Duolingo's Watch Feature

This feature would reside in Duolingo's "Skill Practice" section as a 'super feature'. It will serve as a hub where users can enjoy movies and shows while integrating language learning. By watching with bilingual subtitles and interactive annotations, users actively acquire vocabulary, reinforce their learning, and engage with authentic language context.

Skill practice

SUPER

Mistakes
30+

Words

Listen

Speak

Watch

Identifying the Unmet Need

Problem

Many learners struggle with language retention due to a lack of engaging, immersive practice that feels like "real-world" use.

Hypothesis

Users will find language learning more engaging and efficient when it's integrated into enjoyable, real-world media. This approach could lead to improved language retention, as users associate vocabulary with contexts they find memorable. We anticipate an increase in user engagement and longer app sessions.

Opportunity

Provide users a fun way to reinforce and expand vocabulary by connecting learning with media they enjoy, blending entertainment and language acquisition.

Proposed Solution

Goals

- <u>Cultural Immersion:</u> Allows users to learn language in context through authentic movies and shows from native-speaking regions.
- <u>Enhanced Vocabulary Practice:</u> Integrates vocabulary learning with entertainment for a fun, memorable experience.

Strategic Impact

- <u>Boosts Engagement:</u> Blends learning with entertainment to increase user satisfaction and retention, enhancing long-term value for Duolingo.
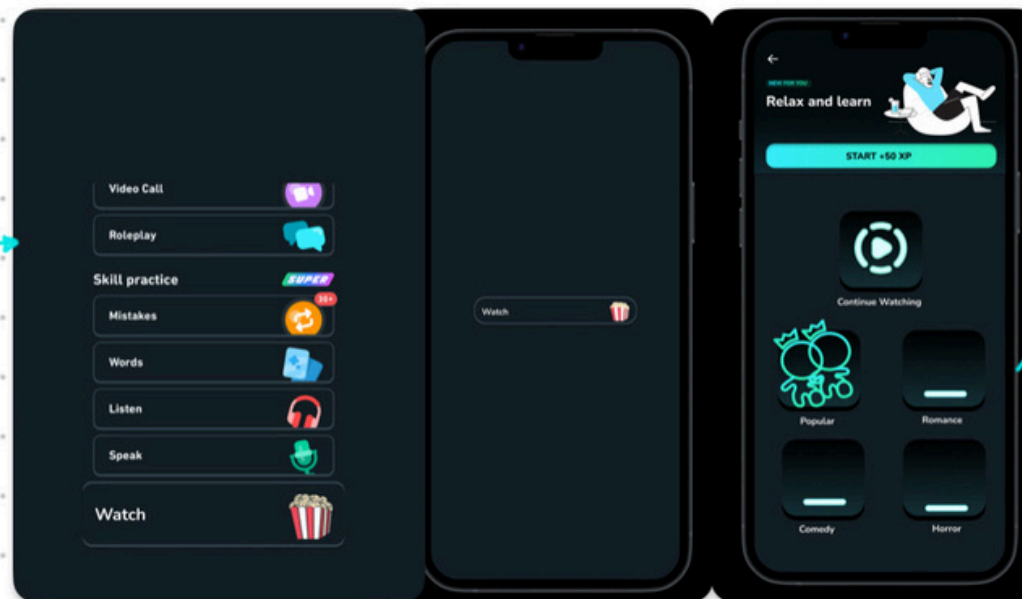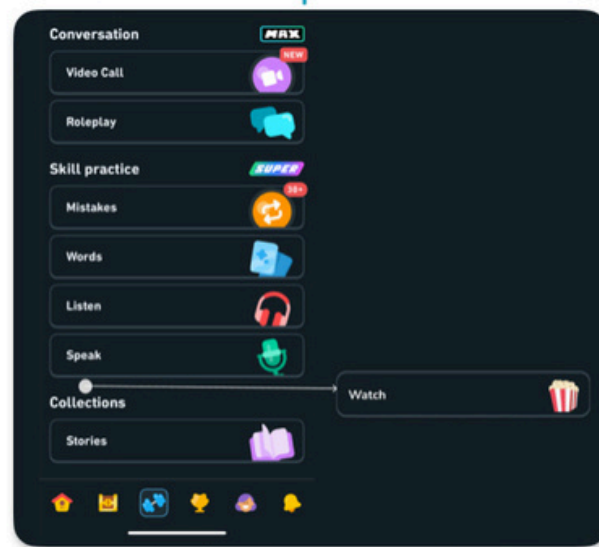
Key Features

- <u>Localized Content:</u> Offers genres like Comedy, Drama, and Documentaries in the user's target language, helping users experience regional dialects and expressions.
- <u>Dual-Subtitle Customization:</u> Users can toggle between their native language and target language subtitles, or display both, for adaptable comprehension.
- <u>Pinning for Review:</u> Users can "pin" words and clips while watching, storing them in a dedicated "Pins" section within the Review tab for easy access.

Review Section

- <u>Flashcards, Pins, and Activities:</u> Provides personalized review with flashcards of pinned words, saved clips, and interactive vocabulary games.
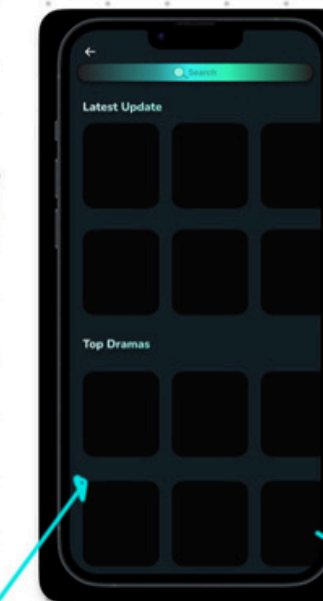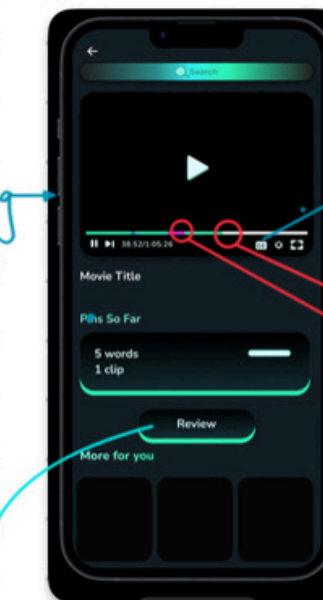
UI MOCKUP BOARD

The Proposed Addition

Conversation **MAX**
- Video Call
- Roleplay

Skill practice SUPER
- Mistakes
- Words
- Listen
- Speak

Collections
- Stories
- Watch

Where it will live inside the app.
"no conflicts expected for now"

- Video Call
- Roleplay

Skill practice SUPER
- Mistakes
- Words
- Listen
- Speak

Watch

Landing Page containing
- Continue Watching Tab
- Genres to Choose From
- Review Tab

Relax and learn
START +50 XP
Continue Watching
- Popular
- Romance
- Comedy
- Horror

More for you
- Sci-fi
- Drama
- Thriller
- Animations
- Others
- Search

Review

Latest Update

Top Dramas

Movie/Series/Show Options to choose from

Streaming Platform.

Movie Title
Pins So Far
5 words
1 clip
Review
More for you

What have you learnt?
- Flashcards
- Pins
- Activity

Subtitle feature that allows users have both their target and an native language on the screen or just one of them
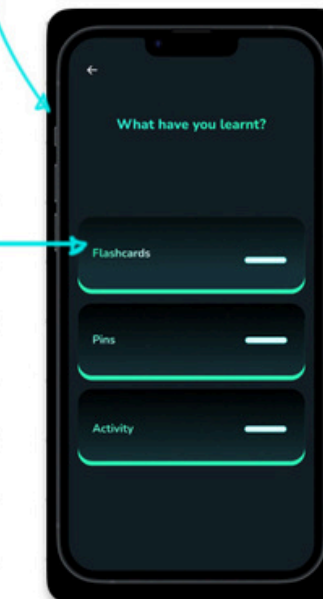
Purple color patch indicates that clips have been saved at that time stamp (* these are expected to be bigger than the blue ones*)

Blue color patch indicates that words have pinned at that time stamp of the movie or episode

* Updated Counts on how many pins you have so far. This helps users to track their learning efforts and progress

→ Generated by the Duolingo App

→ Personalized by user.

→ Duolingo's Regular Activities but intended to review/freshen up on knowledge gained from this feature

Validation and Testing

Next Steps...

Hypothesis Validation

Pilot Testing
We'll start with a limited rollout of the "Watch" feature to intermediate users in popular languages (e.g., Spanish, Korean) to gauge initial interest and usability.

User Feedback
Through surveys and interviews, we'll capture insights on engagement, perceived value, and vocabulary retention to ensure the feature aligns with learning goals.

Engagement Tracking
Analyze time spent in "Watch" sessions versus traditional lessons to confirm the feature's appeal and educational benefit.

A/B Testing Plan

Comparison Groups
- Group A: Full "Watch" experience, including dual subtitles, pinning, and review options.
- Group B: Standard Duolingo experience, without access to the "Watch" feature.

Metrics to Track
- Engagement: Measure average time spent on the "Watch" feature versus standard practice sessions.
- Retention & Return Rate: Track how often "Watch" users return to the app, aiming for higher long-term retention.
- Pin & Review Activity: Monitor how frequently users pin vocabulary and revisit it, highlighting user commitment to personalized learning.
- Learning Progress: Assess vocabulary recall improvements through quizzes to confirm learning impact

The indicators of success for this product would be **increased user engagement/consistency and **enhanced vocabulary recall.
**An uptick in app usage and return rates among "Watch" users, indicating a more engaging experience.
**Higher recall rates among users who actively use pins and reviews, confirming that the "Watch" feature aids language retention.