



Duolingo

Internal Strengths

- Free access to language learning
- Allows users to trial app before creating an account to save progress
- Simple, clear call to action buttons
- Options to choose how much time commitment each days
- Strong visuals to show progress towards goals

Internal Weaknesses

- Bottom toolbar has unclear icons when first learning the product
- Difficult to go back and change preferences after initial onboarding
- No ability to choose the type of content you are learning

External Opportunities

- Include options for content selection to keep high intrinsic motivations
- Expand content to include information about culture, food, etc. for functional learning
- Create features for more personalized and/or specific goal setting

External Threats

- Other products have larger variety of content options
- Part of a saturated language learning market place



YouTube

Internal Strengths

- Generates recommended content based on users preferences
- Allows users to save and share content
- Subscriptions allow users to get notified with new postings from favorite channels
- Comment, like/dislike features allow users to interact

Internal Weaknesses

- Limited regulatory scope for who and what content is posted
- Limited category options to filter content
- Content is limited to video media
- Limited interactive or collaborative features

External Opportunities

- Create stronger categorization or filter features to find content
- Allow users to select preferences at onboarding for recommended content

External Threats

- Other products regulate and/or control the content posted in product
- Multi-media content generate larger variety of user content



Lumosity

Internal Strengths

- Asks some insightful onboarding questions to personalize programs
- Offers baseline testing for a starting point
- Strong dashboard page to track stats, progress, and comparisons to others
- Allows users to choose different cognitive functions to address

Internal Weaknesses

- Onboarding process is more time consuming and involved
- Majority of content is hidden in the free version of app
- Overly simplified UI that is relatively uninteresting for users

External Opportunities

- Implemented more extrinsic motivation to complete tasks like badges or awards
- Offer more free content so the user has more incentive to purchase premium version
- Redesign the dashboard and game pages with more interesting UI elements

External Threats

- Other products offer free content or at least free trials to retain users
- Much stronger UI with other products - feels like more time/effort was spent on these products