Product description

| **Please describe the product being submitted for the awards in no more than 100 words** |

Go Correct is designed for adult learners who have been learning English for a while and now want to practise regularly and find out their mistakes.

Students answer a daily conversation question through a messaging app and their message is corrected by a qualified teacher. Students can click on mistakes for a further explanation and see statistics about the types of mistake they make most often. The student can answer with a text or voice message.

This product helps students increase their fluency and confidence and 'unlearn' typical mistakes. It is appropriate for students of intermediate (B1) level and above.

Please provide us with a visual representation of the product. Please include one photograph or screenshot only that you feel best summarises your product. If you submit more than one visual representation your application will not be considered.

Original image attached to email.
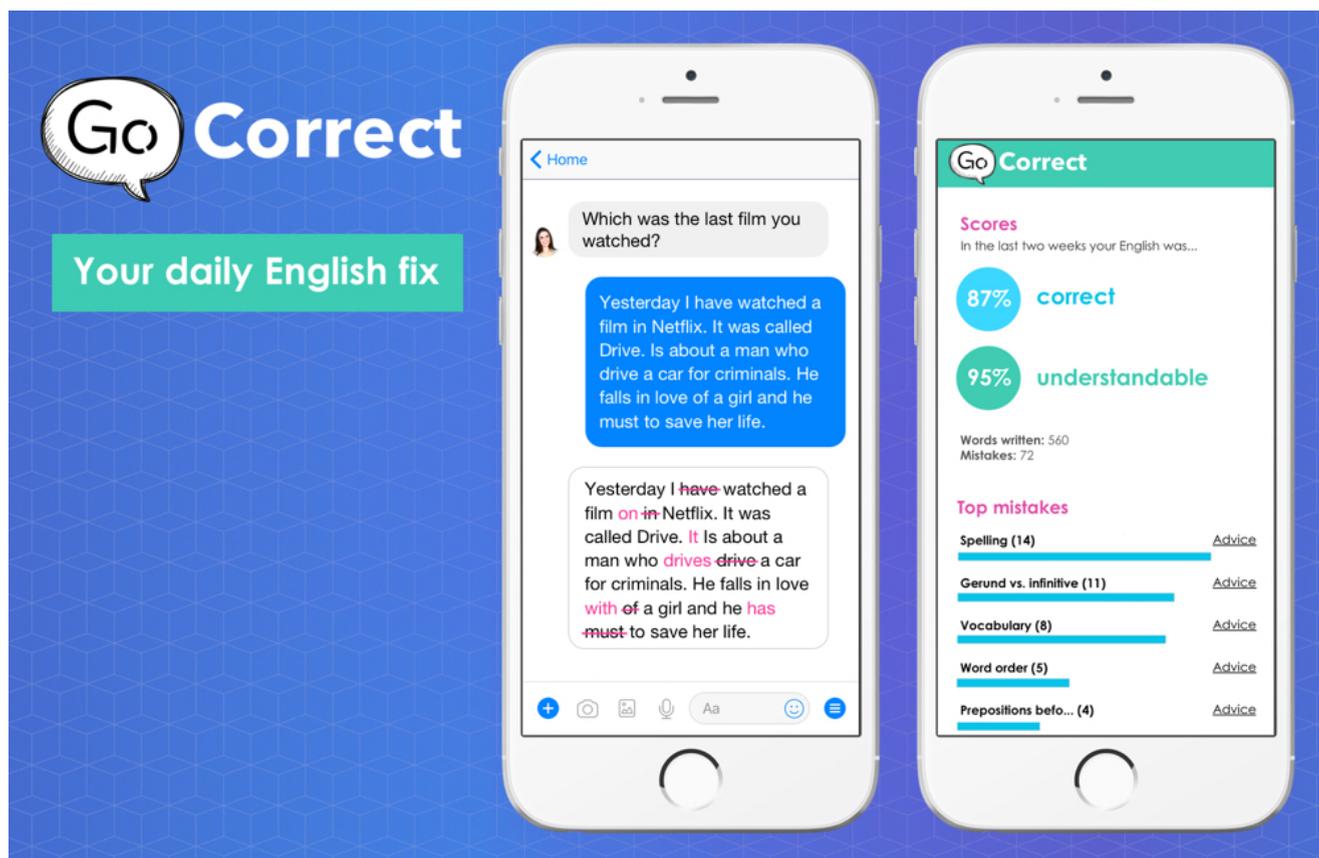
Marketing statement/user quotes

Please provide promotional text in plain English of no more than 150 words. If the product is short-listed this text will be used on the ELTons website and on other promotional items

Go Correct is a messenger-based chat bot product that provides a simple way for a student to speak or write English every day and find out what mistakes they make. It is aimed at adult learners who have taken lessons and now need an opportunity to practise what they have learnt.

Students receive a daily conversation question through a messaging app. Their reply is corrected by a qualified teacher. They can click on any of their mistakes for a further explanation and see statistics about the types of mistake they make most often.

Other English practice apps use impersonal quizzes or flashcards, without context. Students using Go Correct receive personal attention from a real teacher and can talk about their own life and opinions.

It helps students 'unlearn' typical mistakes and increase their fluency and confidence. It is appropriate for students of intermediate (B1) level and above.

Cost

What is the cost to the end user in GBP?	£6-10 per month

If the pricing mechanism is complex, please include here any notes that will help the judges to fully understand the cost of the product to the end user

£6 per month - receive daily questions and have your mistakes corrected
£10 per month - receive daily questions, have your mistakes corrected and see statistics about your mistakes and your level of accuracy

Students can pay for just one month at a time or pay monthly to use the service on a continuous basis.

Part 3

Supporting Statement

Please use this section to show the ELTons judges how your product is innovative and functional using the ELTons 2019 Application Guidance document for reference. You can also add any additional information that you think might be relevant in the box for further comments.

Please state how the product is innovative and functional in no more than 500 words

---

There are two elements that make up Go Correct: 1) a chat bot, 2) data analytics.

Go Correct uses the chat bot functionality in Facebook Messenger that Facebook launched in 2016. This is one of the first products to exploit this new functionality for the purpose of English teaching.

Facebook Messenger chat bots allow messaging conversations to be programmed and scheduled in advance. When a student subscribes to the Go Correct chat bot, a daily question is automatically sent to their personal Facebook Messenger account.

As students answer the questions, a qualified human teacher corrects them. An admin dashboard allows the teacher to quickly process large numbers of messages. During the correction process, mistakes are categorised by grammar point.

This categorisation allows a student dashboard to be automatically generated, showing:
- a student's top 5 most common types of mistakes
- a score to indicate how 'correct' their English is (based on the number of mistakes made, in comparison to the number of words written)
- a score to indicate how understandable their English is (based on a score assigned to each message by the teacher)
- a copy of each of their messages, with the option to click any mistake and see an explanation or a link to further information

By choosing to listen to questions and reply with a voice message, students can practise skills for conversation - something which can be hard for an English learner to easily find an opportunity to do.

A lot of daily practice apps provide passive and impersonal activities (eg. quizzes, flashcards, etc) but Go Correct allows students to actively produce English, talking about their own life and opinions.

It is the perfect combination of personal tutor and app. Students can fit it into their daily schedule whenever is convenient.

The product is accessed using Facebook Messenger, an app which many people already have on their phone and use for interacting with friends. For anyone already in the habit of using a messaging app on a daily basis, this method of practising English fits seamlessly into their daily life without a need for them to change their behaviour.

Students like the product because receiving a conversation question every day and knowing that a human will check it, is a strong incentive to maintain intensive practice. In contrast with 'language exchange' apps where students can have casual conversation with other language learners, they know their Go Correct teacher won't get bored of replying and will always send a new and interesting question every day.

Students also like seeing their mistakes corrected. When using English in the real world, they don't often get the chance to find out if what they are saying is correct. Students can gain confidence from seeing how much they get right and knowing that their English is understandable.

The product is useful for students taking English lessons, those studying on their own and those simply wanting to maintain what they have learnt. It is most appropriate for students of intermediate level or above.

Please include here any other information that you think will support your application in no more than 100 words

- Over 1000 people have tried Go Correct. Many of the paying customers go on to subscribe again for more than one month.
- It is hoped that in future, machine learning could be applied to corrected texts, in order to automatically flag up potential mistakes. Work will start on this when the volume of corrected messages provides a large enough data set.
- A number of automated Grammar checkers exist online but they are far from reliable. Users of Go Correct can feel confident knowing their texts are corrected by a real human and are therefore accurate.