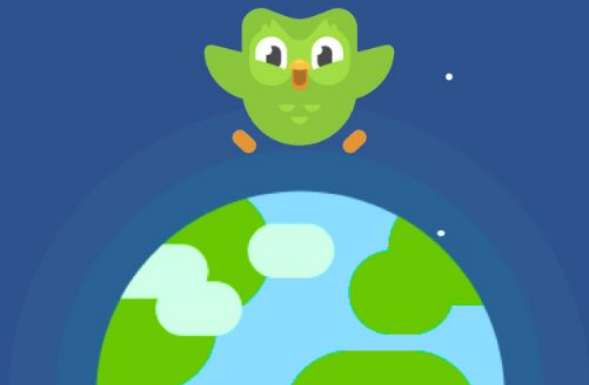


duolingo Travel

APM Deliverable | Austin Liao



Background & KPI Selection

Business Overview

Currently, Duolingo generates <\$1 in revenue for each free user, who in turn make up ~93% of MAUs^[1].

Thus, converting free members to paid, measured by **Paid Subscriber Penetration***, is a key lever for long-term revenue growth.

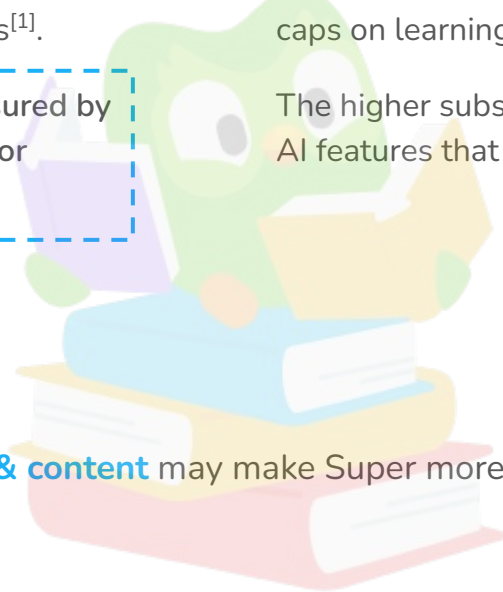
Insight

More tangible benefits like **new features & content** may make Super more attractive to users, driving bookings and Paid Subscriber Penetration.

Current Offerings

The lower subscription tier (Super) simply removes caps on learning capacity/engagement.

The higher subscription tier (Max), is pricey and offers AI features that are still limited in nature.



*Paid subscribers as a % of MAU

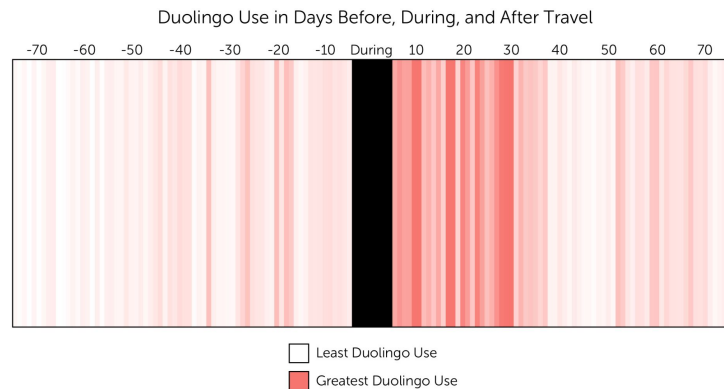
^[1] Data calculated from 2022 Duolingo Shareholder Letter

Opportunity

Problem Space

- 15-30% of people learn a new language to prepare for an upcoming trip
- However, data shows that users actually use Duolingo more after a trip than before (see graph)

This means that many people are signing up for Duolingo to prepare for travel, but not actually using it for that purpose



Hypothesis

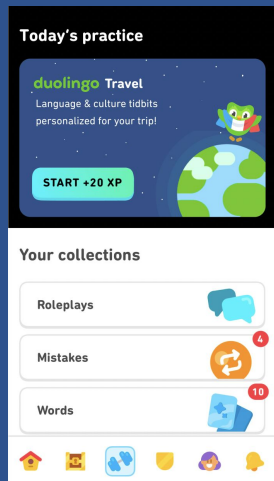
Travelers* don't use Duolingo to prepare for trips due to a lack of **guidance** and **personalization**, and would be willing to pay for a robust solution

*Defined as Duolingo users who selected "prepare for travel" as the reason for learning a language

Graph source: <https://blog.duolingo.com/how-to-travel-with-duolingo/>

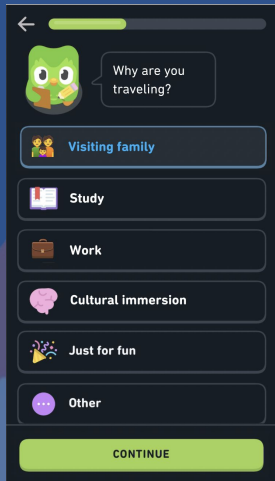
duolingo Travel

A personalized learning plan for Travelers powered by AI



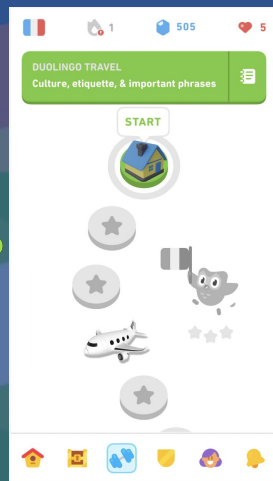
Entry Point

Travelers who subscribed to Super can access Duolingo Travel through the Practice tab



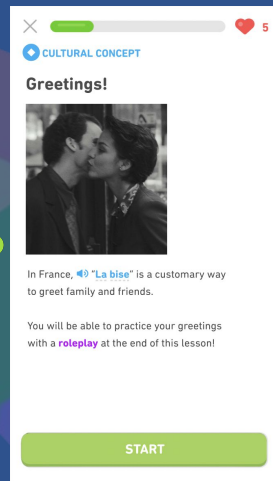
Onboarding form

Users will first be prompted for the date, duration, destination, and purpose of their trip



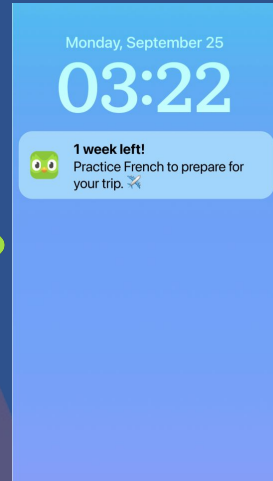
AI learning plan

Birdbrain will then generate a short, personalized course (5-10 lessons) using the collected info



Lessons

Users will learn cultural and trip-related content along with a few Roleplays for practice (and to upsell Max)



Reminders

Custom notifications will be sent to ensure optimal learning pace in tune with the user's departure date

Success Metrics

Secondary

Average course progress by departure date

Indirectly measures engagement and user satisfaction with course content

North Star

of Super subscriptions

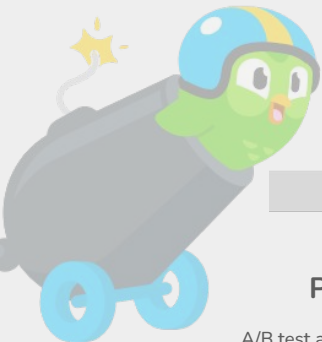
Gauges the fundamental business impact of the feature

Guardrail

Churn rate

Users who sign up for Super only to prepare for travel might cancel immediately after their trip

Long-Term Roadmap



Painted Door Test

A/B test ads for Super with and without copy promoting Duolingo Travel to a subset of users. Compare # of "subscriptions" to gauge potential impact of a fully-fledged feature.



MVP

Develop a model that can generate the course based on trip info & user profile. Pilot the demo with a group of alpha testers, gather feedback, and iterate



Launch

Ship feature to users and A/B test various pricing models (i.e. one time fee v.s. Add-on to Super).



Future Possibilities

Continue AI experimentation to personalize for other user personas (i.e. people who use Duolingo for career growth). Eventually integrate model(s) into the main "Path", so each user can get a personalized learning experience.