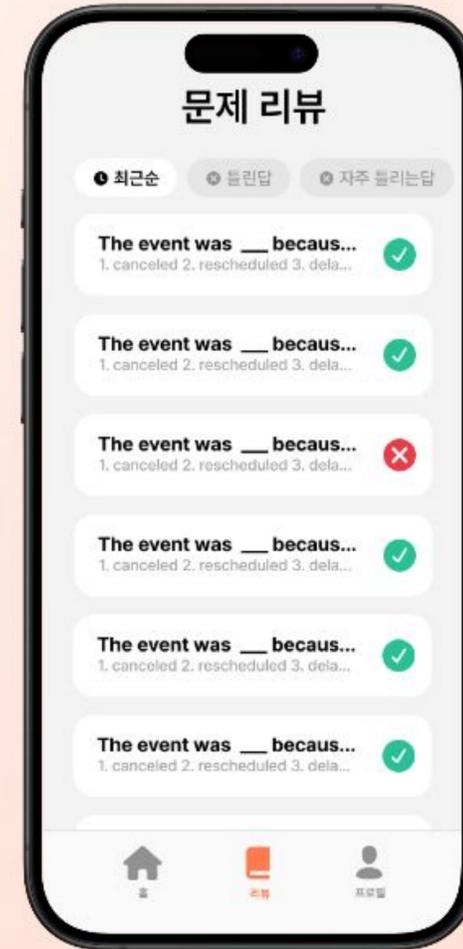
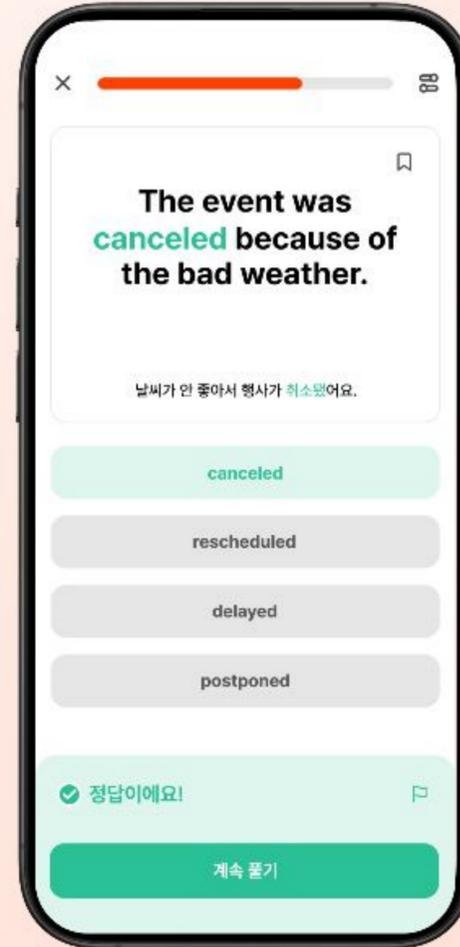
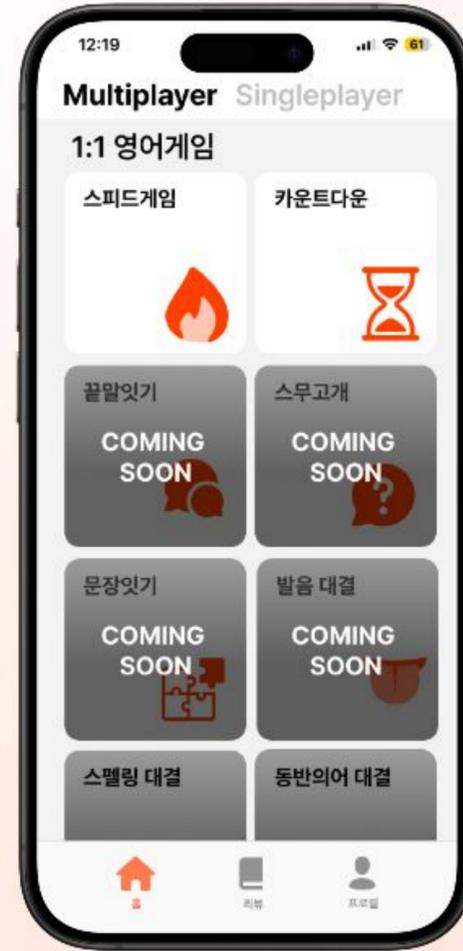
Our app makes exam prep fun with two games: SpeedGame and CountdownGame. Users can challenge each other, improving their speed and time management skills while learning English.

### Future Goals

These two games are just the start. We're planning to gamify every part of the exam with more fun games.

## Key Features

- **Speed Game:** Race to solve 9 TOEIC questions **faster** than your opponent!
- **Countdown Game:** Answer **more** TOEIC questions than your opponent in just 60 seconds!
- **Review Section:** Allows users to **revisit** and correct mistakes, providing targeted practice to reinforce learning.
- **Progress Dashboard:** **Check** your learning progress in just 5 seconds!



## Design Elements

- Pretendard Light
- Pretendard Regular
- Pretendard Medium
- Pretendard SemiBold
- Pretendard Bold
- Pretendard ExtraBold



## Test the app (QR)



## Meet the team



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