How Speak Tahiti Used E-Reo's Enablement Tools to Build Mobile Applications for Polynesian Children

SPEAK TAHITI
Paraparau Tahiti

built with
E-REO

PACIFIC
BEACHCOMBER

Speak Tahiti, a Tahitian language school, has been well-known for its adult-focused Tahitian language courses for the past four years. Nonetheless, the school's director had long nurtured the ambition of promoting the Tahitian language among younger learners. She was on the lookout for a partner who could join her in developing digital tools tailored for children. This quest led them to join forces with Pacific Beachcomber, a local hospitality company with a strong commitment to environmental preservation and the safeguarding of cultural heritage. Together, they forged a partnership to create three mobile applications, now freely accessible on app stores.

How did they transform their idea into these innovative language-learning tools? Join us as we explore how they used E-Reo's enablement tools to bring these apps to life.

The Motivation Behind Building Mobile Apps

Children receive instruction in the Tahitian language at school, but practice opportunities outside of school hours are limited. Recognizing the prevalent use of smartphones and tablets among today's children, Speak Tahiti seized the opportunity to harness the 'shell applications' from E-Reo's extensive catalogue to create mobile applications specifically for this audience. These tools are thoughtfully designed for versatile usage—whether at school or home, for individual or collaborative learning experiences with family members. This adaptability encourages consistent language practice and fosters a deeper connection to Tahitian culture.

Why did they choose E-Reo?

Apps Creation and Management

- ☑ **User-Friendly**: no need to have software development expertise.

- ☑ **Content Flexibility**: It should allow easy content updates, ensuring the learning materials stay current and engaging

Mobile Apps Features and User Experience

- ☑ **Safety and Privacy**: They wanted the apps to be safe for young users, free from ads, tracking, and any connections to social media, ensuring data privacy.

- ☑ **Offline Access**: The apps had to function offline, making them accessible even in areas with unstable internet connections.

- ☑ **Child-Centric:** The apps had to be designed to create a caring, stress-free, and optimal learning environment for children.

From Kick-Off to Launch in Just 3 Months

✓ Content Creation

Speak Tahiti's teachers meticulously **crafted a database of words, expressions, and phrases** tailored to the children's world, at school and in everyday life.

The extensive database of text and audio seamlessly integrated into the E-Reo platform, enabling teachers to harness a key feature: **word and phrase association.**

Recording the audio versions of all the text they input, they had to get creative to ensure high-quality, echo-free sound without access to a professional recording studio!

✓ Design and apps naming

Pacific Beachcomber and Speak Tahiti:
- **picked the colors and logo** to customize the apps
- created the **icons**
- chose the **names** of the apps

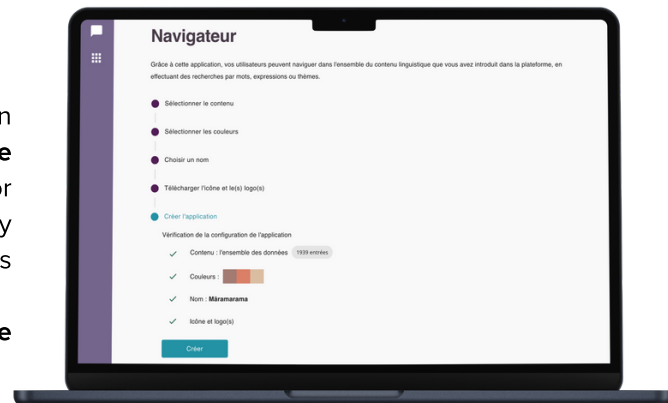They entered this information in the platform.

Māramarama

Perē ʻOehā

Tataʻu

✓ Apps generation and testing

After inputting all the content and finalizing the customization items, there's just one final step — **hitting the button to generate the applications**. In a matter of minutes, the apps are ready for testing. All stakeholders tested the apps to identify any remaining glitches and implement the necessary adjustments within the platform.

Once the applications were ready, **E-Reo made them available on the app stores**.

Launching of the applications

The apps were unveiled to a diverse audience dedicated to promoting the Tahitian language. This included government officials responsible for education, school principals and teachers, municipal school administrators, and local media representatives to facilitate wider public access.

In addition, Speak Tahiti effectively communicated the news through its social networks, garnering a warm and enthusiastic response.

TESTIMONIALS

What users of the apps are saying... ⭐⭐⭐⭐⭐

" I love the calculator because you can calculate lots of numbers. But I also love the dictionary for learning lots of words.

Wow, I'm trying it out. It's really top-notch. Māuruuru!

Thank you for your work. Your games are great. My students love them!

Great applications! I recommend them to all my students! Plus, there are updates!

Intuitive and fun, they can be used in the classroom or at home to develop notions of the Tahitian language while working on receptive and productive language activities from age 6 upwards.

Samantha BONET-TIRAO, Mission Officer at the Ministry of Education of French Polynesia.

What the admin are saying...

The platform is really easy to use, and it's great to be able to update the content as often as you like!

Uploading data to the platform is very easy.

Defining the Tahitian words into French for each expression, then taking a word and matching it to its role in each sentence, has been a delightful experience, akin to a matching game! "

> 1400

APP DOWNLOADS IN 3 DAYS

THEY TALK ABOUT IT

Radio 1 — la première FM de Tahiti

Hiti FM — THE OLD FASHIONED TAHITIAN RADIO

outremers 360°

Tahiti Infos

TNTV