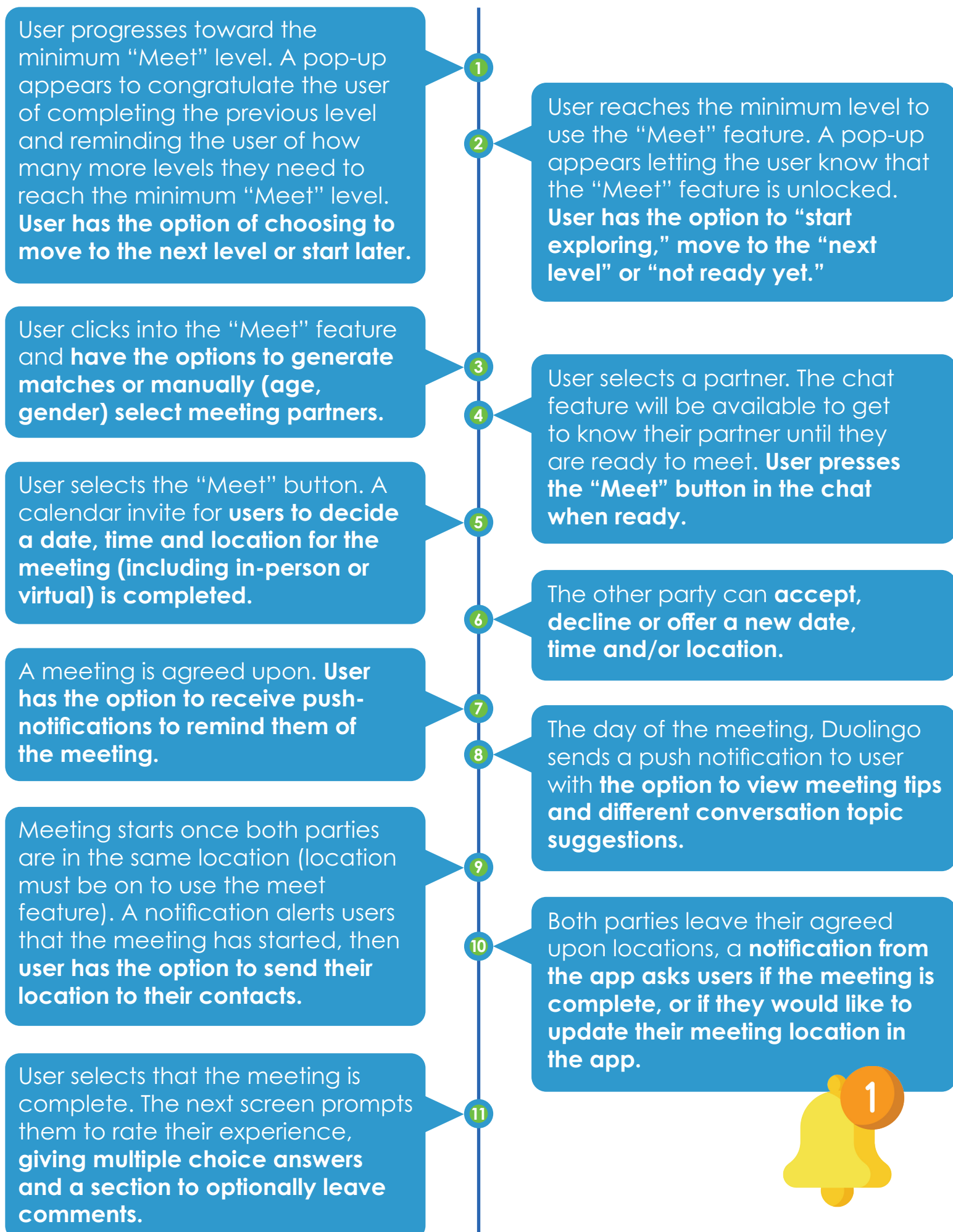


DUOLINGO'S "MEET" FEATURE



Duolingo is one of the top language-learning apps where users can learn any language(s) by completing a variety of courses and tests. The new "Meet" feature within the app will allow language learners to take the next step in learning a language: socializing with others on the same skill-level of their new languages i.e. your new language will be the native language of your partner and vice versa.

USER JOURNEY



SCIENCE

- | | | |
|------------------|-------------------|--------------|
| ★ WORKING MEMORY | ★ TUNNELING | ★ SIMULATION |
| ★ REMINDERS | ★ PERSONALIZATION | ★ PRAISE |
| ★ BINDING | ★ TAILORING | ★ REWARDS |
| ★ REDUCTION | ★ SELF-MONITORING | ★ SUGGESTION |

EVALUATION

IN-APP USE SURVEY:

How is your experience using **Meet**?

☐ Excellent ☐ Good ☐ OK ☐ Bad ☐ Terrible

Primary reason(s) for using **Meet**:

☐ Upcoming Trip ☐ Moving ☐ New Skill ☐ Network ☐ Other

What are the primary features that you use in **Meet**?

☐ Chat ☐ Meet In-Person ☐ Meet Virtual ☐ Conversation Starters

Suggestions/Comments: _____

AFTER MEETING SURVEY:

Primary reason(s) for using **Meet**:

☐ Upcoming Trip ☐ Moving ☐ New Skill ☐ Network ☐ Other

Overall Rating of meeting partner:

★★★★★

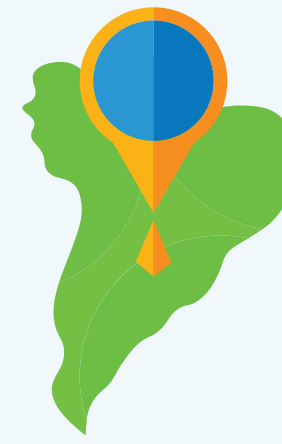
Overall Rating of **Meet** experience:

★★★★★

Has **Meet** improved your language skills?

☐ Yes ☐ A little ☐ No

INSIGHT



PERSONAL EXPERIENCE

Before traveling to Brazil, I want to learn Portuguese. I started learning toward the end of 2014 with the help of my Brazilian friend. After we parted ways, I didn't start again until 2019. It is now 2020, but I'm only barely on level 2 in Duolingo. **Why is this?**

SUBCONSCIOUS LANGUAGE TRAINING

Adults can't learn languages as kids do, so it's a lot harder the older you get. Your native tongue is a part of System 1, while your new language is a part of System 2 which causes cross-translation, slow recall and does NOT help with learning a new language.

Subconscious language training is how adults can successfully implement their new language into System 1 for fast recall.



THE THREE INGREDIENTS

For a new language to be a part of System 1 in adults, they must train their brain by **reading, writing and speaking** the language. Trying to only memorize words and phrases will keep the new language in System 2.

LET'S MEET!

The new "Meet" feature is that third ingredient needed for users to truly learn a language stress-free, quicker and in a fun way.



POPULATION



18-34

year olds travel more days out of the year than any other age group, and are the main users of the dating apps Tinder and Bumble.

BEHAVIOR OBJECTIVE

- 1 Users complete a set amount of levels to unlock the "meet" feature.
- 2 Users clicks into the "Meet" feature once available.
- 3 Users will utilize this feature by setting up meet-ups with other users.
- 4 User will feel inclined to utilize this feature after completing new levels.

ALTERNATIVE TOUCHPOINTS

- 1 Right before the agreed upon meeting time, a Duolingo notification will ask if the user wants to use the Duolingo conversation categories that fit to the learning level that users are currently on.
- 2 Pop-ups after each level to inform users of how many more levels they need to complete to unlock the "Meet" feature.
- 3 Tips on the loading screen before each level about using the "Meet" feature.
- 4 Push notifications to start a meeting with their partner once the user is using the chat feature.
- 5 When the app opens, the screen will either remind the user of their current level and how many more levels they need to start meeting others, or if they already achieved the "Meet" feature, the screen will remind them to either start a chat or a meeting or continue chatting with users.
- 6 Ads on Instagram and Snapchat promoting the "Meet" feature.
- 7 Weekly emails promoting the "Meet" feature.