

HAW LAW

More Option = More Time To Decide

01

When users finish a task, they're presented with a few focused options, such as reviewing mistakes, reading stories or advancing to the next level.

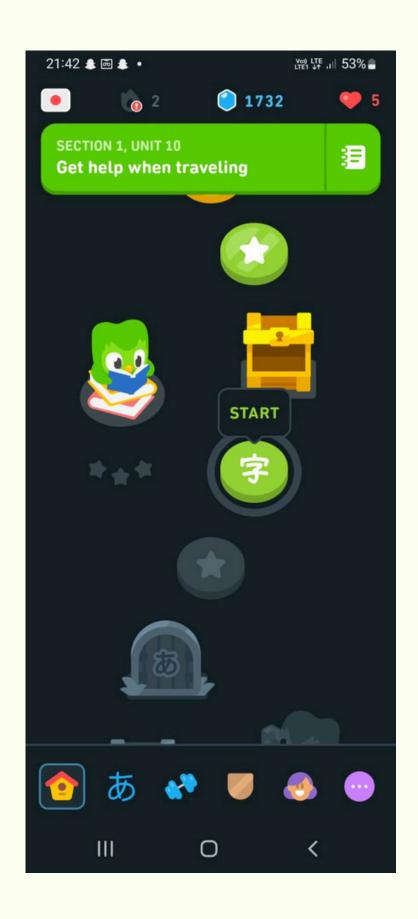
02

You follow a certain path when learning a new language resulting in little to no decision making

03

Disadvantage: It offers a myriad of languages to learn making it difficult to choose one, if the user has not already thought of one.





FITS' LAW

Make It Easy To Click

01

Buttons for "Start Lesson," "Practice," and navigation are large and easy to tap, even on small screens.

02

Key elements, like the daily streak and gems, are placed in accessible corners for quick interaction.

03

Interactive elements are spaced appropriately to avoid accidental clicks.





JAKOB'S LAW

Users prefer familiar design patterns; they expect your product to work like other apps they've used.

01

Duolingo uses a bottom navigation bar (common in mobile apps) for Home, Leaderboard, Shop, and Profile.

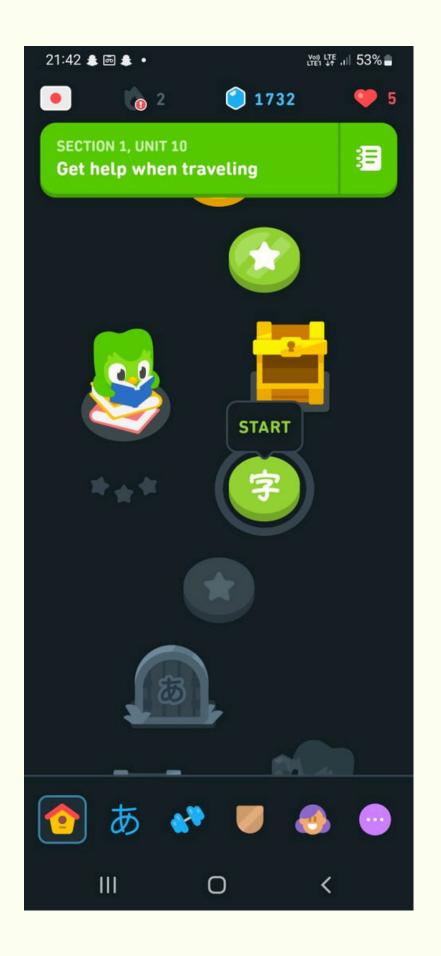
02

Question styles (e.g., drag-and-drop, multiple choice) mimic common elearning platforms, making it intuitive for new users.

03

Gamified features like badges and streaks are familiar from other apps like fitness trackers or learning apps like deepstash.





MILLER'S LAW

The average person can only hold 7 (±2) items in their working memory.

01

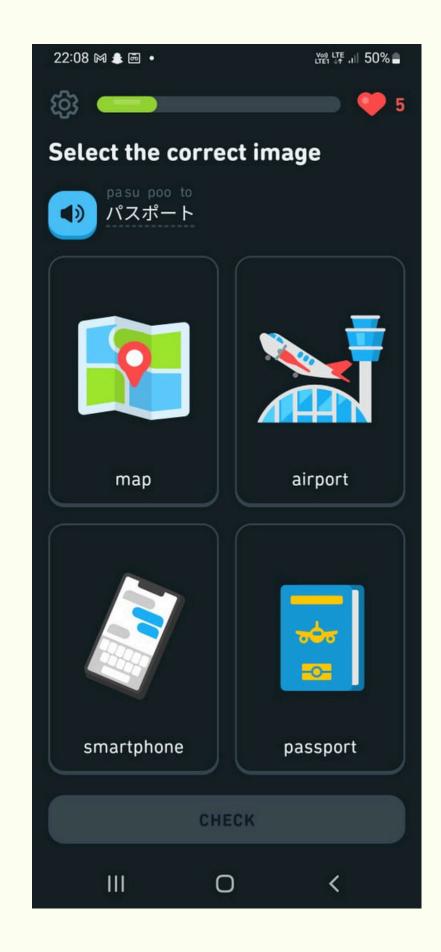
Each lesson focuses on a handful of vocabulary words or grammar rules, ensuring users are not overwhelmed.

02

Duolingo reinforces concepts through spaced repetition, reducing the cognitive load on users' memory and storing information in long term memory through revision.

03

Icons and images answers help users remember content more effectively.





TESLER'S LAW

Every application has inherent complexity that should be handled by the system, not the user.

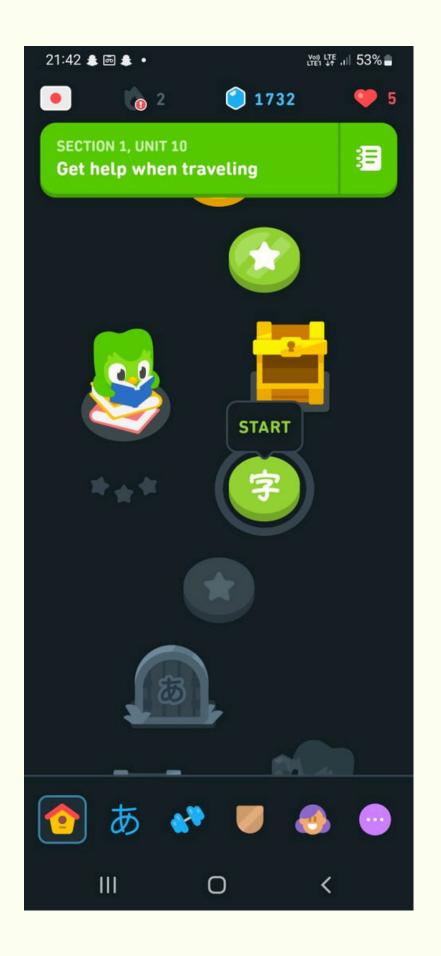
The app personalizes lessons based on user performance, handling the complexity of tailoring difficulty

complexity of tailoring difficulty levels.

Users don't have to worry about exact syntax or spelling; the system passes spelling mistakes as typographical error and informs the user about it.

Duolingo simplifies the learning process by integrating game-like elements to keep the experience light and engaging.





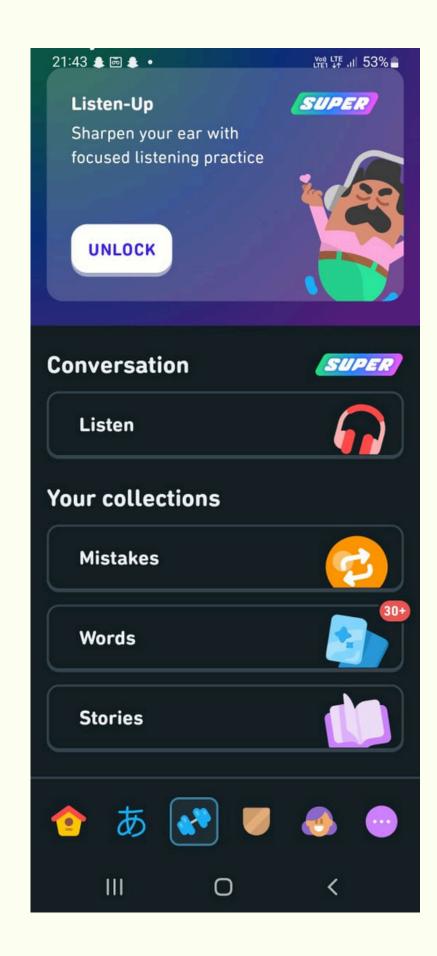
LAWOF PROXINTY

Objects close to each other are perceived as a group.

Lessons and topics are visually grouped into "skills" (circles) that are connected by paths.

Other training methods like mistakes, words learned and stories are grouped in a different section

The navigation bar at the bottom groups all the tabs of features provided by the application.





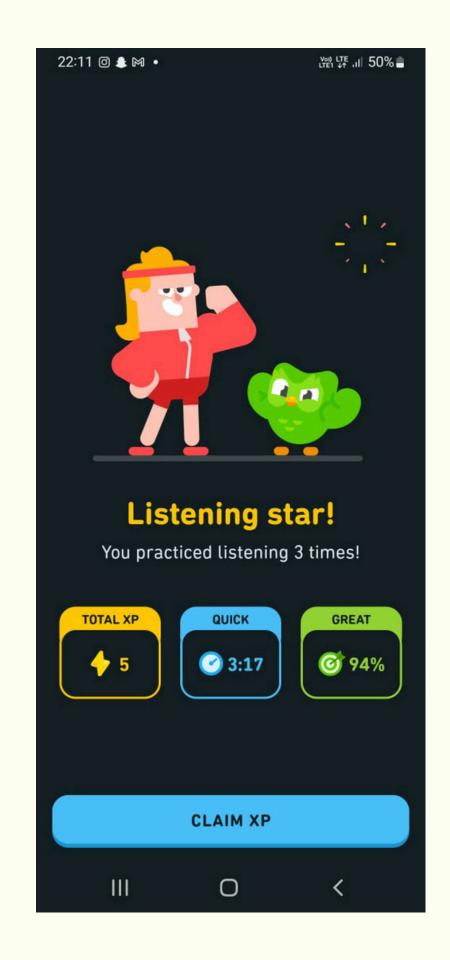
PEAK-END RULE

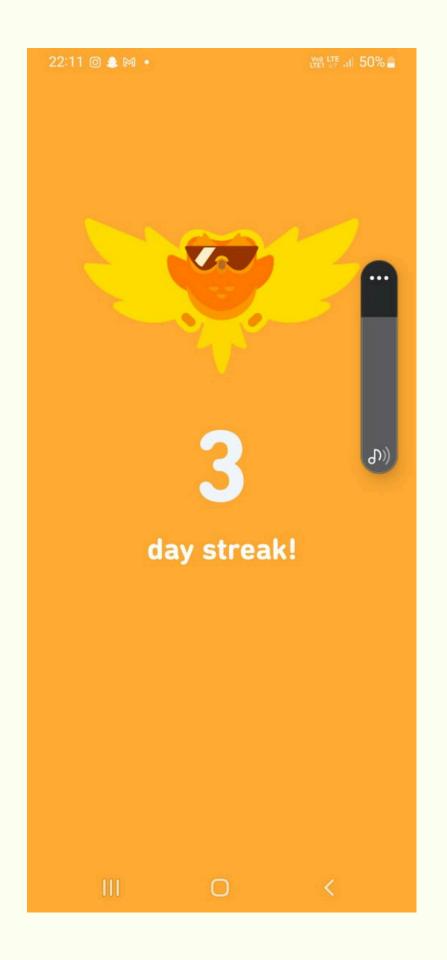
People judge an experience based on its most intense moment and the end, rather than the total experience.

When completing lessons, users get confetti, badges, and motivational messages, creating a "peak" moment.

On completing the first lesson of the day, an animation congratulating the user on extending their streak is displayed, encouraging them to continue their streak.

After every group of lessons completed, users receive a double experience boost for some amount of time, encouraging them to keep going.





AESTHETIC USABILITY EFFECT

Duolingo's vibrant colors, friendly animations, and simple layout create a visually pleasing experience.

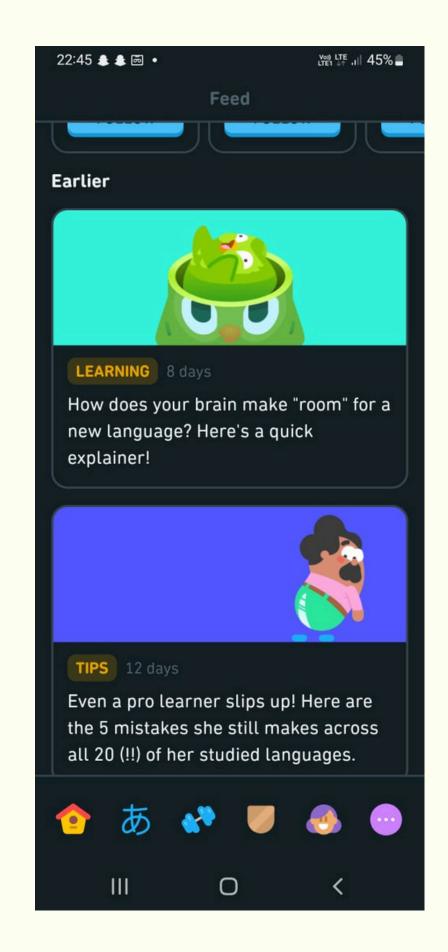
02

The owl mascot adds charm and approachability to the app.

Users perceive aesthetically pleasing designs as easier to use.

03

The app avoids clutter, focusing on essential elements to maintain a clean, modern look.







THANKYOU