

PM 5.0 Week-2 Assignment: Duolingo

Problem Statement

Imagine you are the founder of Duolingo and want to launch your MVP into the market, what steps would you take?

Perform a teardown of Duolingo to analyse all of its features and prioritize them for MVP using RICE and KANO models, then develop a GTM strategy for the MVP keeping in mind the current market scenarios and competition.

Tasks :

1. Product Teardown

- Document all the features of the app

2. Feature Prioritization

- RICE Framework: Score features on Reach, Impact, Confidence, Effort
- KANO Model: Classify as Attractive, Performance and Must be with appropriate reasons
- Define MVP feature set (also keep in mind, things like budget expenses as your MVP is completely bootstrap and implementing some features might be heavy and expensive for your server)

3. GTM Strategy

- Then, develop a GTM strategy for the MVP, keeping in mind the current market scenarios and competition.

4. Key Success Metrics

- At the end, define success metrics to measure your overall success in the initial months of launch.

Deliverables

1. List of all the current features in Duolingo
2. Prioritisation using RICE & KANO
3. Based on this, finalise which features you will keep in MVP
4. Develop a GTM strategy focused on viral growth and community building
5. Define success metrics

Submissions

1. Submit a doc having all the above deliverables

All the best and keep learning 👍