TEAM MANGO MEDIA

Mobile app case study

LINGUAAFRIKA

African language learning rooted in conversation and culture.

Flutter · Firebase



LINGUAAFRIKA

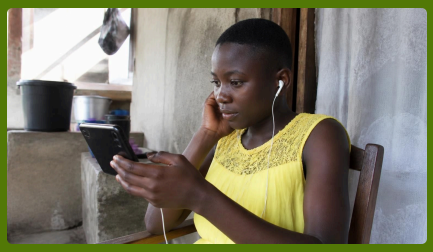
LinguaAfrika: African languages, real conversations

Case study by Team Mango Media: bringing heritage back into language learning.

LinguaAfrika connects learners with 13 African languages through real conversations, native guidance and cultural immersion.

The challenge · The product · The build · The results

THE CHALLENGE



PROJECT AT A GLANCE

African language learning

13 African languages

Flutter · Firebase

African languages are too often overlooked

Most language apps ignore Africa and the context that makes its languages live.

Vocabulary alone cannot replace real dialogue, native pronunciation guidance or cultural storytelling. Learners also need people to practise with.

THREE GAPS IN LEARNING

Words without conversation

Vocabulary lessons miss the real conversations that help learners speak.

Missing native guidance

Without native pronunciation guidance, learners lack support for how words sound.

Culture and community absent

Cultural context, storytelling and a community to practise with are often missing.

THE SOLUTION

Conversation, native guidance and culture in one learning experience.



Rooted in African heritage.

Bring heritage back into learning

LinguaAfrika puts real conversation at the heart of African language learning.

Conversation-first lessons combine native audio guidance, immersive cultural context and a global learning community.

LEARN THROUGH CONVERSATION

Real dialogue lessons help learners practise language in conversation.

Cultural context brings meaning beyond vocabulary.

HEAR NATIVE SPEAKERS

Native audio guidance and pronunciation feedback support speaking practice.

CONNECT WITH A COMMUNITY

The TRiiBE global learning community gives learners real people to practise with.

LEARNER EXPERIENCE



Choose a language.
Start speaking.
Connect with others.

Conversation and culture in every learning journey.

Features built around the learner

Real dialogue, native guidance and reasons to keep learning.

LinguaAfrika supports 13 African languages, including Igbo and Swahili, with conversation-first learning and community practice.

Conversation-first learning

A conversation-first engine builds lessons around real dialogue across 13 African languages.

Native audio and live sessions

Native audio, pronunciation feedback and live 1-on-1 sessions with native speakers support speaking practice.

Progression and daily streaks

Gamified progression and daily streaks encourage learners to return.

Community and offline access

TRiiBE connects a global learning community, while offline mode supports learning without a connection.



THE LEARNER JOURNEY

3

steps to conversation

Language

Conversation

Community

Choose, learn and practise with LinguaAfrika.

Three steps to conversation

Choose a language, learn through dialogue and practise with others.

LinguaAfrika connects language choice, real dialogue lessons and community practice.

01

Choose your language

Choose from 13 African languages, including Igbo and Swahili.

02

Learn through conversation

Learn through real dialogue lessons and native audio guidance.

Cultural context connects language with heritage.

03

Practise with the community

Join TRiiBE and speak with real people in a global learning community.

THE BUILD

iOS

Flutter app

Android

Flutter app



Mobile · Web · Offline

Built with Flutter and Firebase

Mobile learning, a responsive website and offline streaming.

LinguaAfrika combines Flutter apps for iOS and Android with a Firebase real-time backend.

TECHNOLOGY RECORD

MOBILE

Flutter for iOS and Android

The mobile platform supports conversation-first African language learning.

WEB

Responsive website

A responsive website complements the mobile experience.

BACKEND AND STREAMING

Firebase Real-time

Firebase provides the real-time backend, alongside optimized and offline streaming.



REPORTED OUTCOMES

150K+

users

Conversation-led learning

Native guidance

Community practice

Source: Team Mango Media's LinguaAfrika case study.

Measured results

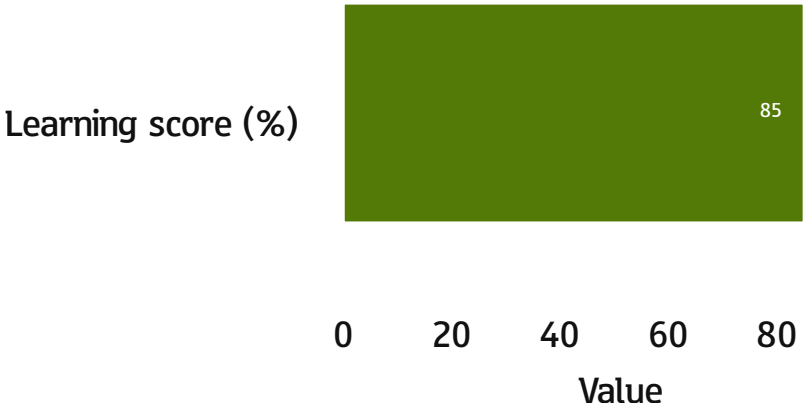
LinguaAfrika connects learners through conversation.

Reported results span community scale, engagement and active participation. Counts and percentage scores use different units.

150K+
users in the African language learning community

85%
score for conversation-led learning

70K
active through community retention



Percentage score only; user counts above use a different unit.

WHAT THE RESULTS DESCRIBE

150K+ users makes this the largest African language learning community. The **85% score** reflects engaging, conversation-led learning.

70K active reflects strong retention through community. Counts are not compared with percentages in the chart.



TEAM MANGO MEDIA

LinguaAfrika

African language learning

NEXT CONVERSATION

Your mobile app idea.

START WITH THE PRODUCT

Have a mobile app in mind?

Talk to Team Mango Media about your next product.

LinguaAfrika brings African languages into a mobile experience rooted in real conversation, native guidance and cultural immersion. The case connects learning with heritage and community.

BRING THE PROBLEM YOU WANT TO SOLVE

For a first conversation, describe who the app is for, what they are trying to do and where the current experience falls short.

Which decision should the product make easier? What information would help users act? What outcome would make the project worth building?

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