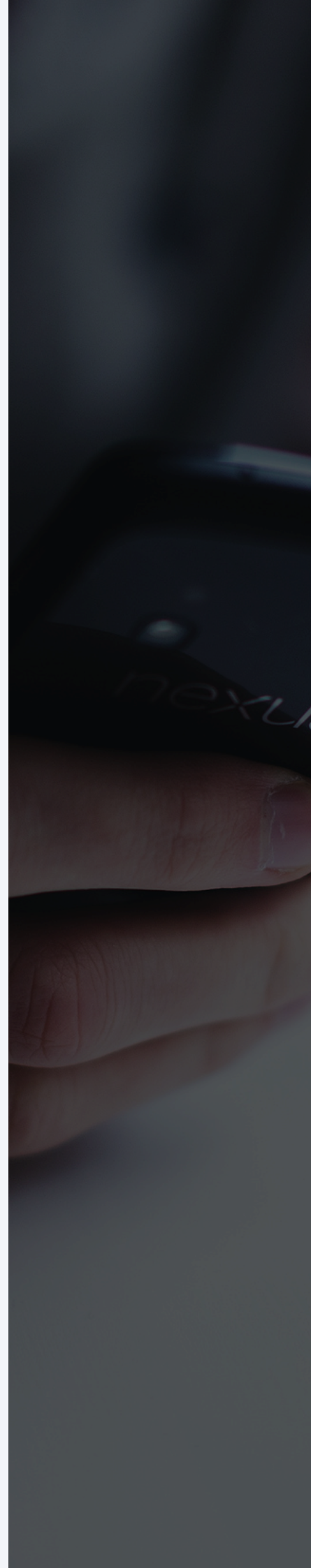


**Oxford**Languages

# Flowerly Case Study





## The Product

Flowery is a unique vocabulary-building tool that uses dictionaries and smart flashcards, focusing on language mastery rather than basic fluency. It was developed to support native English speakers with mind cultivation and the exchange of ideas.

Other vocabulary features can be found on Flowery's platform to support the development of speaking and writing skills, such as the word-a-day feature. It suggests five handpicked words with short definitions that rotate on weekdays, feeding their Reddit community with daily vocabulary.

Beyond the lexical content and methods to enrich vocabulary, Flowery also pays great attention to its user interface. It is programmed to provide users with a layout and typography inspired by printed dictionaries, giving users a more familiar and comfortable digital dictionary experience.

The app is currently marketed in the United States, Canada, and the United Kingdom, aiming to reach an audience of approximately 400 million native English speakers eager to enrich their vocabulary. As well as being available online, it has its own platform and can be installed on key operating systems including iOS, macOS, Android, ChromeOS, and Windows.

# The problem



As learners progress to the intermediate level, they often hit a vocabulary plateau, where retaining infrequently used words becomes increasingly difficult.

Besides this challenge, many available dictionaries often have ads and other elements that create a busy page and cluttered user experience that easily distracts people from their primary purpose: learning a word.

The challenge was clear - how could Flowery build a solution that allowed users to systematically memorize and retain advanced vocabulary, all while providing distraction-free experience.

"I was instantly convinced by the quality and richness of the dictionary corpus, but the cherry on top was the meticulously designed and documented API that made integration a cinch. Another boon was the self serve and usage based model, which allowed me to hit the ground running with prototyping."

The Florist, Founder  
Flowery



# The solution

The founder had noticed that leading search engines and e-readers rely on dictionary data from Oxford Languages, making it easy to think of reliable dictionary data.

While exploring the dictionary API options available in the market, Flowery came across our website and chose Oxford Dictionaries API as its dictionary and thesaurus provider.

To serve its users in the US, Canada, and the UK, Flowery licensed both English monolingual dictionary datasets via the API *entries* endpoint, and thesaurus data from the *thesaurus* endpoint. Flowery's cloud server queries our API for lexical information from:

- New Oxford American Dictionary (US English)
- Oxford Dictionary of English (UK English)
- Oxford Thesaurus of British English
- Oxford Thesaurus of American English

While Instant access to our lexical data through the API proved beneficial for Flowery, which needed to start developing its product. They welcomed the self-serve and usage-based model, which was ideal in its early prototyping stage.


By licensing Oxford Languages curated data via the API, Flowery also offered end-users lexical data they trust.


While Since integrating Oxford Languages data, Flowery has gained several hundred new users with plans in their future roadmap to add additional tools like a built-in eBook reader to help users discover and save vocabulary.



# Contact us.

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 [Languages.oup.com](https://languages.oup.com)

 [Oxford.Languages@oup.com](mailto:Oxford.Languages@oup.com)

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