

NEW FEATURE PROPOSAL:

# LANGUAGE EXCHANGE CHATROOM



FACILITATING REAL-TIME LANGUAGE PRACTICE FOR DUOLINGO USERS

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## PROBLEM STATEMENT

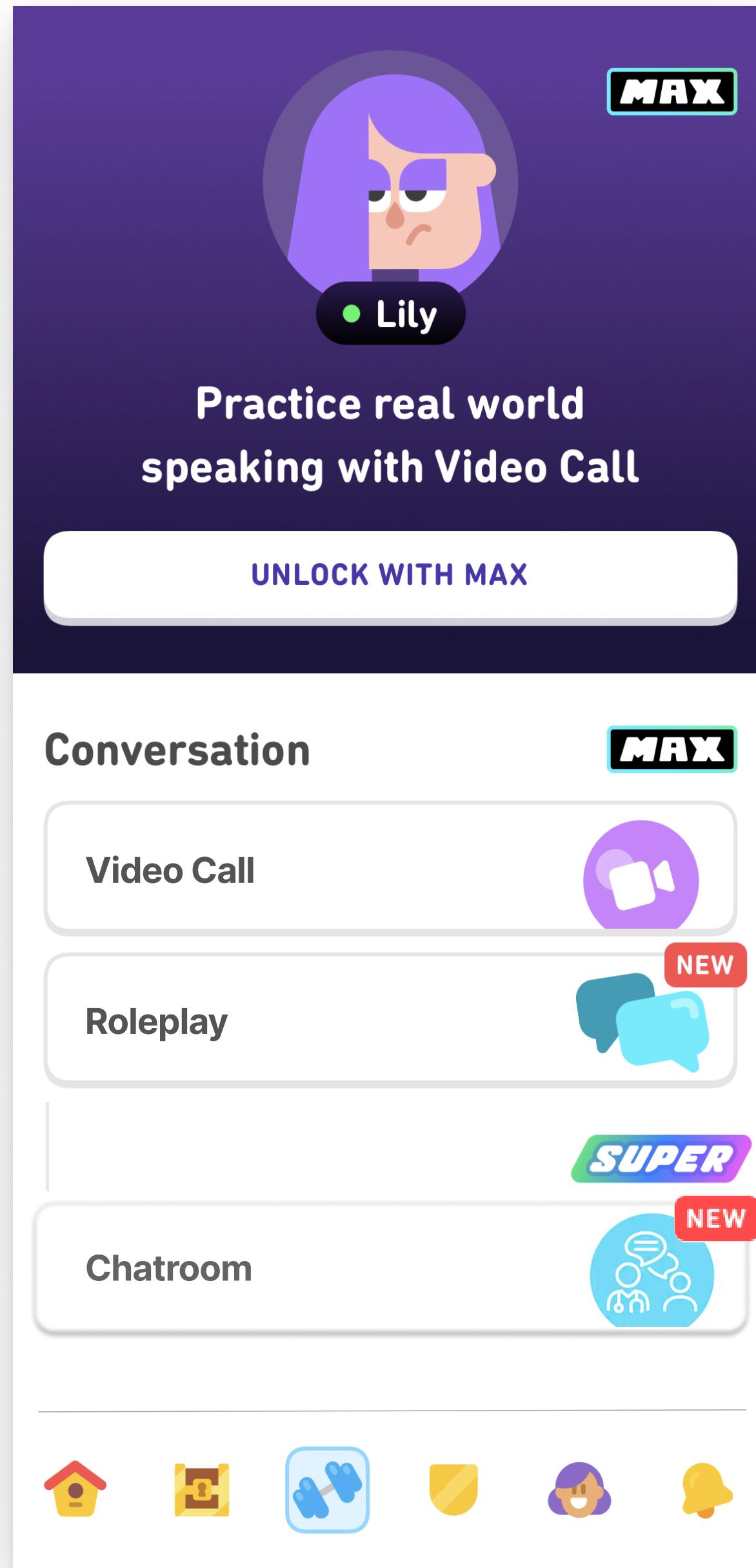
- There is no current opportunity for users to engage in direct chats with others to practice speaking whenever they want.
- Many intermediate users have complained that daily pronunciation/conversation practice is not adequate in the app and they have had to find supplementary resources to reach full language proficiency.

## USER FEEDBACK

- Desire for a platform within Duolingo to practice conversational skills with real users.

## GOAL

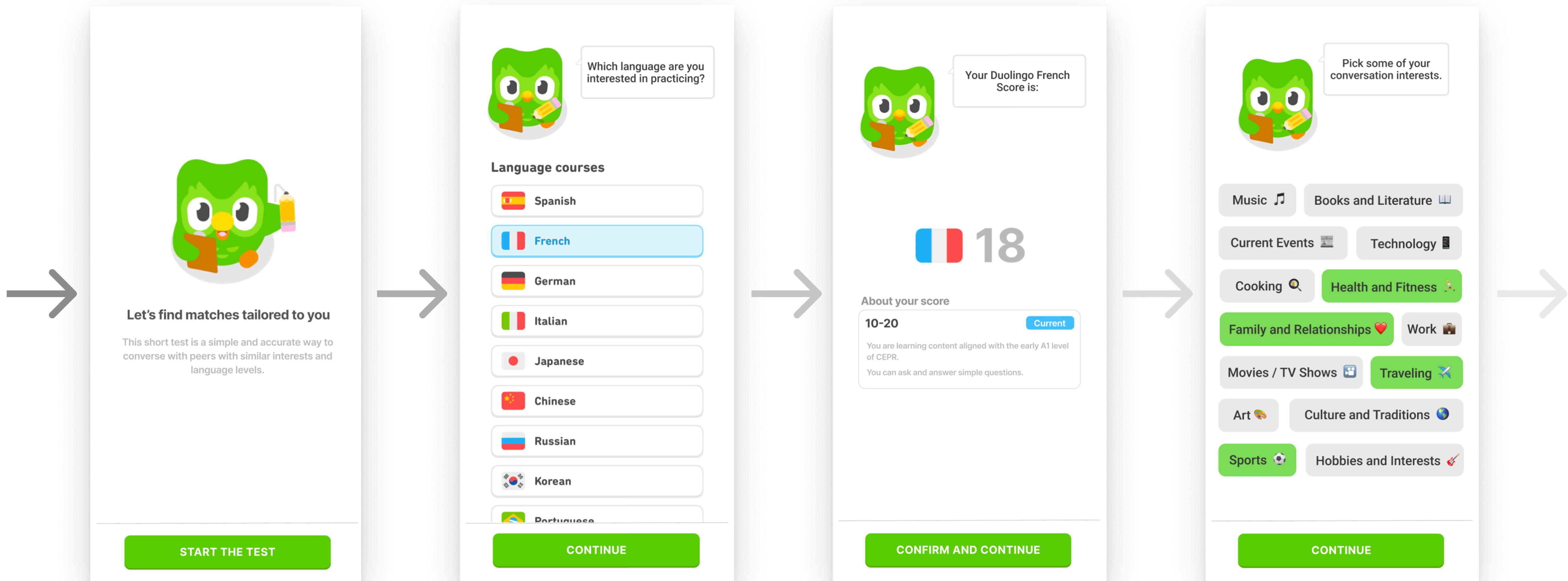
- Increase user retention of intermediate users by fostering regular engagement, building a supportive community, and enhancing language learning through meaningful peer interactions.



# PROPOSED FEATURE OVERVIEW

FEATURE NAME	DESCRIPTION	LOCATION IN APP
Language Exchange Chatroom	<ul style="list-style-type: none"><li>Users can connect with peers and native speakers for real-time chat.</li><li>Themes and vocabulary topics provided for guided conversation.</li></ul>	<ul style="list-style-type: none"><li>A dedicated button in the “Skills” tab under “Conversation” called <b>Chatroom</b>.</li><li>Placed under “Super” for availability to “Super” feature subscribers.</li></ul>

# USER ONBOARDING PROCESS



## BEGIN SHORT TEST

When the user clicks the “Chatroom” button in the Skills tab, it directs them to this quiz page.

## CHOOSE DESIRED LANGUAGE

User chooses language they would like to practice with matched user.

## CONFIRM SCORE

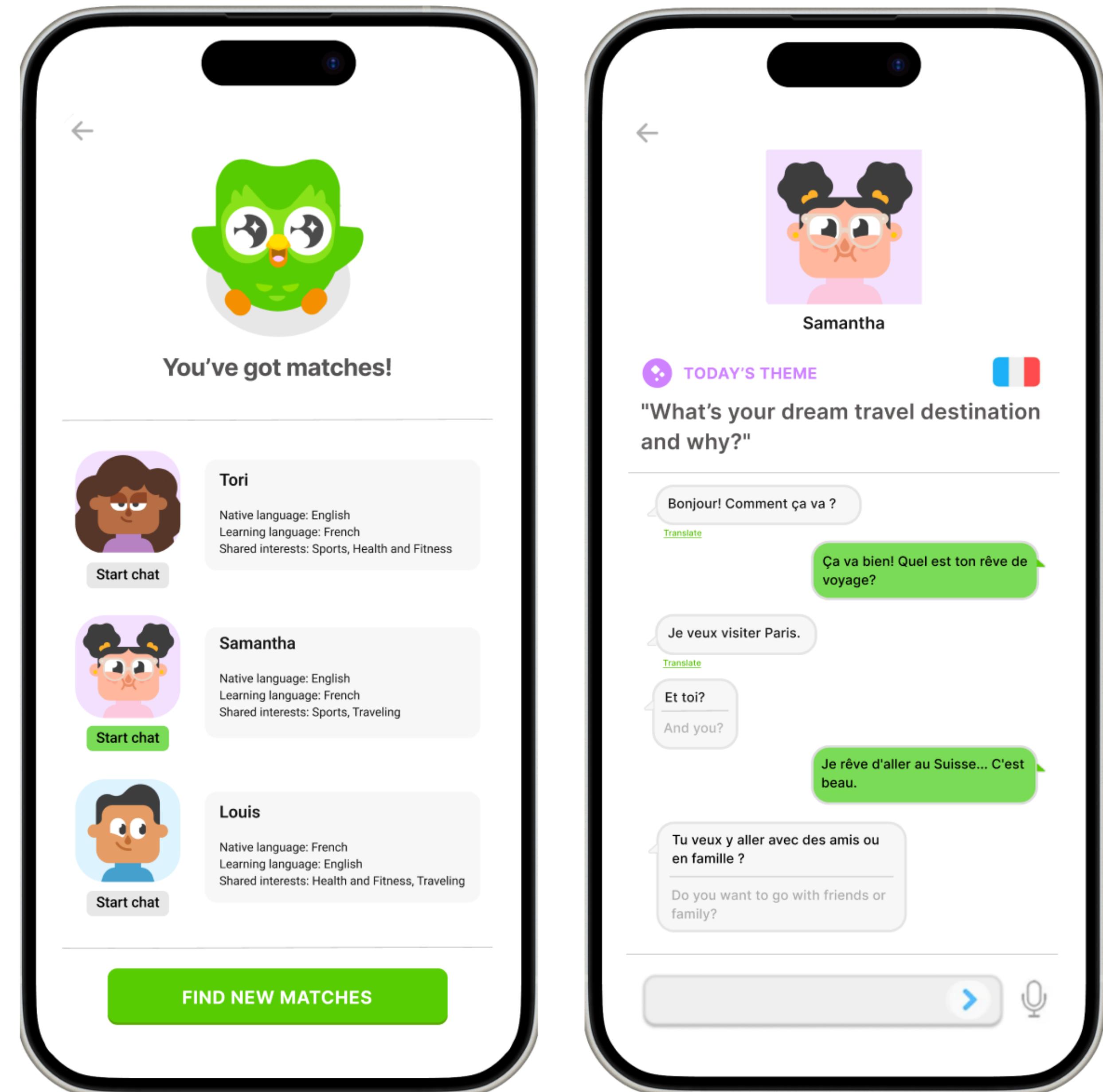
Shows current Duolingo score for language selected, matched users will be in the same score range.

## SELECT CONVERSATION TOPICS

Duolingo will choose matches and create prompts based on common interests.

# MATCHES & THEME PROMPTS

- Users are matched with three compatible language partners.
  - These matches include users learning the same language or those learning the user's native language, with their own native language being the user's target language.
- Simple chat interface with a theme that changes every day and with each match.
  - Allows for speaking, listening, and writing practice in real-life contexts.
- Translate button under all messages for accessibility; helps users at slightly different proficiency levels in the given range.



## KPI IMPROVEMENTS

- **Increased User Engagement**
  - Encouraging conversations leads to longer app sessions and more frequent logins.
  - KPI: Track Daily Active Users (DAU) and Session Duration to measure engagement levels.
- **Higher Retention Rates**
  - Meaningful interactions with language partners can enhance user satisfaction and loyalty.
  - KPI: Monitor User Retention Rate over time, particularly after the chat feature is introduced.

# VALIDATION & A/B TESTING PLAN

- **Validation Hypothesis:**

- Users will choose to remain with Duolingo over other apps or external resources once they reach an intermediate level, as real-time conversation-based learning significantly enhances their speaking skills and overall language proficiency.
- **How to Validate:** Conduct a focus group with intermediate learners to assess their interest in conversation features and how they improve their speaking proficiency and motivation to stay with Duolingo.

- **A/B Testing Plan:**

- Group A: Users with access to the chatroom feature.
- Group B: Users engaging solely with standard exercises.

- **Metrics to Track:**

- Engagement Time in Chatroom
- Frequency of Chat Usage
- Improvement in conversational skills measured by section/unit assessments before and after using Chatroom feature.

# CONFLICTS & EDGE CASES

- **Edge Cases:**

- Address safety concerns; implement chat moderation and reporting tools to avoid the threat of turning the app into a messaging app.
- Consider mismatched proficiency levels; integrate existing AI functionality to provide suggestions in the chat to facilitate conversation.

- **Conflicts with Existing Features:**

- Ensure the chatroom doesn't detract from the structured learning experiences that are the focus of the app.