Proposed Product Feature changes @ Lingopanda

1. Feature: Home Page Optimization
Observation:
- The weekly progress column is non-interactive and takes up 20% of the screen.
- Users can directly start any class, reducing the motivation to follow daily tasks.
- No clear navigation to premium features from the home page.

Proposed Change:
- Make the weekly progress column interactive, displaying a detailed progress breakdown when tapped.
- Introduce a structured daily roadmap, ensuring users complete tasks in order rather than skipping ahead.
- Add a persistent premium navigation button in the header or footer to make upgrading easier.

Impact:
- Users will have better engagement through progress tracking.
- Encouraging daily structured tasks will improve habit formation, increasing the likelihood of trial conversion.
- Increased visibility of the premium option will improve trial sign-ups.

2. Feature: Gamification & Competitive Elements in User Reports
Observation:
- Reports are plain and lack motivation for long-term engagement.
- No scores, badges, or rewards to incentivize learning.
- Users cannot compare progress with other learners.

Proposed Change:
- Introduce scores, milestone badges, and performance graphs in user reports.
- Add levels and leagues where users compete and progress through learning stages.
- Provide global average scores, allowing users to compare their performance with peers.

Impact:
- Higher retention due to the addictive nature of competition.
- Users will be more motivated to continue using the app, increasing the likelihood of purchasing premium.
- Social proofing will create FOMO (fear of missing out), driving trial conversions.

3. Feature: Smarter Premium Upsell via Restriction Management
Observation:
- The app completely blocks feedback, frustrating users instead of encouraging trials.
- No voluntary flow for users to explore premium features.
- Forcing users to purchase premium without providing value first leads to high drop-off rates.

Proposed Change:
- Instead of outright restriction, implement a rechargeable "life" system (e.g., limited retries per day, refilled over time).
- If a user makes multiple mistakes, suggest a premium for unlimited retries instead of hard-blocking access.

- Introduce a reward system where users can earn "lives" or "coins" for revisiting mispronounced words.

Impact:
- Longer app engagement through gamified interactions.
- Users will organically feel the need for unlimited access, making trial conversion more natural.
- Reduced frustration, increasing the likelihood of user retention.

4. Feature: Monetization via In-App Purchases & Virtual Currency

Observation:
- Once the free trial is used, users have no motivation to continue without buying premium.
- There is no alternative monetization strategy beyond subscriptions.

Proposed Change:
- Introduce purchasable in-app currency (coins) that users can buy to regain streaks, buy lives, or unlock bonus content.
- Users who don't want a full subscription can still engage via smaller, one-time purchases.
- Offer limited-time discounts on premium for users who have engaged for long periods but haven't converted.

Impact:
- Users who are not ready to buy premium will still contribute to revenue via microtransactions.
- Offering discounts based on behavior increases the likelihood of conversion.
- More flexibility for users who don't want long-term commitments.

5. Feature: Social & Community Engagement for Higher Retention

Observation:
- The app lacks peer interaction or social elements.
- Learning is isolated, reducing engagement over time.

Proposed Change:
- Add a friends & leaderboard system, allowing users to add friends, track progress, and compete.
- Introduce challenges where users can earn points for daily streaks and premium users get extra perks.
- Allow users to share their progress on social media, incentivizing engagement.

Impact:
- Increased retention through social commitment (users are more likely to continue if friends are involved).
- Higher trial conversion as users get competitive and want additional features.
- Viral potential as users share their progress, attracting more downloads.

Link of UX Flow Design after proposed changes.

Link: https://miro.com/app/board/uXjVLItAQJk=/?share_link_id=974726805743