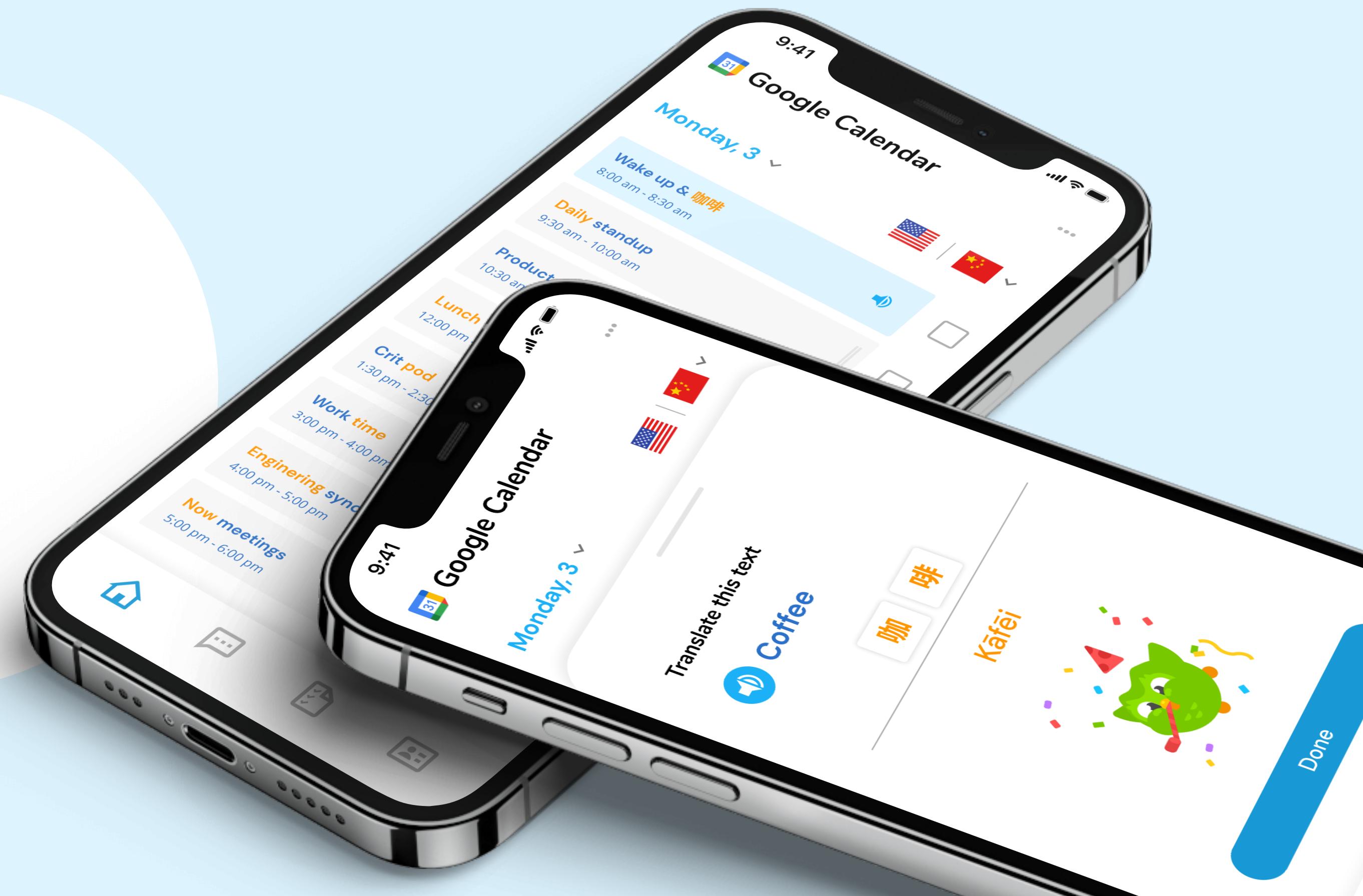




duodaily

An immersive way to learn,
daily,
designed to fit your life.

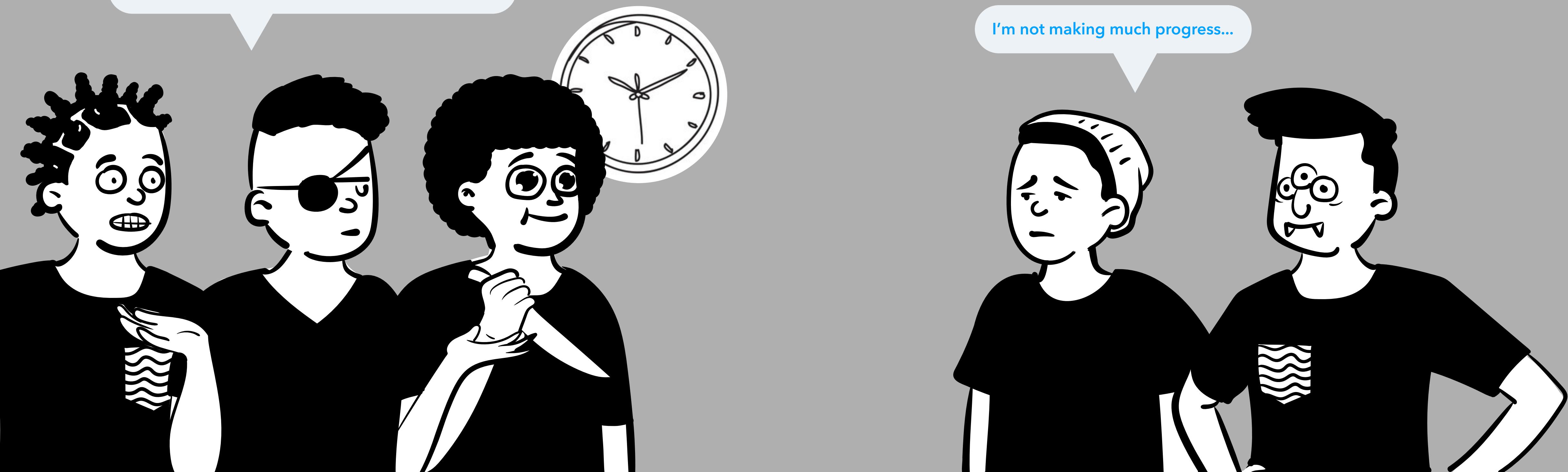


Existing language learning solutions feel like work.

And that can be tough for professionals who already have full-time jobs.
It's time consuming and difficult to remain consistent...

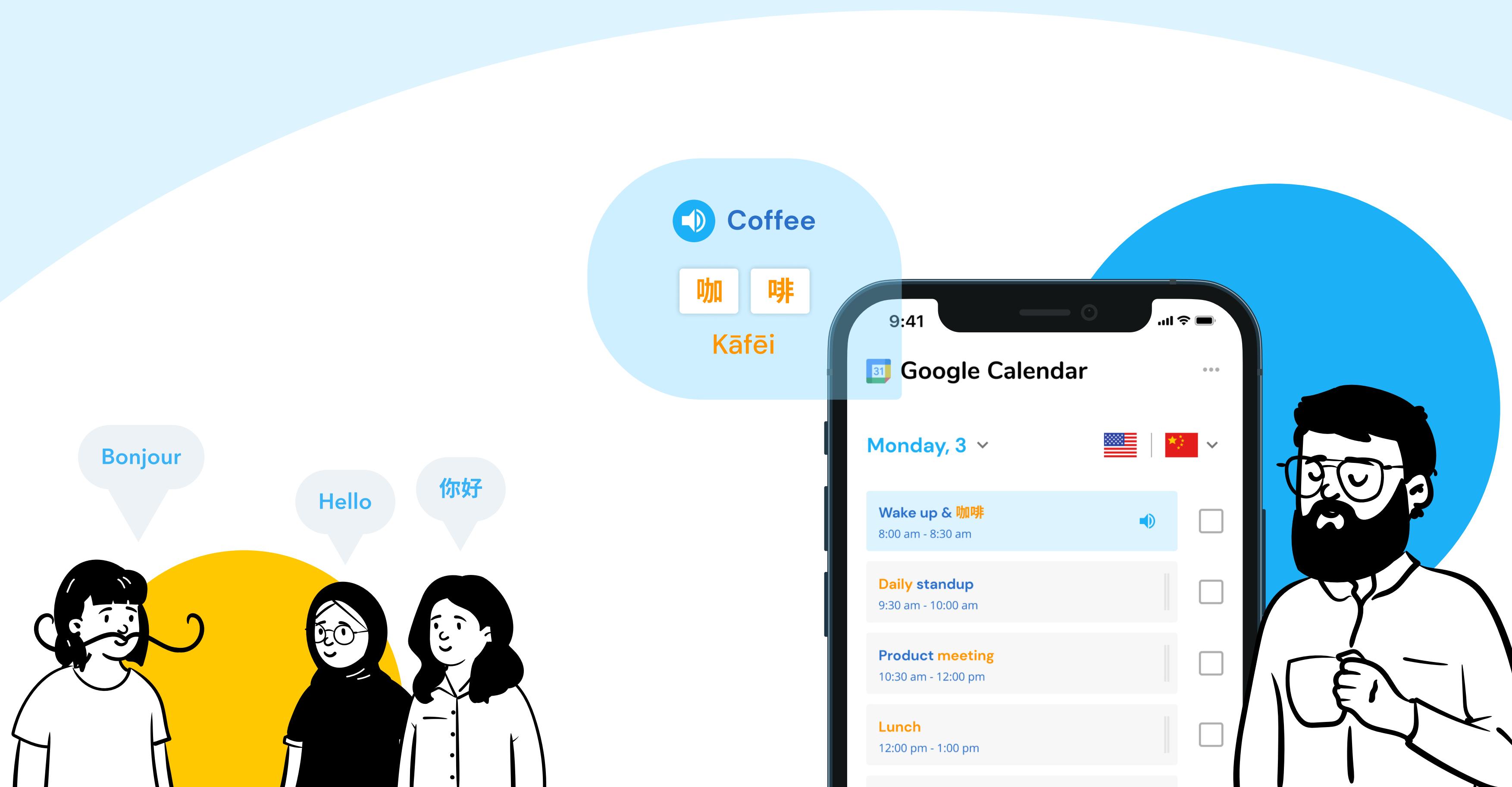
It's hard to stay consistent with my busy schedule.

I'm not making much progress...



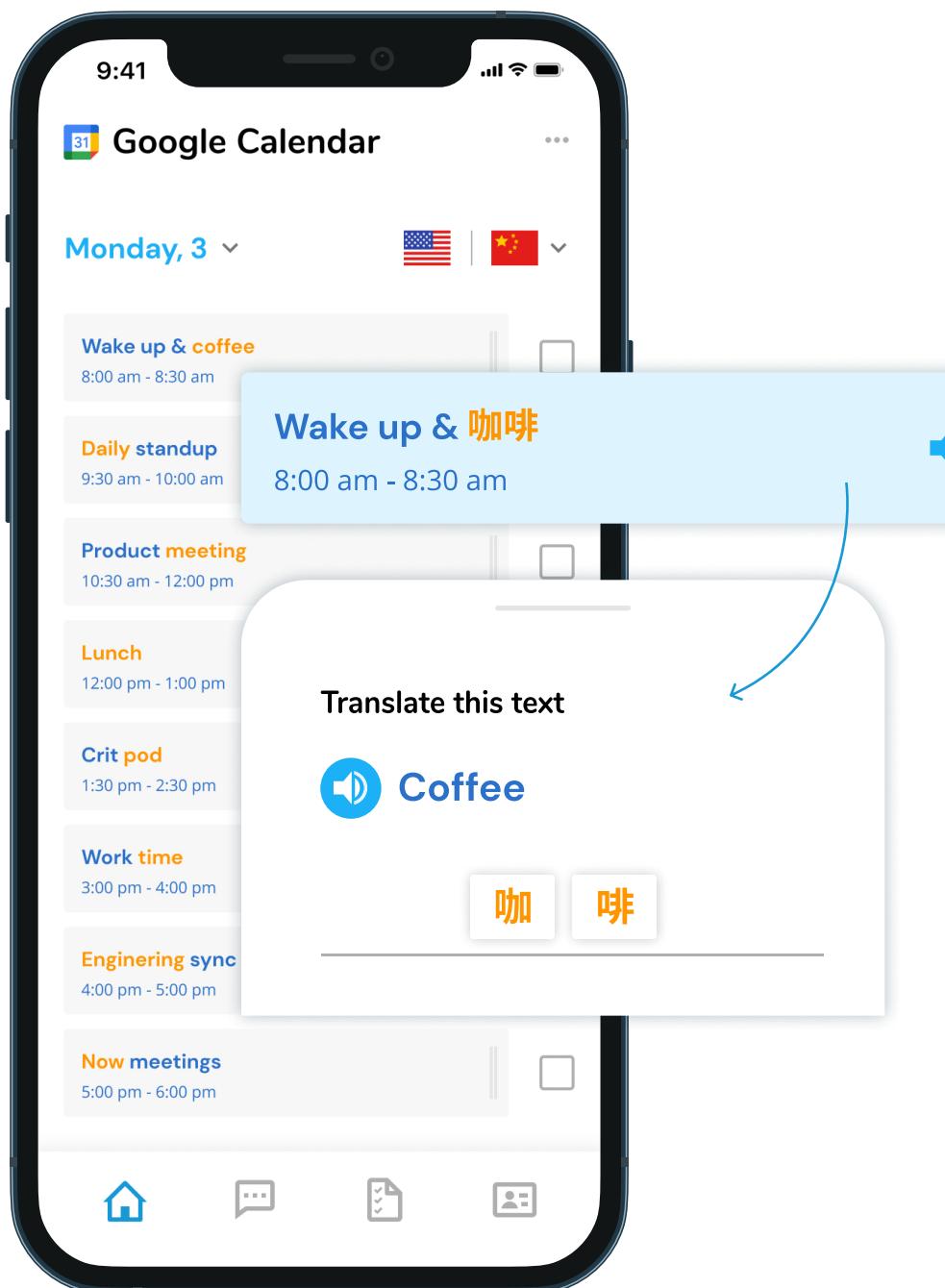
Learning languages should feel natural,

like immersing yourself in a culture with constant exposure to the new language!



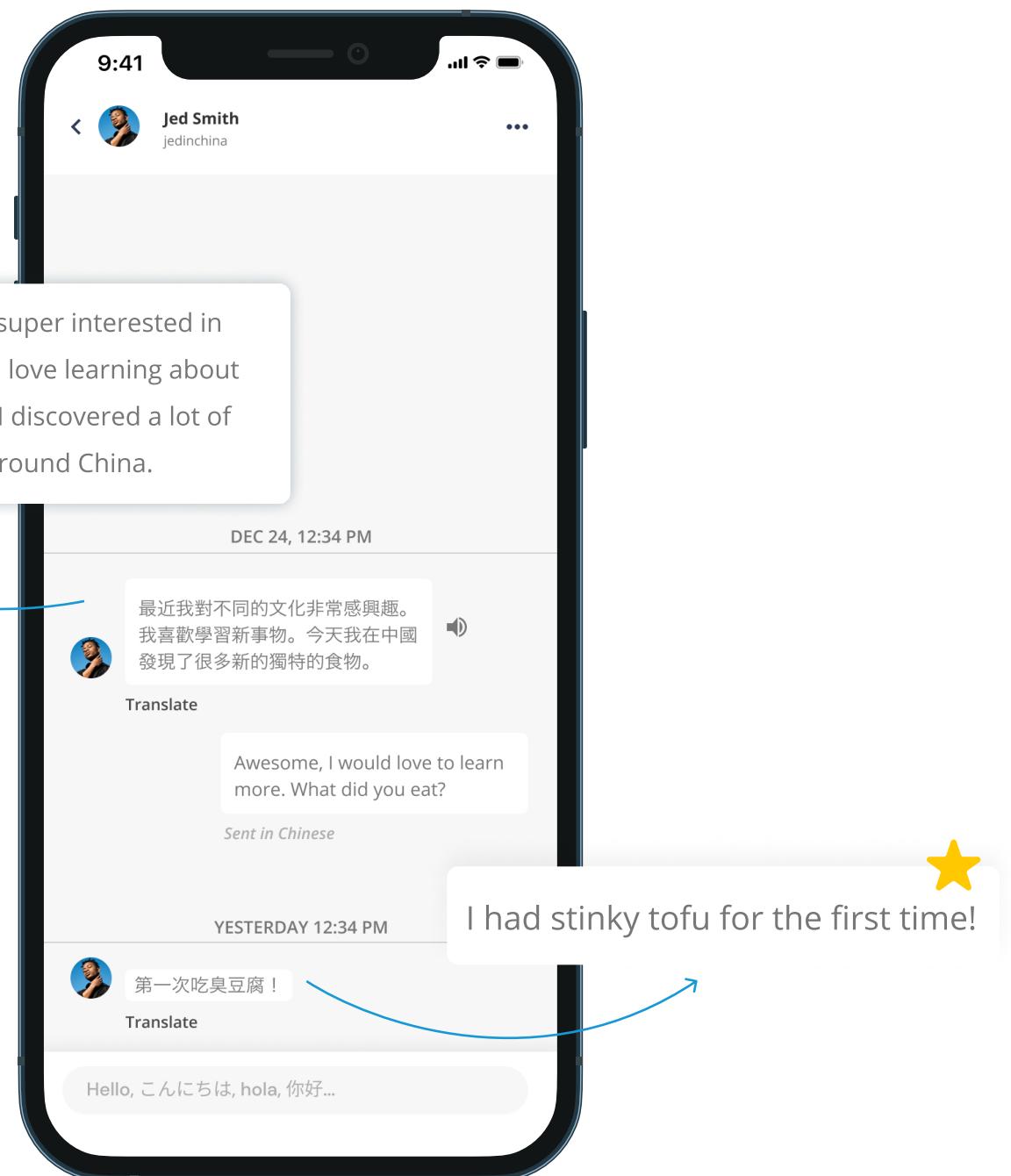
Key Features

Language Immersion



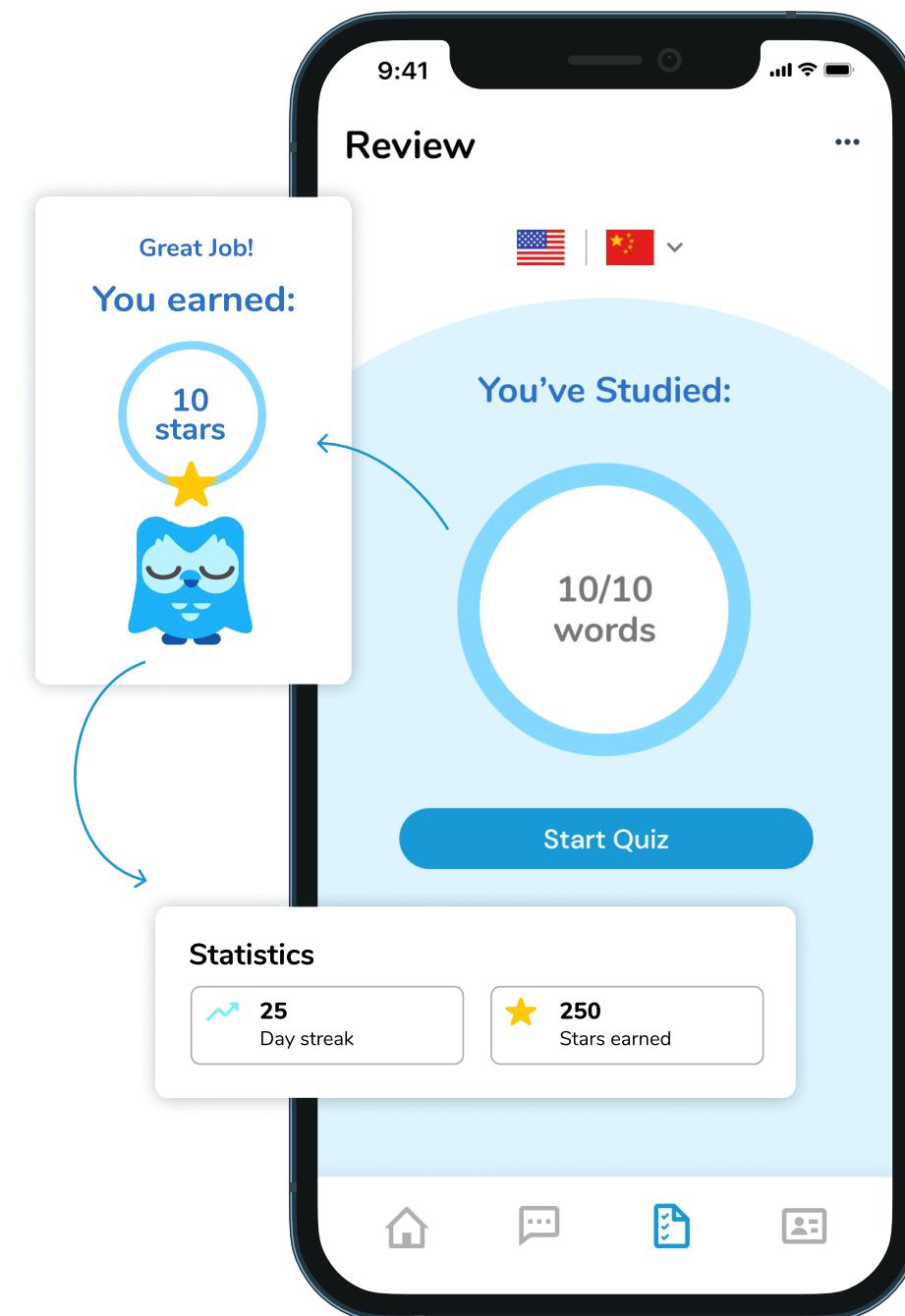
With API integrations, everyday apps become powerful language learning tools that merge seamlessly into daily routines.

Cultural Exchange



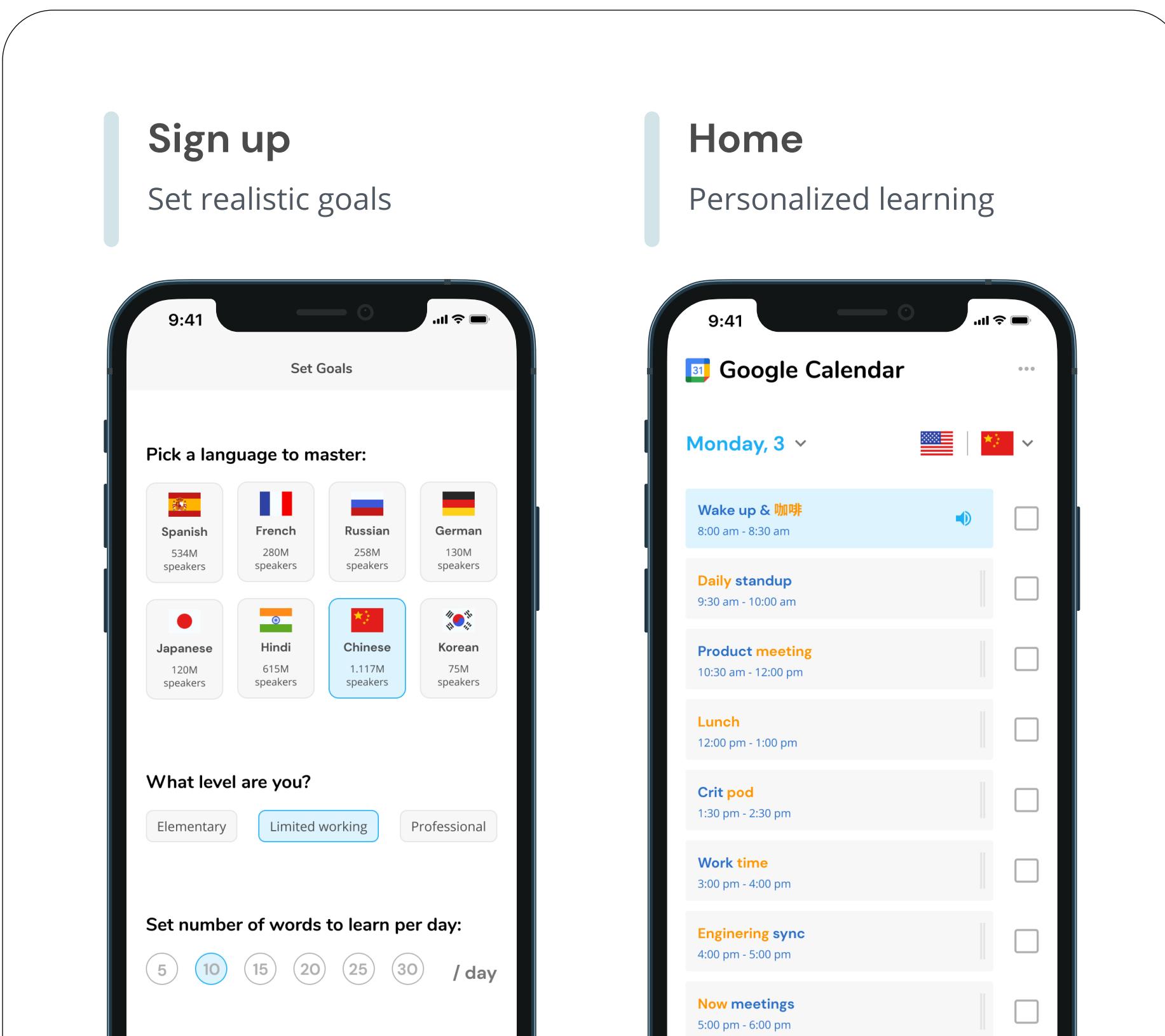
Active learners can interact with each other on a global network to practice their new language and share cultural insights.

Review & Retain

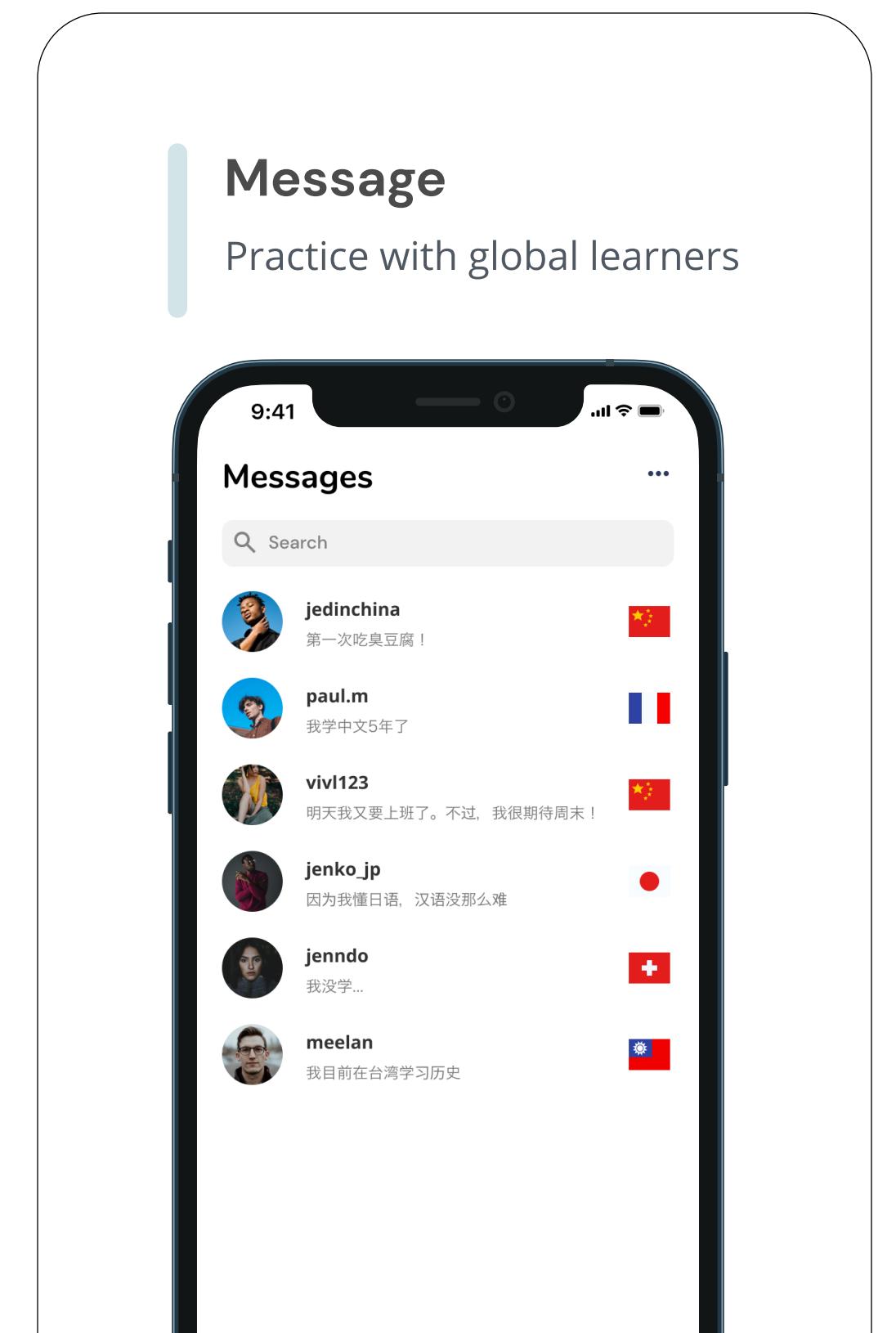


Learners can end their day with a short and sweet quiz to retain new words highlighted from that day.

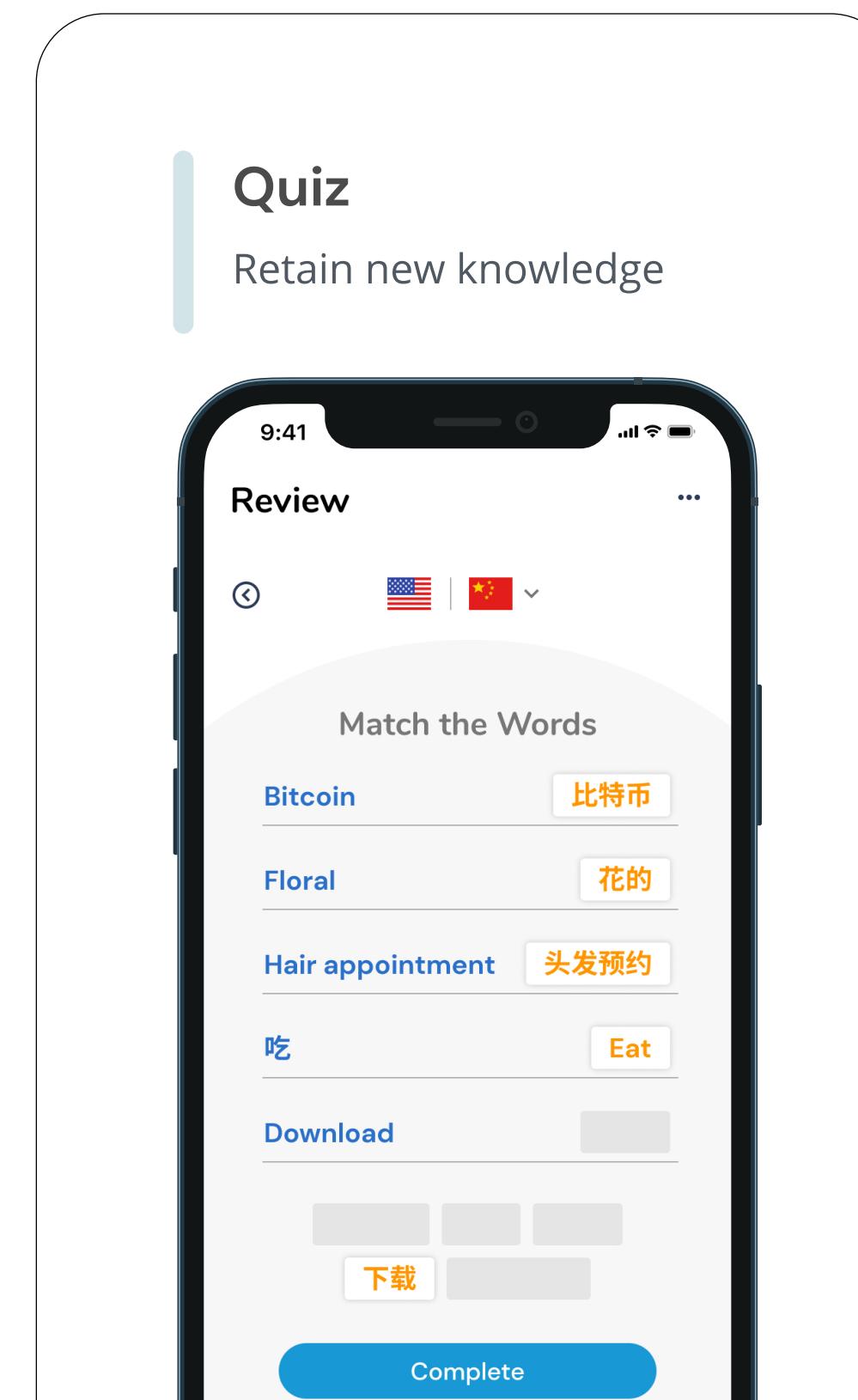
Language Immersion



Cultural Exchange



Review & Retain

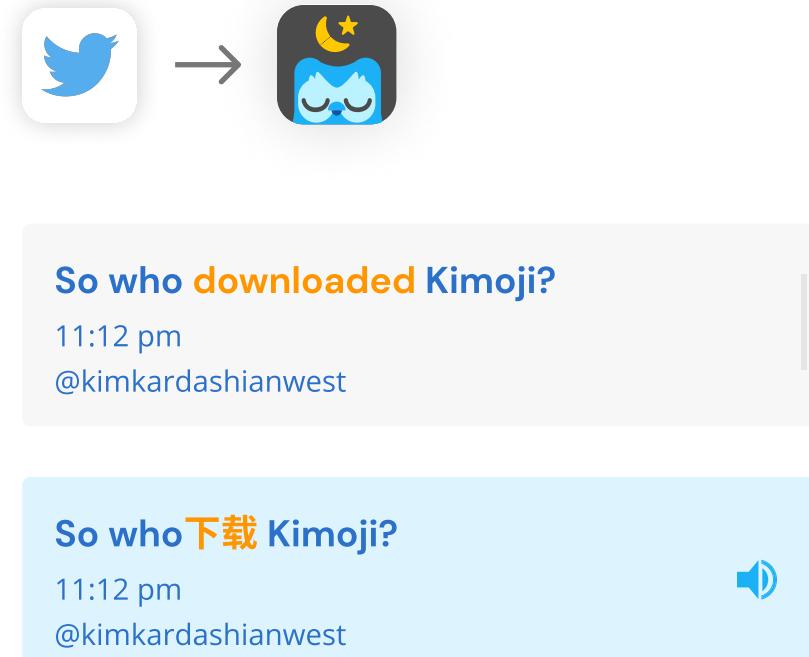
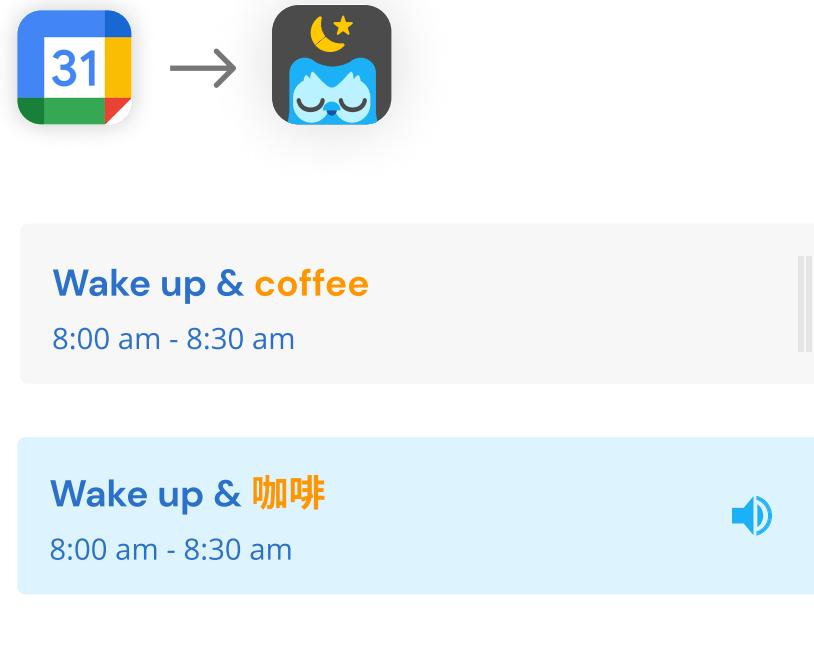




duodaily

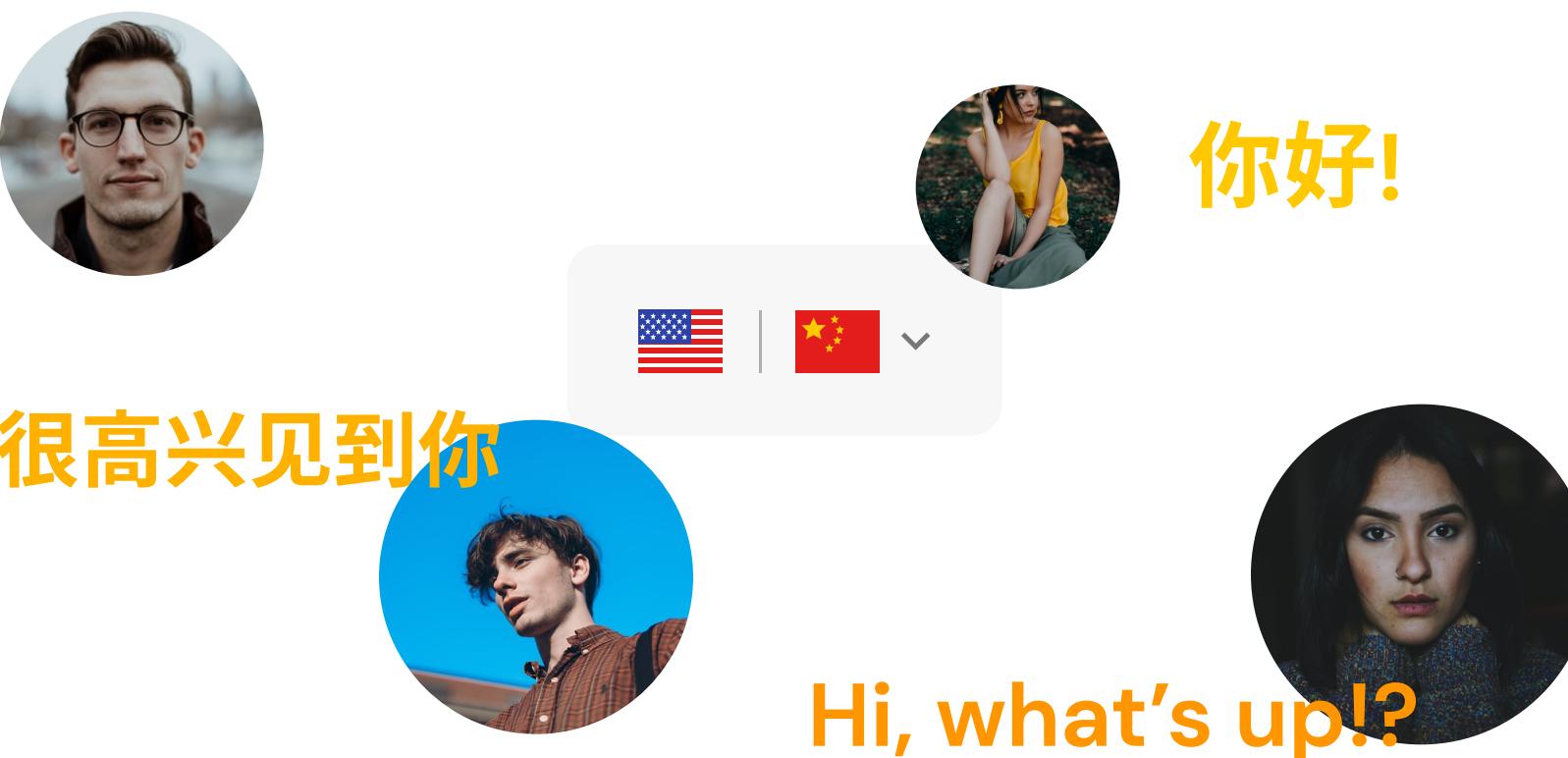
Personalized language lessons

Instead of taking time out of your day to learn a new language, why not have it be a seamlessly integrated into your everyday workflow?



Applied learning & cultural exchange

Human communication and culture is a huge part of learning a new language. Talk like a local with the global community!



Process

Q Discover

- + Research & gather data
- + Understand existing solutions
- + Interview users
- + Create personas & use cases

▽ Define

- + Define target user
- + Define the challenge
- + Customer journey
- + Information architecture

○ □ Design

- + Low-fi
- + Prototype

□ Takeaways | Next Step & Reflection

- + Usability testing with target users
- + Project reflections

Role

Michelle Wang /

Product Designer & UX Researcher

Duration

1 week /

Using human centered design methodologies



★ Discover - Duolingo Blog Community

FORUM > TOPIC: SPANISH > Tips on how to stay consisten...

 **Tips on how to stay consistent?**

makennam_7 16 4 3 2 2

How do y'all stay motivated to continue your language(s)?

I've been doing Spanish for 2 years now, and I am getting somewhat tired of it. I tried switching to a different language every other day, but then I start to lose what I learned in Spanish. Any tips/tricks you use would be greatly appreciated!

September 9, 2020

Initial Research

I started by listening to active participants within the Duolingo Blog community. It seems novice language learners have difficulty remaining consistent, especially when juggling a full time job.

Discover

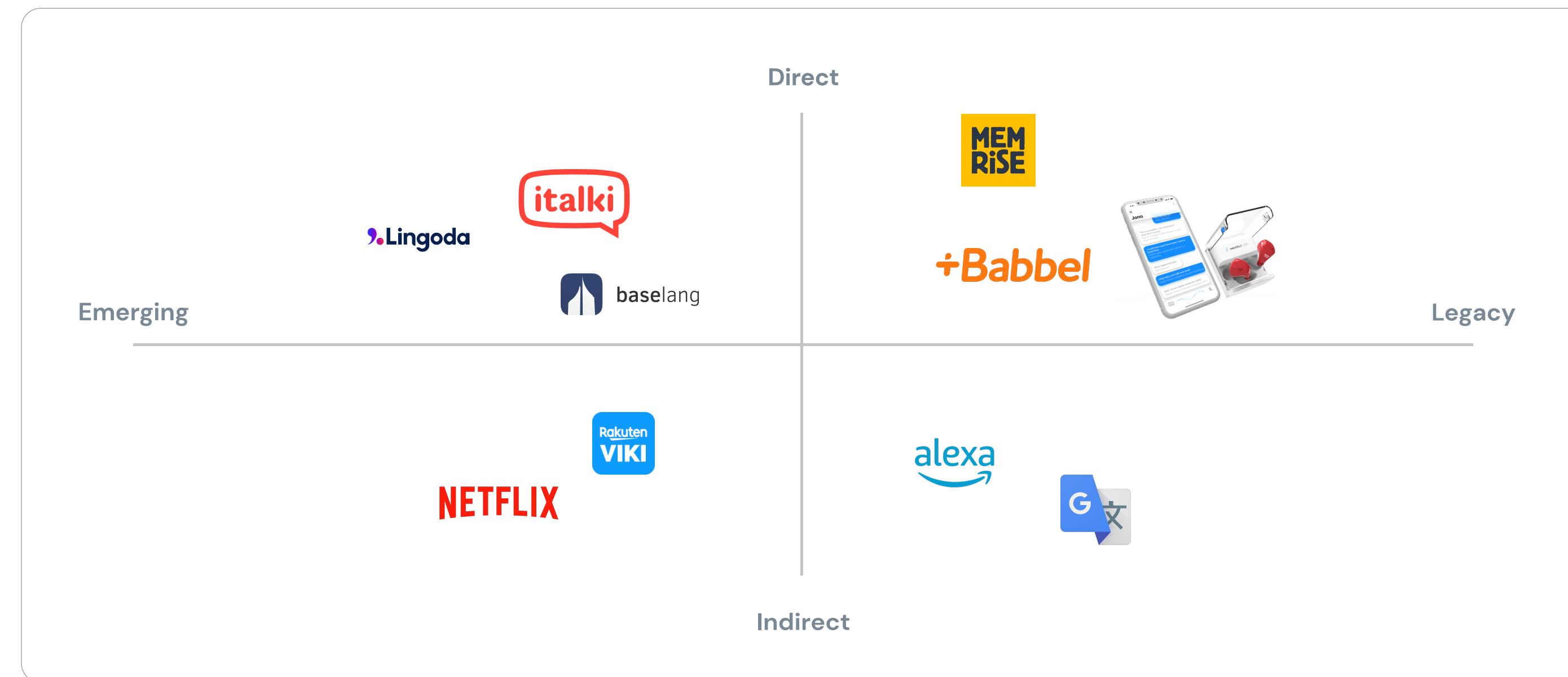
Define

Design

Takeaways



Competitive Matrix



Direct vs Indirect Competitors

Direct competitors offer effective learning, but require users to set aside a chunk of time, making it difficult to remain consistent. Indirect competitors teach organically and at a slower pace, offering learning opportunities that match everyday routines.

Discover

Define

Design

Takeaways



Comparison Chart

	Duolingo	Babbel	Lingoda	SpanishPod101	NTNU MTC
Learning pace	●	●	●	●	●
Effective learning	●	●	●	●	●
Low commitment	●	●	●	●	●
Accessibility	●	●	●	●	●
Language variety	●	●	●	●	●
Cost	●	●	●	●	●

Potential Opportunity

Taking a deeper dive at direct competitors, all require high commitment which makes it difficult to stay consistent and engaged. Although Duolingo currently offers low-stress language learning experiences, there is an opportunity to disrupt the current teaching model into one that integrates seamlessly with user's regular workflows.

Discover

Define

Design

Takeaways



Business Opportunity



Duolingo ABC

Designed by education experts to help young children learn to read.



Duolingo

Quick bite-sized lessons to learn new languages sporadically.



Duodaily

An immersive way to learn for the busy professional, integrating organically into everyday life.

- Focus - Learn one language at a time.
- Personalized - Create lessons around your daily apps.
- Comprehensive - Retain new knowledge and apply.

Discover

Define

Design

Takeaways

 duodaily

Key Research Findings

It's difficult to stay consistent

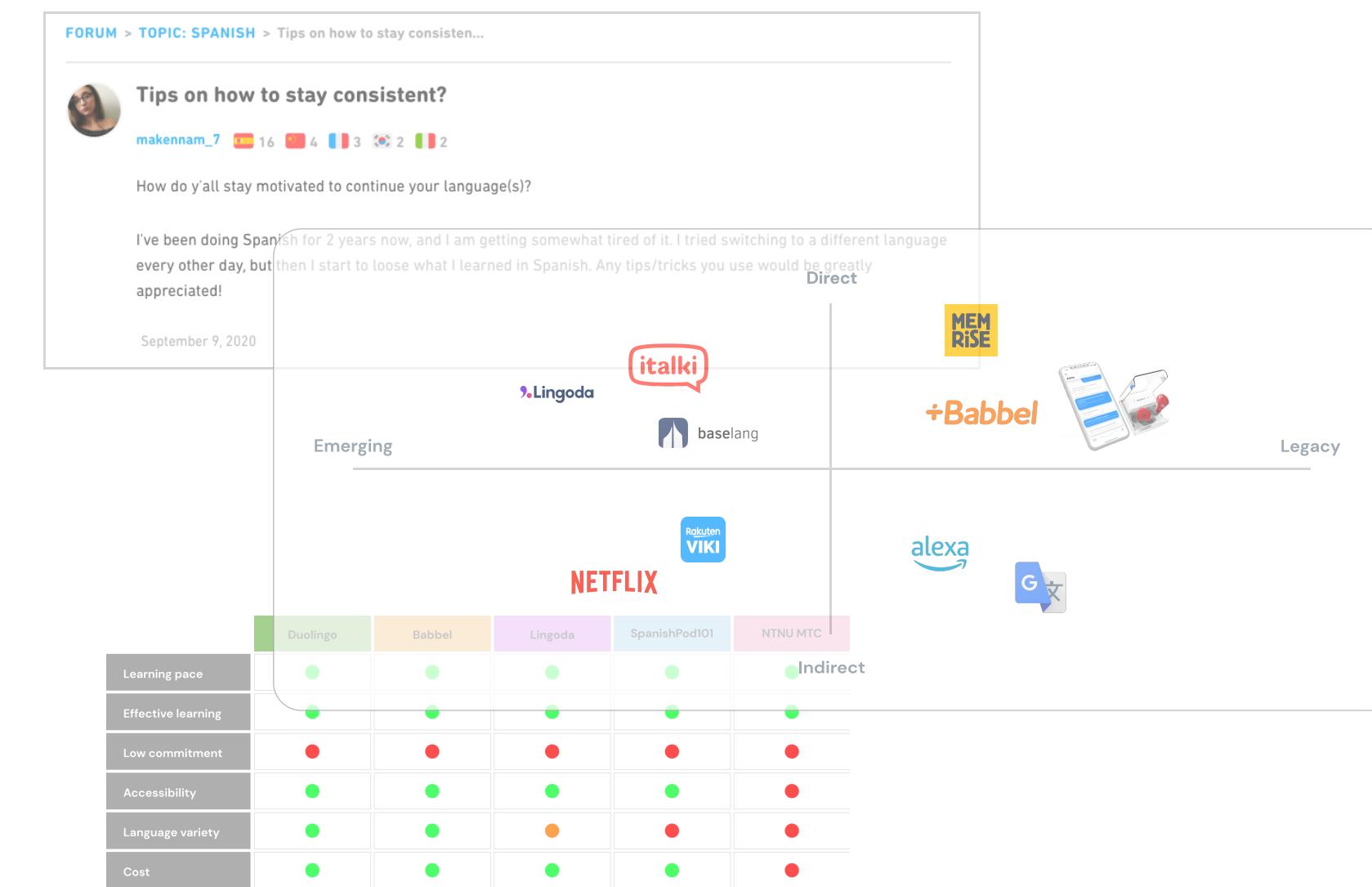
People are busy. Setting aside time in a busy schedule can be tough and sometimes impossible.

Language learning tools feel like studying

Current solutions can be daunting, especially after a full day of work and errands.

Lack of focus

To fulfill app incentives, users often find themselves learning multiple languages at once or learning material that is irrelevant to their daily lives.



Discover

Define

Design

Takeaways

3 User Examples

View in detail [here](#).



Kim Payne

The Culture Enthusiast

Kim Payne loves her job as an English tutor in the Cupertino area with a large Asian American population. The majority of her clients are Chinese and the families she teaches often provide her with snacks and drinks while teaching. Her Korean and Japanese clients have their own platforms that she also wants to explore.

Tech Empathy: Moderate
Devices: iPhone, Macbook

3 Websites/apps: Facebook,

iMessage, and Google

Key Pain Points:

- Apps introduced to her by students don't come in her native language, English.
- She doesn't want to bother her students in translating things for her, as it takes a lot of time.

How Duodally can serve:

- Translate apps and websites into her native language so she can navigate and interact.
- A plug-in so she can have her entire customer journey translated

"It's so frustrating! I've heard so many great things about ordering authentic Chinese food from WeChat or Weee, but I can't use it because everything is in Chinese."

Gender: Female
Age: 52
Occupation: Cyclist & English Tutor



Hester Yang

The Working Student

Hester Yang is currently a strategist and marketer at a brand agency in New York City. She works long hours, from 8AM all the way to 6 or 7PM. After a long work day, she typically needs to spend an hour on her Lingoda classes, which can be pretty intense, although the results are amazing, as she speaks, writes and reads in French for an hour every day.

Tech Empathy: Advanced
Devices: iPhone, Macbook, Airpods

3 Websites/apps: Instagram, Google

Suite, Food Blogs

Key Pain Points:

- With a busy work schedule, learning a new language can feel like a second job.
- Class times are rigid and it's costly to reschedule with teachers.

How Duodally can serve:

- Integrate learning throughout her work day without being overwhelming.
- Flexibility to learn at her pace.

"Sometimes after work, I'm just so burnt out that I want to chill. But then I have this class I signed up for that costs so much, which I'd spend another hour to get that done."

Gender: Female
Age: 23
Occupation: Student and Brand Strategist



Patrick Wang

The Proficient Practicer

Patrick is a Data Lead at Apple and he travels to Shanghai or Hong Kong once a year for work. While his company does provide LinkedIn Learning and other learning resources to brush up on his Chinese, it's difficult to manage because he isn't sure where to start. Also, the trips to Asia is only once a year, so he doesn't really stress too much about it.

Tech Empathy: Advanced
Devices: iPhone, Macbook, iWatch

3 Websites/apps: Instagram,

Coinbase, YouTube

Key Pain Points:

- Doesn't know where to start learning or brushing up on a new language with so many resources out there.
- Dislikes studying for languages
- Doesn't prioritize learning Chinese, but feels guilty because he should.

How Duodally can serve:

- Learn Chinese day-by-day in short spurts.
- As a former Chinese student, Patrick can benefit a lot from simple re-exposure in his everyday life.

The Culture Enthusiast

“ It's so frustrating! I've heard so many great things about ordering authentic Chinese food from WeChat or Weee, but I can't use it because everything is in Chinese.

The Working Student

“ Sometimes after work, I'm just so burnt out that I want to chill. But then I have this class I signed up for that costs so much, which I'd spend another hour to get that done.

The Proficient Practicer

“ For work, I need to go to China once a year. Growing up, I did take Chinese lessons, but haven't been able to use the language too much at work and school.

Discover

Define

Design

Takeaways



Use Cases

View in detail [here](#).

The Culture Enthusiast

scenario i



Kim is very interested in Asian culture and wishes to explore and learn more. With her student's parents always recommending her different apps and websites to order Asian cuisine, however she isn't able to discover things on her own because of the language barrier.

She wants to be able to freely roam apps with WeChat or Weee to seamlessly make purchases and confidently communicate with vendors who only speak in Chinese. She has WeChat downloaded and tries to navigate the app through visual components: icons, images, and other visual signages. Recently, she tried a piece of mango cake during a tutoring session with a student. The parent proudly said, "I had to stay up til 12AM on WeChat to order this cake! It's been very popular in the Chinese community!" Since then, Kim has still been thinking about this cake, but hasn't been able to order it...

The Working Student

scenario ii



Hester is busy working at a brand agency in New York City. Her day job is very demanding and she needs to work for at least 2-3 years before starting her MBA at NYU Stern.

She's very passionate about the luxury industry and French culture. Having taken many French classes during undergrad, she recently signed up for Lingoda to brush up on her French. Lingoda requires 12-14 hours a week to complete and can feel like a chore after a long work day. However, she forces herself to complete her lessons to get her money's worth from Lingoda. Though its hard, she does believe putting in this extra effort will be beneficial in the long run when she enters her MBA with a focus in Fashion & Luxury, as she aspires to work in Paris one day.

Shared qualities

- Working professionals trying to learn a new language
- Want to be immersed in a specific culture

Discover

Define

Design

Takeaways

Core Pain Points

Learning feels like Work

Lesson plans are rigid and can feel daunting to beginners.

Time Commitment

Users are required to set aside time to learn, usually after full day of work.

Lack of Cultural Experience

No option to actively apply learning directly to foreign platforms or interact with a global community.

Hester Yang
The Working Student

Hester Yang is currently a strategist and marketer at a brand agency in New York City. She works long hours, from 8AM all the way to 6 or 7PM. After a long work day, she typically needs to spend an hour on her Lingoda classes, which can be pretty intense, although the results are amazing, as she speaks, writes and reads in French for an hour every day.

Tech Empathy: Advanced
Devices: iPhone, Macbook, Airpods
3 Websites/apps: Instagram, Google Suite, Food Blogs

Behavior: Hester is a creative who yearns for different cultural experiences. She loves baking French pastries and window-shopping around New York City.

Key Pain Points:

- With a busy work schedule, learning a new language can feel like a second job.
- Class times are rigid and it's costly to reschedule.

How Duodaily can serve:

- Integrate learning throughout her work day without being overwhelming.
- Flexibility to learn at her pace.

scenario ii

Hester is a busy working at a branding agency in New York City. Her day job is very demanding and she needs go work for at least 2-3 years before starting her MBA at NYU Stern.

She's very passionate about the luxury industry and French culture. Having taken many French classes during undergrad, she recently signed up for Lingoda to brush up on her French. Lingoda required ___ hours a week to complete and can sometimes feel like a chore after a long work day. However, she forces herself to complete her lessons to get her money back from Lingoda, and does believe putting in this extra effort will be benefit in the long run when she enters her MBA with a focus in Fashion & Luxury, and even with aspirations of working in Paris one day.

Discover

Define

Design

Takeaways



Target Persona



Jane Doe

Jane is a busy and independent working woman. She loves meeting and learning from new people at work.

Tech empathy

Tech savvy

Devices

Apple products

Top 5 apps

Linkedin, Twitter, Slack, WeChat, Google Calendar

Age: 24

Occupation: Pan-Asian Marketing Manager

Location: New York City & Shanghai

Languages: English & Chinese

Pain Points

Finds difficulty learning a new language because of hectic work schedule.

User Goals

- Learn on the go
- Stay consistent & focused
- Learn effectively

Discover

Define

Design

Takeaways

★ Define

Target user

Gen Z / Millennial working professionals and culture enthusiasts trying to learn a new language and culture while simultaneously juggling multiple responsibilities and products for work, school or personal errands.

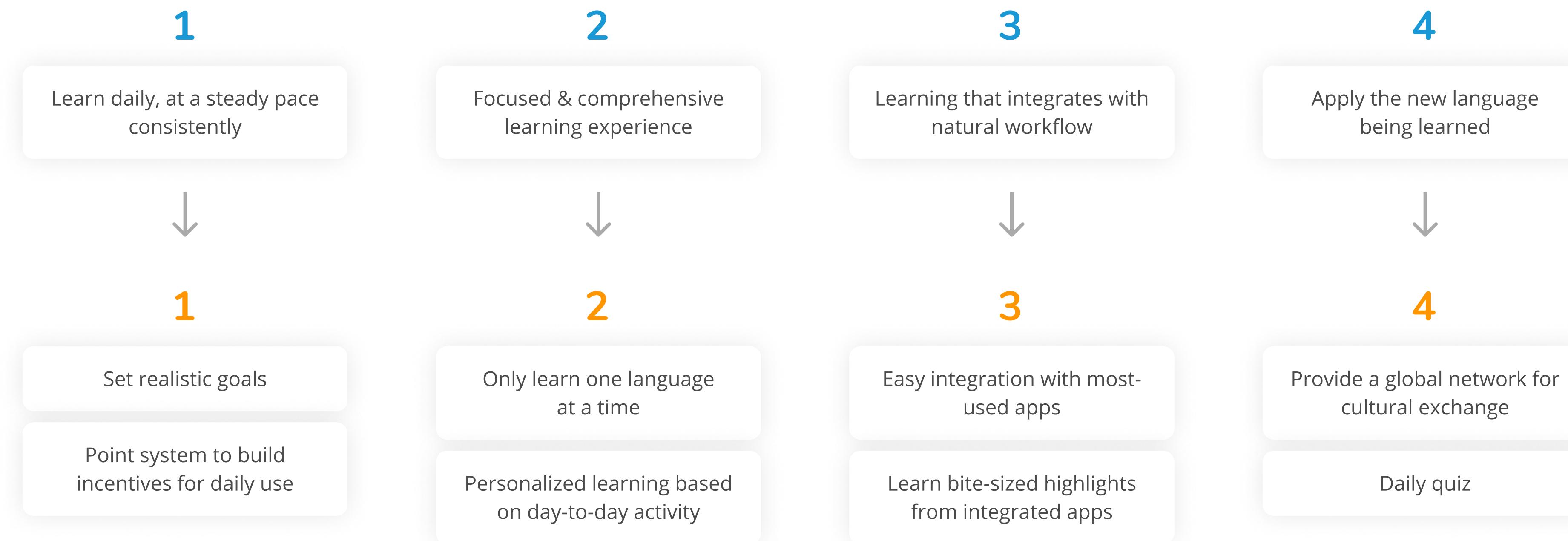
User Needs

- Learn day by day at a steady pace
- Focused and comprehensive learning
- A solution that integrates with natural workflow
- Apply the new language being learned



Defining the Product

User Needs → Product requirements



Discover — Define — Design — Takeaways



Existing experience



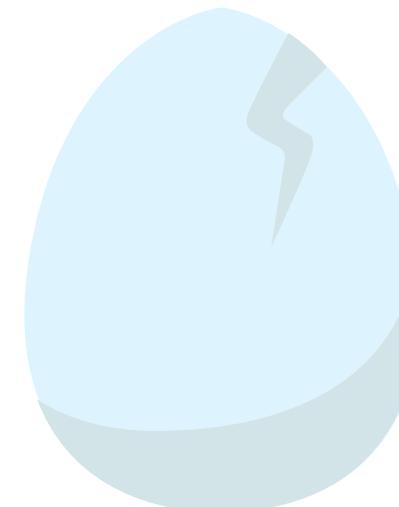
Problem Statement

Existing apps require a time-commitment that may be hard. Busy professionals and culture enthusiasts are forced to follow a lesson plan rather than learn organically. When the language learning experience is allocated to one specific part of a learner's daily workflow, this creates unwanted pressure and time-commitment.

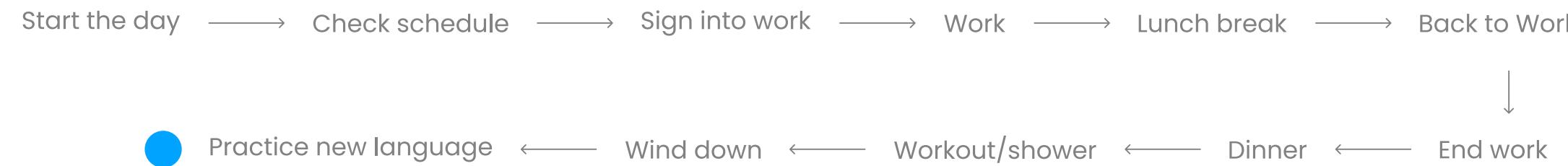


What's the ideal learning experience for busy individuals?

When language learning is
seamlessly integrated into the natural course
of a hectic schedule!

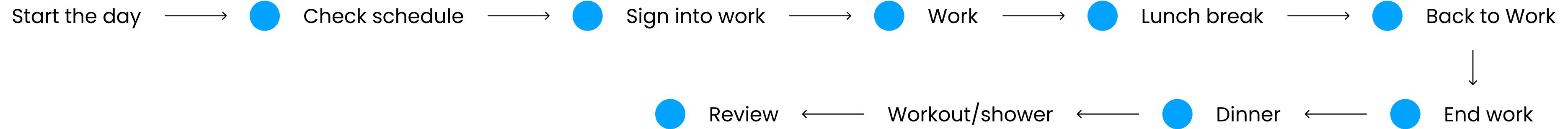


Existing Experience

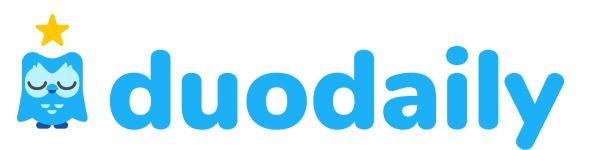


- ✓ Immersive learning style
- ✓ Evenly dispersed learning
- ✓ More frequency
- ✓ More consistency

New Experience

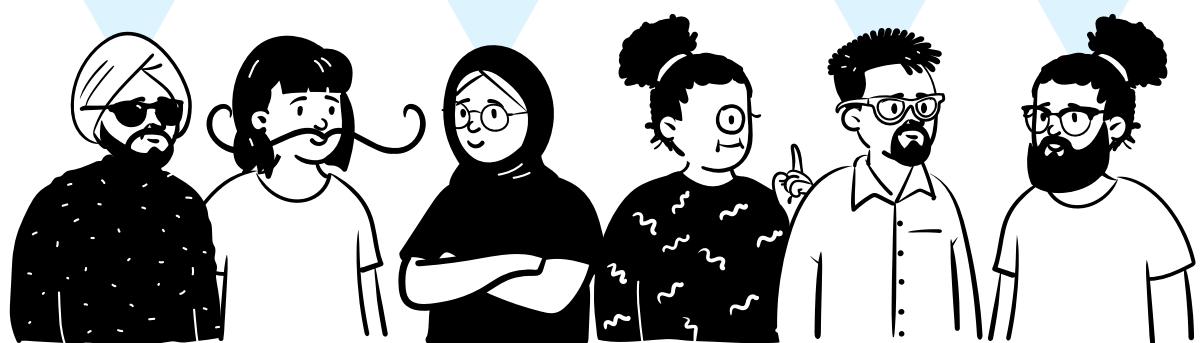


Discover — Define — Design — Takeaways



Exposing more learning opportunities.

hola, hello, bonjour, 你好, こんにちは



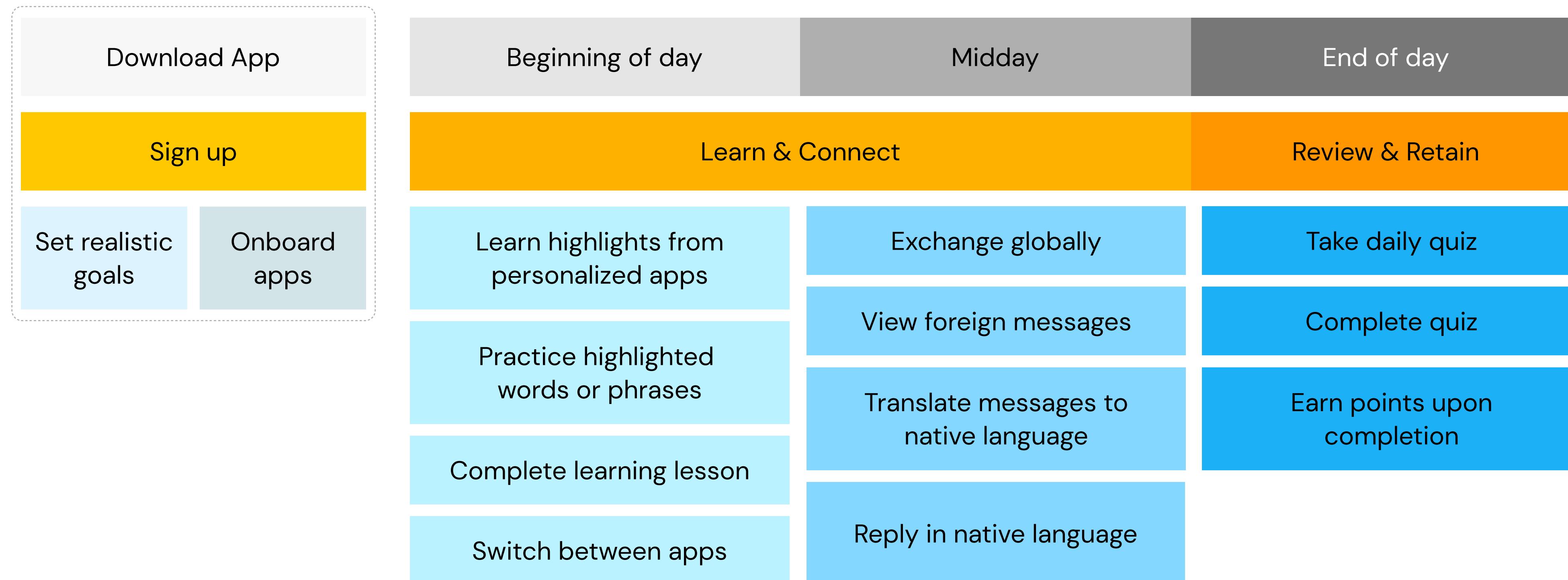
- ✓ Focus on realistic goals
- ✓ Stay consistent with personalized lessons
- ✓ Interact with a global community
- ✓ Retain knowledge with daily bite-sized quizzes



Discover — Define — Design — Takeaways

 duodaily

Customer Journey

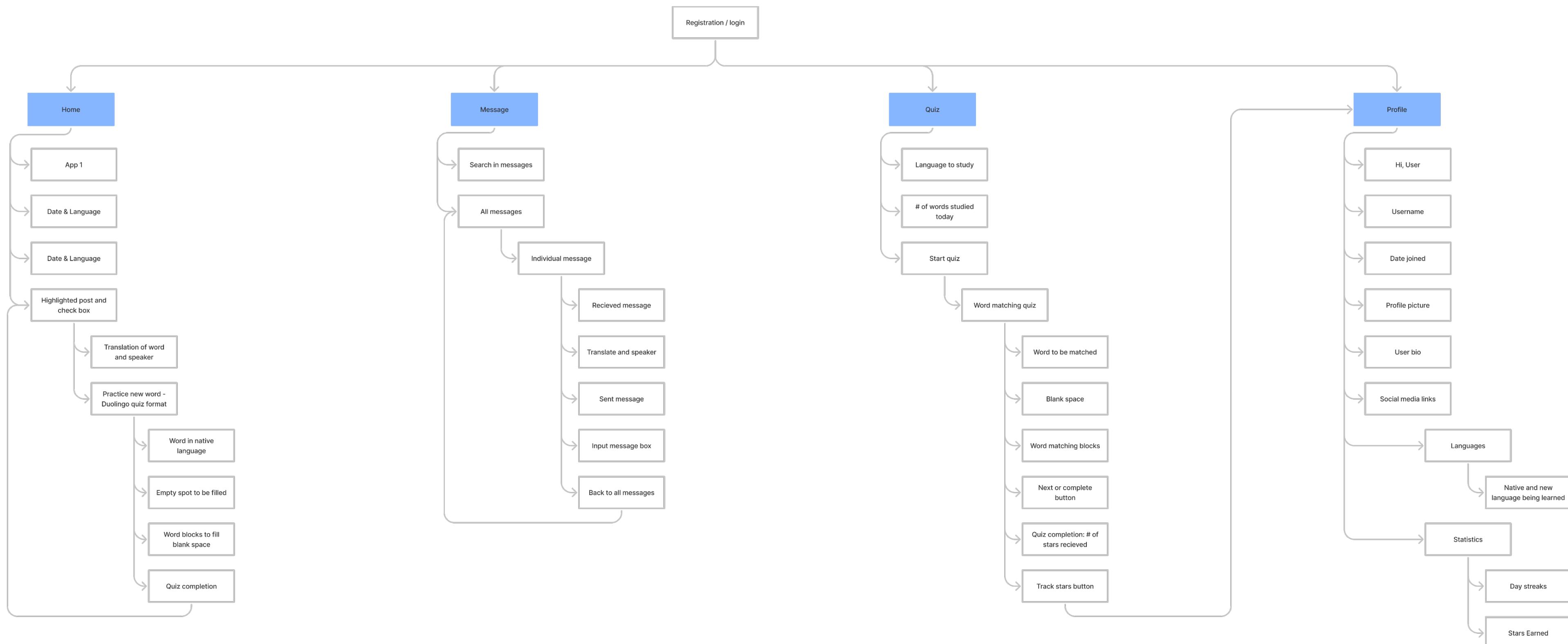


Discover — Define — Design — Takeaways



Information Architecture

View in detail [here](#).



Discover

Define

Design

Takeaways



★ Design

Focus on Linear Flows

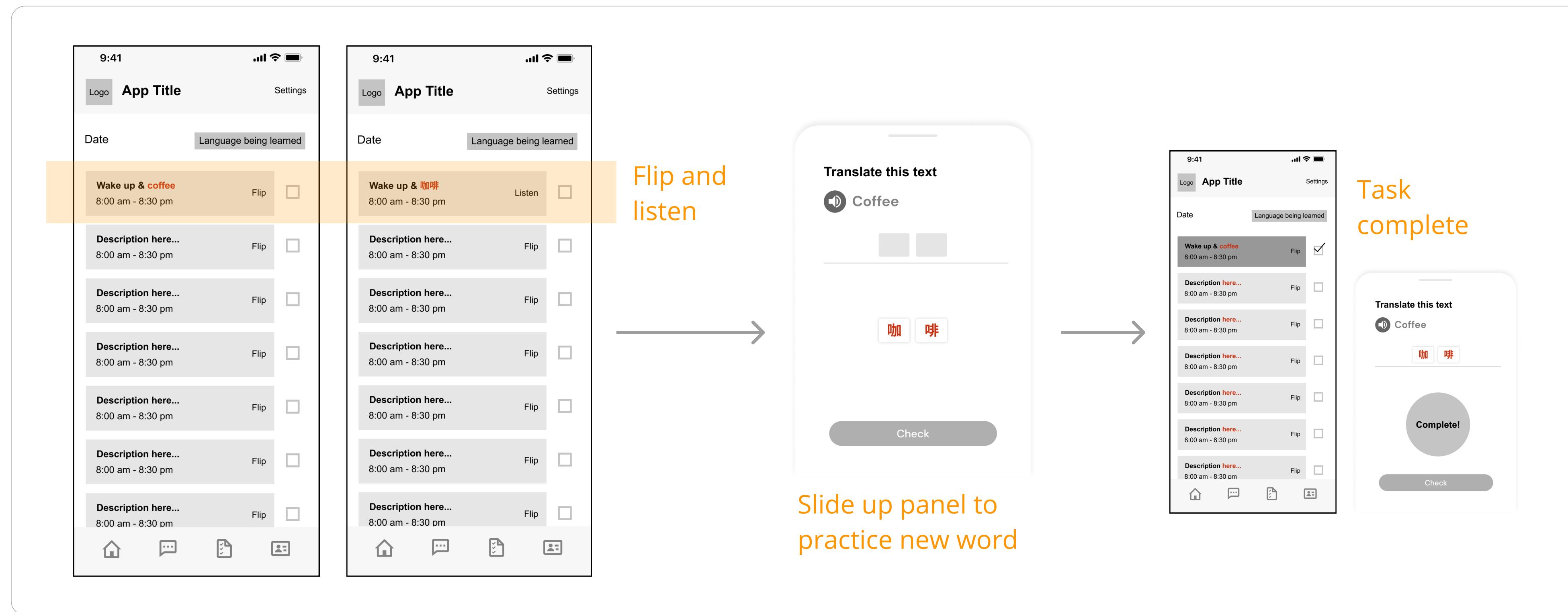
- Flow 1 - Sign Up
- Flow 2 - Learn
- Flow 3 - Connect
- Flow 4 - Review & Retain

Constraints & assumptions

- User can only learn one language at a time
- User is proficient in new language
- User uses multiple apps throughout their workday



Low-fi Ideas



Discover

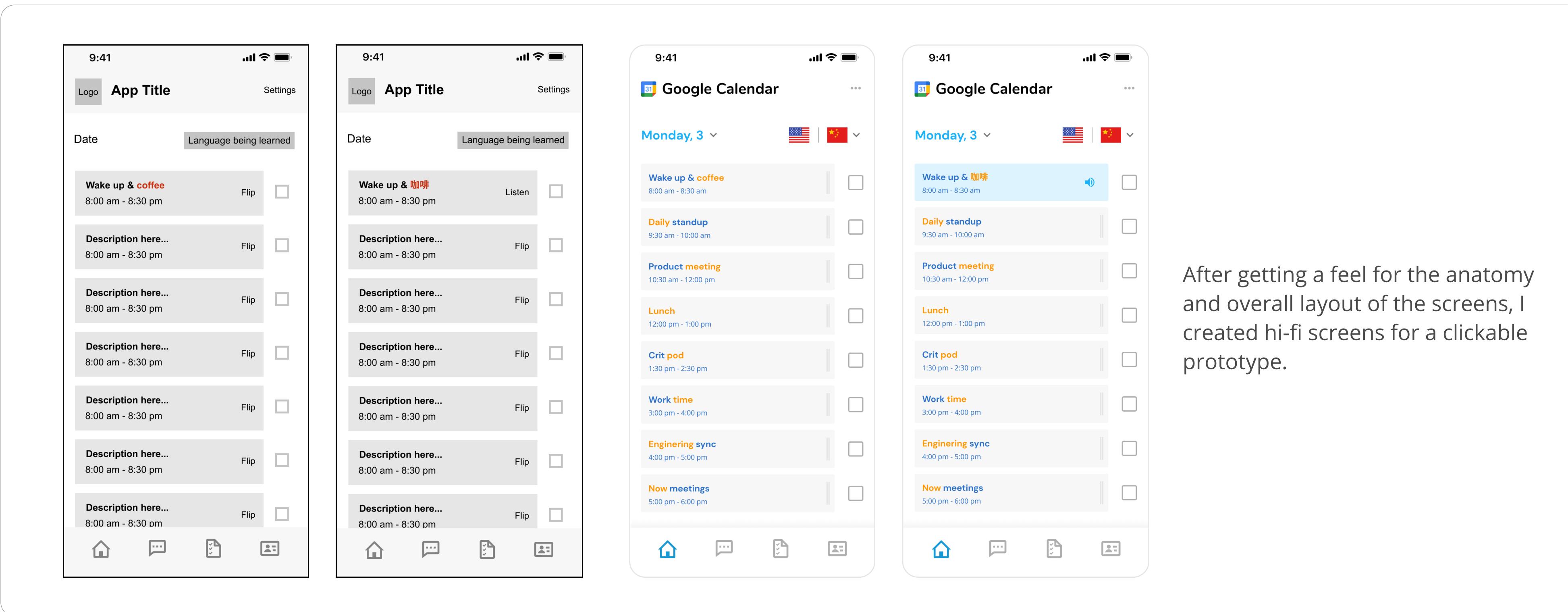
Define

Design

Takeaways



Low-fi to Hi-fi



Discover

Define

Design

Takeaways



Clickable Prototype

Flow 1 – Sign Up

- | Set realistic goals
- | Onboard apps

Flow 2 – Learn

- | Learn highlights
- | Switch between apps

Flow 3 – Connect

- | Exchange globally

Flow 4 – Review & Retain

- | Daily quiz

Full prototype [here](#).



Discover

Define

Design

Takeaways



Sign Up - Set realistic goals

Flow 1 – Sign Up

- | Set realistic goals
- | Onboard apps

Flow 2 – Learn

- | Learn highlights
- | Switch between apps

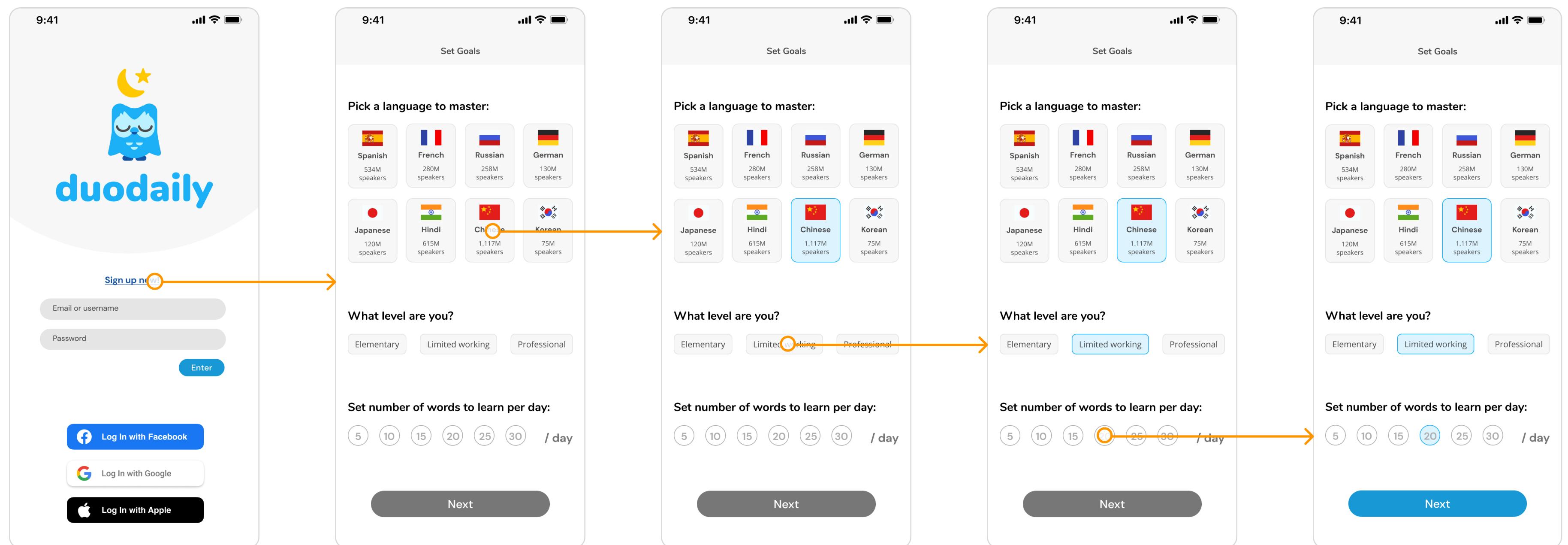
Flow 3 – Connect

- | Exchange globally

Flow 4 – Review & Retain

- | Daily quiz

Click through flow [here](#).



Discover — Define — Design — Takeaways



Sign Up - Onboard

Flow 1 - Sign Up

- | Set realistic goals
- | Onboard apps

Flow 2 - Learn

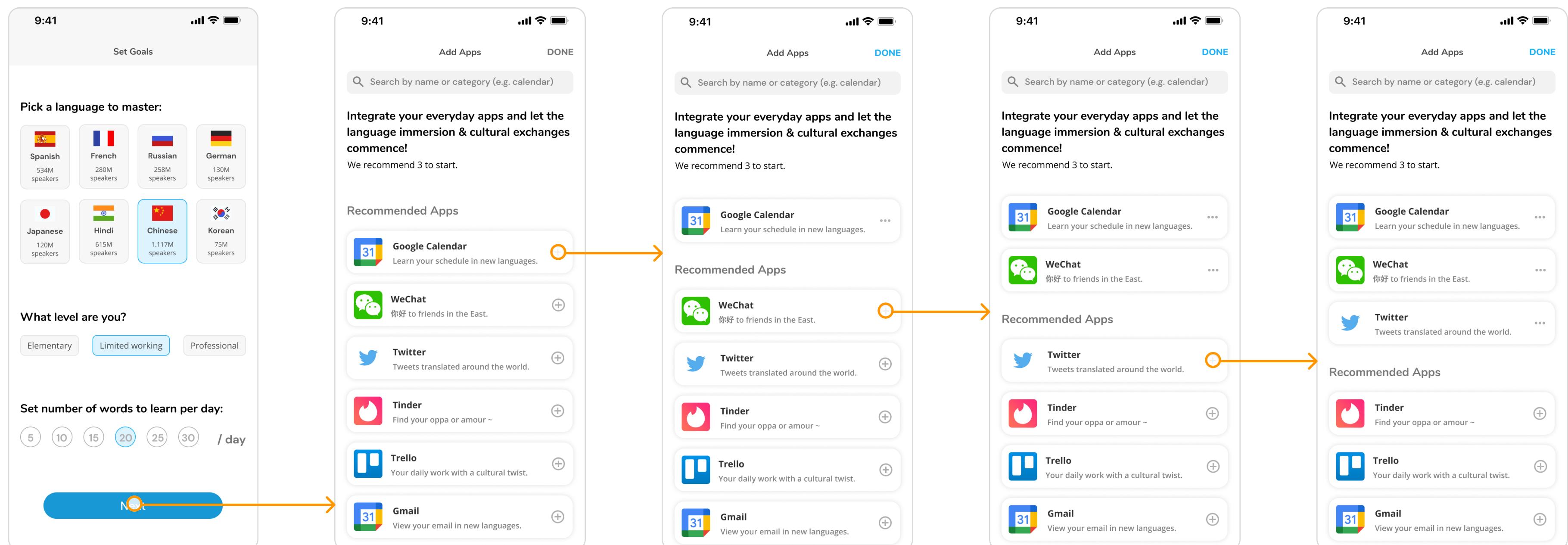
- | Learn highlights
- | Switch between apps

Flow 3 - Connect

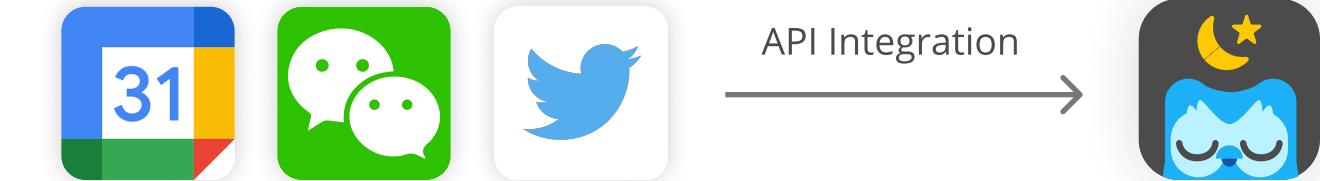
- | Exchange globally

Flow 4 - Review & Retain

- | Daily quiz

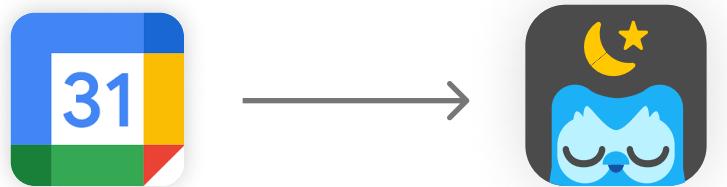


Discover — Define — Design — Takeaways



API Integration →

Learn - Study Highlights



Flow 1 - Sign Up

- | Set realistic goals
- | Onboard apps

Flow 2 - Learn

- | Learn highlights
- | Switch between apps

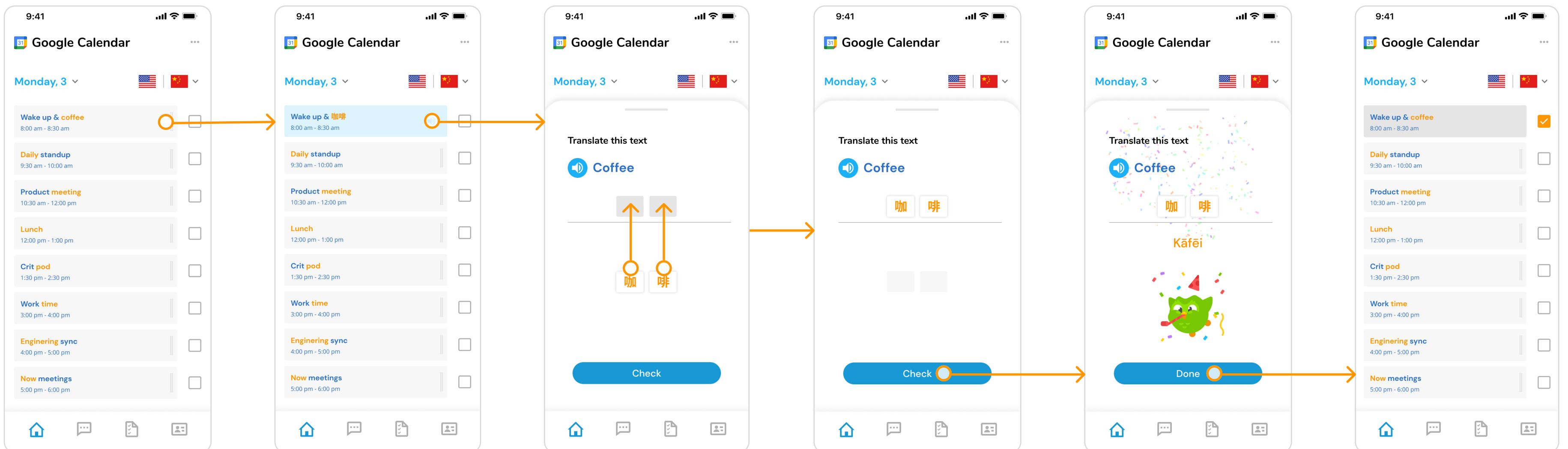
Flow 3 - Connect

- | Exchange globally

Flow 4 - Review & Retain

- | Daily quiz

Click through flow [here](#).



Discover — Define — Design — Takeaways

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Learn - Switch Between Apps



Flow 1 - Sign Up

- | Set realistic goals
- | Onboard apps

Flow 2 - Learn

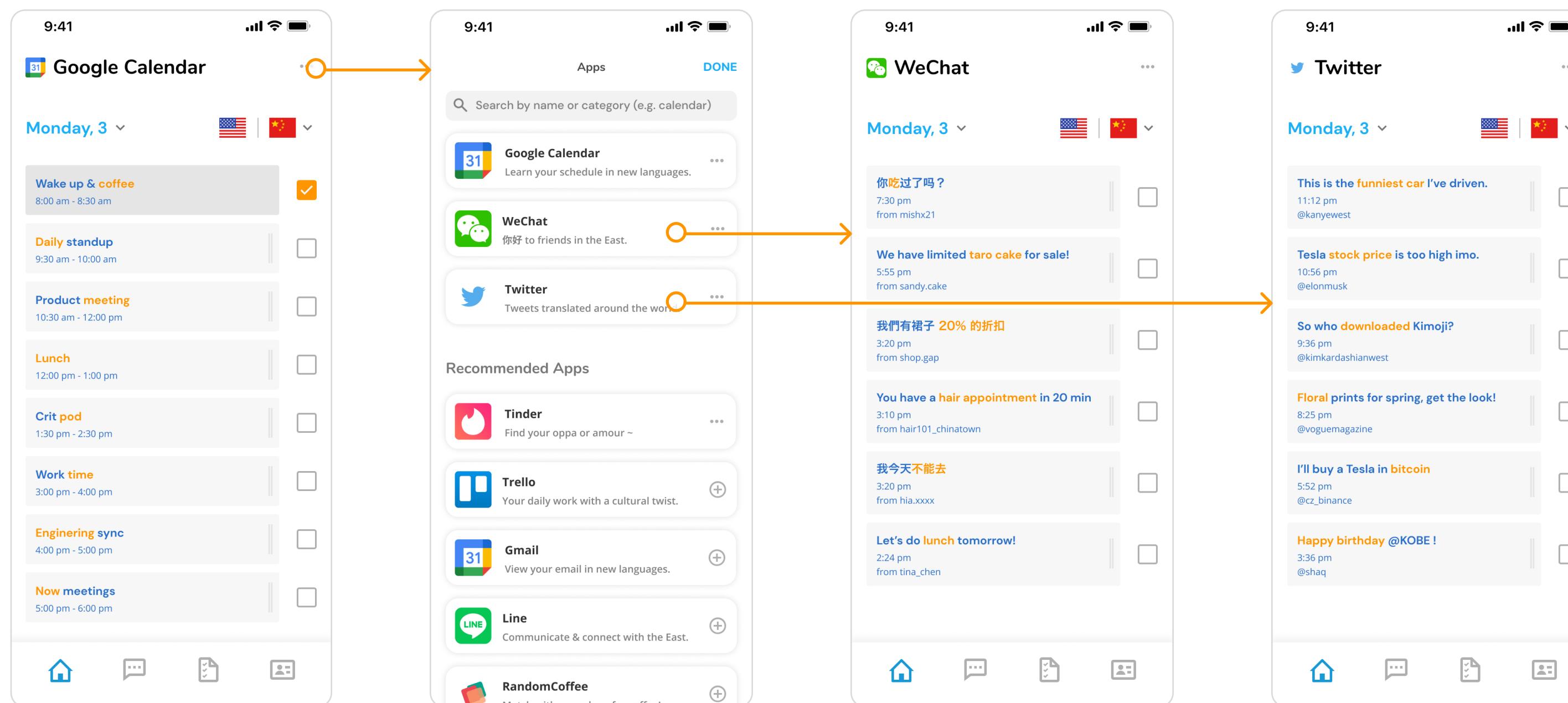
- | Learn highlights
- | Switch between apps

Flow 3 - Connect

- | Exchange globally

Flow 4 - Review & Retain

- | Daily quiz



Discover — Define — **Design** — Takeaways

 **duodaily**

Connect - Exchange Globally

Flow 1 - Sign Up

- | Set realistic goals
- | Onboard apps

Flow 2 - Learn

- | Learn highlights
- | Switch between apps

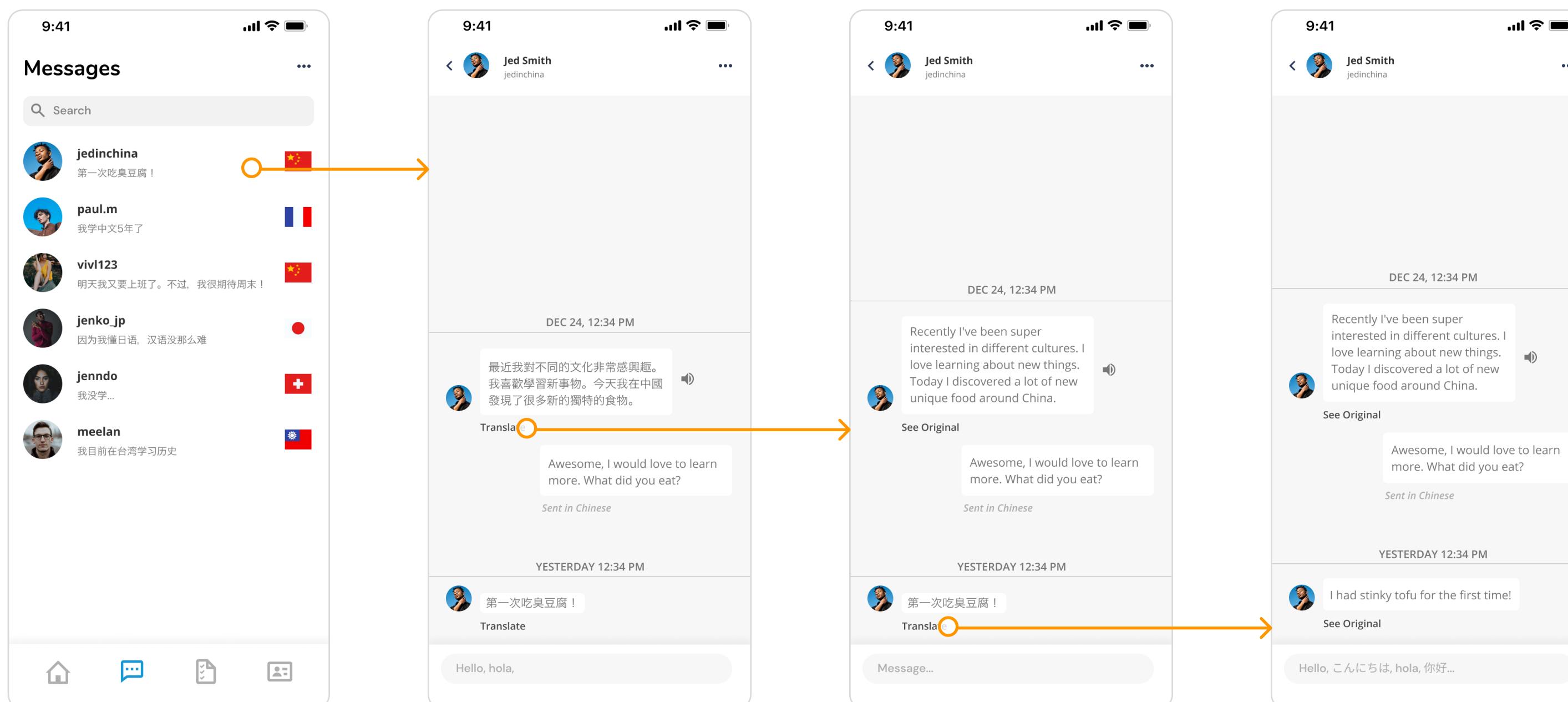
Flow 3 - Connect

- | Exchange globally

Flow 4 - Review & Retain

- | Daily quiz

Click through flow [here](#).



Discover — Define — **Design** — Takeaways

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Review & Retain - Daily Quiz

Flow 1 - Sign Up

- | Set realistic goals
- | Onboard apps

Flow 2 - Learn

- | Learn highlights
- | Switch between apps

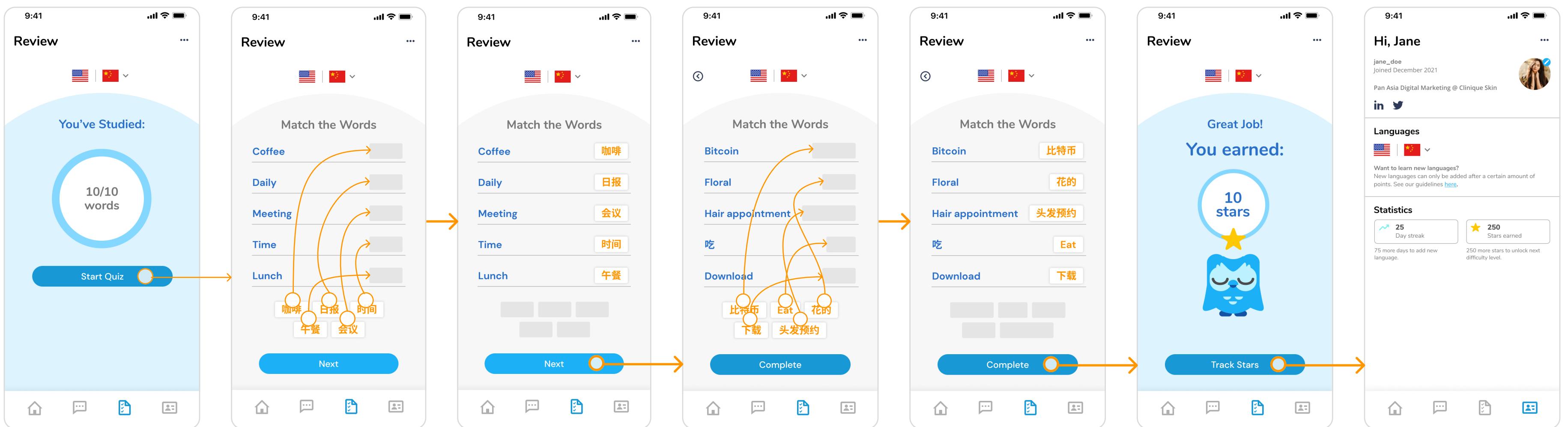
Flow 3 - Connect

- | Exchange globally

Flow 4 - Review & Retain

- | Daily quiz

Click through flow [here](#).



Discover

Define

Design

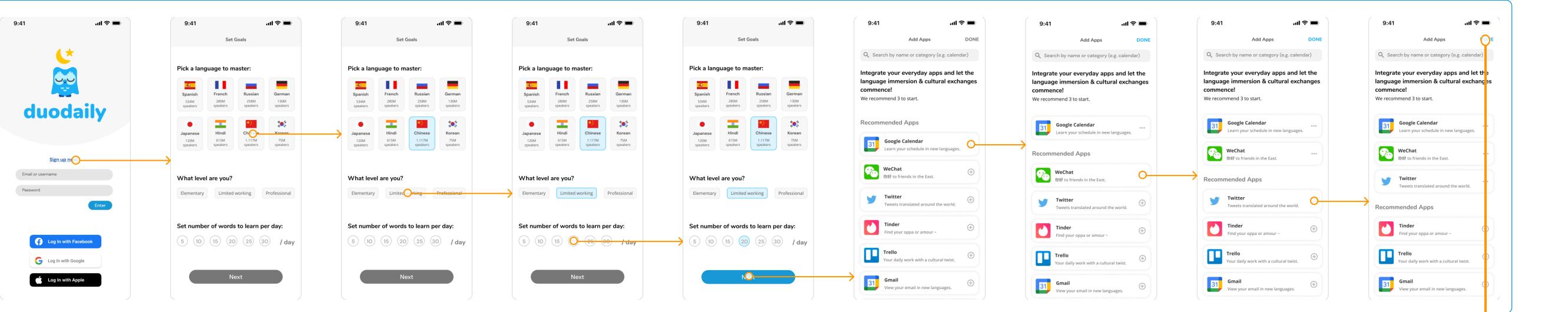
Takeaways



[View full prototype here.](#)

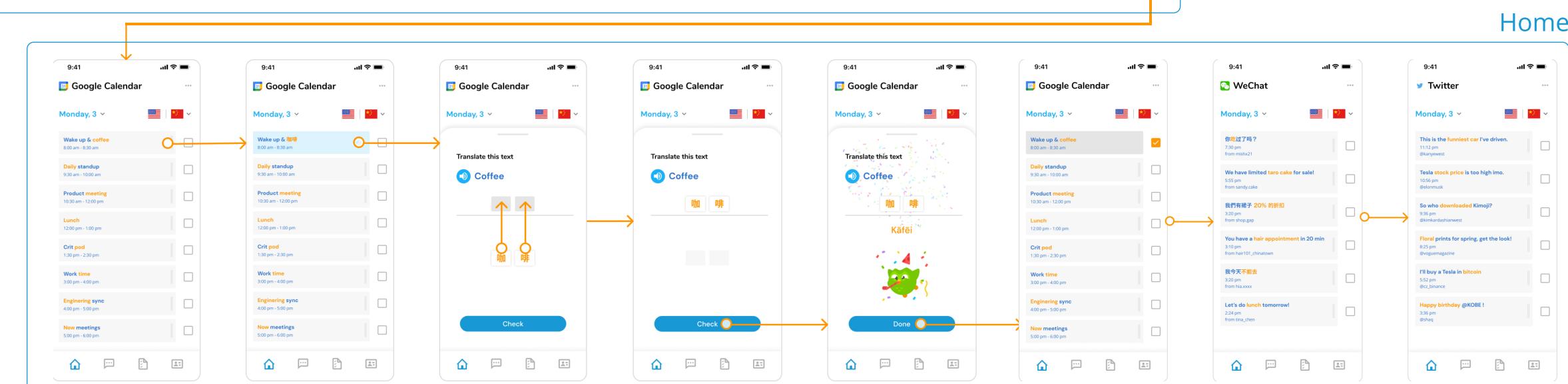
Flow 1 – Sign Up

- Set realistic goals
- Onboard apps



Flow 2 – Learn

- Learn highlights
- Switch between apps

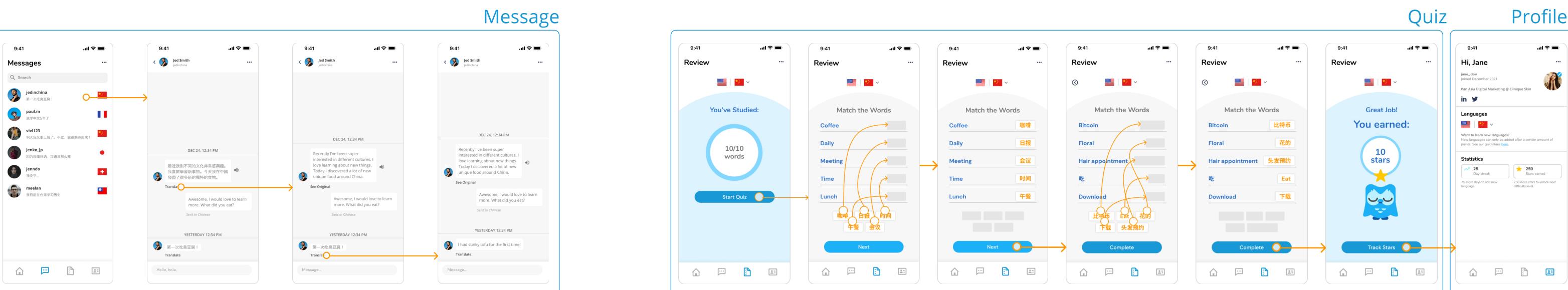


Flow 3 – Connect

- Exchange globally

Flow 4 – Review & Retain

- Daily quiz



Discover — Define — **Design** — Takeaways



Visual Guideline

COLOR

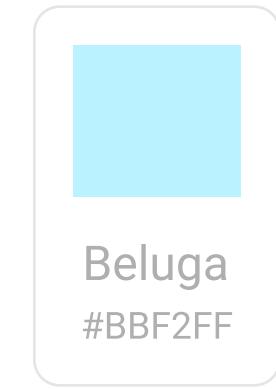
Primary



Iganaia
#DDF4FF



Anchovy
#D2E4E8



Beluga
#BBF2FF

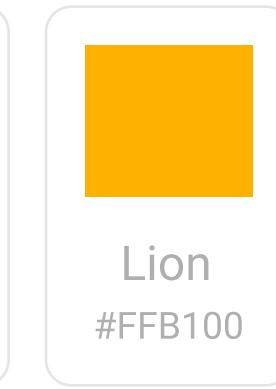


Blue Jay
#84D8FF

Secondary



Bee
#FFC800

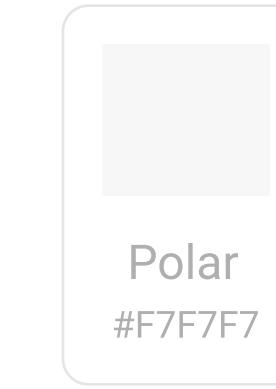


Lion
#FFB100

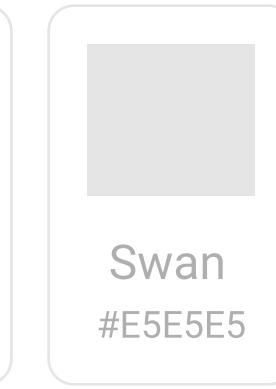


Fox
#FF9600

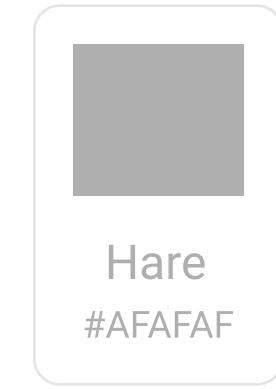
Neutral



Polar
#F7F7F7



Swan
#E5E5E5



Hare
#AFAFAF



Wolf
#777777



Eel
#4B4B4B

TYPOGRAPHY

22PT/24PT

Heading Nunito

14PT/16PT

Heading 2 DM Sans

14PT/16PT

Body Open Sans

Discover

Define

Design

Takeaways

★ Takeaways

Start with the big picture

Having a holistic view of the target user's daily workflow not only takes away biased solutions, but allows us to see where the problem and pain points lie.

Be resourceful

Understanding existing tools among Gen Z and Millennial working professionals allowed me to understand which technologies can be leverages to build optimal solutions.

Next Steps

- Usability testing with target users
- Gather product desireability and usability
- Synthesize feedback
- Reiterate design





duodaily

An immersive way to learn,
daily,
designed to fit your life.

Thanks for reading!

Coffee

咖 啡

Kāfēi

9:41

Google Calendar

Monday, 3



Wake up & 咖啡
8:00 am - 8:30 am

Daily standup
9:30 am - 10:00 am

Product meeting
10:30 am - 12:00 pm

Lunch
12:00 pm - 1:00 pm

Crit pod
1:30 pm - 2:30 pm

Work time
3:00 pm - 4:00 pm

Engineering sync
4:00 pm - 5:00 pm

Now meetings
5:00 pm - 6:00 pm



Hello

你好

