



Favorite Product: Duolingo

Duolingo has long been my favorite tool, not just for its comprehensive language courses, but because it connects deeply with my childhood passions. Growing up enchanted by anime and Asian dramas, I was drawn to the melodious sounds of Japanese, the rhythmic beauty of Korean, and the elegance of French. Duolingo brings those languages from my screen into my reality, making learning flexible and fun. Its gamified approach keeps me coming back, turning what could be a chore into a delightful daily challenge. It's more than just an app; it's a gateway to the cultures that shaped my earliest fascinations.

WHY?

Before Duolingo

There were many resources available for me to learn new languages. As I ventured into the realm of language learning, I initially sought guidance from various sources: YouTube videos for pronunciation, detailed websites for grammar rules, and textbooks for vocabulary. However, I soon found myself overwhelmed because of the following reasons.

- **Fragmented Learning Sources:** Each resource (YouTube, websites, textbooks) had its focus, leading to a disjointed learning experience.
- **Tracking Difficulties:** Managing progress across multiple platforms was overwhelming and time-consuming.
- **Lack of Interactivity:** Traditional methods often focused heavily on repetitive grammar drills, lacking engaging, interactive elements.
- **Limited Practical Application:** Despite extensive studying, applying the language in real-world conversations felt unattainable.

- **Cultural Disconnection:** The resources provided little exposure to the cultural nuances of the language, making it hard to fully appreciate and understand the linguistic context.
- **Decreased Motivation:** The cumbersome nature of coordinating various learning tools sapped my enthusiasm, turning an exciting endeavor into a tedious task.

After Duolingo

Duolingo changed my life when it came to learning new languages. I was delighted to have a product that solves my problems effortlessly and seamlessly.

Duolingo has solved my language learning struggles, transforming a once fragmented and overwhelming process into an engaging and cohesive journey. Here's how it addressed my specific challenges:

- **Integrated Learning:** Duolingo combines grammar, vocabulary, and conversation practice all in one platform, eliminating the hassle of using multiple disjointed resources.
- **Personalized Pace:** The app customizes lessons according to my learning speed and progress, which helps me grasp challenging aspects of the language without feeling rushed.
- **Gamification:** Earning points and competing in leagues makes the learning process thrilling. It's a fun way to stay motivated and committed to my daily lessons.
- **Practical Usage:** With interactive stories and speaking exercises, I practice real-life conversations, enhancing my speaking and comprehension skills.
- **Cultural Insight:** Including cultural nuances within lessons enriches my learning experience and deepens my connection to the language and its origins.
- **Consistent Practice:** The lessons are short enough to fit into my busy schedule, making it easy to maintain consistency in my practice.
- **Renewed Enthusiasm:** Duolingo has rekindled my passion for languages, reminding me of the joy I felt watching foreign films and anime as a child.

Thanks to Duolingo, my language fluency journey is filled with excitement and progress, blending education with cultural exploration in a way that traditional methods never could.

How will I improve Duolingo?

*As I evaluated Duolingo's strengths and opportunities, I focused on a key goal: **increasing engagement among business users in India**—a growing market segment with distinct needs.*

Duolingo is already a well-established platform with a strong user base. However, to sustain growth and deepen engagement, I propose these key enhancements:

Expand Business-Specific Language Offerings:

Introduce tailored courses with business vocabulary, industry-specific scenarios (finance, healthcare, technology), and practical dialogues for corporate environments. This will help professionals apply language learning directly in their work.

Flexible Learning Modules:

Provide adaptive learning pathways that accommodate varied schedules. Users can choose between accelerated learning (intensive mode) or self-paced modules.

Advanced Tracking and Reporting Tools:

Enhance analytics for progress tracking, allowing business users and their employers to measure outcomes (e.g., fluency levels, certifications earned). This will integrate seamlessly with professional development goals.

Integration with Corporate Learning Systems:

Develop APIs to connect Duolingo with Learning & Development platforms (e.g., LMS), making it easier for companies to integrate Duolingo into employee training programs.

Expand Certification Options:

Currently, Duolingo offers only the English certification. By introducing certifications in additional global languages (e.g., Spanish, Mandarin, French), Duolingo can position itself as a premier platform for professional upskilling.

GOAL

Duolingo is the preferred application used worldwide for language learning. Some competitors like Babbel and Memrise have a good customer base.

Duolingo's mission is, **"to develop the best education in the world and make it universally available"** and I think at this stage of the product, customer retention through increased engagement is a sound goal. So, I will be focusing on **increasing engagement**.

USER SEGMENTATION

Diving into the user segments for Duolingo, specific to India they can be segmented into the following:

User Type	Characteristic
Power User	An active user who uses Duolingo daily. This can include enthusiastic linguists aiming to learn new languages for growth or audiences like me who want to consume content in a different language and want to learn.
Core User	This would include people who use it for leisure purposes and return to it when they want to and don't have a high usage frequency.
Business Users	A lot of multinational corporations encourage their employees to learn additional languages, as this increases their professional portfolio

Prioritizing a certain user segment

Power users have a very high engagement factor and stay engaged. Core users who use it for leisure will be a scattered segment to focus on to drive engagement.

Hence, **I want to focus on Business Users** as this is an ongoing trend and is likely to gain more market traction. This segment of users is ever-growing and with businesses going global, cultural and language differences need to be overcome. This market trend is ever-increasing and will give Duolingo the advantage of having more users and retaining them in the long term.

PAIN POINTS FOR BUSINESS USERS

For business users using Duolingo to learn new languages, the following pain points address their specific challenges:

1. **Professional Vocabulary and Verbiage:** Duolingo's general courses may not cover specific business terminologies or professional dialogues required in corporate settings.
2. **Flexible Learning:** Busy professionals need more flexible learning options that can adapt to their schedules and allow for both intensive and sporadic learning periods.
3. **Progress Tracking:** Business users often require advanced tracking and reporting features to evaluate their proficiency and align with professional development objectives.

4. **Integration with L&D Programs:** There can be difficulties integrating Duolingo with corporate Learning and Development systems, which is crucial for aligning with internal training goals.
5. **Limited Certification Options:** Currently, Duolingo only offers the Duolingo English Test. Business users might need certification in other languages, which Duolingo does not provide, limiting its utility for professional credentialing.

SOLUTIONS

1. **Develop Business-Specific Language Courses:**
 - Description: Create tailored courses focusing on business vocabulary and scenarios across various industries such as finance, healthcare, and technology.
 - Why: This would directly address the need for professional relevance, ensuring that learners can immediately apply their new language skills in their work environments.
2. **Flexible Learning Modules:**
 - Description: Introduce flexible learning modules that allow users to learn at their own pace, perhaps with options for accelerated learning or longer, in-depth sessions.
 - Why: This flexibility would cater to professionals with unpredictable schedules, enabling them to engage with the language learning process more consistently.
3. **Advanced Tracking and Reporting Tools:**
 - Description: Enhance the analytics features to provide detailed reports on progress and proficiency, which can be shared with employers or used for self-assessment.
 - Why: More sophisticated tracking would help professionals and their employers measure the return on investment in language training, integrating it better with personal and organizational goals.
4. **Integration with Corporate Systems:**
 - Description: Develop APIs or partnerships that allow for seamless integration of Duolingo with corporate learning and development systems.
 - Why: Improved integration capabilities would make it easier for HR departments to include Duolingo in their training offerings and track employee progress.
5. **Expansion of Certification Options:**
 - Description: Beyond the Duolingo English Test, introduce certification for other popular business languages, validated by credible institutions.
 - Why: Offering certifications for multiple languages would enhance Duolingo's attractiveness to business users who need to demonstrate language proficiency for professional purposes.

PRIORITIZATION

Solution	Impact	Effort	Rank	Reason
Develop Business-Specific Language Courses	Medium	Medium	3	Including more corporate verbiage and scenarios will be preferred by corporations to introduce employees to the different scenarios.
Flexible Learning Modules	Medium	Low	4	Adding this additional feature based on the requirement will keep the user engaged with the app and the user will have his convenience.

Advanced Tracking and Reporting Tools	Low	Medium	5	Helps the organization to track progress and motivate employees through leaderboards and rewards.
Integration with Corporate Systems	Medium	High	2	A partnership with corporations will increase engagement as employees will be encouraged to use Duolingo and ultimately revenue increment.
Expansion of Certification Options	High	Medium	1	At present, only English certification is provided, adding more global language certifications will increase users and engagement.

METRICS

To begin with metrics, my **North Star** metric would be **“Engaged Business Users”** as this metric aligns directly with Duolingo's goals of expanding into corporate language learning markets and increasing the usage and effectiveness of their product among professionals.

A description of the sub-metrics that can be used to track success are:

Metric	Description
Net Promoter Score (NPS)	Survey-based metric that assesses users' likelihood to recommend Duolingo to colleagues or other businesses. It will be helpful to evaluate overall user satisfaction and the perceived value of Duolingo among business professionals.
Certification Acquisition	The number of users obtaining new certifications offered for different languages. It helps to measure the appeal and utility of new certification options in supporting professional advancement.
Usage Frequency	Number of times users log in and engage with lessons weekly or monthly. To gauge how well the flexible learning modules meet the needs of users with varying schedules.
Integration Effectiveness Score.	Measures the percentage of targeted corporate clients who have integrated Duolingo's API into their systems. Assesses the satisfaction level of end-users and corporate clients with the integration. This could be collected through surveys asking about ease of use, relevance of language content, and overall satisfaction with the learning experience.

SUMMARY

So, summarizing the entire process, I was talking about my favorite product Duolingo, and how I would improve it for business users in India with the ultimate goal of increasing engagement through new features and plans.

I focused on implementing offerings to include more certification options for globally used languages that business users can use to showcase their fluency and gain more exposure to the language and culture and grow in their careers through exciting opportunities.