PRODUCT BREAKDOWN

duolingo

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About Duolingo

Duolingo is a language learning application which uses gamified method to encourage the users to learn and enjoy learning the language at the same time. The application provides a vast option of languages to learn. It can be used to learn simple vocabulary and sentences for a well-rounded knowledge of the target language. It teaches Beginner - Intermediate level of languages and helps understand user the basics of the language.

Mission Statement:

"We're here to develop the best education in the world and make it universally available. Our global team works together to make language learning fun, free, and effective for anyone who wants to learn, wherever they are."

Competitors

Statistics

56 Mil MAU   575 Million   6.4 Billion   4.7

Values and Principles

1. Learners first

"Our mission and reason for existing is to make sure everyone in the world has access to high-quality education."

2. Test Everything

"We measure and test everything so we can make informed decisions based on data."

3. Strive for excellence

"To change how the world learns, we must do world-class work. From the people we hire to the features we ship, we never settle for just okay."

SWOT Analysis

Strength
1. User Friendly Interface
2. Gamified Learning
3. Free Access
4. Mobile Availability
5. Diverse Language

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Weakness
1. Limited Depth
2. Lack of personalization
3. Less Feedback
4. Overemphasis on Translation

Opportunities

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1. Expanding language offerings
2. Partnerships with institutions
3. Corporate Training
4. Building Community

Threats
1. Intense competition
2. Evolving User Preferences
3. Monetization Challenges

User Persona

Name: Mario Linguini, 30

Gender: Male

Occupation: Plumber

Spouse: Peach, 28

Education: High School Diploma

Location: Mushroom Kingdom

"Let's-a go!"

Background:

Mario Linguini is a 30-year-old plumber and the iconic character of the Mario Bros franchise. In addition to his adventurous spirit, he has a strong desire to expand his linguistic skills. Having traveled to different regions and encountered various languages throughout his video game adventures, he now wants to learn a new spoken language to communicate with different characters and cultures he encounters along the way.
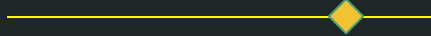
Skills:

Plumbing and Fixing

Athleticism

Versatility

Motivation:

Mario Linguini is determined to learn a new spoken language to improve communication and deepen his understanding of different cultures during his adventures

Goals:
1. Learning new language
2. Engaging with different language speaking people
3. Globalise plumbing business
4. Communicate easily with Princess peach

Needs and Expectations:
1. Beginner friendly app
2. Audio and Pronounciation support
3. Mobile app for portability
4. Fun and hooking app

Pain Points:
1. Never learnt a new language
2. Cannot remember new words
3. Age makes learning challenging
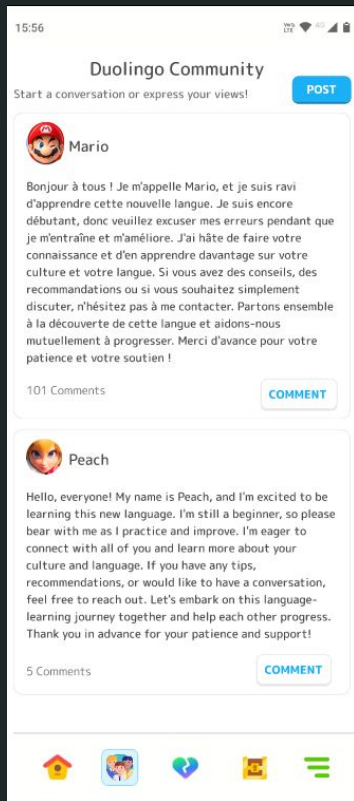4. Lack of immersion and motivation

Personality:

Introvert — Extrovert

Fickle — Loyal

Passive — Active

Software and Apps:

Feature - Community

Page for community engagement and threads

Just like Duolingo Friends, another tab could be added into the main navigation bar as "Community". This community will further have sub features like:-

1. Community Hub
2. Language Exchange
3. Community Challenges
4. Language events
5. Tutors and Mentors

These sub features will add up to form a different section in the dashboard altogether.

Bringing like minded people on a same page will create better user interaction and engagement giving opportunity to increase retention and revenue generation.

Metrics to track and Success

Here are some points to measure the success of Community Page

1. **Active Users**: Monitor the number of active users, shows the popularity and adoption of the feature.

2. **Posts and Comments**: Track the total number of posts and comments, reflects user participation and the overall level of community engagement.

3. **Discussion Interactions**: Measure the number of interactions, helps assess the level of engagement and the quality of discussions taking place.

4. **Community Moderation**: Assess the effectiveness of community moderation

5. **Social Sharing**: Monitor the number of shares and mentions. This metric can indicate user satisfaction and the willingness of users to promote the feature to their networks.

6. **User Feedback**: Monitor user feedback through surveys, ratings, or feedback forms to gauge user satisfaction

Thank You!