



Duolingo

# What is Duolingo?

- 1 Duolingo is a free, fun app for learning 40+ languages through quick bite-sized lessons. It improves speaking, reading, vocabulary, listening, etc.

# History of Duolingo



1

## Carnegie Mellon University

The roots of Duolingo can be traced back to a Carnegie Mellon University research project called the Language Technologies Institute. This project aimed to create a platform that would make learning English and other languages accessible to people worldwide.

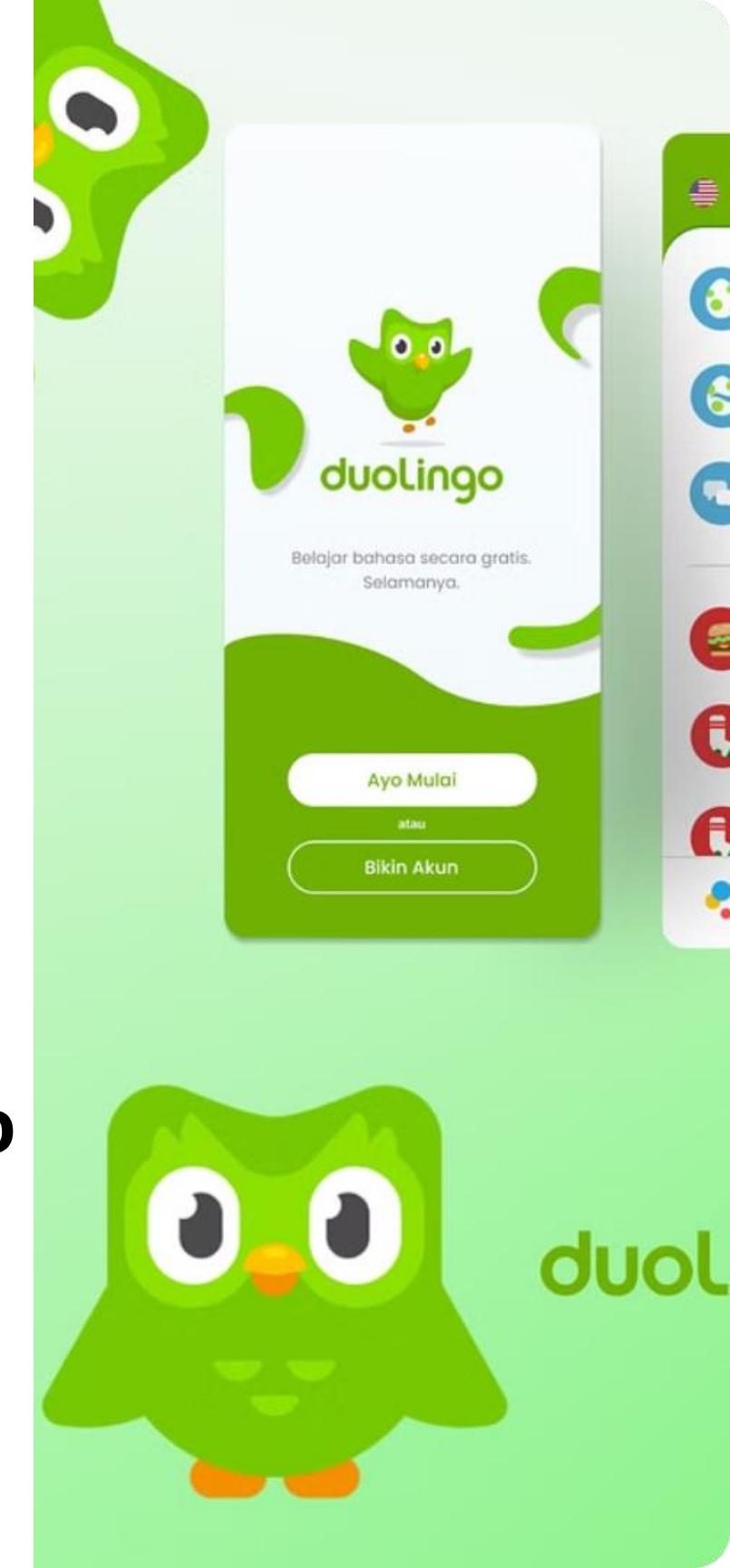
2

## Founding of Duolingo

In 2011, Luis von Ahn and Severin Hacker decided to take their idea of creating a free language learning platform to the next level. They founded Duolingo and launched the platform to the public in beta mode in November of the same year.

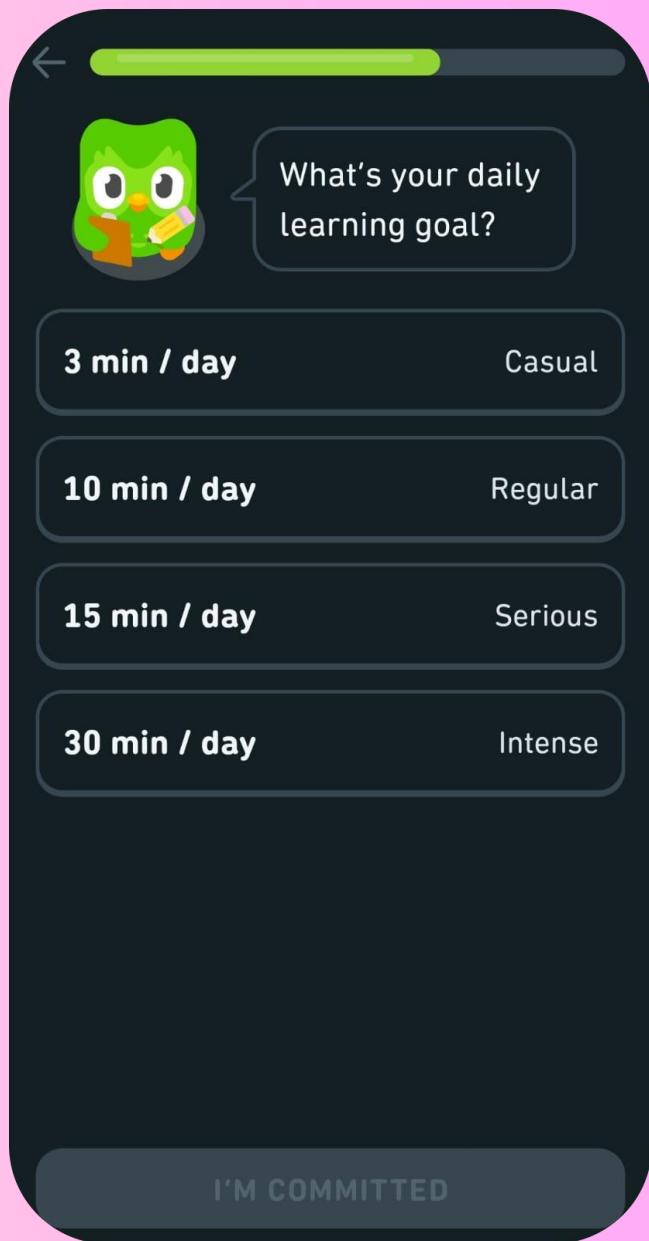
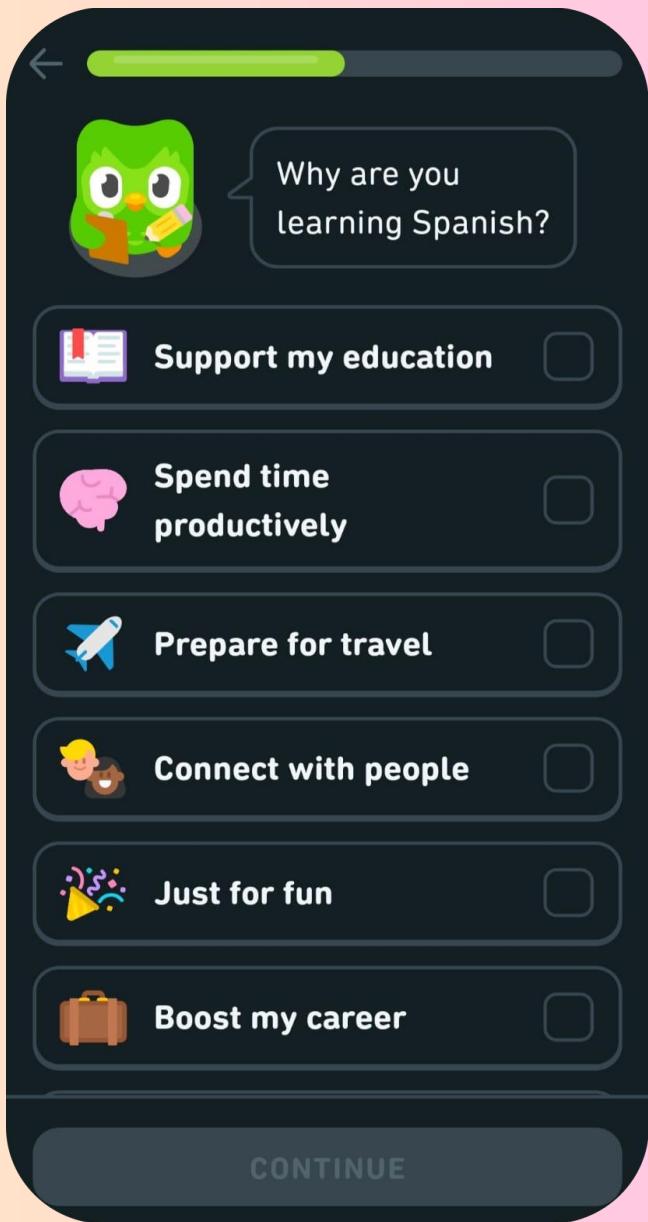
# Product analysis

Hii!!! I am Duo

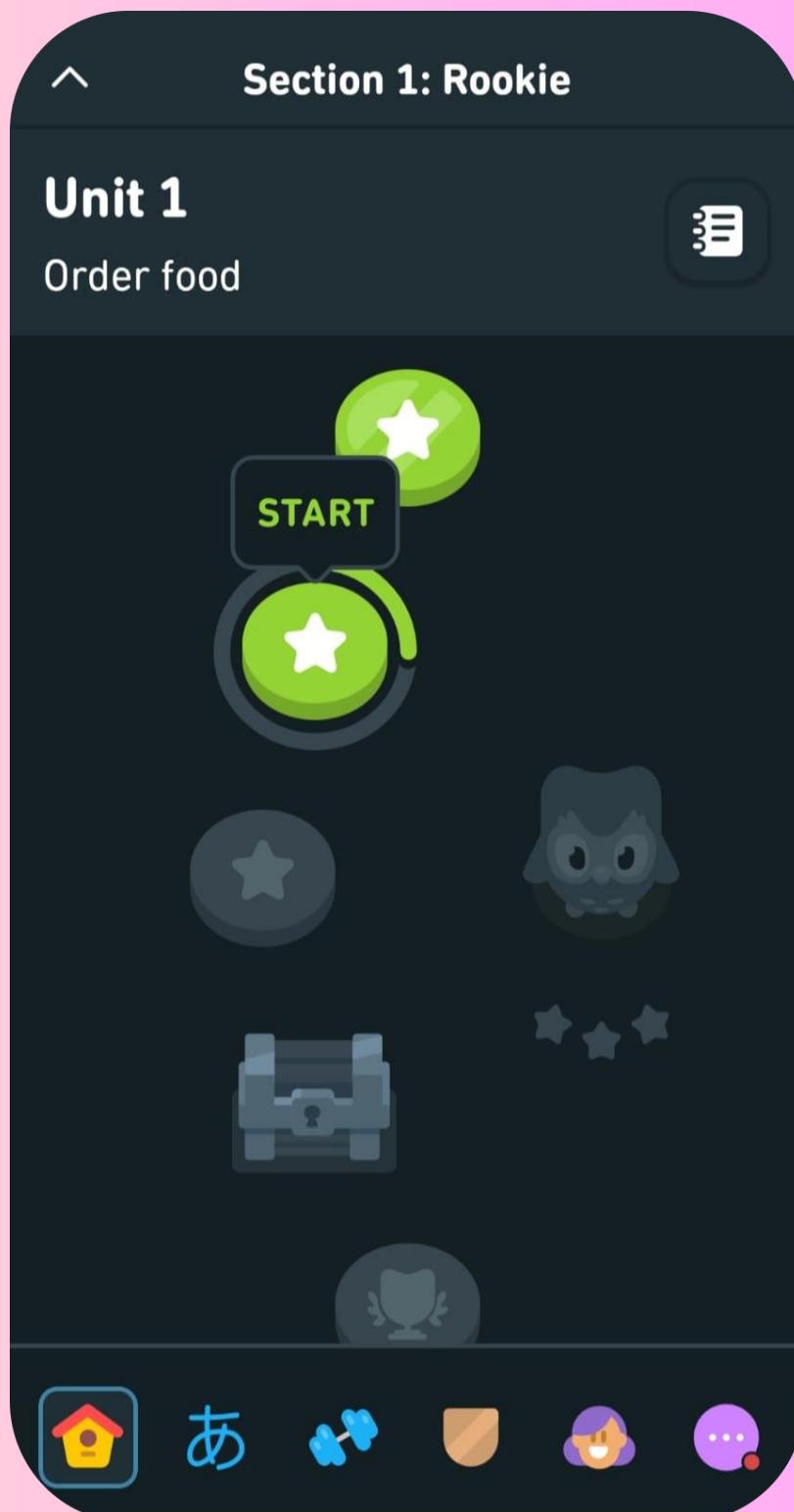
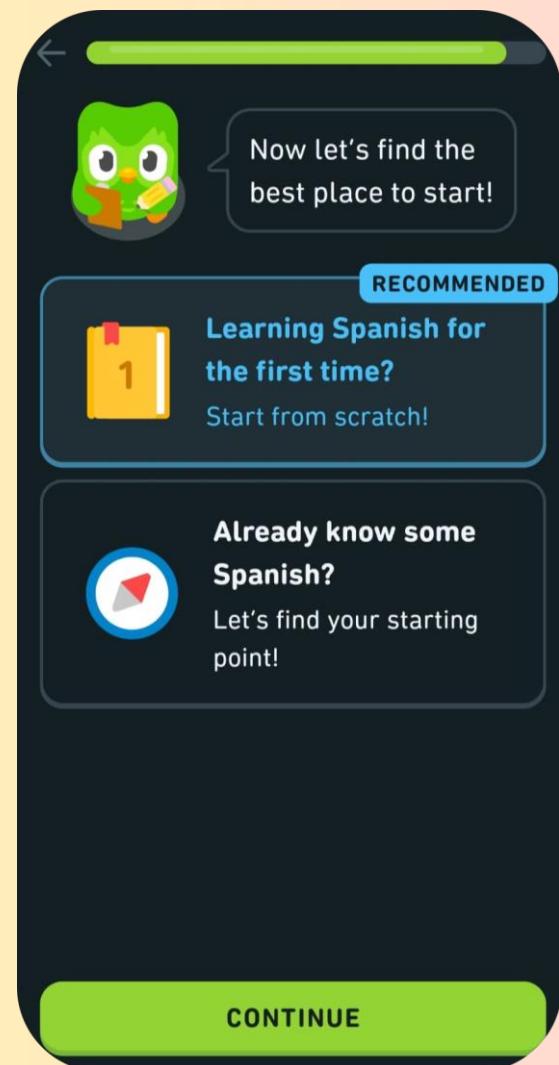


# User Interface(UI) of Duolingo





# Now you are ready to roll !



# Language courses available

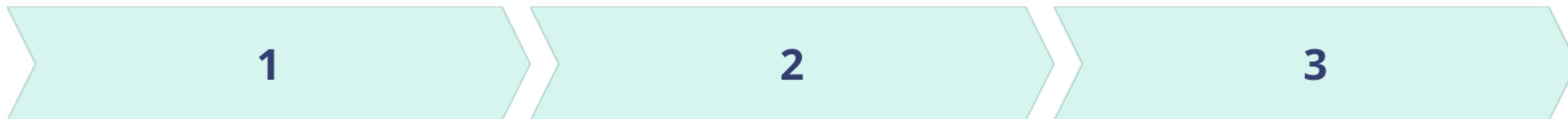
- Duolingo Offers Over 40 Different Languages

## Learners of Duolingo Languages in 2023

Families on Duolingo by popularity [RED: Most learners of each group]



# Tools and Techniques Used to Teach Each Language



## Interactive Lessons

Duolingo's lessons are engaging and effective, featuring activities like matching words, completing sentences, and translating between languages.

## Building Vocabulary

As you progress through the course, Duolingo helps you build and remember vocabulary through repetition, ensuring you frequently encounter and reinforce new words and phrases.

## Grammar Practice

Duolingo's lessons help build grammar skills through interactive activities, covering verb conjugation, sentence structure, and more.

# What makes Duolingo stand out?



**Design to create  
“triggers”:**

Emotional  
Manipulation, Push  
notifications, Email  
Reminders



**Design to create  
“routine” :**

Pre-commitment ,  
Social  
Nudge/Motivation, The  
Famous Streaks



**Design to create  
“rewards” :**

Celebrations,  
Achievements and  
Badges,



**Leveraging the Habit  
Habit Loop**

(Trigger, Routine,  
Reward) model to  
design for both great  
user engagement and  
retention.

# Design to create “triggers”

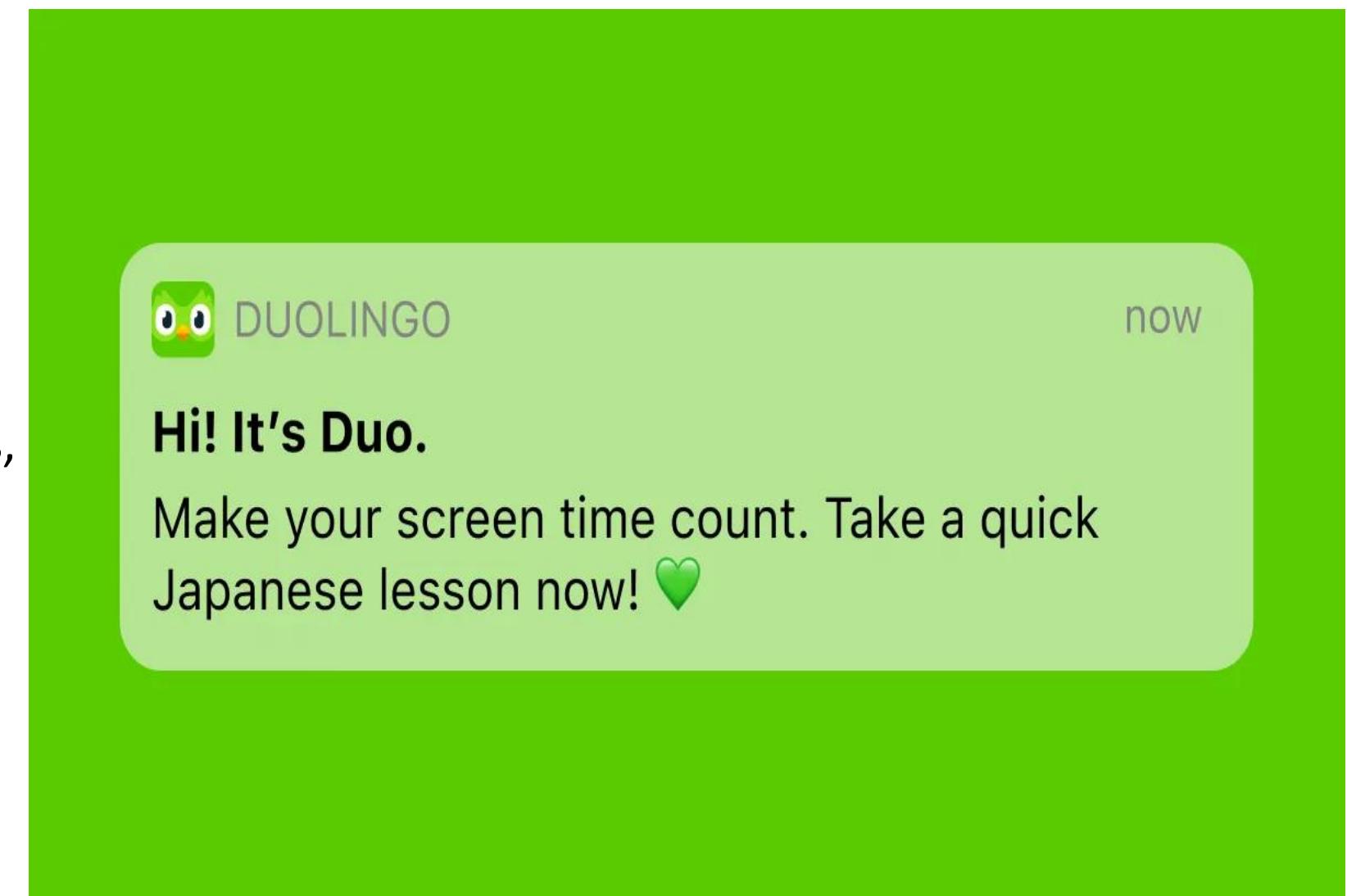
## 1. Emotional Manipulation:

The brand uses to manipulate its users' emotions and actions. For example—if you don't use the app for a while you'll start to get emails with subject lines like:

- “You made Duo sad 😢”
- “Keep Duo happy”

## 2. Push notifications:

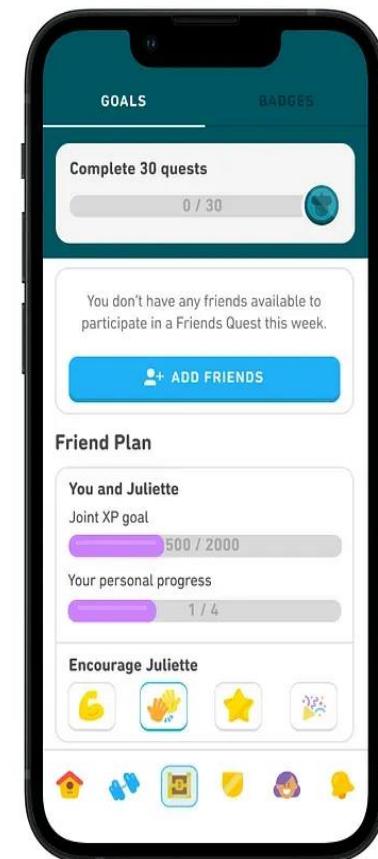
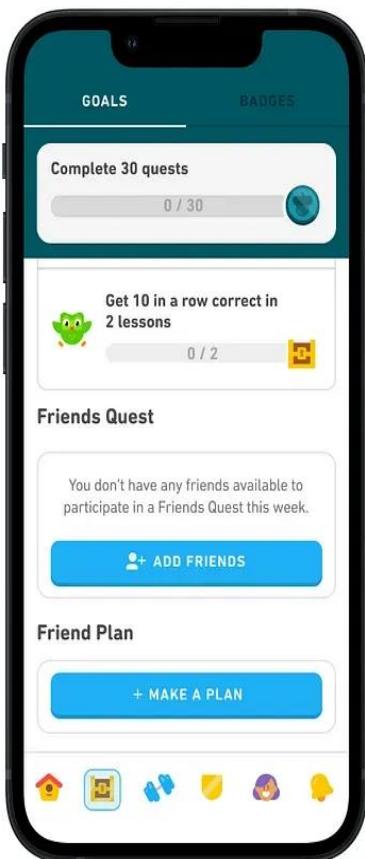
Apps often trigger habits using push notifications, leveraging psychological principles like Scarcity, Loss Aversion, and Commitment & Consistency.



# Design to create “routine”

## 1. Pre-commitment

Duolingo employs pre-commitment, a proven motivational strategy, by prompting users to commit to their learning goals in advance.



## 2. The Famous Streaks

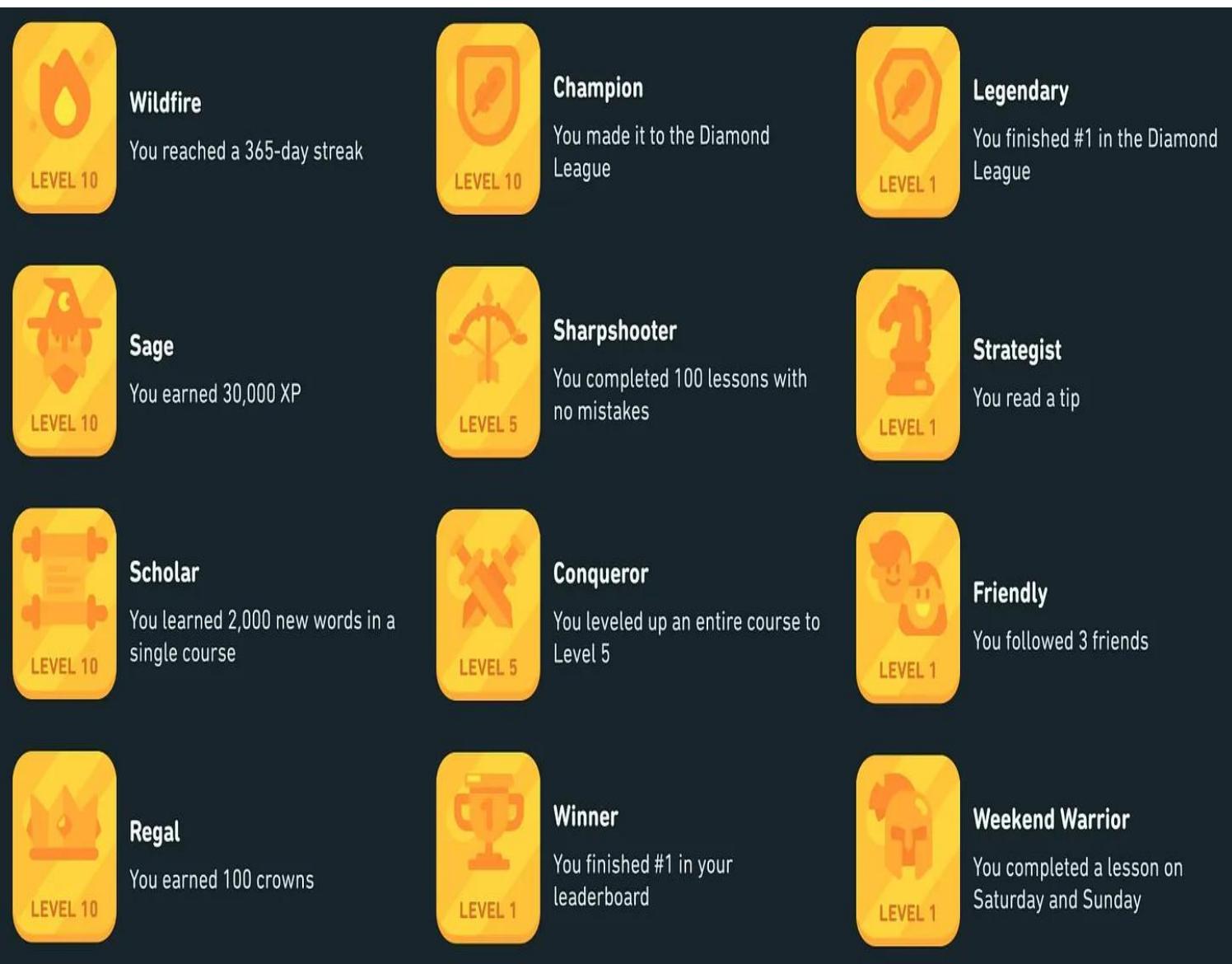
Duolingo's streaks encourage daily practice, but breaking them can be demoralizing. To address this, Duolingo allows users to "freeze" their streak, letting them miss a day without losing progress after consistent learning.



# Design to create “rewards”

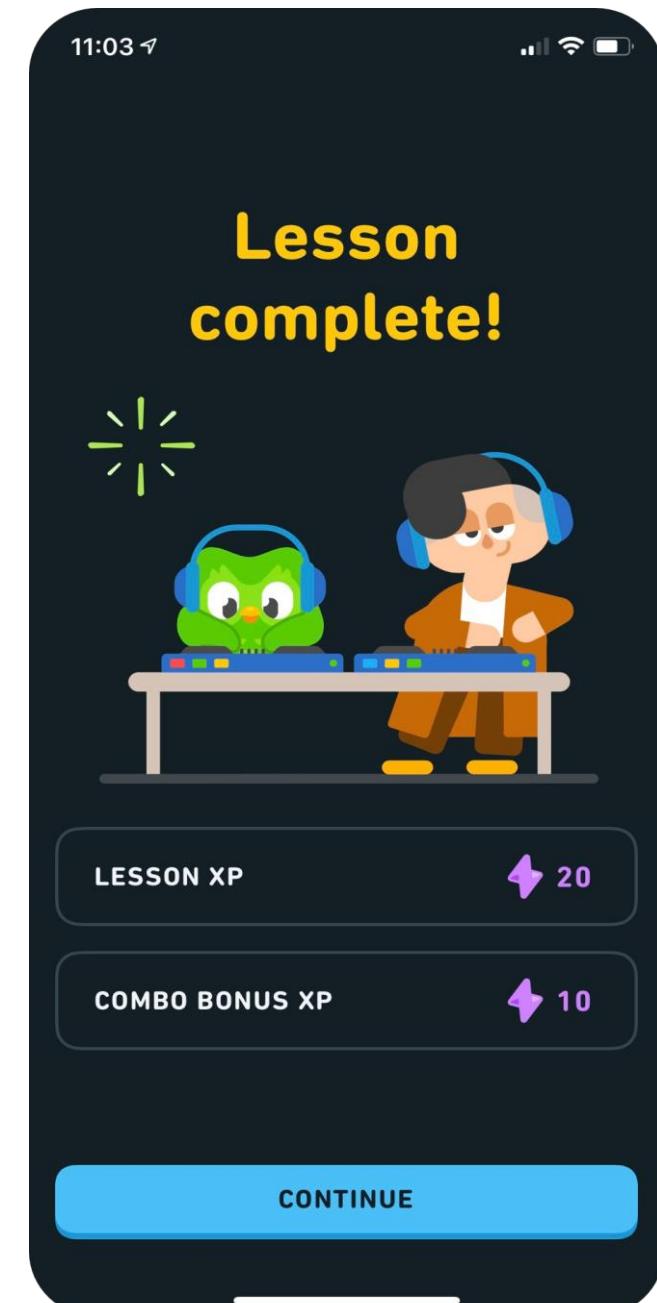
## 1. Achievements and Badges

In mobile apps like Duolingo, digital badges are popular for gamification, motivating users to earn and showcase achievements, thereby keeping them engaged.



## 2. Celebrations

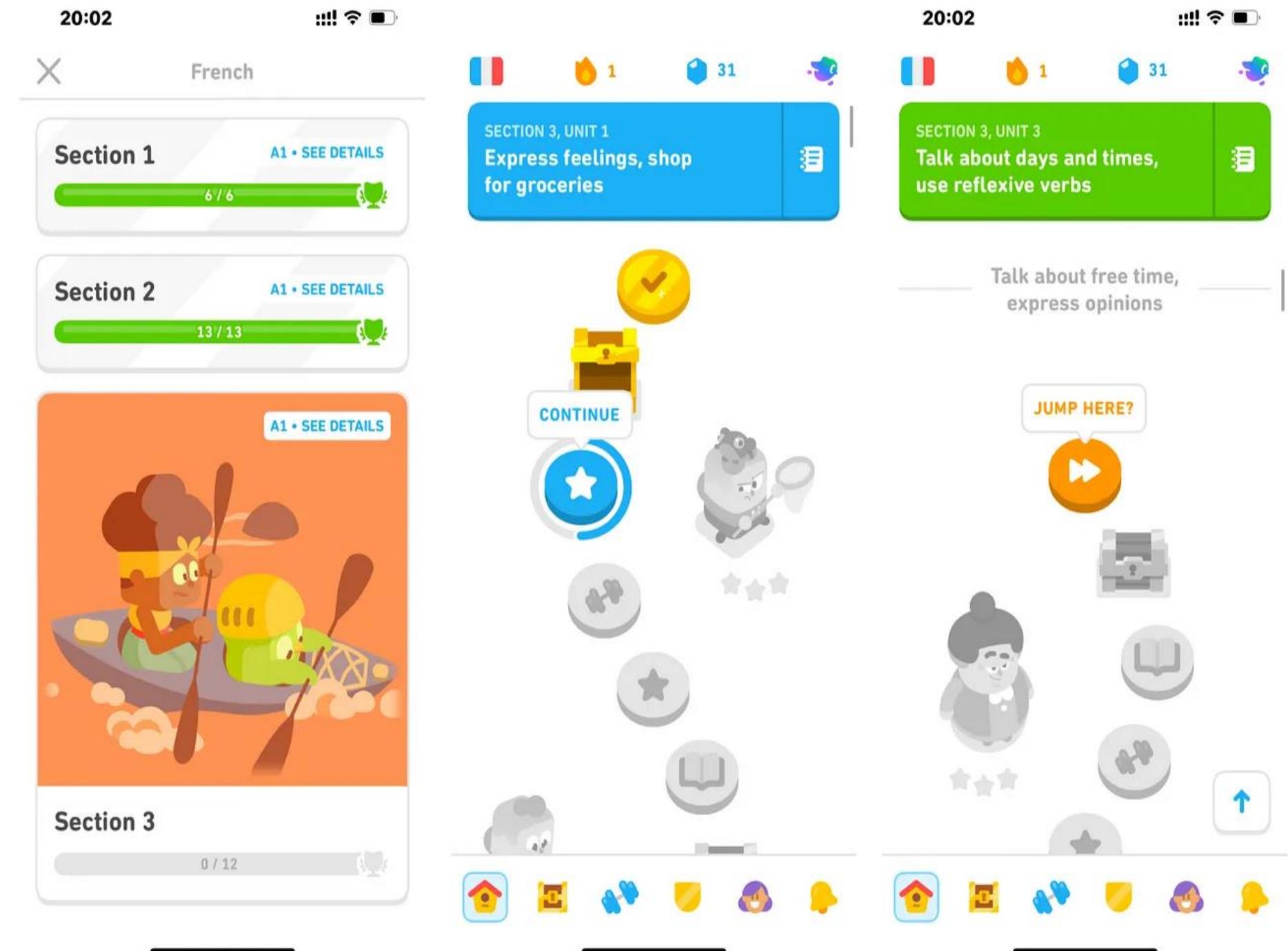
Completing a lesson on Duolingo isn't just about language proficiency; it's also a chance for celebration. Characters like Duo the Owl engage users with spontaneous dance routines, enhancing engagement and retention.



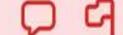
# Pedagogical efficacy

## 1. Scaffolding:

Duolingo offers a supportive, adaptive learning structure that gradually increases in complexity, providing partial answers and simplified tasks when learners struggle. This keeps users engaged and helps build knowledge step by step.



<https://medium.com/@kanghuaq/game-critique-duolingo-the-language-learning-app-21a9fe09dbf2 - :~:text=The anthropomorphism of Duolingo's mascot,learners throughout their language journey.&text=Duolingo's commitment to realism is, and storytelling within the app.>

| LEARNER MISTAKE  | SMART TIP EXPLANATION   |
|--|---|
| <p>X  ❤️ ∞</p> <p>Translate this sentence</p>  <p>An elegant store.</p> <p>Una elegante tienda</p> <p><b>Common mistake!</b> </p> <p><b>Correct solution:</b> Una tienda elegante.</p> <p><b>SHOW TIP</b></p> | <p>X  ❤️ ∞</p> <p>Here's a tip</p> <p>In English, we say a <b>black</b> cat, but in Spanish, it's a cat <b>black</b>!</p> <p>un gato <b>negro</b><br/>una amiga <b>americana</b></p> <p>una _____</p> <p>familia perfecta<br/>perfecta familia</p> <p><b>CHECK</b></p> |

## 2. Personalized Feedback

Learners receive instant feedback on their exercises, quickly understanding and learning from mistakes. Duolingo also provides smart tips for targeted explanations after specific errors.

The image displays three screenshots of the Duolingo mobile application interface, illustrating various exercise types:

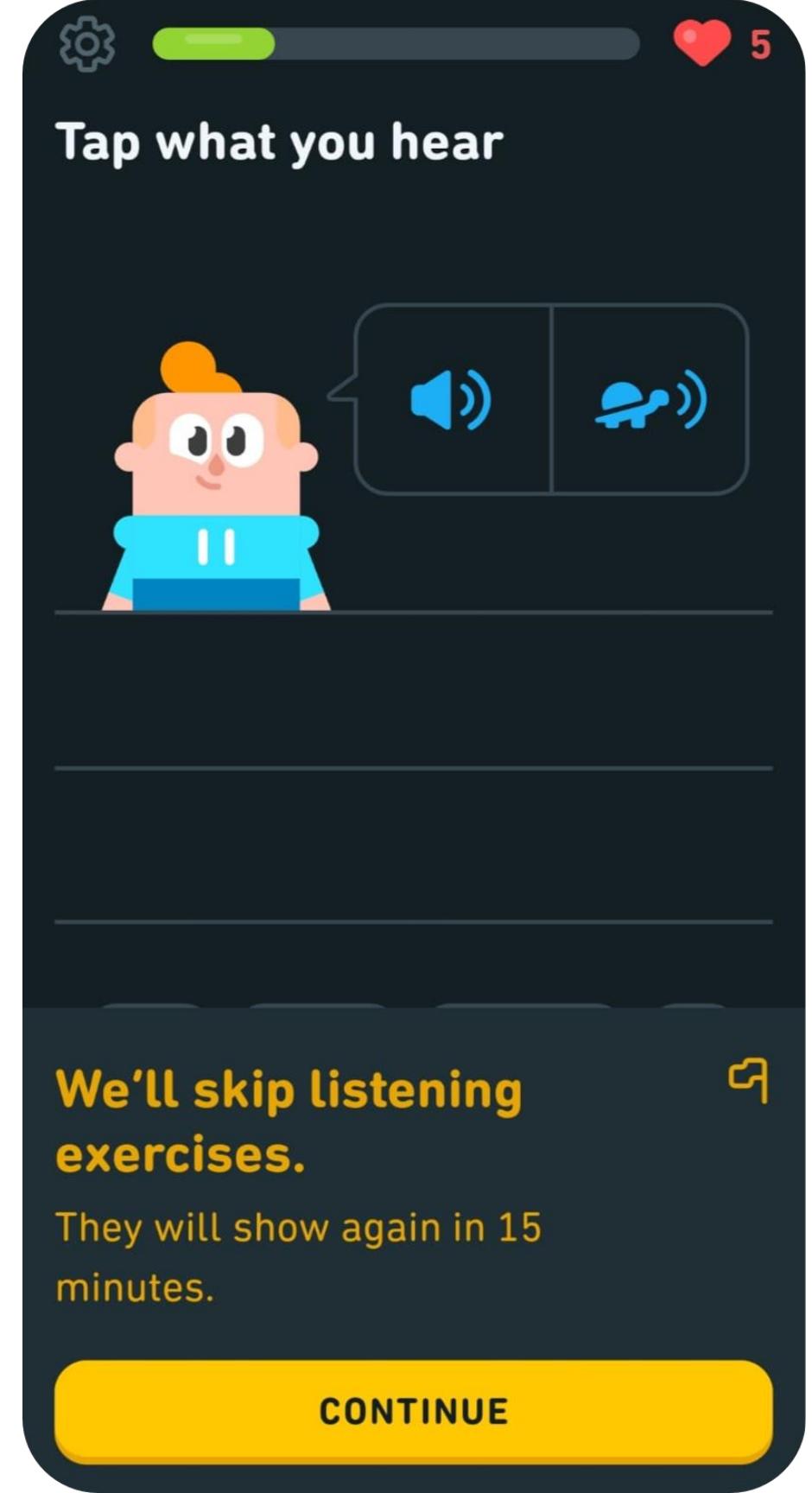
- Left Screenshot:** Shows a "Tap the matching pairs" exercise. The user has selected a green button labeled "snow". The screen includes a grid of words: "malade" (sick), "sick"; "miroir" (mirror), "snow"; "neige" (snow), "mirror"; and a sound icon with "sun". A red "Incorrect" feedback box at the bottom states: "Correct Answer: Pourquoi sont-elles tristes ?" with a "GOT IT" button.
- Middle Screenshot:** Shows a "HARD EXERCISE" where the user needs to "Translate this sentence". It features a character asking "Why are they sad?", with the French sentence "Pourquoi est-elles triste?" below it. A red "Incorrect" feedback box at the bottom states: "Correct Answer: Pourquoi sont-elles tristes ?" with a "GOT IT" button.
- Right Screenshot:** Shows another "HARD EXERCISE" where the user needs to "Translate this sentence". It features a character asking "Why are they stressed?", with the French sentence "Pourquoi sont-elles stressées ?" below it. A grey "Type in French" input field is present at the bottom.

### 3. Feedforward

Duolingo's 'hard exercise' indicator helps learners prepare mentally for challenging content, turning potential frustration into a learning opportunity.."

## 4. Universal Design for Learning (UDL) Principle

Duolingo's design supports various learning styles and needs, ensuring accessibility for all learners. For instance, users can skip microphone-based questions without hindering their progress.



A photograph of a young woman with dark hair, wearing a grey long-sleeved shirt, sitting at a wooden desk in a library. She is looking down at an open book or notebook, holding a pen and writing. Behind her are tall wooden bookshelves filled with books. The lighting is warm and focused on her work.

# Possible areas of changes in design

Duolingo has gained popularity for its gamified approach to language learning. However, there is a significant opportunity to enhance the platform for serious learners seeking advanced proficiency.



# Dictionary of Learned Words

## Current State

Users can review vocabulary through limited in-app features, but there is no comprehensive dictionary available

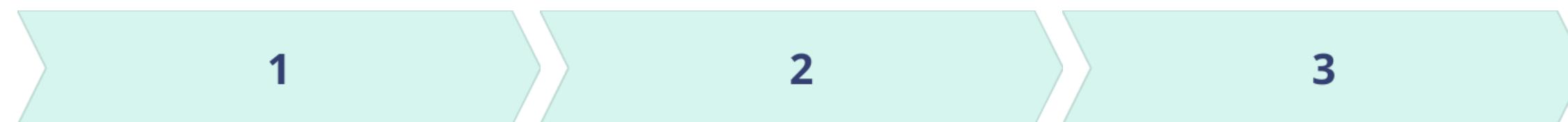
## Improvement

Introduce a personal dictionary that tracks all words learned, including definitions, pronunciations, and example sentences. This feature would allow users to review and reinforce their vocabulary more effectively, aiding long-term retention.



# One to One Sessions with Native Speakers

Connect learners with native speakers in a controlled environment.



## One-on-One Sessions

Engage in conversation with native speakers.

## Moderated Environment

### Environment

Ensure safety and productivity.

## Enhanced Fluency

Develop speaking skills and gain cultural insights.

# Landscape Mode for Android Devices

## **Current State:**

Lessons on Android devices are only available in portrait mode.

## **Improvement:**

Enable lessons to be displayed in landscape mode on Android phones and tablets. This would improve accessibility and comfort for users who prefer or require a wider view, particularly on larger devices

# Developing Advanced Learning Pathways

Expand Duolingo beyond beginner and intermediate levels.

## Advanced Grammar

Explore complex grammatical structures.

## Literature

Analyze literary texts for nuanced language usage.

## Regional Variations

Learn about dialects and cultural nuances.



# PRICE

1

Free Version

2

Super Duolingo

3

Super Duolingo Family



## FREE VERSION

The free version of Duolingo allows users to access all language courses and basic features.

This version is ad-supported and includes limitations

Approximately 92% of Duolingo users utilize the free plan.



## Super Duolingo

For \$12.99 per month or \$59.99 annually, users can upgrade to Super Duolingo (formerly Duolingo Plus).

This subscription removes ads, provides offline access and includes features like progress tracking and mistake reviews.

About 6% of users are subscribed to Super Duolingo.



## Super Duolingo Family Plan

Duolingo also offers a Family Plan at \$119.99 annually, which provides the benefits of Super Duolingo to up to six family members.

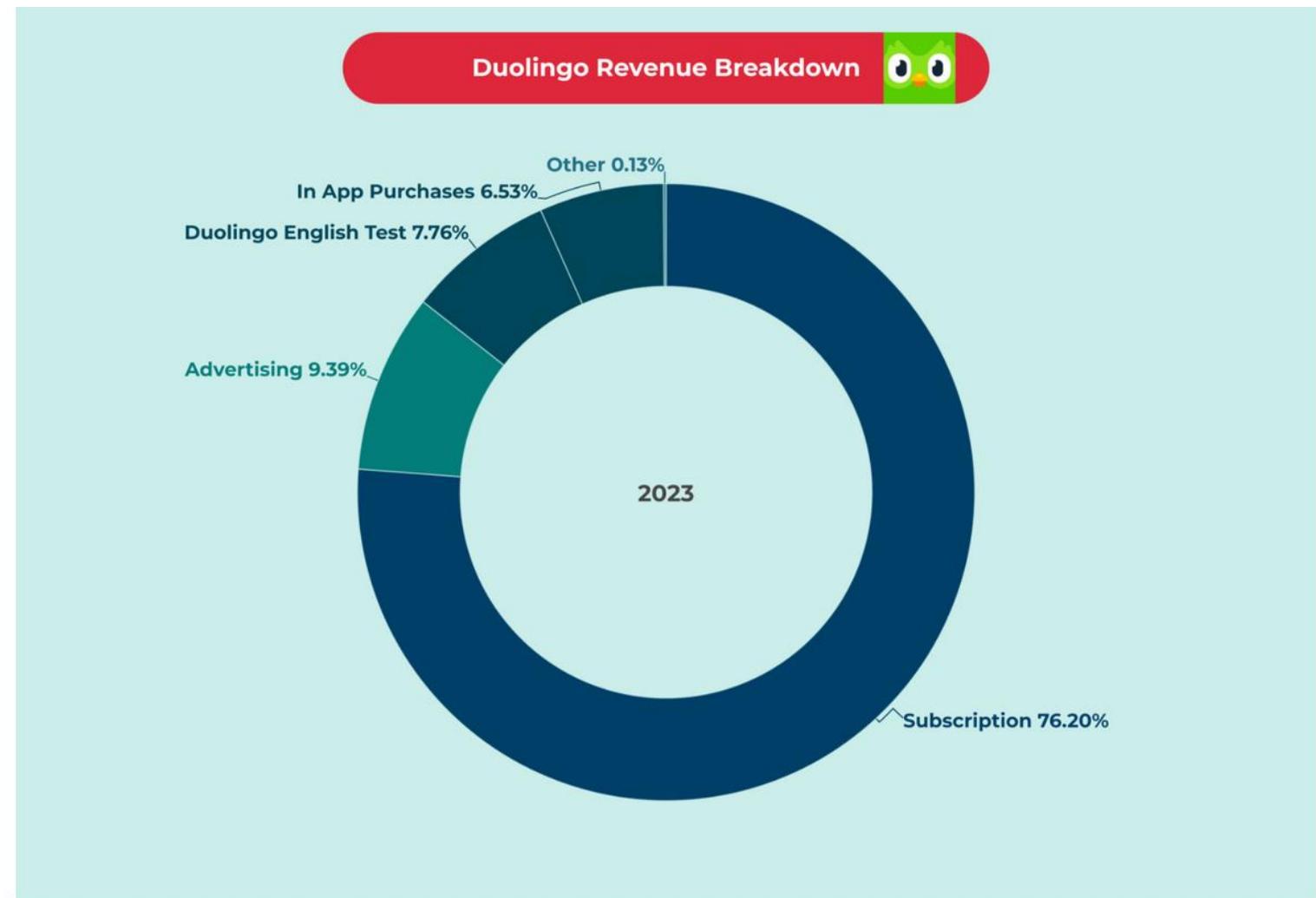
This plan is cost-effective for groups and ensures that all family members enjoy an ad-free learning experience with additional features.

Around 2% of users are on the Super Duolingo Family Plan.



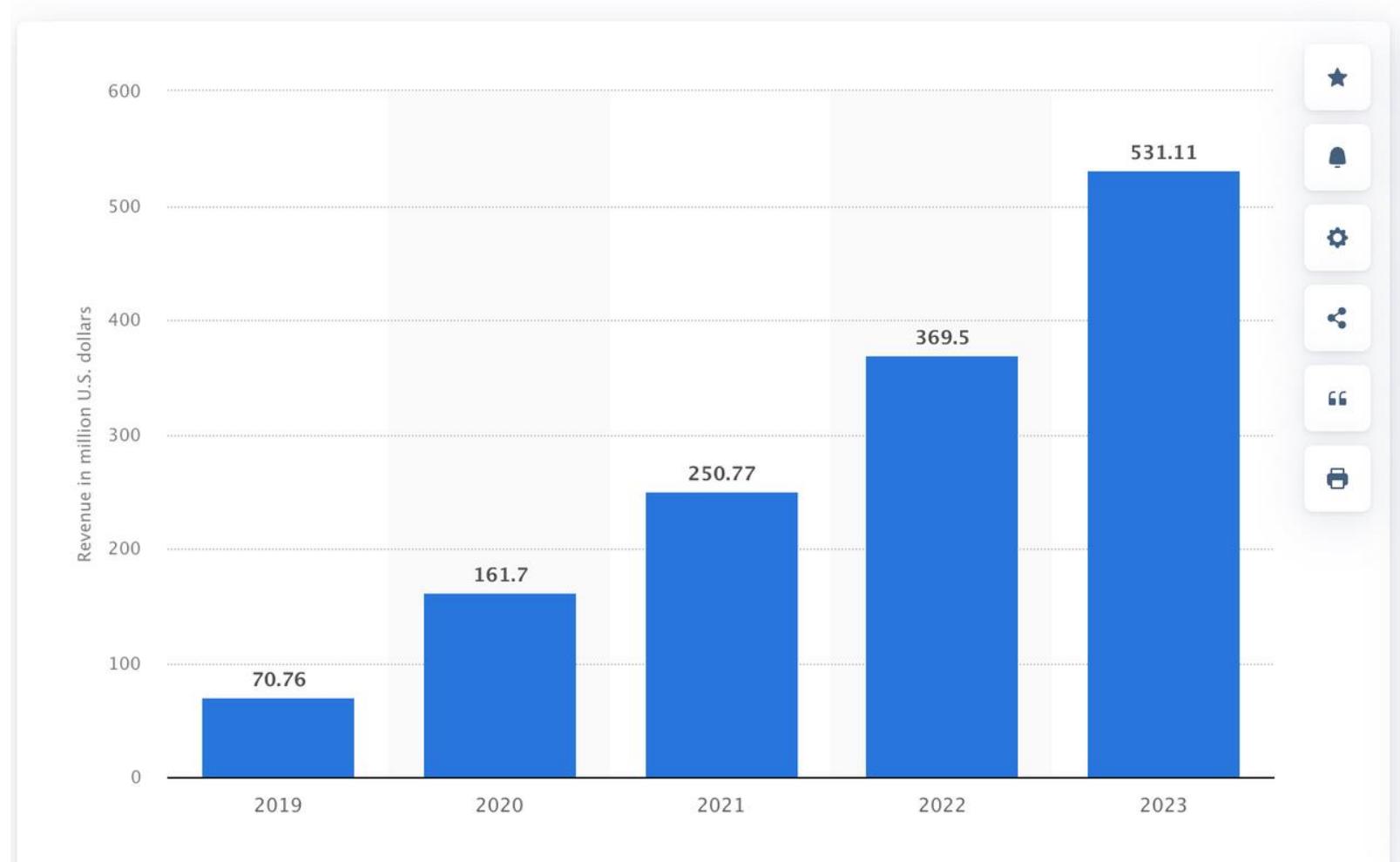
# Revenue Breakdown

- Subscriptions
- Advertising
- Duolingo English Test
- In-App Purchases



# Revenue Generated

Annual revenue generated by Duolingo Inc. from 2019 to 2023  
(in million U.S. dollars)



## The value perception of Duolingo

- Accessibility
- Gamified Learning
- Comprehensive Content
- Cost-Effective Premium
- Flexibility



# Competitors

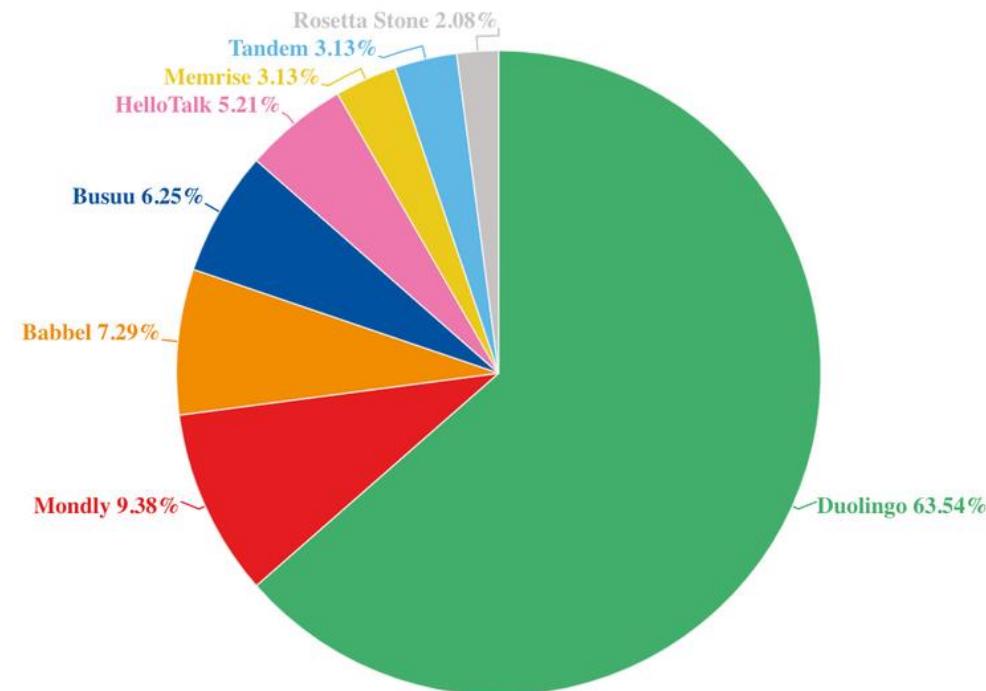
1 Babbel

2 Rosetta Stone

3 Busuu

4 Memrise

Top 10 language learning app installs 2021 (%)



# Babbel

- Monthly Plan

Monthly Subscription costs \$ 13.95

Duolingo Plus is slightly cheaper on a monthly basis

- Yearly Plan

Yearly Subscription costs \$ 84.40

Both are very close in yearly pricing ,but Babbel is slightly cheaper

Duolingo Offers a completely free version with extensive features, making it accessible to everyone. Babbel Does not offer a free version,users need to subscribe to access any content.

# Busuu

- **Monthly Plan**

Monthly Subscription costs \$ 13.99 for premium and \$17.99 for premium Plus  
Duolingo Plus is slightly cheaper on a monthly basis

- **Yearly Plan**

Yearly Subscription costs \$ 69.96 for premium and \$83.88 for premium Plus  
Busuu Premium Plus and Duolingo Plus are almost identical in cost.

Offers limited access to lessons and features in the free version.

# Memrise

- **Monthly Plan**

Monthly Subscription costs \$ 8.49

Memrise Pro is cheaper on a monthly basis.

- **Yearly Plan**

Yearly Subscription costs \$ 59.99

Memrise Pro is more affordable on an annual basis

- **Lifetime Plan**

Lifetime Subscription costs \$ 119.99

Lifetime Subscript Offers a free version with basic features and limited access to courses .

# Rosetta Stone

- **Monthly Plan**

Monthly Subscription costs \$ 11.99

Rosetta Stone is slightly cheaper on a monthly basis when committing to a 3-month plan.

- **Yearly Plan**

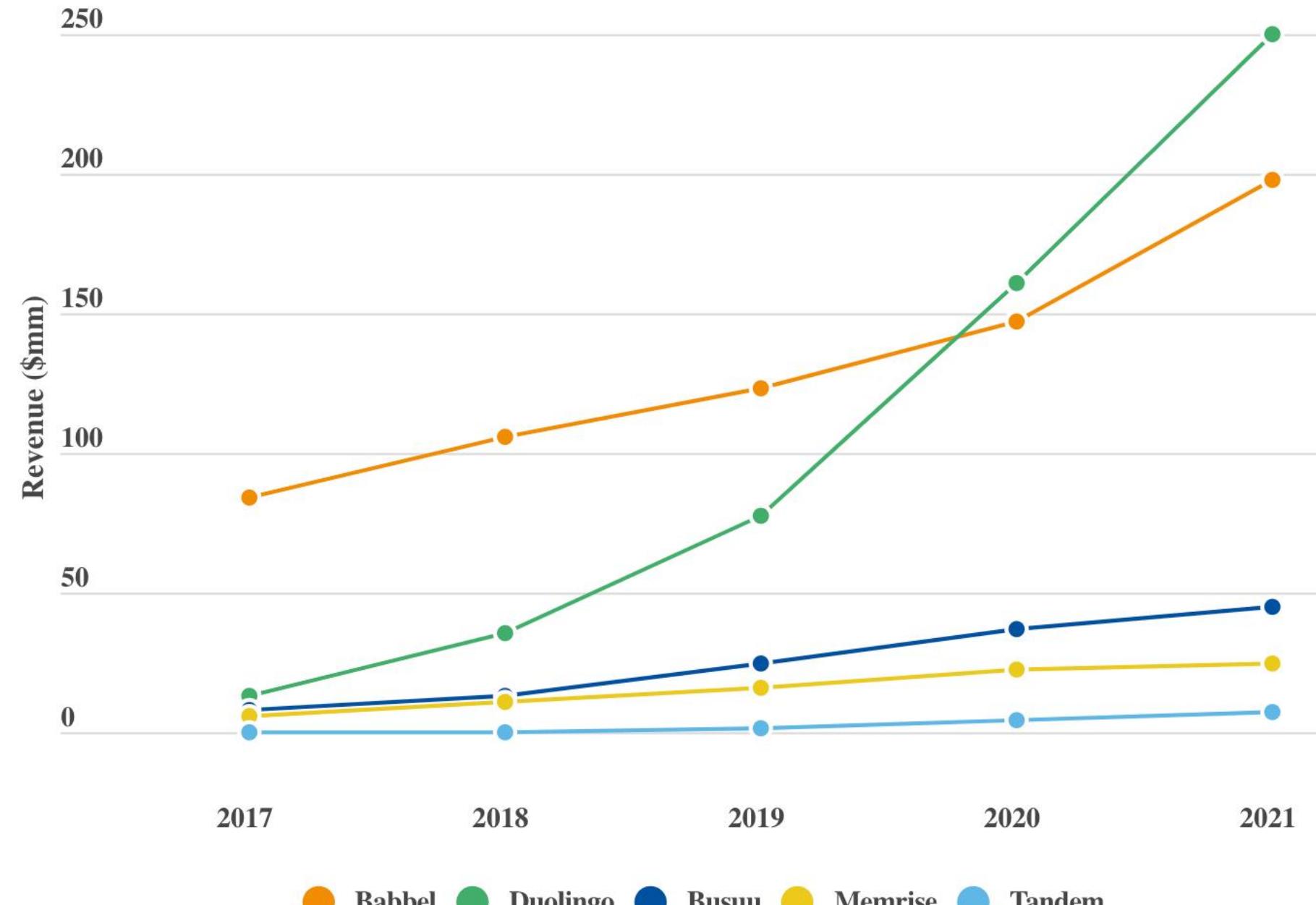
Yearly Subscription costs \$ 95.88

Duolingo Plus is more affordable on an annual basis

- **Lifetime Plan**

Lifetime Subscription costs \$ 199

## Language learning annual revenues by app 2017 to 2021 (\$mm)



Sources: Pitchbook, TechCrunch, Company data

# Gaps and Suggestions

- Enhanced Tiered Subscription Plans
- Duolingo English Test Expansion



# Enhanced Tiered Subscription Plans

- **Intermediate Plan**

Introduce a mid-tier plan between the free version and Super Duolingo

- **Premium Features for Higher Tiers:**

This could include more personalized coaching, interactive sessions with native speakers, advanced grammar and conversation lessons.

# Duolingo English Test Expansion

- **Additional Tests**

Introduce additional standardized tests for other languages, similar to the Duolingo English Test, and market these to institutions and employers.

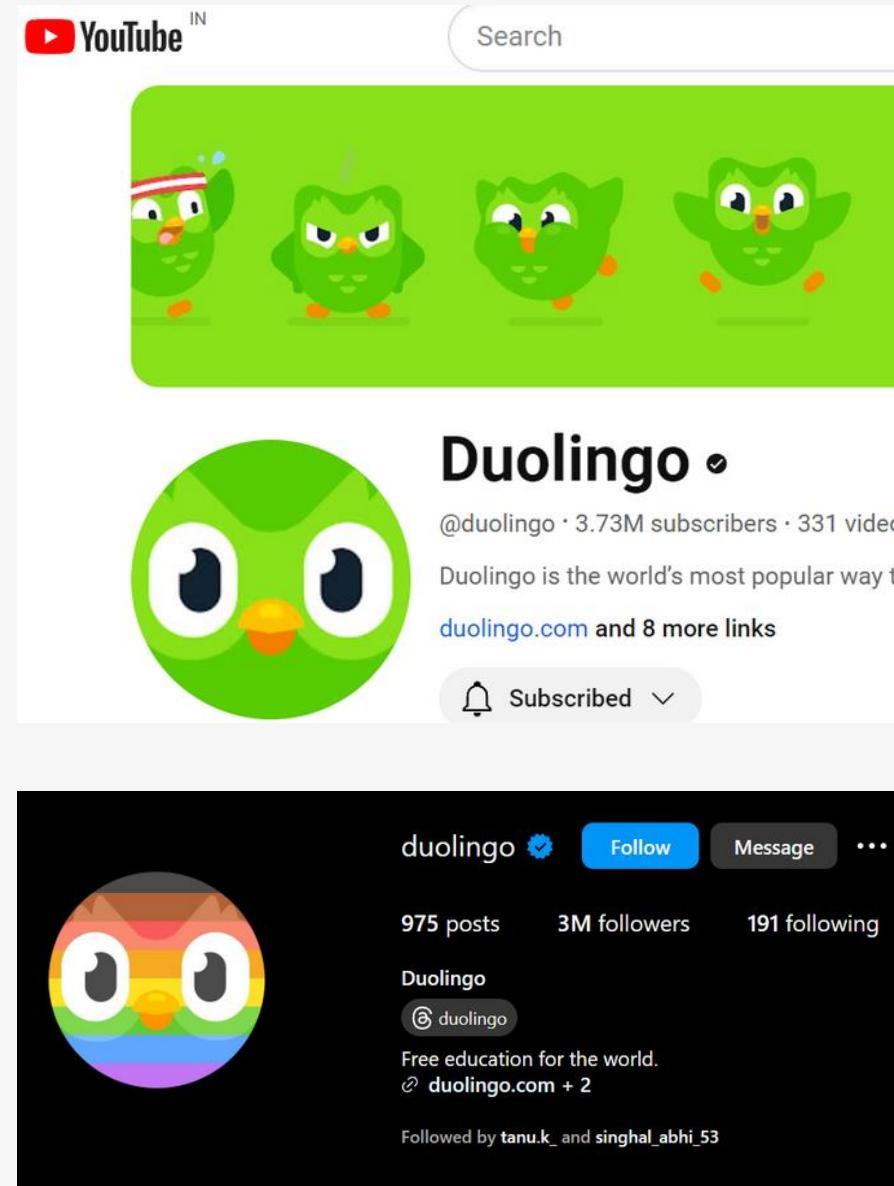
- **Test Preparation Packages**

Offer comprehensive test preparation courses as part of the Super Duolingo plan or as standalone purchases, which include practice tests, personalized feedback, and tutoring sessions

# Promotion

## Promotion through Tik Tok

- 1 Focus on being entertaining rather than promotional
- 2 Jump on viral trends
- 3 Create Exclusive content for Social Media

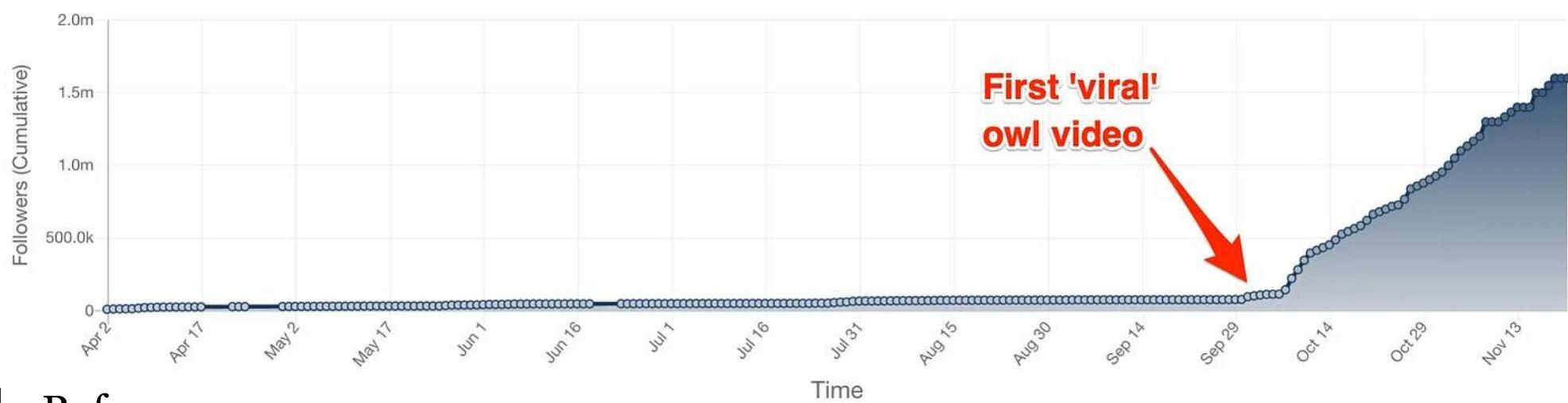


# The First Viral Video on Tik Tok

Duolingo's TikTok has a running gag that Duo is in love with Dua Lipa (because of the similar name, of course)

In this video, with 2.5M likes, Duo twerks after being rejected again by Dua Lipa

The video hit almost 6M views within 4 hours



Reference:

<https://www.digitalnative.tech/p/how-duolingo-grew-its-tiktok-to-66m>

# Love Language

- A Trailer On the occsion Of April's Fool Day
- 10 “confident and flirty singles” from across the globe come together “to share a house in paradise
- None of them speaks the same language
- The trailer for Love Language has 12.2M views on TikTok



Reference:

<https://variety.com/2023/digital/news/peacock-reality-dating-show-love-language-fake-duolingo-april-fools-1235569022/>

## Increment in users due to social media promotion

Year Duolingo Monthly Active Users /MAUs)

2023 88.4 million

2022 60.7 million

2021 40.5 million

2020 36.7 million

2019 27.3 million

2018 23.3 million

2017 20.3 million

2016 17.9 million

At the end of the fourth quarter of 2023, Duolingo's daily active users increased 65% year-over-year to 26.9 million

Reference:

<https://www.digitalnative.tech/p/how-duolingo-grew-its-tiktok-to-66m>

# Duolingo's collaborations

## Duolingo X Spotify

### Curated Playlists

- Language-Specific Playlists
- Learning Focus

### Integrated Learning

- Lyrics and Translations
- Pronunciation Practice



Reference:

<https://open.spotify.com/user/6hscr8wxatl2rc6t7jyg6qld>

## Duolingo X Angry bird

Red the Angry Bird appear in the Duolingo app in rewarded video ads mid-lesson, conversing with Duo the owl.

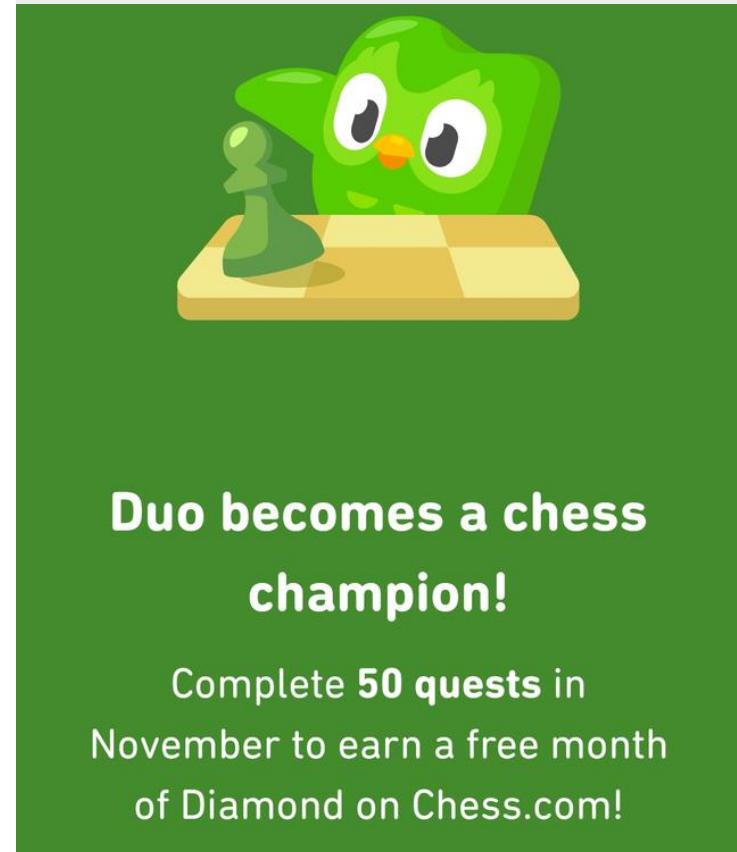
Meanwhile, in Angry Birds 2, Duo appears as a branded spell that can be used during gameplay.

## Some Other Popular Collaboration

- Duolingo x Twitch
- Duolingo x Tinycard
- Duolingo x UNICEF
- Duolingo x Chess.com

Reference:

<https://brandingforum.org/news/duolingo-launches-first-ever-ad-campaign/>



# DuoLingo Campaigns

## Swachh Bhasha Campaign

Aims to address the issue of incorrect signage promoting accurate communication in public spaces

Campaign is executed by creative agency Humour Me

Two-Part Strategy:

1. Error Highlighting
2. Replacement



## Streak society Campaign

Encourage users to practice daily by highlighting and rewarding their commitment to learning languages consistently.

Tagline : Keep your streak alive with the Streak Society

Reward and Recognition:

1. In-App Rewards
2. Social Recognition



Reference:

[https://duolingo.fandom.com/wiki/Streak\\_Society](https://duolingo.fandom.com/wiki/Streak_Society)

# Gaps And Suggestion

Expand Offline presence

## Community Events

- Organize more local language learning events, workshops, and meetups to build a stronger offline community.

## Educational Institutions

- Increase partnerships with schools, colleges, and universities to integrate Duolingo into formal education systems.



## Engage Influential Brand Ambassadors

- Partner with well-known celebrities, influencers, and public figures who embody the values of education, multiculturalism, and lifelong learning
- Choose ambassadors from diverse backgrounds and regions to resonate with a global audience



# Targeted Marketing

## Demographic Segmentation

- Create more tailored campaigns for different age groups, professions, and regions to better address specific needs and preferences

## Cultural Sensitivity

- Ensure that all marketing materials are culturally sensitive and relevant to local traditions and values in various regions



## Utilize AI for Personalized Feedback & Proficiency Testing:

- Use AI to provide users with personalized feedback and accurate language proficiency assessments
- Develop AI-driven tools that simulate real-life language use, such as conversational bots, pronunciation analyzers, and context-based vocabulary exercises.



# Suggestion For Positioning Statement

- 1 Duolingo: Your Partner in Personal Growth
- 2 Duolingo: Learn. Connect. Grow.
- 3 From Languages to Lifelong Learning"
- 4 More Than Words: Duolingo for a Smarter You

# PLACE ANALYSIS

DUOLINGO



## Global Accessibility

- Online Platform: Duolingo is an entirely online platform, making it accessible globally. Users can access the app or website from any internet-enabled device, ensuring that language learning is available to a vast audience, regardless of location.

## Ease of Access

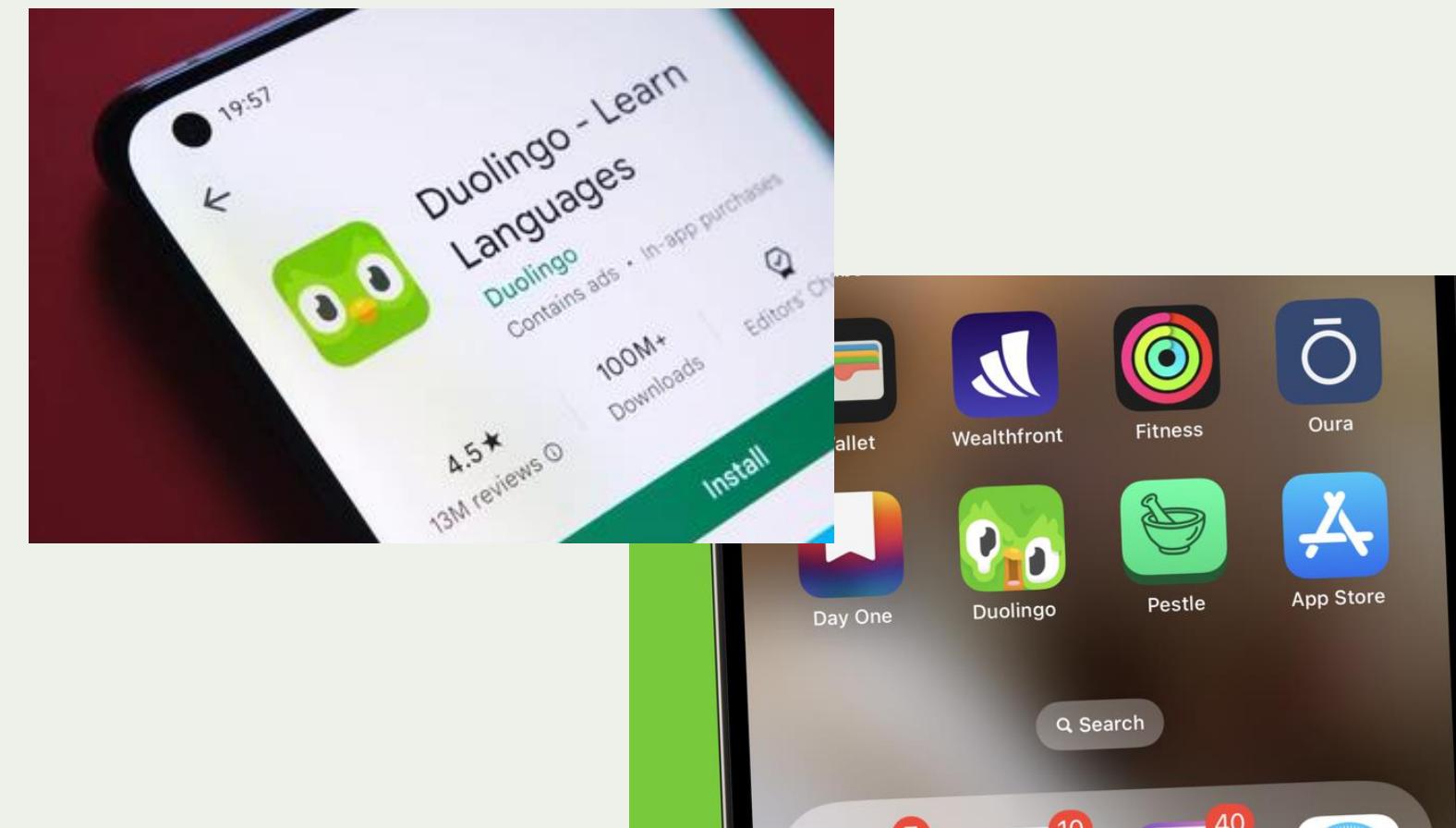
- User-Friendly Interface: The app is designed to be intuitive and easy to navigate, catering to users of all ages and technological proficiency levels. The simple registration process and straightforward course selection make it easy for new users to start learning immediately.
- Offline Mode: Duolingo offers an offline mode, enabling users to download lessons and learn without an internet connection. This feature is particularly beneficial for users in regions with limited internet access.





**Website Accessibility:** Users can also access Duolingo directly through its website, providing an alternative to app-based learning and increasing accessibility for users who prefer web-based platforms.

**App Stores:** Duolingo is available on major app stores like Google Play and the Apple App Store, ensuring widespread availability. This presence in popular digital marketplaces makes it easy for users to discover and install the app.



## Cost Efficiency:

- **Low Distribution Costs:** As a digital platform, Duolingo avoids the significant costs associated with physical distribution, such as shipping and logistics. This cost efficiency allows Duolingo to offer its basic service for free, making language learning accessible to users who might not afford traditional language courses.
- **Freemium Model:** The freemium model ensures broad access, while premium features and subscriptions (family plan - 9.99\$/month, 12 month plan - 6.99\$/month) provide a revenue stream, allowing the company to maintain and expand its global presence.



**duolingo** PLUS

अपने 14 दिन के मुफ्त ट्रायल के बाद के लिए  
एक योजना चुनें

1 महीना

₹1,150.00 / माह

45% बचाएँ

12 महीने

₹630.00 / माह

6 महीने

₹4,200.00

₹700.00 / माह

किसी भी समय गूगल प्ले से रद्द करें

मेरा मुफ्त ट्रायल शुरू करें

# REPOSITIONING





#### REPOSITIONING – 1

Tie-up with corporates,  
foreign services and  
educational institutions

#### REPOSITIONING – 2

Tie-up with official  
language  
examinations, for eg  
- TOEFL, IELTS,  
JLPT etc.

#### REPOSITIONING – 3

Unconventional  
Marketing such as  
putting up  
advertisements on bill  
boards in busy places

#### REPOSITIONING – 4

Provision of human  
translators in  
hospitals and for  
legal purposes



## / DUOLINGO RATINGS

### Average score

|                  |       |
|------------------|-------|
| Ease of Use      | ★ 4.8 |
| Customer Service | ★ 4.3 |
| Software         |       |
| Features         | ★ 4.6 |
| Value for Money  | ★ 4.5 |

### Likelihood to recommend



Duolingo has an overall rating of 4.6 out 5 stars based on 862 user reviews on Capterra.



# Customer Reviews



## Satisfied

I'm satisfied with Duolingo. It's easy to use, tracks progress well, and I recommend the free version for language learning.



## Satisfied

I love the app's gamification—it's like playing a video game where you unlock awards and levels by learning. It makes learning fun again!



## Satisfied

Duolingo is a lifesaver for language lovers like me. It offers free lessons in a wide range of languages, regularly updated, and you can learn multiple languages at once.

# Customer Reviews



## Confused

Duolingo isn't terrible, but you shouldn't rely solely on it to learn a language. It should be a support tool for other resource



## Confused

I can't choose a learning method in some languages. For Japanese, I want to switch from symbols to letters to concentrate better.



## Confused

The lesson sequencing can feel odd at times, with topics appearing in a seemingly random order. It's a minor issue, possibly more about personal preference.

# Customer Reviews



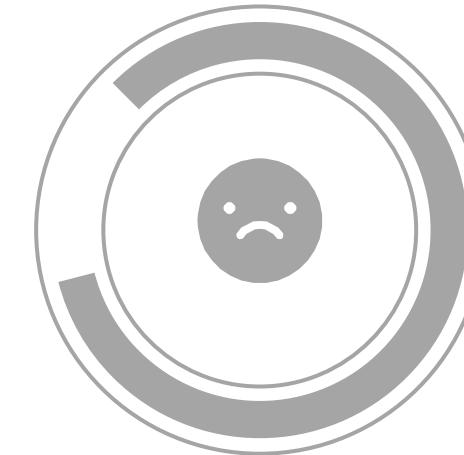
**Unhappy**

I was scammed into a free trial, and they took my money before it was over. Duolingo didn't reply, and Apple wouldn't refund



**Unhappy**

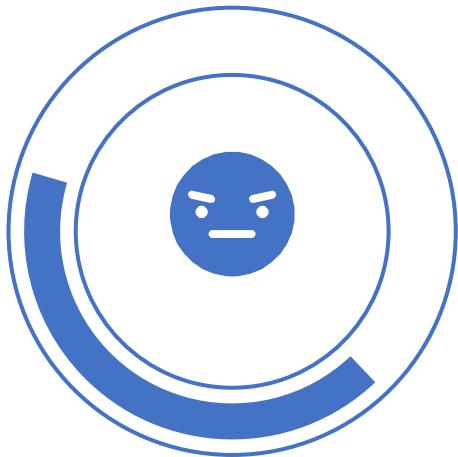
I don't like the new system with five hearts ( for five negative answers, after which you fail a lesson ).



**Unhappy**

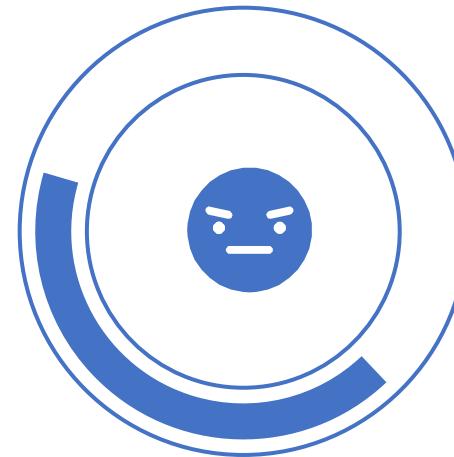
It's a fun way to learn languages, but the process feels slow. It can be demotivating when progress seems minimal.

# Customer Reviews



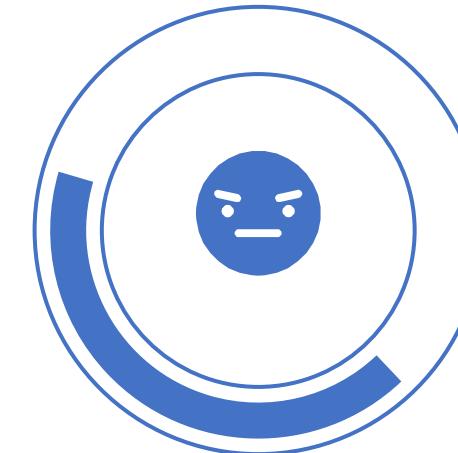
## Frustrated

I dislike the frequent ads on Duolingo between lessons. They're distracting and disrupt the learning flow, especially in the free version.



## Frustrated

Sometimes the app doesn't recognize that you gave the correct voice answer.

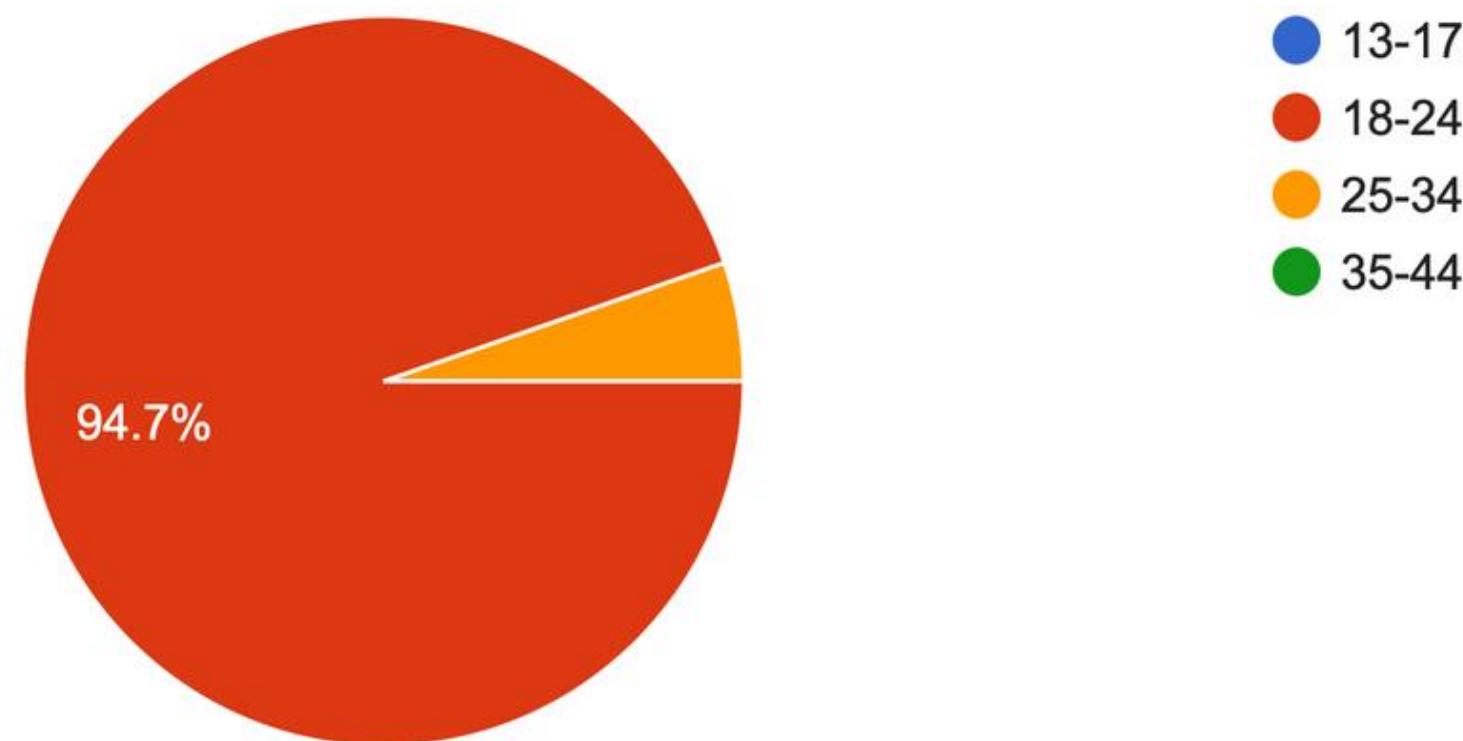


## Frustrated

The bugs are so frustrating they prevent any progress and cause distraction.

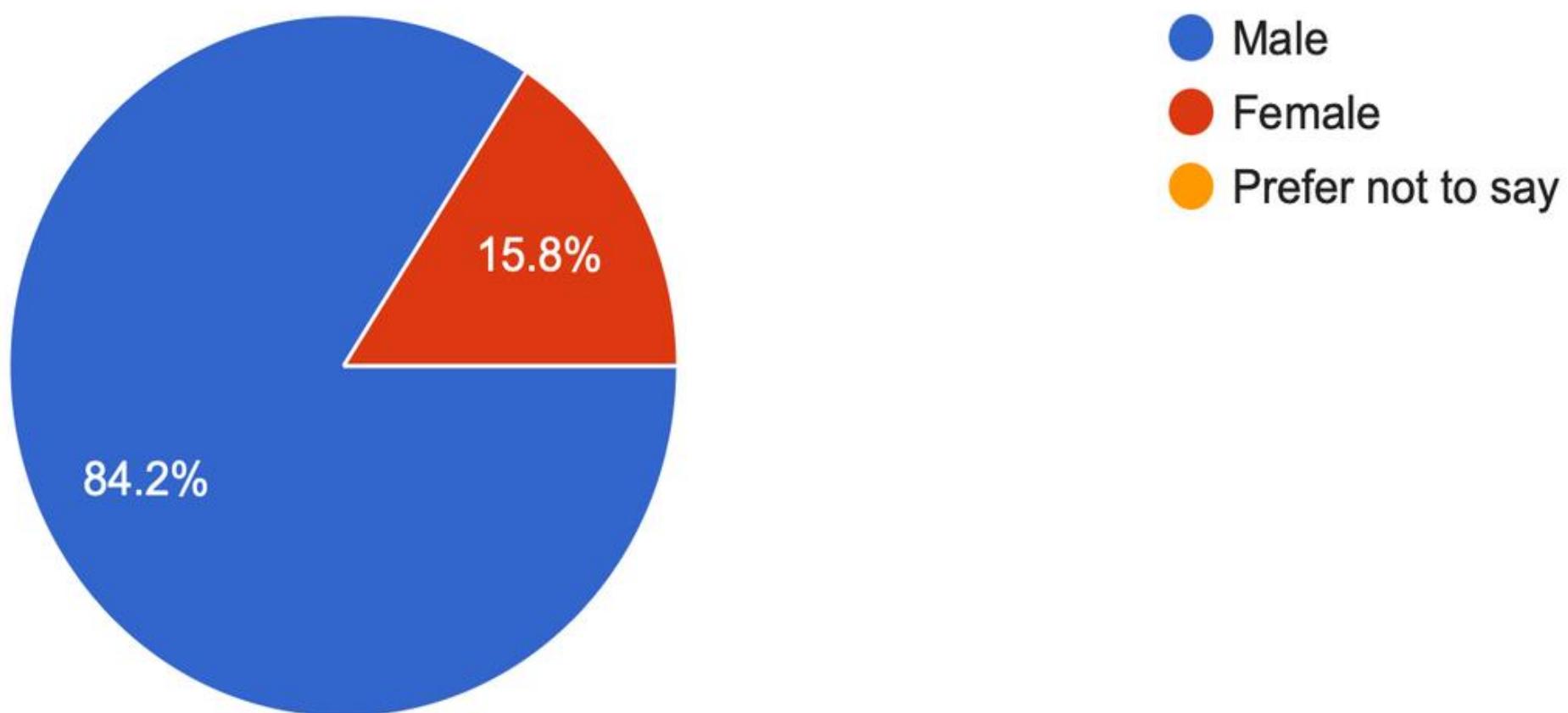
## What is your age group?

19 responses



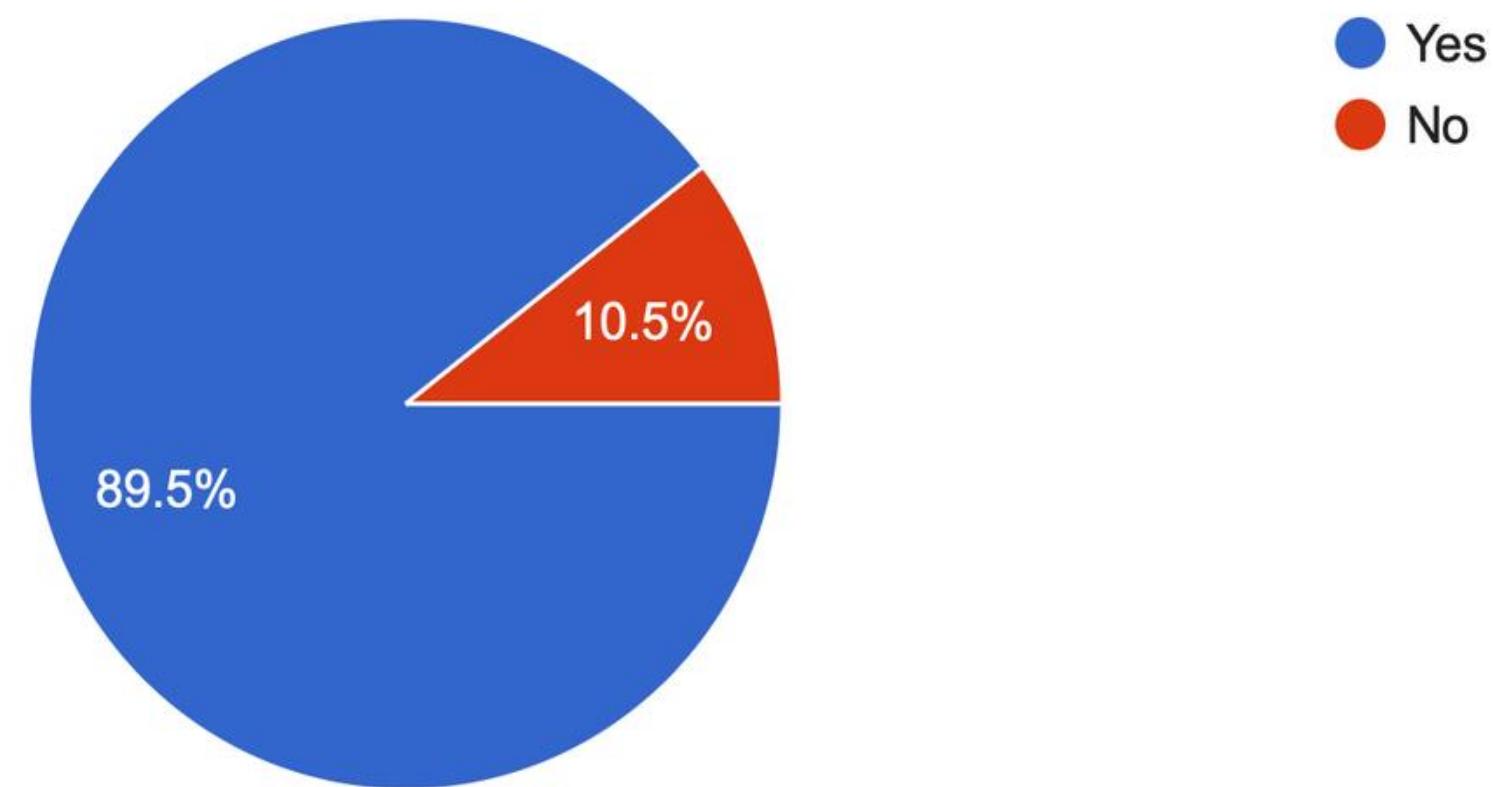
## What is your gender?

19 responses



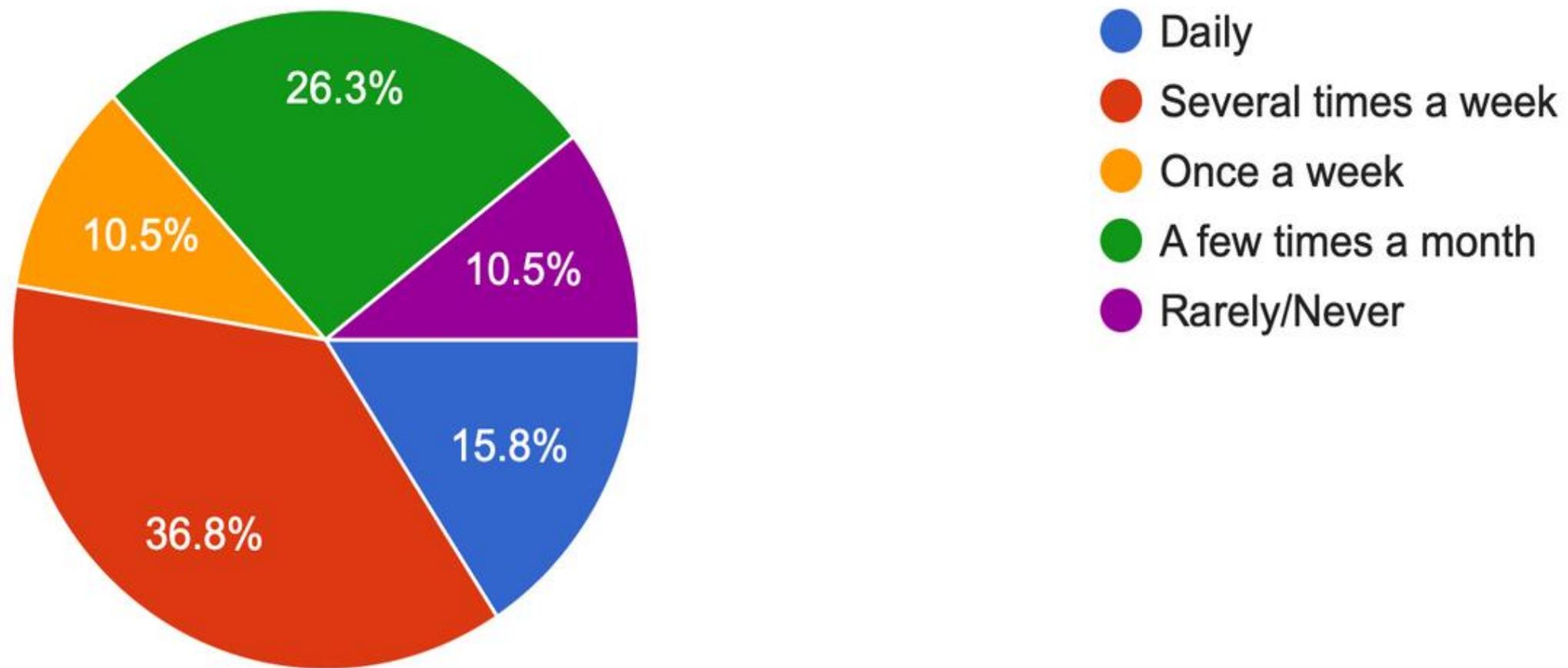
Do you currently use language learning apps (e.g., Duolingo, Babbel, etc.)?

19 responses



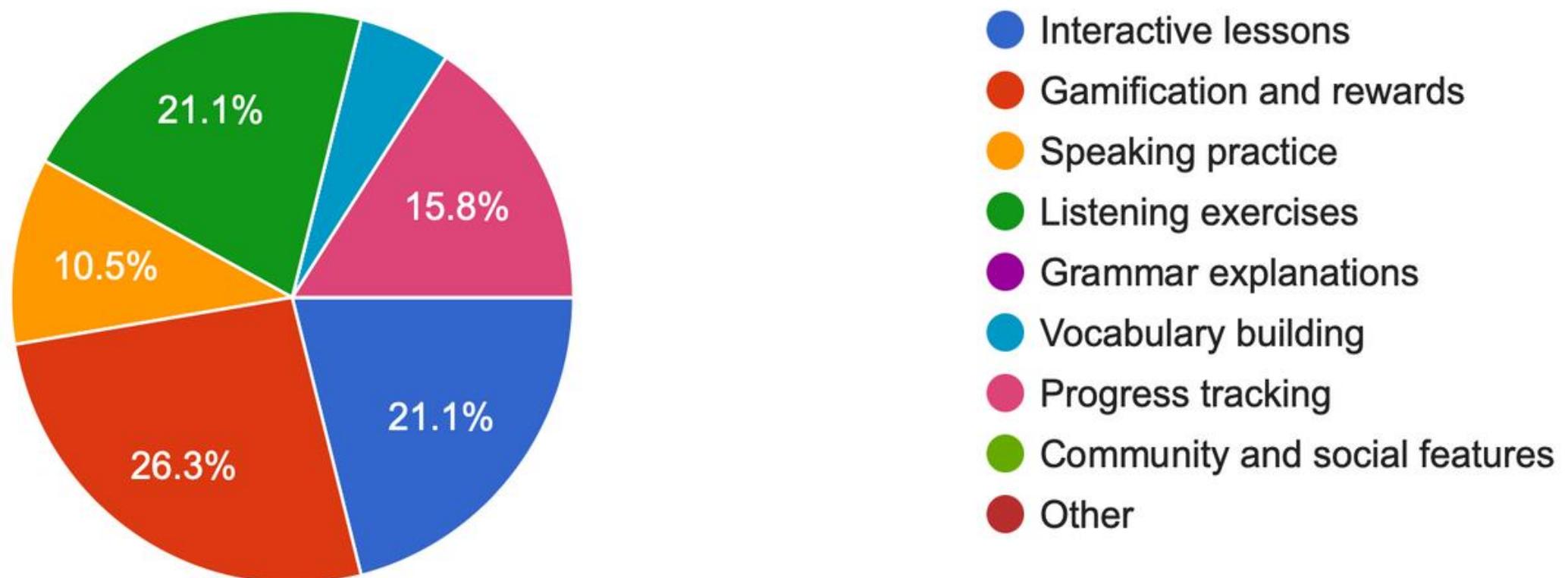
## How frequently do you use Duolingo?

19 responses



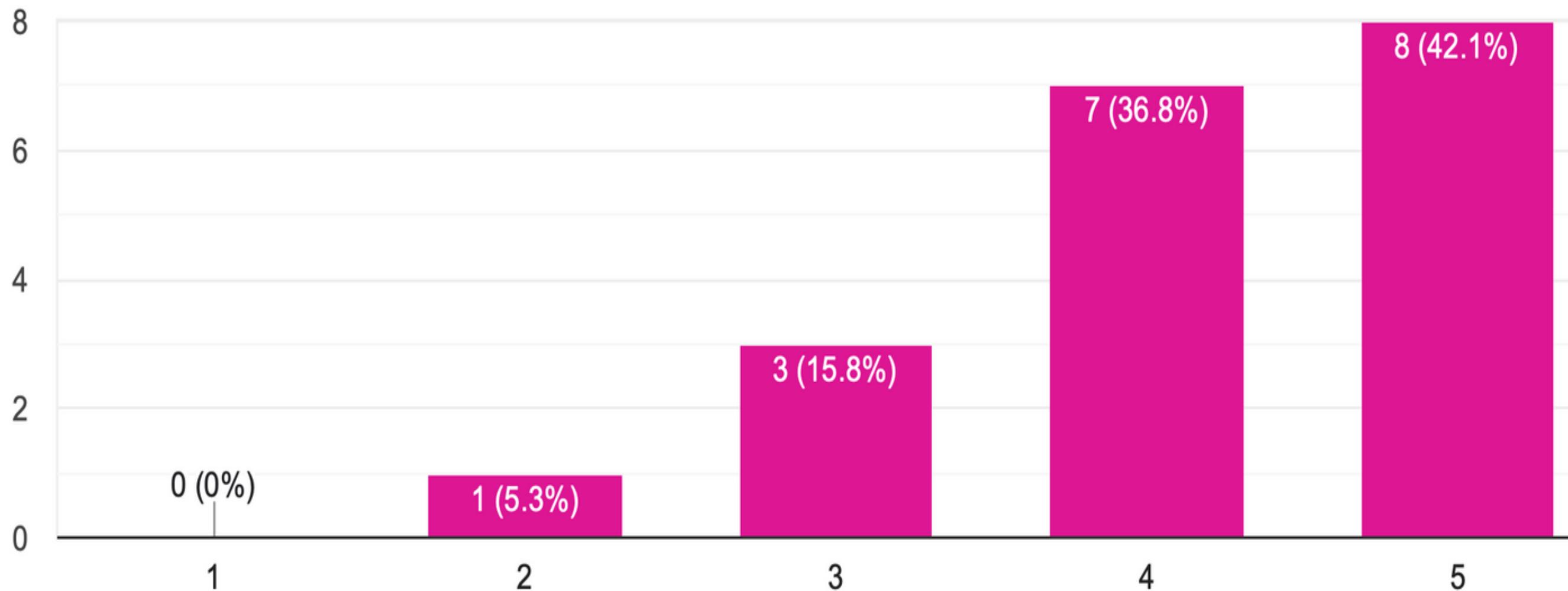
## What features of Duolingo do you find most useful?

19 responses



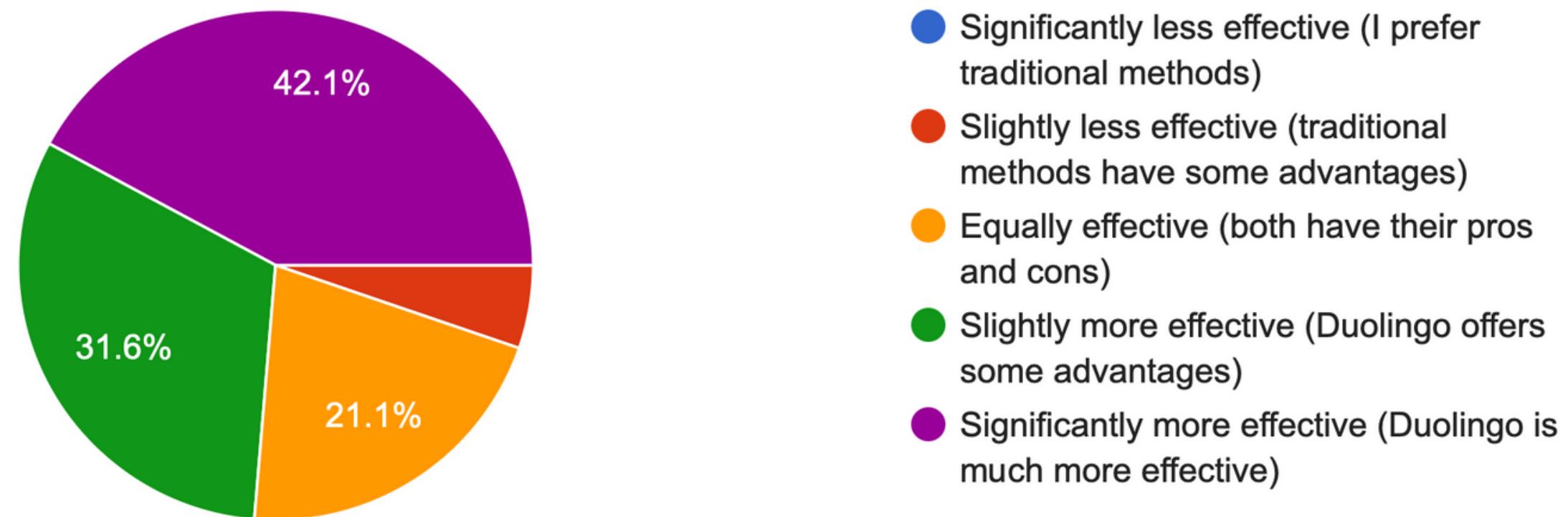
# How satisfied are you with Duolingo overall?

19 responses



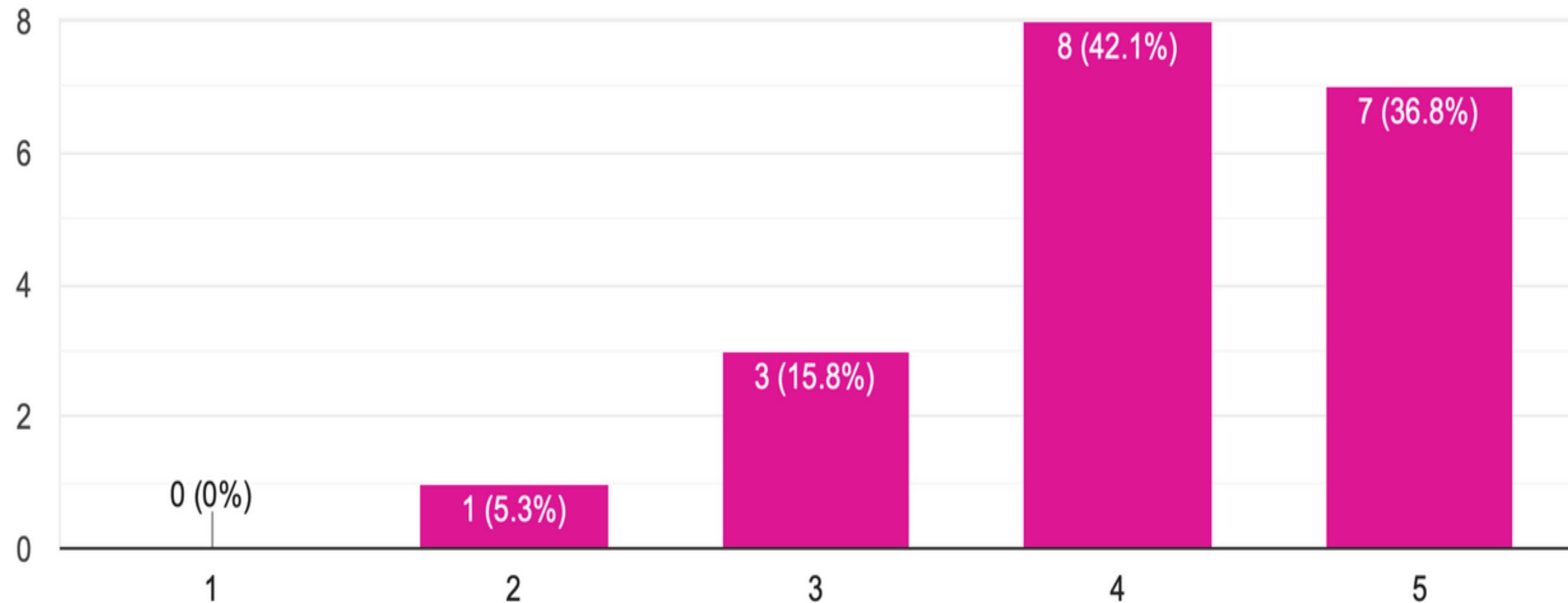
How effective do you find Duolingo compared to other language learning methods (e.g., traditional classes, books)?

19 responses



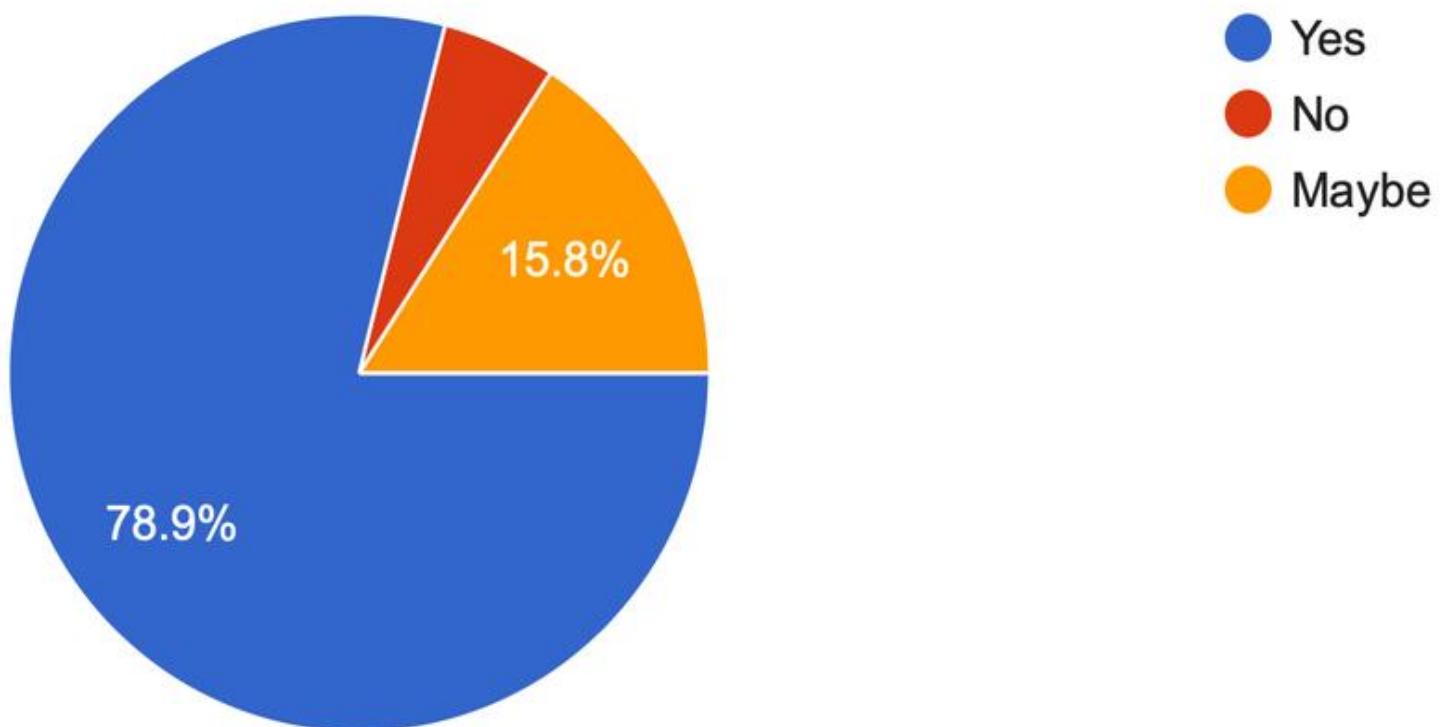
# How engaging do you find Duolingo's lessons and exercises?

19 responses



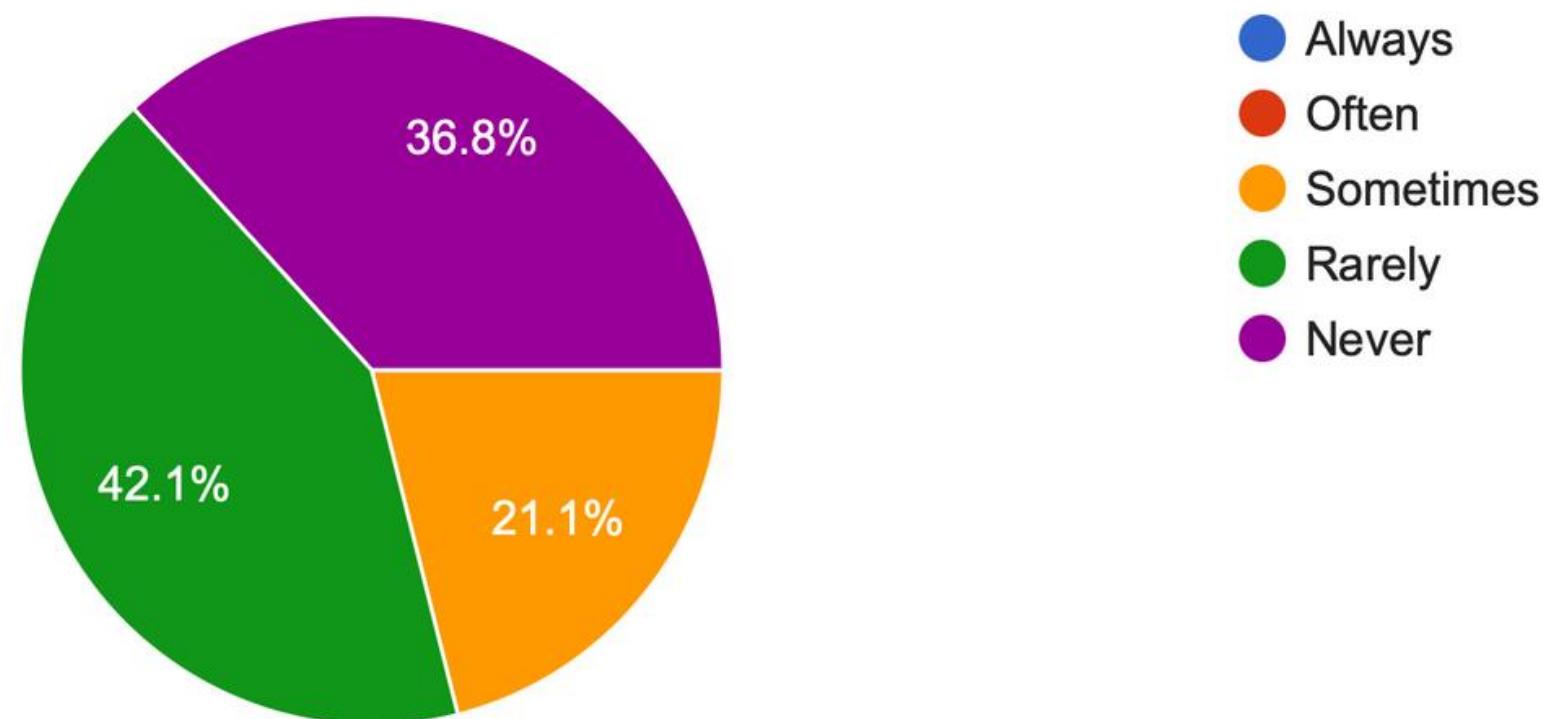
## Do you plan to continue using Duolingo in the future?

19 responses



How often have you encountered issues (e.g., bugs, app crashes) while using Duolingo?

19 responses





# Unlocking a World of Opportunities:

Learning a new language is a valuable investment in yourself. It opens doors to new cultures, career paths, and personal growth.

# Long-term User Benefits

## 1. Conversational Skills

Hold basic conversations in your chosen language. Explore new cultures, meet new people, and travel freely.

## 2. Improved Listening Comprehension

Develop an ear for the language through audio lessons and exercises. Understand spoken conversations better, even in noisy environments.

## 3. Boost Confidence

Gain confidence in social and professional settings. Communicate effectively with people from different backgrounds.

# Expand Your Horizons

4

## Cultural Understanding

Gain insights into customs, traditions, and ways of thinking. Broaden your worldview and develop a deeper appreciation for diversity.

5

## Increased Job Prospects

Fluency in another language is an asset in today's globalized job market. Stand out from the competition and unlock exciting career opportunities.

