

SPEAKY.ID: SPEAKING CHALLENGE 5 MINUTES

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Abstract: *This study presents the development and implementation of SPEAKY.ID: Speaking Challenge 5 Minutes, a digital learning platform designed to enhance English speaking skills among EFL learners through short, daily speaking tasks. Rooted in principles of communicative language teaching (CLT) and microlearning, this platform provides structured, five-minute challenges that target fluency, accuracy, and self-confidence in spontaneous speech. The study employs a design-based research (DBR) methodology involving need analysis, prototype development, expert validation, and field testing with university-level EFL learners. Results indicate a significant increase in students' speaking fluency and willingness to communicate after consistent engagement with the platform over a four-week period. Users also reported reduced speaking anxiety and greater enjoyment in language practice. The findings support the integration of gamified microtasks and mobile-based learning in promoting sustainable speaking habits and learner autonomy. The implications suggest that short-form digital challenges like SPEAKY.ID can serve as a scalable and engaging model for improving oral proficiency in EFL contexts.*

Keywords: *EFL Speaking, Microlearning, Mobile Learning, Language Fluency, Learner Engagement, Gamification, Digital Pedagogy.*

Abstrak: Studi ini menyajikan pengembangan dan implementasi SPEAKY.ID: Speaking Challenge 5 Minutes, sebuah platform pembelajaran digital yang dirancang untuk meningkatkan keterampilan berbicara bahasa Inggris di kalangan pelajar EFL melalui tugas-tugas berbicara singkat harian. Berakar pada prinsip-prinsip pengajaran bahasa komunikatif (CLT) dan pembelajaran mikro, platform ini menyediakan tantangan terstruktur berdurasi lima menit yang menargetkan kelancaran, akurasi, dan kepercayaan diri dalam berbicara spontan. Studi ini menggunakan metodologi penelitian berbasis desain (DBR) yang melibatkan analisis kebutuhan, pengembangan prototipe, validasi pakar, dan uji lapangan dengan pelajar EFL tingkat universitas. Hasilnya menunjukkan peningkatan yang signifikan dalam kelancaran berbicara dan kemauan berkomunikasi siswa setelah keterlibatan yang konsisten dengan platform selama periode empat minggu. Pengguna juga melaporkan berkurangnya kecemasan berbicara dan peningkatan kenikmatan dalam latihan bahasa. Temuan ini mendukung integrasi tugas mikro gamifikasi dan pembelajaran berbasis seluler dalam mendorong kebiasaan berbicara yang berkelanjutan dan kemandirian pelajar. Implikasinya menunjukkan bahwa tantangan digital singkat seperti SPEAKY.ID dapat berfungsi sebagai model yang terukur dan menarik untuk meningkatkan kemahiran lisan dalam konteks EFL

Kata Kunci: Berbicara EFL, Pembelajaran Mikro, Pembelajaran Seluler, Kelancaran Berbahasa, Keterlibatan Pembelajar, Gamifikasi, Pedagogi Digital.

INTRODUCTION

In today's globalized world, English speaking proficiency is an essential skill for academic, professional, and social success. However, many students—especially in non-native English-speaking countries—struggle to speak confidently due to limited practice opportunities, fear of making mistakes, and a lack of supportive learning environments. Traditional classroom settings often prioritize grammar and writing over spontaneous oral communication, leaving students with strong theoretical knowledge but weak practical speaking abilities.

To address this challenge, the “*Speaking Challenge 5 Minutes*” project was developed as an innovative digital solution aimed at helping students improve their English speaking skills in a consistent, manageable, and engaging way. The idea behind the project is simple yet powerful: by dedicating just five minutes a day to structured speaking practice, students can gradually build their fluency, confidence, and pronunciation. The application offers daily speaking prompts, voice recording features, and basic feedback mechanisms to create a low-pressure environment that encourages regular use.

This project combines the advantages of microlearning and mobile technology to meet the needs of modern learners who seek flexible, time-efficient language practice. By integrating short, daily speaking tasks into their routine, students are more likely to stay motivated and develop speaking habits that lead to long-term improvement. The “*Speaking Challenge 5 Minutes*” project not only responds to a pressing educational gap but also promotes learner

autonomy and digital engagement in language development.

The Objectives:

The primary objective of the project is to develop an English learning application titled “*Speaking Challenge 5 Minutes*” IN SPEAKY ID that focuses on enhancing students' speaking skills through short, daily speaking tasks. These challenges are designed to be time-efficient yet impactful, enabling users to build confidence and fluency through consistent practice. The application provides a structured yet flexible platform for students to engage with the English language in a practical and enjoyable way.

The specific goals of this project are as follows:

1. To Boost Students' Confidence in Speaking English: Many learners experience anxiety when speaking English due to fear of making mistakes. This app aims to reduce that fear by creating a low-pressure environment where students can practice speaking regularly. Daily exposure to spoken English helps them become more comfortable and self-assured over time.
2. To Train Students to Think Quickly and Speak Spontaneously: The 5-minute challenge format encourages quick thinking and spontaneous verbal expression. This helps students develop the ability to form ideas rapidly and articulate them clearly, a skill essential for real-life communication and academic or professional discussions.

3. To Provide Instant Feedback for Improved Performance: The application incorporates features such as AI-based voice analysis and speaking score evaluations to provide immediate, constructive feedback. This helps learners identify specific areas of improvement such as pronunciation, grammar, fluency, or vocabulary usage. With consistent feedback, users can track their progress and adjust their speaking strategies accordingly.

This project aims to bridge the gap between theoretical knowledge and real-world communication by offering a consistent, engaging, and feedback-driven approach to speaking practice.

RESEARCH METHODS

Planning And Content Design

Market Research

1. *Target Audience*

The primary target audience for this product is elementary school students aged 6–12 years old in Indonesia. This group often faces challenges in English speaking skills due to limited exposure, lack of confidence, and minimal speaking practice in their daily learning environments. Most classroom settings emphasize reading and writing, leaving speaking skills underdeveloped. These learners require a solution that is simple, fun, and motivating to build their confidence in speaking English regularly.

2. *Market Needs*

In the Indonesian EFL (English as a Foreign Language) setting, young learners have several important needs when it comes to learning English—especially speaking. They

benefit most from short, consistent practice sessions that can fit easily into their daily routines without feeling like extra homework. To support learning, they also need quick and accurate feedback, whether from AI or guided corrections, so they can improve their pronunciation, grammar, and fluency effectively.

A successful platform must be flexible and engaging, allowing access anytime and anywhere—whether on a smartphone, tablet, or computer. To keep children motivated, the app should include gamified or challenge-based features, which are especially helpful for kids who get distracted or lose interest easily. Finally, it's crucial that the app has a safe and child-friendly design, with content that's suitable for young beginners and follows CEFR A1–A2 levels, ensuring the material matches their ability and learning pace.

3. *Competitor Analysis*

There are several popular English learning apps on the market today. Duolingo is well-known for its fun, game-like format with exercises in listening, reading, and speaking. However, it mainly focuses on vocabulary and grammar, with very little attention to real speaking practice. Cake offers short video clips and pronunciation exercises, but it doesn't have a structured system for young learners or tools to track daily speaking progress. Apps like Hello English Kids, Lingokids, and Fun English by Studycat are designed for children, but they usually focus more on vocabulary games and listening skills rather than active speaking.

Despite all these options, there's still a gap in the market. Learners need an app that gives them focused, daily speaking practice—not just passive activities or isolated word drills. They also need something that's time-efficient, like a quick 5-minute challenge, and that offers performance tracking to measure improvements

in fluency, pronunciation, and confidence over time.

Business Concept Development

1) *Unique Selling Points (USPs)*

The “Speaking Challenge 5 Minutes” app has some special features that make it stand out from other learning apps. Its main strength is how it combines efficiency, fun, and real progress in speaking English. One key feature is that it only takes 5 minutes a day, making it easy to fit into any routine—before school, during a break, or before bedtime. The topics are fresh and updated daily, with fun and relatable themes like hobbies, school life, and cultural events that keep learners interested.

Another standout feature is automatic scoring using AI, which checks pronunciation, fluency, and vocabulary. Students can also get feedback from teachers and classmates, which keeps them motivated. Plus, the voice recording tool lets users compare their speech with native speakers, helping them hear and track their progress clearly. With these features, the app doesn’t just help kids practice—it helps them grow and improve every day.

2) *Business Model*

The app adopts a Freemium business model, designed to balance accessibility with sustainability by offering both free and premium features. In the Free Tier, users can enjoy a daily 5-minute speaking challenge, participate in live teaching sessions, and explore a limited selection of topic categories. This provides a solid starting point for learners to engage with English speaking practice at no cost.

For those seeking a more comprehensive experience, the Premium Subscription unlocks a suite of advanced features. Subscribers receive detailed feedback on grammar and vocabulary, access to a broader and more challenging range

of topics, and a monthly speaking report to help track progress. The premium plan also includes online consultations with certified English teachers, printable certificates and achievement badges, and the option to customize speaking challenges—ideal for schools, tutoring centers, or more personalized learning paths. This model ensures that all users have a chance to grow, while offering enhanced tools for those who want to take their learning further.

The product is app-based, available on iOS and Android, and is also designed for integration with existing online learning platforms, such as Google Classroom, Moodle, or LMS used by language schools. This makes it flexible for both individual users and institutional partners.

3) *Product Benefits*

The “Speaking Challenge 5 Minutes” app is more than just a language tool—it’s a daily confidence booster for young learners. By encouraging daily speaking practice, the app helps students build a habit of using English, making them more confident and less anxious over time. Even with just five minutes a day, learners improve their fluency and pronunciation by getting used to sentence patterns and speaking naturally. The app also offers clear goals and progress tracking, so students stay motivated and can see how far they’ve come. Designed for kids aged 6 to 12, the app has a safe and fun interface, and parents can join in too—checking progress and celebrating achievements along the way.

Resource And Team Planning

1. *The Resources*

The app aims to turn passive learners into confident speakers by combining daily practice, fun content, and smart technology—all through quick 5-minute speaking challenges. It offers a library of age-appropriate topics, scripts, and speaking guides that follow CEFR A1–A2 levels

and fit with the Indonesian curriculum. Topics include daily life, hobbies, school, and festivals, helping learners stay engaged and build a wide range of vocabulary.

To build the app, a few key roles are needed. The App Developer should be skilled in creating mobile apps for both Android and iOS, ideally using tools like Flutter or React Native. They also need to connect the app with outside tools (APIs) for voice recognition and keep user data safe. The Voice Recognition API—such as Google Speech-to-Text, Amazon Transcribe, or Microsoft Azure—will help the app check pronunciation, fluency, and clarity automatically.

The Educational Team includes language experts, EFL teachers, and curriculum designers who create and review the content. They make sure it's suitable for learners' age, culture, and level. This team also records example answers and provides clear guidance for giving helpful feedback.

2. *Team planning*

To ensure the project runs smoothly and meets its goals, a clear and well-organized team structure is essential. Each team member has a specific role that supports the overall quality, functionality, and user experience of the app. The Project Manager is responsible for overseeing the timeline, budget, and team coordination. They also communicate with stakeholders and make sure all project milestones are met. The Content Developer creates daily speaking challenges, scripts, and prompts, working closely with the evaluator and education team to align content with learning goals. The App Developer builds the mobile application, making sure it works well across different devices while integrating features like voice recognition, progress tracking, and gamification. Lastly, the Evaluator or

Assessment Specialist designs the scoring system and feedback structure, ensuring that the evaluation of speaking performance is accurate, fair, and helpful for both students and teachers.

Marketing Plan

1) Marketing Strategy

The success of “Speaking Challenge 5 Minutes” relies on creating high visibility and trust among young learners, parents, and educators. The marketing approach blends digital engagement with educational partnerships:

1. Social Media Campaigns

Social media platforms like Instagram, TikTok, and YouTube Shorts will be used to promote the app in fun and engaging ways. The content will include daily sample speaking challenges, student reaction videos, and “before and after” clips showing how learners improve over time. To keep things light and shareable, there will also be fun videos like pronunciation bloopers and speaking duets with native speakers. Hashtags such as #5MinuteChallenge, #AnakBeraniNgomong, and #EnglishEveryday will help increase visibility and reach a wider audience.

2. School and Teacher Collaboration

To expand its reach and build a strong user base, the app will actively engage in strategic partnerships and community-driven marketing efforts. One key approach is to collaborate with elementary schools, language tutors, and English clubs to pilot the app and collect authentic testimonials. As part of this initiative, the app will offer free class kits or premium access to teachers, encouraging them to incorporate the tool into their daily or weekly speaking practice. To support effective integration, training webinars will be provided, helping educators align the app with their existing curriculum.

Another important pillar of the marketing strategy is influencer and educator endorsements. By partnering with educational influencers, YouTube-based teachers, and parenting bloggers, the app can gain visibility through reviews, demos, and authentic recommendations. Additionally, sharing testimonials from both students and teachers, along with real-life success stories of learners gaining confidence in speaking English, will enhance credibility and emotional connection with potential users.

To further encourage growth, the app will feature an in-app referral program, allowing users to invite friends or classmates in exchange for rewards such as bonus features or collectible speaking badges. This gamified approach fosters organic word-of-mouth promotion, especially among peer groups. Lastly, the app will have a presence in education fairs, virtual workshops, and online competitions—such as a “National Speaking Challenge Week”—to showcase its features, engage new users, and build a vibrant learning community.

2. Branding Strategy

A strong and friendly brand identity is key to making the app appealing to both kids and adults. The overall look and feel will be fun, empowering, and easy to remember. The app’s name, “Speaking Challenge 5 Minutes,” clearly tells users what it’s all about—quick, focused speaking practice. It’s simple to say, easy to share, and instantly understandable.

The logo will feature a colorful microphone icon, paired with a stopwatch or a star badge to represent time, speaking, and achievement. It will be designed to stand out on app stores, flyers, and school posters. The tagline, “Speak Up, Level Up!” adds a motivational touch, encouraging users to grow in confidence and skill through regular practice.

Visually, the app will use bright, cheerful colors like blue, yellow, and green to grab attention—especially among younger users. It will also include rounded fonts and friendly illustrations, possibly with a fun mascot, to create a sense of safety and playfulness. This consistent and inviting visual style will be applied across everything—from the app interface to social media posts, websites, printed flyers, and school kits.

Budget and Funding Plan

Estimated Costs

To bring “Speaking Challenge 5 Minutes” to life, a realistic and efficient budget has been designed to cover the core areas of development, content, promotion, and operational needs. The budget is structured as follows:

Category	Estimated Cost (IDR)
App Development (MVP)	Rp30,000,000
Content Creation & Voice Work	Rp10,000,000
Digital Marketing Campaigns	Rp5,000,000
Team Salaries & Operations	Rp15,000,000
Total	Rp60,000,000

Breakdown Notes:

The project involves several key areas of work. App development includes designing the user interface and user experience (UI/UX), setting up the backend, integrating APIs like Google Speech, and doing basic testing on both Android and iOS. In terms of content creation, the team is developing over 100 speaking prompts, writing scripts, recording audio with native speakers, and preparing feedback templates. For digital marketing, the plan includes running paid ads on Instagram and

TikTok, working with micro-influencers, and using tools to create content. Finally, operations and salaries will cover part-time payments for team members such as the project manager, educator, and developer—during the three-month development and launch phase.

Funding Sources

To meet the Rp60,000,000 budget target, a combination of self-funding and external support will be utilized:

To support the development and growth of the app, funding will come from a mix of personal, institutional, and future potential sources. In the early stages, the founding team will use personal funds to cover key activities such as content creation and app prototyping. This self-funding not only demonstrates strong commitment but also reduces initial financial risk, making the project more appealing to future investors or grant providers.

Next, the team plans to seek institutional support through grant proposals, targeting university startup incubators, educational tech innovation funds, and youth entrepreneurship programs such as Kampus Merdeka or LPDP startup grants. There's also potential for partnerships with public or private schools, language centers, or CSR programs from tech companies to provide co-funding or assist in pilot implementation.

In the future, depending on the app's growth and success, additional funding may be sought from angel investors or education-focused venture capital firms, especially if scaling up becomes a priority. Meanwhile, revenue generated from premium subscriptions will play a key role in ensuring the app's long-term sustainability and continuous improvement.

Sustainability Plan:

The project aims to become **self-sustaining within 6–12 months** of launch through freemium app monetization, teacher training packages, and B2B licensing to schools.

RESULTS AND DISCUSSION

A. Prototype or Implementation Plan

Initial Prototype: A beta version of the app containing 10 speaking challenge topics, a voice recording feature, and a basic scoring system.

Curriculum Structure:

- Week 1: Light topics (introductions, daily routines)
- Week 2: Medium topics (opinions, descriptions)
- Weeks 3–4: Reflective and argumentative topics (problem-solving, expressing disagreement)

Curriculum Structure (4-Week Pilot Program)

To provide structured learning, the prototype includes a **four-week speaking challenge curriculum**. Each week introduces progressively complex speaking tasks designed to build confidence and fluency.

Week Theme Focus

Week 1	Light Topics	Self-introduction, daily routines, favorite foods, hobbies
Week 2	Medium Topics	Describing pictures, giving simple opinions, making comparisons
Week 3	Reflective Topics	Telling a personal story, explaining problems, giving reasons
Week 4	Argumentative/Interactive Topics	Expressing agreement/disagreement,

giving advice, role-play situations

Each topic in the app is designed to be easy and engaging for learners. It starts with a short prompt or question to spark speaking practice. To help learners, there's a model answer from a native speaker so they can hear natural pronunciation and sentence structure. A visual aid, like an image, emoji, or icon, is also included to help younger users better understand the context. Finally, there's a simple guide that says, "You can say..." to give learners a helpful structure for building their own response.

Implementation Timeline (Pilot Phase)

Phase Timeline Key Activities

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| Phase 1: Setup | Week 0 | Finalize content, develop beta app, train internal testers |
| Phase 2: Launch | Weeks 1–2 | Release beta version to pilot users (students & schools) |
| Phase 3: Feedback | Week 3 | Collect user data, feedback from students, parents, teachers |
| Phase 4: Revision | Week 4 | Improve features based on feedback, prepare full app roadmap |

The app includes simple tools to collect feedback and track progress. After each speaking challenge, users can fill out a quick in-app survey to share their experience. There are also optional feedback forms for parents and teachers to give their input. To help the team understand what works best, a progress tracker will show which topics are most engaging and which ones learners find more challenging.

B. Trial and Evaluation

A small trial was conducted with 30 students from both high school and university to see how well the app works. For two weeks, the students used the app daily to complete a 5-minute speaking challenge. To measure their progress, they took a short speaking test before and after the trial. The team also collected feedback through surveys to learn more about the app's content, ease of use, and how useful it felt for learning English.

The results were mostly positive. About 75% of students said they felt more confident speaking English, and 60% showed better fluency, meaning they could speak more smoothly and naturally. Many students enjoyed the short practice time and found the topics simple and easy to talk about.

However, there were some issues. The voice recognition didn't always work well, especially when students didn't pronounce words clearly. There were also a few technical problems, like slow audio loading and errors in the feedback system. Overall, the trial showed that the app is helpful, but it still needs improvements in its technology and performance before it's ready for a full launch.

Analysis

Assessment and Analysis of Project Outcomes Assessment of Project Success

The "Speaking Challenge 5 Minutes" project showed positive results based on early testing and user feedback. Several key indicators pointed to its success. First, 75% of students felt more confident speaking English after just two weeks of using the app. Second, 60% showed better fluency and verbal expression, as seen in their speaking test results before and after the trial. Students also found the app fun and easy to stick with, thanks to its short daily challenges, friendly design, and game-like features that

made practice feel less stressful. Lastly, the app was easy to use, even for younger learners, and both students and teachers agreed that the content was helpful and suitable for learning.

1. *Challenges and Limitations*

Despite the overall success, the project also faced some challenges. One major issue was technical limitations—the voice recognition didn't always work well, especially when students spoke with unclear pronunciation or strong local accents. There were also some minor bugs, like slow audio loading and occasional errors in giving feedback. Another limitation was the small scale of the testing, since only 30 students participated. This means the results can't fully represent how the app might work for a larger group of users.

2. *Analysis of Influencing Factors*

The project was shaped by several positive influences that helped guide its development. It started with clear, focused goals, staying committed to the idea of daily speaking practice. The team worked collaboratively, bringing together educators, developers, and designers, each contributing their skills to make sure the app was both functional and educational. The app was also built with a user-centered design, using familiar topics and visuals to make learning easier for young users.

However, there were also some challenges that limited progress. The AI speech tools struggled to recognize non-native pronunciation and young children's voices accurately. Budget constraints meant the team had to make compromises in app quality and couldn't conduct larger-scale testing. Lastly, in areas with poor internet access, some features—like voice feedback—didn't work smoothly, making it harder for some students to get the full experience.

CONCLUSION

The “*Speaking Challenge 5 Minutes*” project has proven to be a promising step toward improving English speaking skills among young learners in Indonesia. Built on the idea of consistent, daily practice, the app addresses major challenges students face: lack of confidence, limited speaking exposure, and minimal feedback. Through short, structured speaking tasks supported by technology, the app encourages learners to speak regularly without feeling overwhelmed.

Initial trials show that the app boosts students' confidence and fluency, validating the project's concept and curriculum design. While there are still some technical issues—such as improving voice recognition accuracy—the overall user response has been highly encouraging.

This project not only offers a practical solution to a common educational problem but also supports modern, autonomous learning habits using a child-friendly digital platform. With further refinement and broader implementation, “*Speaking Challenge 5 Minutes*” has the potential to make spoken English practice a fun, daily routine for children across Indonesia—helping them to speak up, level up, and confidently connect with the world.

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