Product Teardown

Push Notifications

duolingo

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What is Duolingo

The Duolingo language learning app is the world's most popular way to learn languages. The company's mission is to develop the best education in the world and make it universally available.

Learning with Duolingo is fun, and research shows that it works! With quick, bite-sized lessons, you'll earn points and unlock new levels while gaining real-world communication skills.

In addition to its language learning appcore platform, the company created the Duolingo English Test, an affordable and convenient language certification option that is accepted by thousands of institutions worldwide.

Target User Segment

- Large certification platform. 🏅

- Translation service to CNN etc. 🌐

- Premium Subscription(Duolingo Plus) **duolingo PLUS**

- Display Adds

duolingo in numbers

4.8 million paid subscribers

500+ million registered users

Global Traffic Rank - 383

"As per Statista, Duolingo has 74.1 million monthly active users by Q2 2023."

Key Value Proposition

- Free of charge
- High quality language learning resources
- Available to anyone with an internet connection
- Non-conventional course presentation
- Gamified challenges
- Support of broader user community
- Low cost translations

User Persona

Lily

- Lily is a 22 year old student.
- From Bucharest, Romania.
- Accepted to a university in the U.S. for her Master's degree.
- Active user of social media platforms where she often shares her learning journey.

User Needs

- Timely Push Notifications: "Morning Motivator" - A daily morning reminder nudging Lily to kick-start her day with an English lesson.
- Cultural Bite Notifications: Flash notifications delivering bite-sized U.S. cultural idioms or slang to blend academic and cultural learning.
- Progress Check Notifications: A bi-weekly "Progress Pulse" notifying Lily of her study achievements and areas for focus.

Pain Points

- Engagement: Traditional learning platforms can become monotonous. She needs something interactive and fun to keep her engaged.
- Time Management: Between her undergraduate studies and preparations for the move, she struggles to find dedicated time to practice consistently.
- Real-world Application: She fears that learning only from an app might not prepare her sufficiently for real-world conversations in the U.S.
- Irregular Timing: "Night Owl Nudges" - Unscheduled late-night notifications disrupt her routine and motivation.

Eddy

- Eddy is a 28-year-old digital nomad.
- From Melbourne, Australia.
- Enjoys solo backpacking trips, and loves to immerse himself in local traditions when he travels.
- Eddy believes that learning the basics of a local language can make his travels more immersive and has been using Duolingo sporadically.
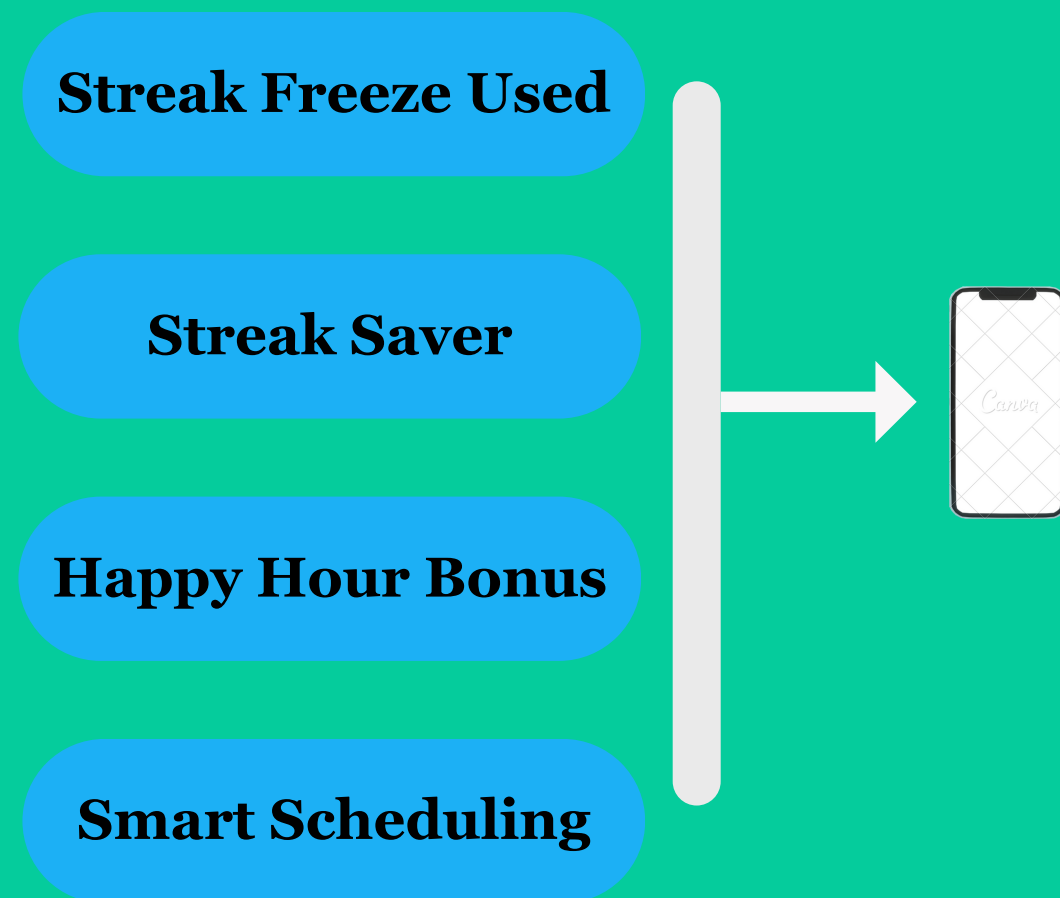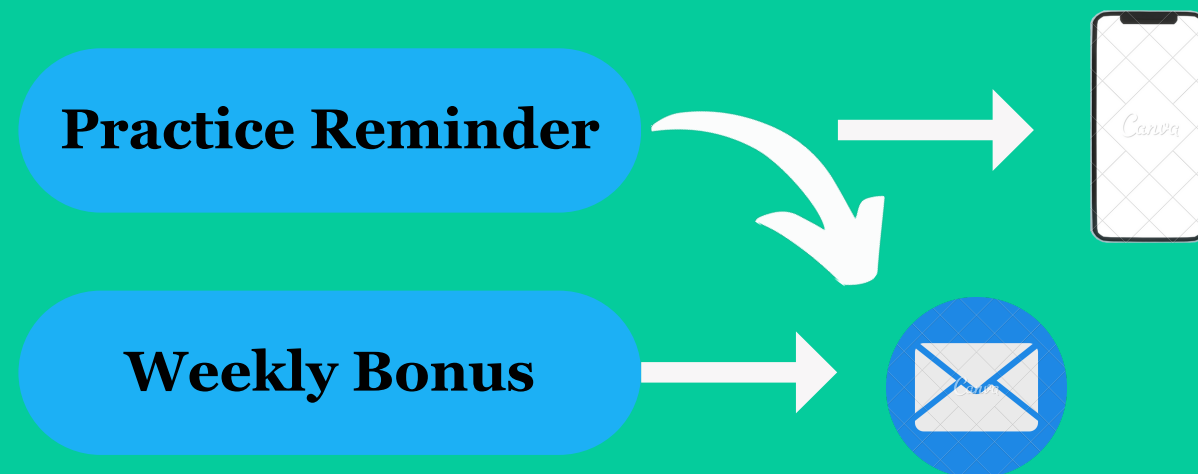
User Needs

- Quick-Learn Alerts: "Jetsetter Jingles" - Impromptu notification bundles offering crash courses for spontaneous travel plans.
- Offline Course Notifications: "Traveler's Trove" - Alerts about downloading quick modules before hitting a region with patchy internet.
- Local Interaction Invites: "Speak Like a Local" - Notifications pairing him with nearby native speakers for language exchanges.
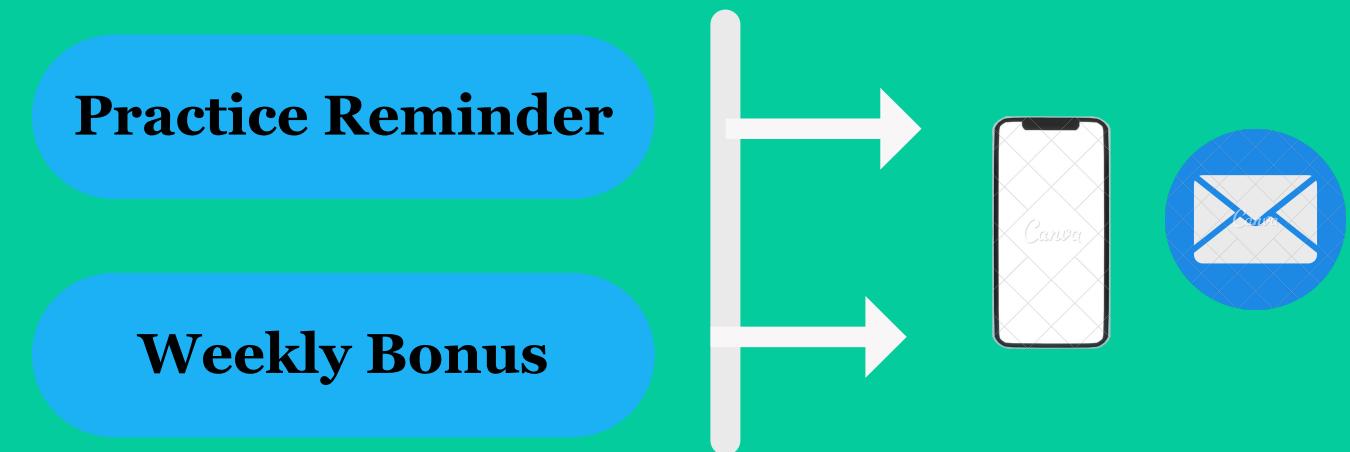
Pain Points

- Inconsistent Nudges: "Wanderer's Whims" - Random notification timings misalign with his ever-shifting traveler's schedule.
- Cultural Context: While learning the language is one aspect, understanding the cultural context behind certain phrases and words is vital for deeper interactions with locals.
- Real-world Practice: Eddy often feels that learning from the app doesn't always translate well into real-world scenarios. He wishes there was a way to get real-time feedback when he's practicing with locals.

Notifications Spread

Reminders

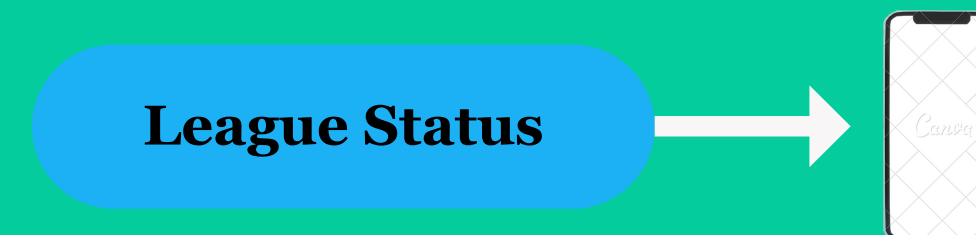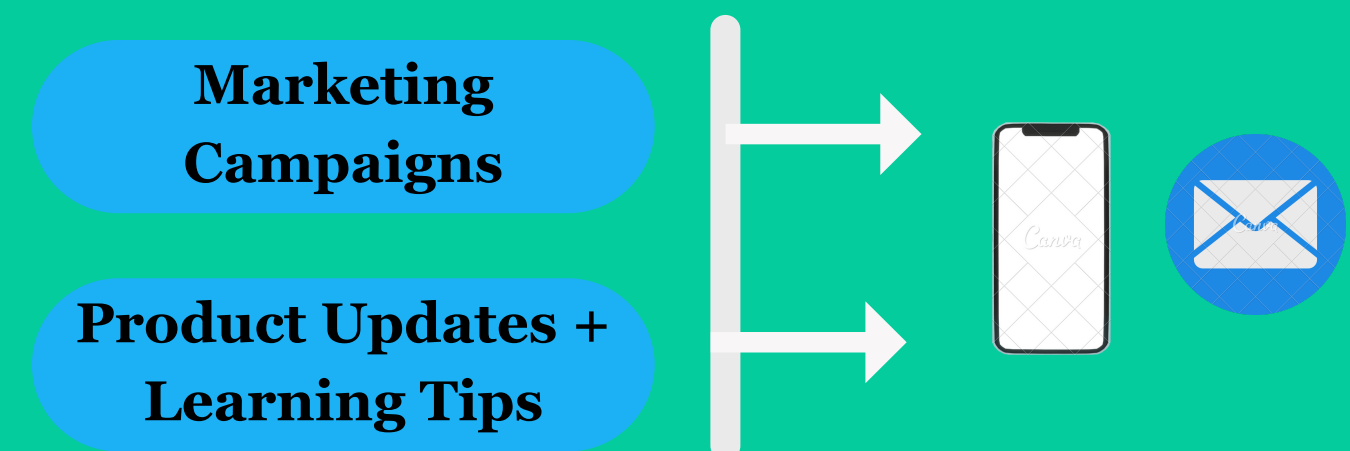Practice Reminder

Weekly Bonus

Streak Freeze Used

Streak Saver

Happy Hour Bonus

Smart Scheduling

Friends

Practice Reminder

Weekly Bonus

Leaderboard

League Status

## Announcements

Marketing Campaigns

Product Updates + Learning Tips

How the magic works

- **Urgency and Loss Aversion:** Highlighting the user's decline in progress creates a sense of urgency. People dislike losing out or falling behind, and this taps into the fear of missing a monthly achievement.
- **Clear Call-to-Action:** The user is directly prompted to take action by doing an Italian/French/Korean lesson, making it straightforward about the next steps.
- **Achievement Orientation:** The monthly badge is an extrinsic motivator, providing a tangible reward for the user's effort and consistency.
- **Curiosity and Prompt:** Posing a question piques the user's curiosity. The urge to find the answer to "맛없습니다" pushes the user towards engagement.
- **Time Specificity**: By specifying a short, 5-minute commitment, it reduces the mental barrier for the user, making them more likely to engage.
- **Psychological Mechanism**: Scarcity & Exclusivity
- **Effect**: Uses lively colors to differentiate from standard notifications, emphasizing the premium experience and triggering FOMO.
- **Retention Strategy**: Aims to convert trial users to premium subscribers by highlighting the time-limited opportunity to enjoy enhanced features.
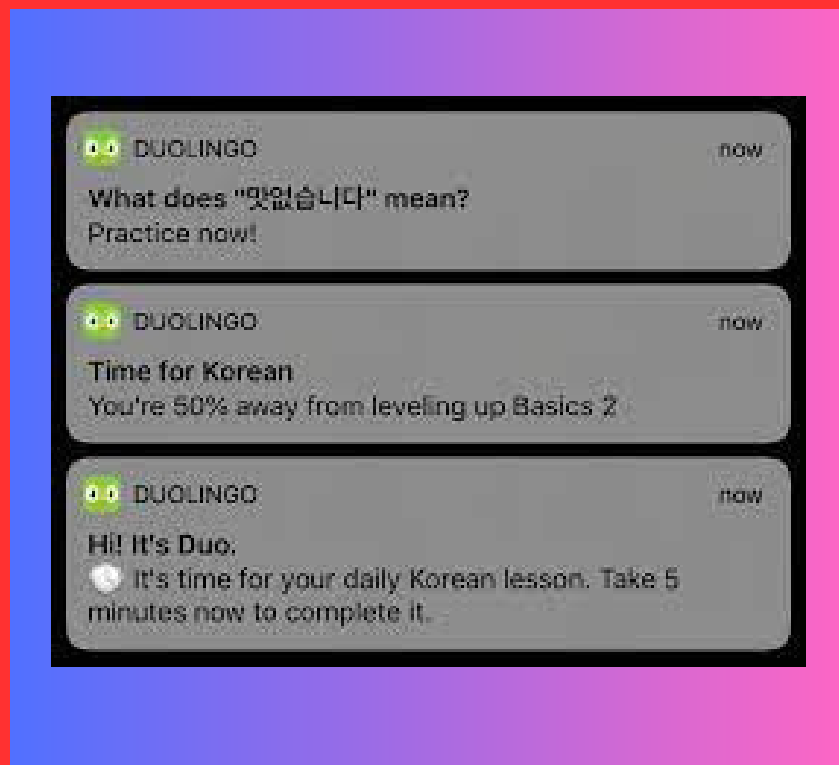
Key Suggestions

Although Duolingo has gotten almost everything right, I still have a few suggestions to make:

1) **Community Engagement Notifications:**
Highlight community milestones or active forums/discussions related to a user's current learning level or interests.
Example Notification: "Join the hot discussion: 'Challenges in mastering Korean articles'. Share your tips!"

2) **Premium Teasers:**
Periodic notifications that allow non-premium users to experience premium features for a brief period. Make these notifications vibrant and different in appearance.

3) **Gamified Notifications:**
The Idea: Introduce game-like elements in notifications themselves. For instance, a scratch-off notification where users can "scratch" to reveal a hidden word or idiom of the day.

How it Impacts Metrics:
- Boosts User Engagement and Click-Through Rate by making interactions fun and spontaneous.
- Amplifies Monthly Retention as users look forward to these unique and engaging notifications.
- How it Impacts Metrics:
- Increases Monthly Retention by letting users taste the value of premium features.
- Potentially increases conversion rates from free to premium subscription

Metrics

1) L1 Metric :

- **User Engagement Rate:** This would represent the percentage of users who return to the app after receiving a notification. It gives an overview of the effectiveness of notifications in driving user engagement.

2) L2 Metrics :

- **Click-Through Rate (CTR) of Notifications:** The percentage of notifications that are clicked upon. This gives insight into the immediate appeal and relevance of the notifications.
- **Notification Opt-out Rate:** The percentage of users who opt out of notifications. A high opt-out rate may indicate that users find notifications bothersome or not valuable.
- **Notification Frequency vs. Engagement Rate:** This can reveal if there's an optimal frequency for sending notifications. Too many notifications can be spammy, while too few might not engage users enough.

3) North Star Metric:

- **Monthly Retention Rate due to Notifications:** The percentage of users who remain active on a monthly basis as a direct result of engagement with notifications. This would capture the long-term value and effectiveness of notifications in keeping users engaged and returning to the app.

Thank You

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