Analysis of Duolingo based on Fogg's law

Here's an analysis of the Duolingo app based on the specified criterion:
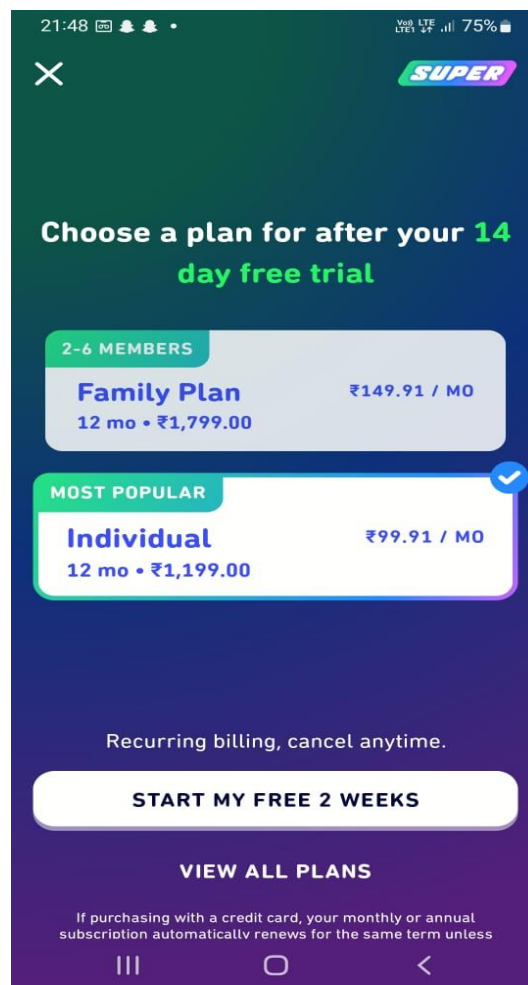
1. Time

Duolingo lessons are short and designed to fit into a user's daily schedule. A single lesson typically takes 5 minutes to complete.

The app is efficient for users with limited time and encourages consistent learning in short bursts.

2. Money

Free Version: Offers after each lesson and some limitations such as limited number of times you can make a mistake.

Duolingo Plus: Starts with ₹99/month with an individual plan and a family plan of ₹149.91/month.

3. Physical Effort

Using the app requires some physical effort as it requires users to draw the letters and alphabets when learning a language with a different writing script.

4. Brain Cycle

The app demands moderate mental focus. Users need to actively engage with exercises like translation, listening, matching words, and sentence building.
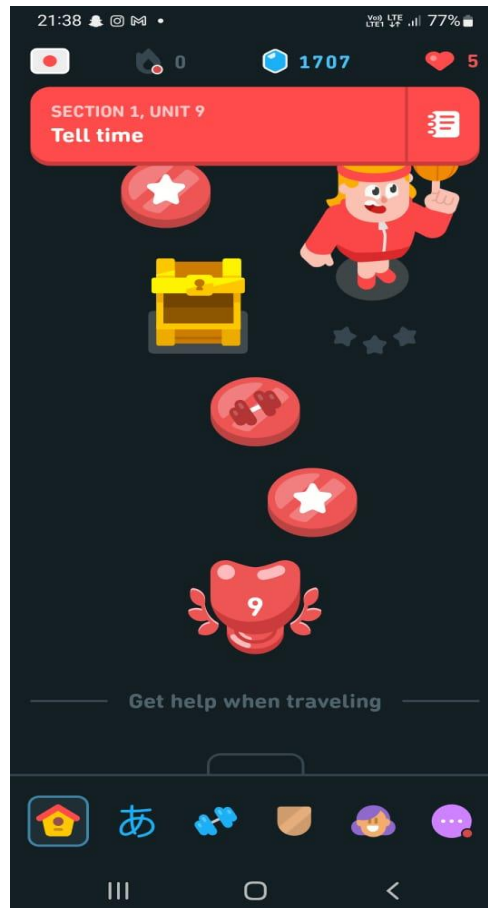
5. Social Deviance

Language learning is socially acceptable and even encouraged in most cultures.

Duolingo can be used privately, so there's little to no social pressure while learning. However, public use in some environments (e.g., during work) may draw attention.

6. Non-Routine

The app is designed to integrate into daily routines via reminders and streaks.

For users with established daily habits, adding a new routine can initially feel disruptive, but Duolingo makes it easier by making lessons of about 5 mins and thus easy to include.

202201261 – Krushnadev Rayjada

202201404 – Swapnil Shukla

202201110 – Dhruv Suri