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

User progresses toward the minimum "Meet" level. A pop-up appears to congratulate the user of completing the previous level and reminding the user of how many more levels they need to reach the minimum "Meet" level. User has the option of choosing to move to the next level or start later.

User clicks into the "Meet" feature and have the options to generate matches or manually (age, gender) select meeting partners.

User selects the "Meet" button. A calendar invite for **users to decide** a date, time and location for the meeting (including in-person or virtual) is completed.

A meeting is agreed upon. **User** has the option to receive pushnotifications to remind them of the meeting.

Meeting starts once both parties are in the same location (location must be on to use the meet feature). A notification alerts users that the meeting has started, then user has the option to send their location to their contacts.

User selects that the meeting is complete. The next screen prompts them to rate their experience, giving multiple choice answers and a section to optionally leave comments.

User reaches the minimum level to use the "Meet" feature. A pop-up appears letting the user know that the "Meet" feature is unlocked. User has the option to "start exploring," move to the "next level" or "not ready yet."

User selects a partner. The chat feature will be available to get to know their partner until they are ready to meet. **User presses** the "Meet" button in the chat when ready.

The other party can accept, decline or offer a new date, time and/or location.

The day of the meeting, Duolingo sends a push notification to user with the option to view meeting tips and different conversation topic suggestions.

Both parties leave their agreed upon locations, a **notification from** the app asks users if the meeting is complete, or if they would like to update their meeting location in the app.

INSIGHT

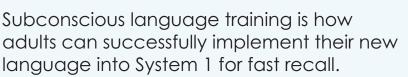


PERSONAL EXPERIENCE

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.







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

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

SIMULATION TUNNELING ALTERNATIVE TOUCHPOINTS

- 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.
- Pop-ups after each level to inform users of how many more levels they need to complete to unlock the "Meet" feature.
- Tips on the loading screen before each level about using the "Meet" feature.
- Push notifications to start a meeting with their partner once the user is using the chat feature.
- 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.
- Ads on Instagram and Snapchat promoting the "Meet" feature.
- Weekly emails promoting the "Meet" feature.

SCIENCE



REMINDERS

REDUCTION

BINDING

PERSONALIZATION

PRAISE



SELF-MONITORING



SUGGESTION

REWARDS

EVALUATION

IN-APP USE SURVEY:

How is your experience using **Meet**? © Excellent © Good © OK © Bad © Terrible

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

Oupcoming Trip Omoving Onew Skill Onetwork Other

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

OChat OMeet In-Person OMeet Virtual OConversation Starters

Suggestions/Comments: _

AFTER MEETING SURVEY:

Primary reason(s) for using **Meet**: Oupcoming Trip OMoving ONew Skill ONetwork Other

Overall Rating of meeting partner:



Overall Rating of **Meet** experience:



Has **Meet** improved your language skills? ○ Yes ○ A little ○ No