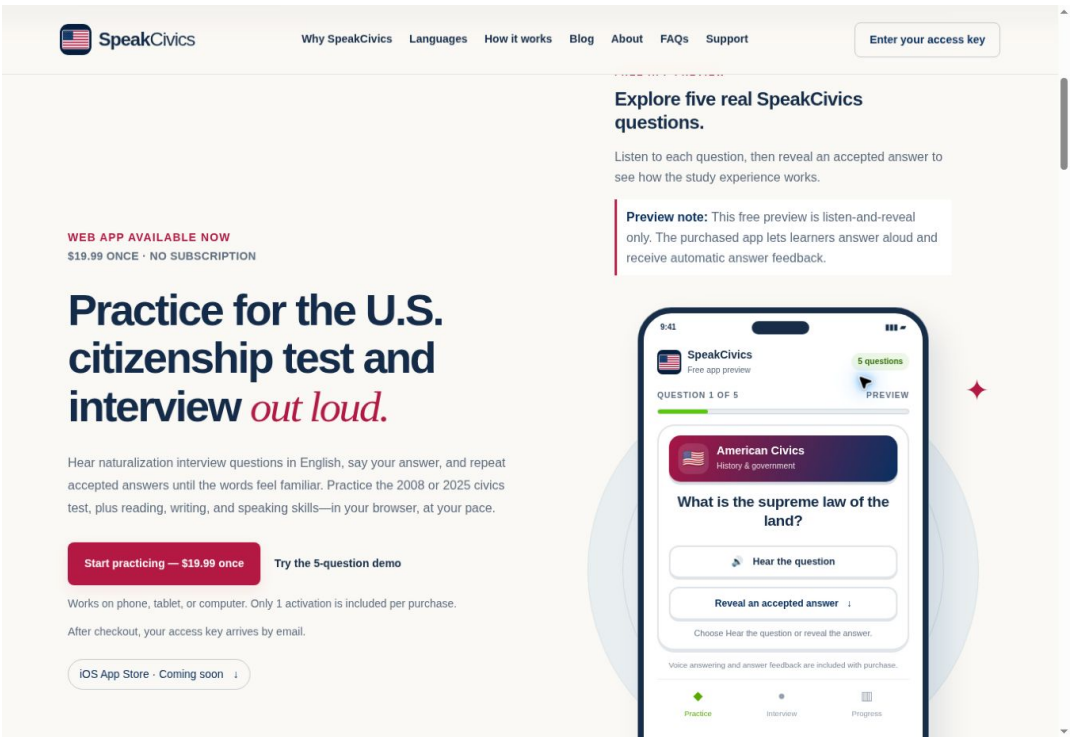


PROJECT CASE STUDY

SpeakCivics

A voice-first citizenship practice product, from a specific learner need through web purchase, activation, testing, and a measured launch foundation.



Public sales experience with a five-question listen-and-reveal preview. The purchased product includes speaking practice.

Engagement	Digital product strategy, web and iOS work, commerce, access, testing, and launch materials
Audience	Citizenship applicants, family helpers, and educators seeking supplemental practice
Product	2008 and 2025 civics, N-400 interview questions, and translation help across 21 languages
Verified result	Live web purchase and activation path with a confirmed first customer transaction

The problem and the product decision

The project began with a concrete learning behavior: hear a question in English, give a spoken answer, compare it with an accepted answer, and return to material that needs more work. Standard flashcards alone did not cover the listening and speaking experience of a citizenship interview.

The first product decision was to separate guided study from realistic interview simulation. Guided sessions help a learner build familiarity; simulation asks the learner to respond with fewer prompts. The offer is independent educational practice and makes no claim of government affiliation or a guaranteed interview result.

Audience and scope

- Applicants need short, repeatable practice on a phone or computer; family members and educators may help them stay engaged.
- Both the 2008 and 2025 civics tests are represented, with N-400 interview topics added to the broader preparation journey.
- State-dependent answers require the learner to review the current answer for where they live.

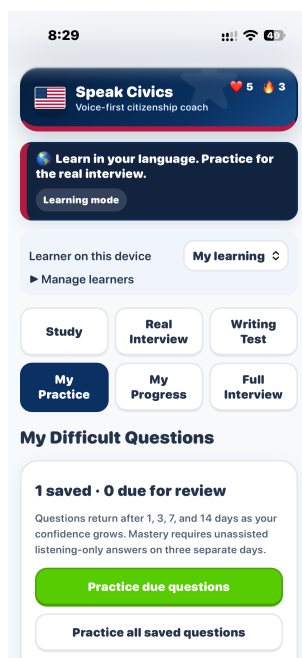
The learning experience and operating tools

The web experience combines audio-first questions, accepted alternative answers, answer replay, adjustable speed, reading and writing activities, difficult-question review, progress, and translation assistance. The public five-question preview lets prospective customers evaluate the format before purchase.

A spreadsheet-style content view supports maintaining questions and accepted answers. This matters because educational content changes: a useful product needs an owner workflow for corrections, additions, and version-specific material.

Key design choices

- Use a simple male or female voice choice rather than an overwhelming voice catalog.
- Keep learner progress on the device; the public site states that voice recordings are not stored.
- Offer translation help for comprehension while keeping the practice response in English.
- Prepare an iPhone and iPad build through Apple's review workflow; web access and App Store purchase are distinct paths.



Mobile product screenshot showing study modes and difficult-question review.

From discovery to access

The product work included the customer journey around the application. The public site explains who it helps, shows a bounded demo, states the one-time web price, and connects to a Lemon Squeezy checkout. After purchase, an emailed key unlocks browser access, while an existing-customer route and support content help resolve common problems.

A controlled first customer purchase and working activation were confirmed. That is evidence that the checkout-to-access path works; it is not evidence of broad market demand.

Journey delivered

- Discover: brand, public site, search pages, examples, screenshots, and outreach materials.
- Evaluate: five-question preview, product explanation, feature descriptions, price, and FAQs.
- Purchase and activate: web checkout, emailed access key, activation page, one-browser access terms, and support.
- Use and return: guided modes, simulation, saved difficult questions, and device-aware audio controls.

Testing and release decisions

Real-device testing exposed an iPhone Safari microphone lifecycle problem after the first question. The web work addressed microphone permission, start, stop, and release behavior. Navigation, audio playback, pronunciation, and the spreadsheet-management view also required iteration.

The public demo's microphone answer path was removed when it did not meet the desired reliability standard. The demo now demonstrates listening and revealing an answer; the purchased experience retains speaking practice. That boundary keeps the sales demonstration honest about what it currently does.

Release work

- Cross-device checks covered phone, tablet, and desktop layout and core user flows.
- The iOS package went through build, TestFlight, store imagery, iPad screenshot, and Apple review preparation.
- Payment, activation, support, content, and customer-facing claims were treated as parts of one release.

Launch foundation, evidence, and limits

The launch foundation includes search-focused pages and metadata, social content and an Instagram presence, a product demonstration, educator and community outreach materials, a 50-organization prospect list, and a small paid-ad test. These assets make early acquisition testable rather than assumed.

The verified outcomes are a functioning practice product, live web purchase path, confirmed first purchase and activation, support materials, and a public launch presence. Advertising return, repeat purchase volume, and learner success rates have not been established in this case study.

What this demonstrates for a client

- A product engagement can connect the core application with its sales, fulfillment, support, and measurement paths.
- Testing can change the release boundary when a demonstration feature is not ready for public exposure.
- Early customer proof should be described precisely without inflating it into a growth claim.

Public case study prepared September 2026. Feature availability, pricing, and test guidance may change on the live SpeakCivics website. SpeakCivics is independent educational practice, not a government service.