Project Overview: Duolingo for Real-Life Skills

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1. What is this app?

A gamified learning platform that helps users learn real-world, practical skills in short, interactive lessons. Inspired by Duolingo's model, the app replaces traditional, boring lectures with fun, bite-sized, habit-forming experiences that teach people essential life skills in a more engaging way.

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2. Core Concept

- A library of **self-paced, gamified courses** on real-life skills
- Each course is broken into short interactive lessons (2–4 minutes each)
- Every lesson rewards users with XP, badges, and streaks
- Focus on **learning by doing**, not passive watching

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3. Target Audience

The app is for anyone willing to learn life skills in an engaging way.

Demographics:

- Age: 16–45 (core: 18–35)
- Students, early professionals, lifelong learners

Psychographics:

- Curious and self-driven
- Feels school didn't teach them practical skills
- Fans of microlearning and gamification

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4. Examples of Courses

Each course is a series of short lessons with increasing complexity. Example:

Course: Personal Finance 101

- Lesson 1: What is a Budget?
- Lesson 2: Income vs. Expenses
- Lesson 3: 50-30-20 Rule
- Lesson 4: Emergency Funds
- Lesson 5: Saving vs. Investing

Other future course categories:

- Basic Design Principles
- Emotional Intelligence
- Job Hunting & Resumes
- Understanding Taxes
- Productivity & Time Management

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5. Core Features (MVP)

- **Course Library**: Scrollable list of available courses
- **Gamified Lessons**: Each lesson has interactive quizzes (tap-to-select, drag-and-drop, fill-in-the-blank)
- **XP & Streaks**: Users earn experience points and daily streaks to stay motivated
- **Progress Tracking**: Dashboard showing progress in each course
- **Push Notifications**: Optional daily reminders to complete lessons

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6. What it's NOT (at MVP stage)

- Not a social media platform
- No community chat or comments
- No user-generated discussions
- No advanced skill trees or branching logic (yet)

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7. Why This, Why Now?

- Millions of young people globally are entering adulthood with little understanding of essential skills
- Traditional platforms (YouTube, Coursera, Skillshare) lack structure and engagement
- There's a growing culture of microlearning, habit-tracking, and dopamine-based gamification (Duolingo, Headspace, Blinkist)

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8. Immediate Priorities

1. Build one complete course (e.g. Personal Finance 101)
2. Design a Course Creation Template
3. Prototype the lesson interaction format
4. Build mockups for app onboarding, course selection, and a lesson demo

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9. Future Possibilities (Post-MVP)

- Skill Tree structure

- Creator Studio to let verified users create and publish courses
- Certification or badges for completed courses
- Leaderboards or light social elements
- Mobile app version

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10. Vision

A world where every individual, regardless of background, can learn essential life skills in a way that's fun, easy, and feels like a game — not a classroom.

> "We're not trying to teach everything. Just the things that matter most, in the way people love to learn."