

**Client Information: 15**

Gather information about your client and record it here

What do you know about their business?

- Duolingo is a language learning platform and app. It was founded in 2011 and is headquartered in Pittsburgh, Pennsylvania, USA.
- It offers a freemium model with free basic services and premium subscriptions.
- Their target audience is language learners of all ages and skill levels worldwide.
- Key Features:**
 - Gamified learning experience
 - Multiple language courses
 - Adaptive technology for personalized learning

What is their mission statement?

To develop the best education in the world and make it universally available

Design Challenge: 15

Use the space below to compile the first draft of your design challenge

How might we help language learners who feel overwhelmed by gamification elements to maintain effective learning progress while still keeping them engaged in the core educational experience?

Assumptions and biases about the COMPANY/APP: 10

use sticky notes, text, images, links

Seems to have found their target audience and create a mascot that is easily recognizable

Seems like it may be targeted towards a younger audience

There's a bias that Duolingo prioritizes engagement and "addiction" to the app over effective language acquisition. The focus on streaks, rewards, and leaderboards may distract from the actual learning.

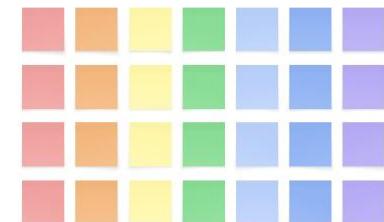
Duolingo, a pioneer in language learning apps, gamifies language learning, making it fun and easy.



use this space to jot down notes on stickies when conducting research

Self-reflection: 10

Questions for your team, questions for the instructor/TA

More Stickers can be found in the [left sidebar](#) or by [copy/pasting](#) the existing ones

Competition and Research

Sticky Board

use this space to jot down notes on sticky when conducting research

Competitive Analysis

Write down your competitor's information

Name	Industry	What they do well?	What do they do poorly?	What can we improve?	How closely related are they to us?	Additional Comments/Links
Google Translate	Language Translation	Real-time translation across multiple languages, voice input/output capabilities, camera translation, offline mode, conversation mode for real-time dialogue translation	No structured learning components, lacks interactive exercises, no pronunciation practice tools, no retention tracking	Add language learning features, incorporate interactive exercises, develop pronunciation feedback tools	Direct competitor in language solutions, but serves different primary purpose (translation vs. learning)	Widely accessible, free service with broad language coverage but focuses on translation rather than education
Babbel	Language Learning	Conversation-focused learning, real-world practical dialogue, speech recognition technology, cultural context integration	Limited language selection, higher price point, less gamification, rigid lesson structure	Add more gamification elements, expand language offerings, introduce more flexible learning paths	Direct competitor in language learning space with similar target audience	Subscription-based model
Rosetta Stone	Language Learning	Immersive learning approach, comprehensive curriculum, strong brand recognition, detailed pronunciation feedback	Expensive pricing, less engaging interface, limited social features, rigid learning structure	Add more social features and gamification, create more flexible learning paths	Traditional competitor with different approach to language learning	Very known brand for language learning dating back to the 90s, subscription based model that was popular before free alternatives
S	Language Learning	User-generated content, mnemonic learning techniques, video clips of native speakers	Inconsistent content quality, limited structured curriculum, basic grammar explanations	Develop more structured courses, enhance grammar explanations	Direct competitor with focus on memorization techniques	British based learning platform free to use and sign up

Social Media Research

Jot down stickies, notes, images you gathered from social media

Duolingo has multiple social media accounts and does a great job to market themselves on social media. They also follow trends and incorporate those trends to their own brand image (Duolingo Owl meme). The content posted on social media is super engaging, relatable, and funny. They engage with their followers through their comment sections or they comment on others' videos. On the other hand, Duolingo's competitors do not have a social media presence and does not engage with younger audience.

Instagram
4M followers, 1,150 posts
Strong engagement through reels and creative content

TikTok
10.3M followers, 229.6M total likes
Exceptionally high engagement rate
Platform users that have seen its most viral growth

LinkedIn
60K followers, 201.1K employees
Provide Duolingo mission, goals, achievements, purpose, etc.
Duolingo English Test (DET) certificate

Facebook
Photos and videos focusing on educational updates and community building

Twitter 90
Duolingo has multiple accounts:
Main account (@duolingo) with 961.2K
User-specific account (@duolingoDT) Subreddit account (@duolingoReddit)

YouTube
5.4M subscribers; 613 videos
Promotes advertising the Duolingo app and features
Partnership with popular shows and games (Squid Game & Roblox)

Social-first marketing strategy led by their mascot Duo
Quirky content that resonates with Gen Z
Quick responses to cultural trends and events
Heavy use of meme culture and trending audio

Viral success with TikTok ban-related content (216% spike in Mandarin learners)
Consistent growth in follower base across platforms
Strong engagement on short-form video content

Academic Journals

Jot down stickies, notes, images you gathered from papers

Google Translate
• Not designed for learning外语
• No practice or pronunciation help
• Free translation with over 100+ languages
• Mainly translated from texts, pictures, or voice input/output

Babbel
• Focus on grammar and grammatical conversations
• Not much engagement unlike Duolingo
• High-quality lessons designed by language experts
• Includes native speakers
• Limited language options - only 14 languages

Memrise
• Uses games to make the lessons more fun and engaging
• Includes native speakers
• Limited language options - only 14 languages

Duolingo
• Great for beginner level learning
• Activities + games that brings engagements to users
• Uses rewards, streaks, and leaderboards that encourages users to return daily
• Lack at grammar correction and challenging for users to apply their lessons in real-world conversations

Rosetta Stone
• Teaches through images, audio, and context
• Effective in pronunciation and listening skills
• Focuses on reading, writing, speaking, and listening
• Expensive learning app and old-fashioned learning
• Lessons are repetitive and overwhelming to users

Analogous Research

Jot down stickies, notes, images you gathered from papers

Duolingo - Activities like streaks, daily goals, leaderboards, and notifications for daily engagements, but not great for advanced learning
Quizlet - Good for memorization: flashcards and quizzes

Grammarly - Instant correction on grammar and spelling for papers
Khan Academy - Structured lessons and ensures the learned is understand the concept before moving on

News Articles

Jot down stickies, notes, images you gathered from articles

Duolingo adds Chinese
Duolingo adds Chinese as U.S. M. learners as TikTok users migrate to Chinese platform. Duolingo provides a more structured, conversational learning approach with emphasis on streaks and achievements.

Duolingo offers a more vertically-focused learning approach
Duolingo offers a more vertically-focused learning approach and augments AI for all, recognizing the user's learning style and providing content in multiple areas, such as reading, listening, and writing. By combining AI-generated content with traditional learning methods, Duolingo's new entertainment platform aims to provide users with a more personalized and effective learning experience.

Duolingo Max Sub
Duolingo Max Sub can now access powered video, character library, and comprehensive course material in multiple languages on both Android and iOS platforms

Comprehensive course material
Duolingo Max Sub offers a comprehensive course material in multiple languages on both Android and iOS platforms. Duolingo believes that this feature will be most effective for speech and pronunciation improvement.

Early Insights

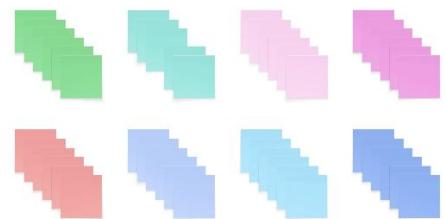
Or redefine your design challenge

Duolingo - Make the app less of a chore and focus on helping users apply lessons in real-life conversations

Google Translate - Incorporate lessons and fun activities for user engagements

Babbel - More fun activities, user engagements, and flexibility

Rosetta Stone - Modernize the app and replace old-fashioned learning with modern learning + engaging activities



More Stickies can be found in the left sidebar or by copy/pasting the existing ones.

User Research and interviews

Users to interview

Who are the 5 users you are going to interview?
Optional: Subject-Matter Expert (SME)

Power User:
Susim Roy

Power Users:
Mirella Salonga
Leo Samillerio

User who left the app: Om Nankar

Reached out to a friend:
Rachel Ng (Tax Senior at EY)
She uses the Duolingo app

Interview Guide

Include the process and questions you are going to ask your users.
Be sure to include small talk, privacy, consent, appreciation, etc.

Introduction

Thank you for participating in our research on Duolingo

This interview will take approximately 30 minutes. I am your interviewer, and my colleague here will be taking some notes from our conversation.

Do you have any questions before we begin?

Privacy and Consent statement

Everything you share will be kept confidential and used only for research purposes

Would it be okay if we click some pictures during this conversation?

Small Talk

Fun challenge—do you want to play along? How many languages can you say “Hello” in?

How's your day going today?

How have you communicated in the past with someone who spoke in a language you did not?

What pushed you to start learning a new language?

What languages have you tried to learn in the past? What was that experience like?

Evoke Stories

Could you tell me a time where knowing a new language was helpful?

Tell me about a time you felt most successful learning a language on Duolingo.

How does it feel to know a new language and speak it with your friends?

How does the gamified nature of the app help or hinder your language learning journey?

Could you describe a moment when you felt frustrated with your language learning journey?

What do you like or dislike about Duolingo? Why?

Discuss or reflect on moments in their own language after your chosen language? If so how or would learning a new language open up more doors for you?

Question Statements

Do you have any questions for us?

Is there anything else you would like to share?

Would you be open to a follow-up interview or survey, if required?

Pilot Interview

How was the flow of the interview? What is the feedback? What went well and what can you improve on?

The interview followed a natural progression, starting with rapport-building and small talk, which helped the participant feel comfortable.

A few questions, such as “How did you feel when you started using Duolingo?” could be more specific to elicit deeper insights.

Small talk, such as asking how many languages participants can say “Hello” in, successfully broke the ice.

Allow more time for participants to reflect on their answers without interrupting silences.

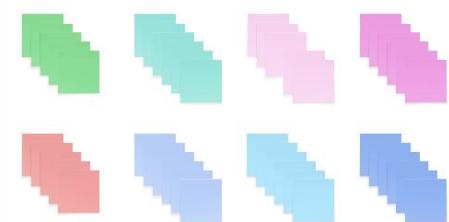
Ethnography (Observations)

What are you going to observe from a distance without actively participating with the users doing the task? What is the outcome you expect?

Individuals who have paused or stopped using Duolingo due to gamification overwhelm.

Frequency of app interactions, patterns in skipping elements like intermissions, and how users respond to streak notifications/rewards.

Emotional reactions to gamification features (e.g., frustration with streak loss or satisfaction from rewards).



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Interview Debrief

Debrief

To **Synthesize** design opportunities from your collected observations and interviews, you need to **Organize** your findings by

1. collapsing content
2. finding themes
3. developing insights

To do so, as a team:

Examine your posts for consistencies, similarities and differences.

Categorize your posts into themes.

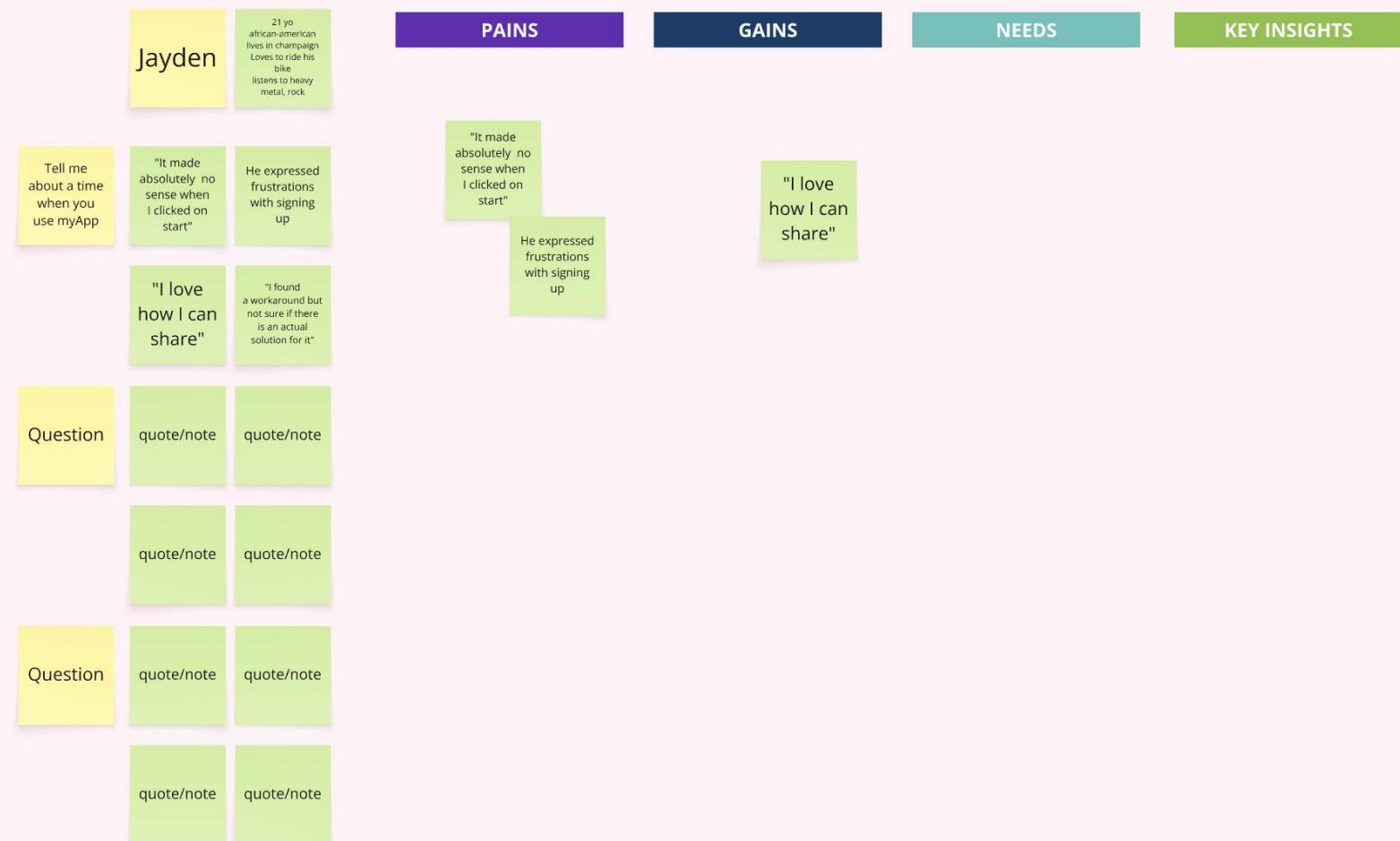
Are there any **insights** emerging from your themes?

Remember, an insight is a statement that reveals "why" or the underlying participant's need. **It describes an unmet need and points to an area that may need improvement.** An insight is informed by your observations and interviews.

Caution: **An insight is not a solution.** Yes, it inspires many ideas; however, it does not point to a single one.

EXAMPLE

Tip: when moving post-its to the different columns, copy and paste them instead of moving them



Add your interviewee here

Leo Sarmiento	Age 19, student, been an avid user since 2020	PAINS	GAINS	NEEDS	KEY INSIGHTS
How have you communicated in the past with someone who spoke in a language you did not?	would pull out Google Translate and go from there	Uses context clues from prior languages that he already knew. If all else fails, he would pull out Google Translate and go from there	Would observe body language, interactions, and tones that were associated from the conversation		
What pushed you to start learning a new language?	Ability to communicate with way more people, and be able to bring on even more benefits and possibilities	Bored during the peak of the pandemic, so he found a new hobby to take interest in with the vast amount of time provided	Would sound like an interesting aspect of life to learn a new language. Already bilingual in English and Spanish, but being trilingual would be a step further		
Could you tell me a time where knowing a new language was helpful?	Able to comprehend the cultural history of languages (how Spanish language has Arabic roots, and how it goes beyond that)	Would listen to songs in arabic and understand general phrases and words	Social media posts in different languages, posts in portuguese, would understand by using acquired knowledge and context clues		
What do you like or dislike about Duolingo? Why?	DISLIKE: when you learn a new language, it will teach irrelevant words (house, onion)	Feels less like school, a nice passtime to pick whenever available, throughout the lessons there are fun stories that appear throughout the course	LIKE: Free to an extent, easy to use, accessible for him to use with grandparents and younger sister uses it, wide variety of languages (described as inclusive)	Would prefer a more structured and relevant method of learning in order to expand dialect	Tried other language learning apps, felt more connected and motivated to use Duolingo
Could you describe a moment when you felt frustrated with your language learning journey?	Would sometimes discourage him from continuing, almost felt like a chore in itself to continue going	Mixing up words that sounded similar to eachother (especially with Arabic), and the expansive alphabet that came with it	Inconsistency with learning language, and would have to constantly "start over"	Easier to think about dislikes rather than likes	

Susim Roy

Age 22,
Engineer,
loves gaming
and anime

Could you tell
me more about
how that
happened and
why?

"My
love for
Anime"

What languages
have you tried to
learn in the past?
What was that
experience like?

German.
I left it in
between

"but the
experience was
pretty good with
respect to the
challenges by the
app."

Could you tell
me a time
where knowing
a new language
was helpful?

Japanese. Impressed my
interviewer with his native
language, which probably
is why I got an internship

What do you
like or dislike
about
Duolingo?
Why?

I like the
mascots of
Duolingo.
Pretty
innovative.

"Also, I like the fact that they
let you skip certain sections
so that you can only practice
the sections which are
necessary to you."

"I can open the
app and start
practicing even
on an airplane. I
would stick to it
most likely."

Longest streak -
20 days
Usage 4 times a
week atleast with
20-30 minutes
each time

Probably some text
detection thing can be
added wherein I write
some kanji in case of
Japanese and it tells me
whether I have written the
word correctly or not

No support
for written
learning

PAINS

No support
for written
learning

→
Struggles with a lack of
support for written
learning, such as text
detection features that
could help with writing
accuracy in languages
like Japanese.

German.
I left it in
between

→
Left German learning
midway despite
finding the app
challenging, indicating
difficulty maintaining long-term
motivation.

"I can open the
app and start
practicing even
on an airplane. I
would stick to it
most likely."

"Also, I like the fact
that they let you
skip certain sections
so that you can only
practice the
sections which are
necessary to you."

I like the
mascots of
Duolingo.
Pretty
innovative.

Japanese.
Impressed my
interviewer with his
native language,
which probably is
why I got an
internship

Finds Duolingo fast
and convenient for
language learning,
allowing him to
practice even
during travel

Enjoys the mascots
and innovative
features of Duolingo,
such as skipping
unnecessary sections
to focus on relevant
content.

Successfully used
Japanese to impress
an interviewer,
which contributed
to securing an
internship.

GAINS

NEEDS

A feature that supports
written language practice,
such as text recognition for
verifying written words like
Kanji.

Probably some text
detection thing can be
added wherein I write
some kanji in case of
Japanese and it tells me
whether I have written the
word correctly or not

More tools to sustain
engagement and motivation
over time, ensuring he can
complete language courses
without leaving them midway.

German.
I left it in
between

Real-world written practice
opportunities to overcome
language barriers in
everyday situations

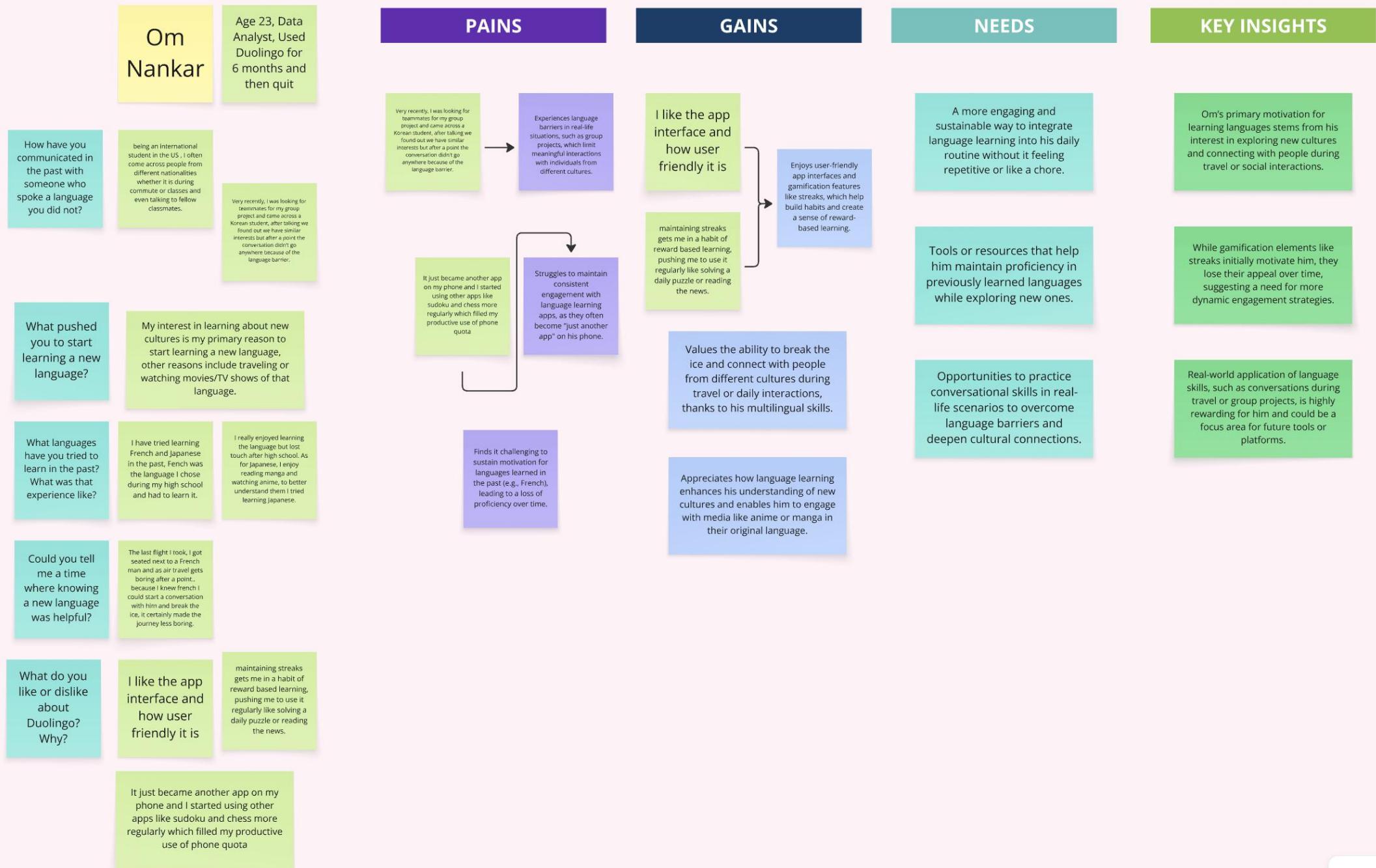
No support
for written
learning

KEY INSIGHTS

Susim's love for anime and
cultural interests drive his
motivation to learn new
languages, particularly
Japanese.

While gamified elements like
mascots and challenges are
enjoyable, they are insufficient
for long-term retention or
advanced skills like writing.

Real-life application of language
skills is a significant motivator for
him, as seen in his internship
success and interactions with
delivery personnel.



Add your interviewee here

Rachel Ng	188 day streaks on Duolingo	PAINS	GAINS	NEEDS	KEY INSIGHTS
How do you manage to keep the streaks with a busy schedule?	Very committed in keeping the streaks	There are times where she had an hour to finish the assignment and she would have to hurry and get the lessons done to avoid losing the streaks	Whenever she is out, she would have the need to get the lessons over with it, so that she doesn't lose the streak. Kind of feels like a chore.		
	quote/note	quote/note			
What motivates you to learn multiple languages on Duolingo?	She learns Chinese on Duolingo, so that she can learn and improve her Chinese and speak it with her family, especially her grandma.	She also learns Spanish as she believes it is essential. She minored in Spanish and she believes it is one of the most important languages.	She is only interested in learning phrases or important words. She does not care about learning how to write in Chinese.	She gains experienced points and also new vocabularies on Duolingo	Needs more lessons that would allow her to speak phrases and have a conversation with her family
quote/note	quote/note	quote/note	When she mispronounces Chinese words, Duolingo just moves on. She doesn't have a chance to go over it and learn what was wrong as she is not good at pronouncing Pinyin.		She likes how convenient it is to just go on her phone and start learning
Question	quote/note	quote/note			
	quote/note	quote/note			

Add your interviewee here

Gigi

Arizona
Masters
student with a
445 day streak
on duolingo

PAINS

GAINS

NEEDS

KEY INSIGHTS

What role or
purpose does
Duolingo have
for you?

A refresher for
a language she
already had
experience
with.

Immersive
experiences to
help gain better
understanding
of the language.

quote/note

quote/note

How were
you able to
keep such a
long streak?

Constant
notifications
and reminders
sent to the
phone.

Leagues that
promote
competition
making an
incentive to come
back every day.

Bite size
lessons that
makes it easy to
fit into a busy
schedule.

Fear of
losing the
streak.

Gain a sense of
productiveness.

The game
approach and
streaks really play
into the feeling of
achievement and
being productive

What would
you suggest to
make
duolingo a
better app?

Duolingo
max is costly,
make it less
expensive

Increase
"health bar
capacity"

The most
helpful and
useful features
are behind a
pay wall

quote/note

quote/note

Organize

To **Synthesize** design opportunities from your collected observations and interviews, you need to **Organize** your findings by:

1. defining context
2. finding themes
3. developing insights

To do so, as a team:

Examine your posts for commonalities, similarities and differences. **Categorize your posts into themes**.

Are there any **insights** emerging from your themes?

Remember, an **insight** is a statement that reveals "why" or the underlying participant's need. It describes an unmet need and points to an area that may need improvement. An insight is informed by your observations and interviews.

Caution: An **Insight** is not a **solution**. Yes, it inspires many ideas; however, it does not point to a single one.

Motivation and Engagement

Challenges with Engagement

Practical Application

Insufficient Support for Advanced Skills

Users are motivated by personal goals such as connecting with family, cultural interests, or travel to new places. (e.g. Rachel learning Chinese to speak with her grandma, Susim using Japanese in an interview).

While gamification elements like streaks and mascots initially engage users, they often lose their appeal over time, leading to the app feeling repetitive or like a chore (e.g., Om quitting after 6 months, Rachel feeling pressured to maintain streaks).

Real-world application is a significant motivator for users, whether for travel, professional use, or personal connections (e.g. Om using multilingual skills during group projects, Susim impressing an interviewer with Japanese).

Users express frustration with the lack of support for advanced skills like writing or pronunciation correction (e.g., Rachel struggling with Pinyin pronunciation, Susim needing written language support for Kanji).

Users express a need for more personalized content tailored to their specific goals, such as conversational skills or written language practice.

There is a gap in providing opportunities to practice conversational skills in relevant contexts. Leo says "when you learn a new language, it will teach irrelevant words (house, onion)"

Insights

Write 3-5 **insights**. What observations, quotes, or stories informed your insight(s)?

Users feel that while streaks and mascots boost initial engagement through gamification, their repetitive nature eventually transforms learning into a chore, leading to diminished long-term motivation and reduced app retention.

Users feel that Duolingo is not enough on its own to build an adequate amount of fluency.

Users feel like Duolingo learning is one-dimensional - focusing more on verbal learning, than spoken language.

Frame 1**How Might We**

Form new **HMW** questions based on your new research and insights. The one you plan to use as your design challenge, please mark it bold.

How might we design gamification elements that sustain long-term engagement without feeling repetitive?

How might we support advanced language skills like spoken language in an engaging way?

New Design Challenge

How might we support advanced language skills like spoken language in an engaging way?

Synthesis

Creating user personas, journey mapping, and how might we Add them anywhere on this board as you please. Feel free to add your process, insights from which you derived or 2x2.

Personas**Journey Map**

"I want to stay connected with my roots"

Alisha

Age: 34

Occupation: Marketing Manager

Location: San Francisco, USA

Education: Bachelor's Degree in Communications

Technology Use: Primarily mobile apps, prefers learning on-the-go.

DESCRIPTION

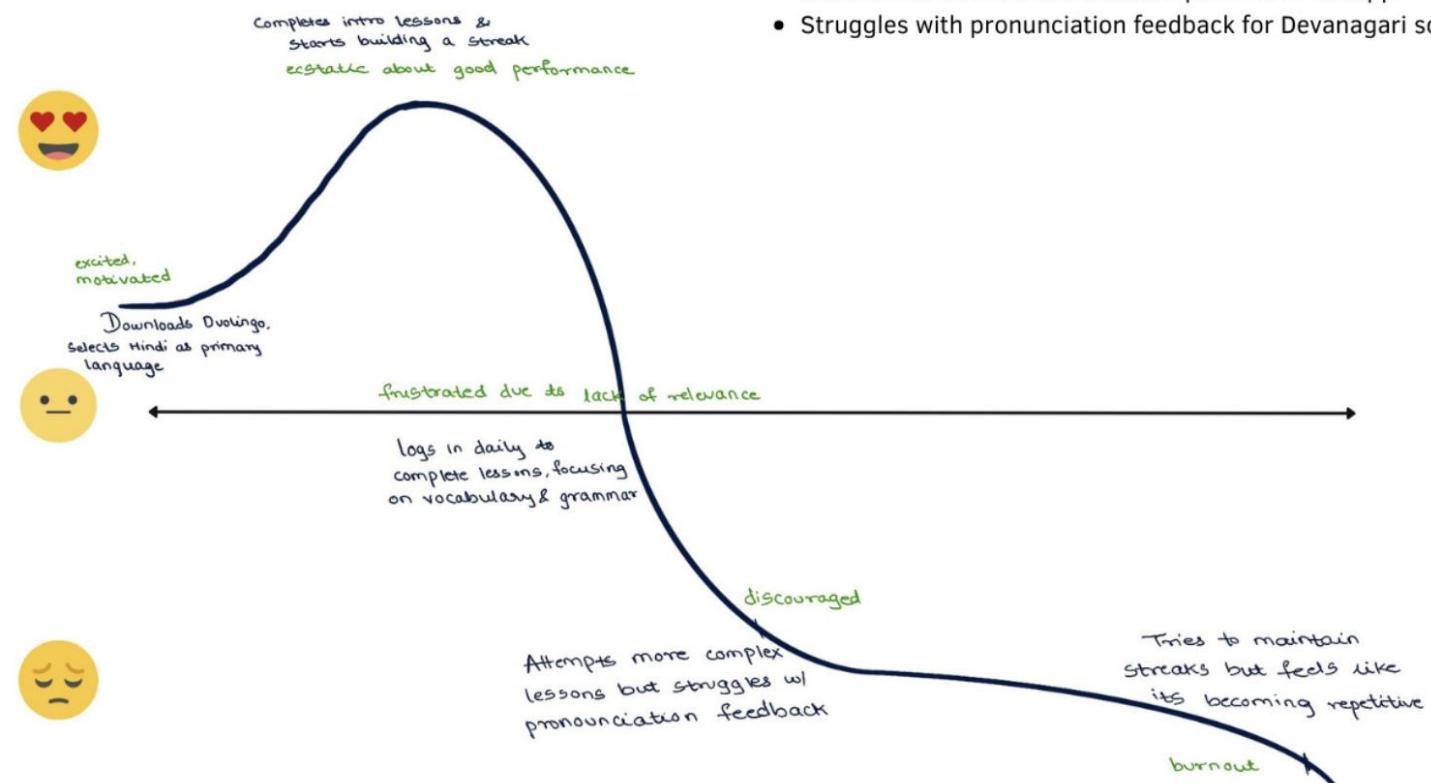
Alisha is a second-generation Indian-American who wants to reconnect with her cultural roots. She is learning Hindi to communicate with her grandmother, who only speaks Hindi. She also dabbles in Spanish for work but prioritizes her family connections. Alisha has a busy schedule and values Duolingo's convenience but finds streaks stressful to maintain.

ATTRIBUTES

- Motivated by personal connections and cultural identity.
- Feels overwhelmed by gamification elements like streaks, which sometimes feel like a chore.
- Needs conversational practice tailored to family settings (e.g., phrases for casual chats).

PAIN POINTS

- Streak pressure leads to burnout.
- Limited real-world conversational practice in the app.
- Struggles with pronunciation feedback for Devanagari script.





"Live, Travel, and Learn"

Myles

Age: 23

Occupation: Data Analyst

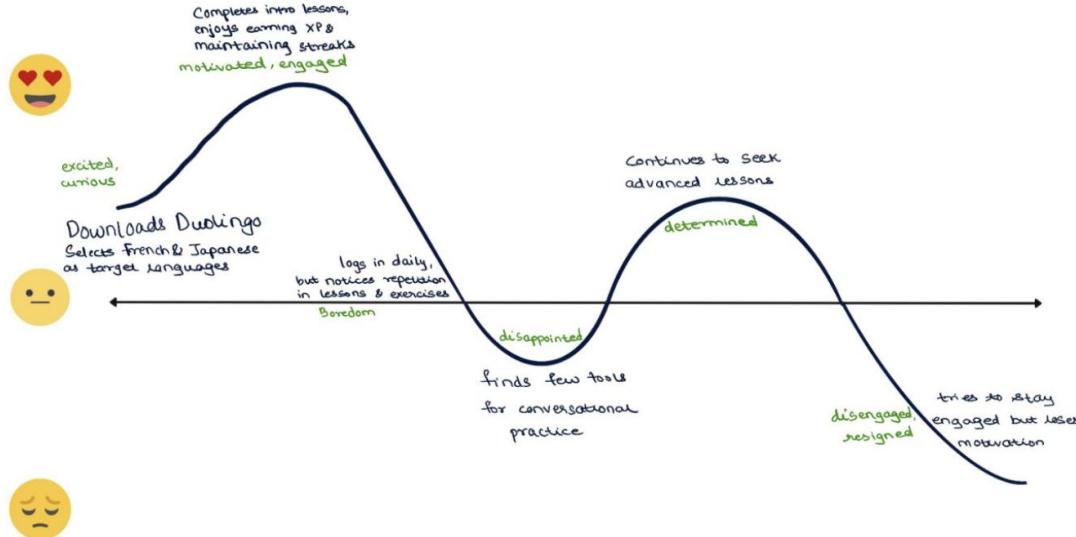
Location: Illinois, USA

Education: Bachelor's Degree in Computer Engineering

Technology Use: Desktop and mobile apps, enjoys gamified experiences.

DESCRIPTION

Myles is passionate about exploring new cultures through language learning. He has used Duolingo to learn French and Japanese but often loses motivation after a few months because the app feels repetitive. He dreams of traveling to France and Japan and wants practical language skills for group interactions and travel scenarios.

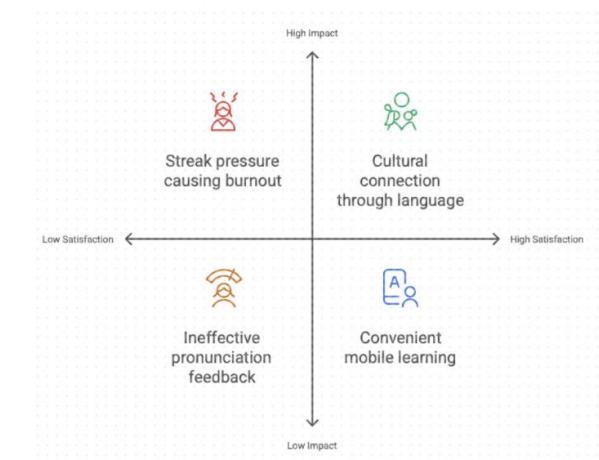


ATTRIBUTES

- Motivated by cultural exploration and travel goals.
- Enjoys gamification initially but finds it repetitive over time.
- Needs tools to sustain motivation and opportunities for real-life conversational practice.

PAIN POINTS

- Lack of engaging long-term gamification strategies.
- Limited features for practicing group conversations or travel-specific scenarios





"I can't wait to go live out my K-Drama dreams!!"

Amelie

Age: 19

Occupation: Student

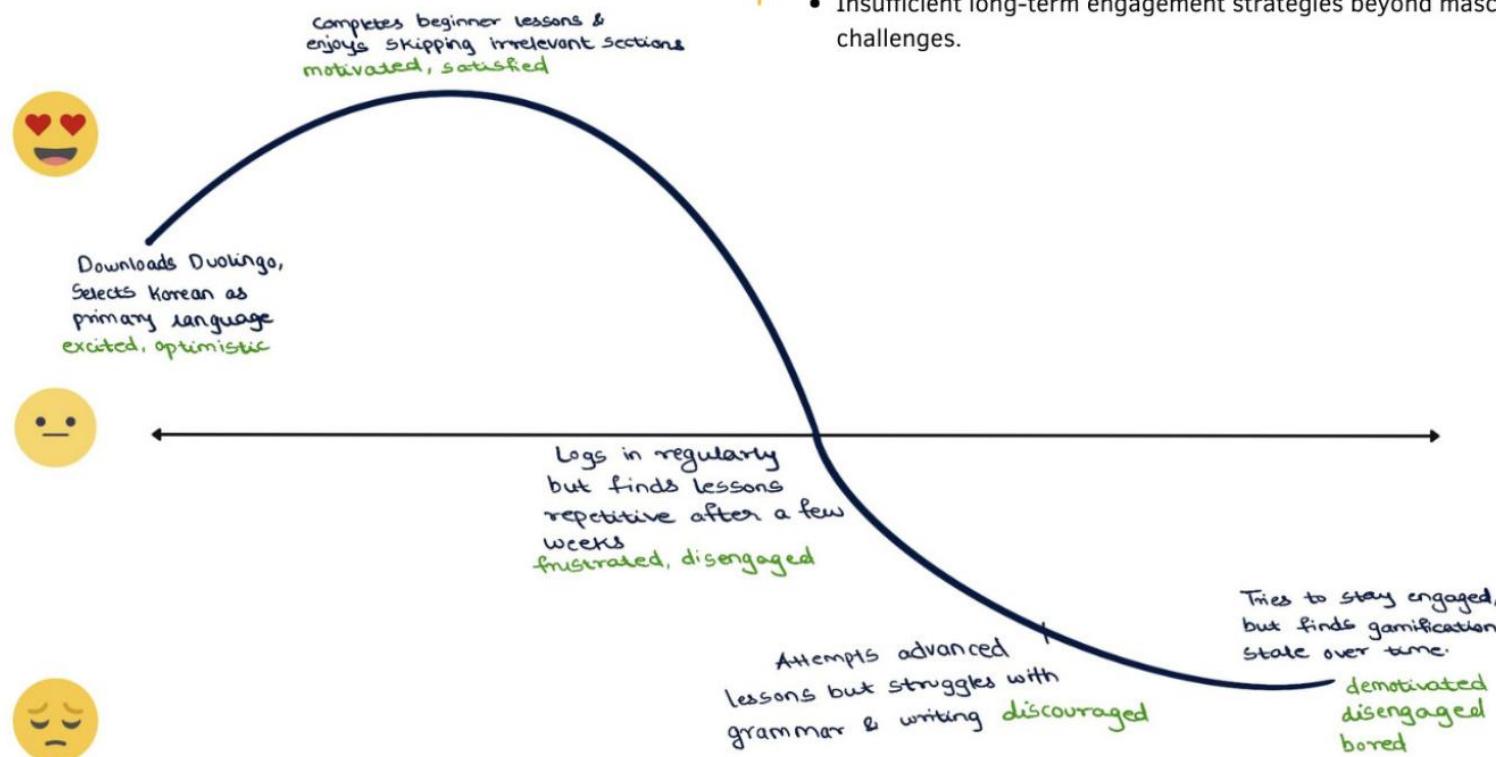
Location: Leeds, UK

Education: Bachelor's Degree in Psychology

Technology Use: Mobile-first user, enjoys innovative app features like skipping unnecessary sections.

DESCRIPTION

Amelie started learning Korean out of her love for K-Dramas but later realized its professional benefits when she connected with a recruiter at Samsung, landing an interview at the Korean HQ. She also tried learning French but left it midway due to lack of motivation and advanced support like writing practice tools and grammar correction features.



ATTRIBUTES

- Motivated by both personal interests and career advancement opportunities.
- Prefers skipping irrelevant sections to focus on practical skills.
- Needs advanced tools like writing practice in Hangul and pronunciation correction for professional use cases.

PAIN POINTS

- Lack of support for advanced skills like writing in Hangul and grammar refinement.
- Insufficient long-term engagement strategies beyond mascots and challenges.

Design Principles

What are your guiding principles for ideation?

- Focus on meaningful engagement aligned with learning objectives, not just addictive mechanics.
- Prioritize practical conversational skills and culturally authentic scenarios.
- Design gamification elements that sustain long-term engagement without creating burnout.
- Balance power and simplicity by surfacing essential features while avoiding overwhelming complexity.
- Use the social aspect to use accountability partners and not just

Creative Matrix

BRAINSTORM, PLAN, PROPOSE, ITERATE - CREATIVE MATRIX
EXERCISE

New grid

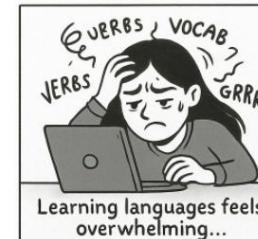
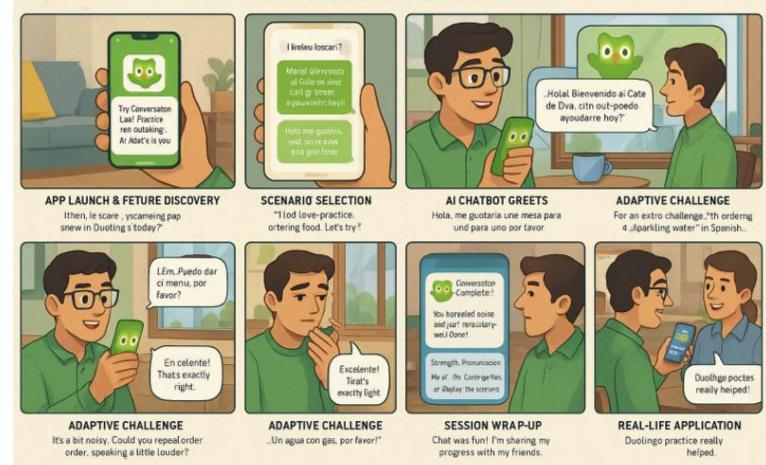
	Design game elements that benefit from long-term engagement without feeling repetitive?	Support advanced language skills (such as spoken language) in an engaging way?	Implements tools that compliment advanced language proficiency that beginners can also use?		
Alisha	Create a leaderboard system that rewards users within their friend groups	Design a family feud inspired campaign	Implements an AI assistant that can provide same-time answers / resources for language-related questions		
Myles	Design a scrapbook that allows users to gain world stamps/collectibles Stamps are earned through consistent use, not necessarily daily use. Meaning that work done will be based on achievement of work rather than daily use of app. Emphasizing showing up with intent over just showing up.	AI chatbot where you can exchange verbal communication, receive real-time responses AI will be constantly adapted to your current level based on the amount of work you accomplish.	Duolingo version of Google Translate that allows for microphone and camera use on devices		
Amelie	Word puzzle of the day in targeted language Also games that can be played amongst friends to promote fun competition while adding foundational learning elements to cement vocabulary and sentence structures	Duolingo collaborations with producing studios around the world to create original sitcoms Duolingo will offer collections of children books to help create foundational learning (children books are designed to help create language understanding which is just as important for new speakers).	Proofread Duolingo services for text translations		

Storyboard(s)

Add the storyboard(s) of a potential solution you are proposing.
You may add more than 1 if you are proposing more than 1.

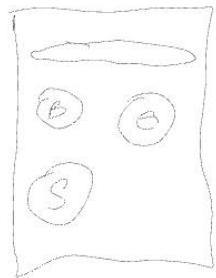


DYNAMIC DIALOGUES



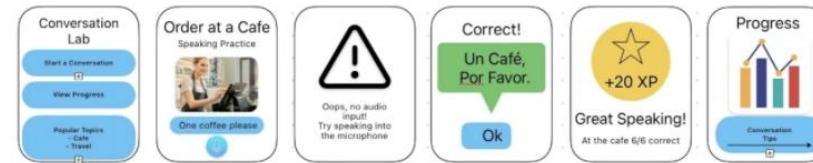
Sketches

Sketches of user interface concepts, wireframes, and prototypes.



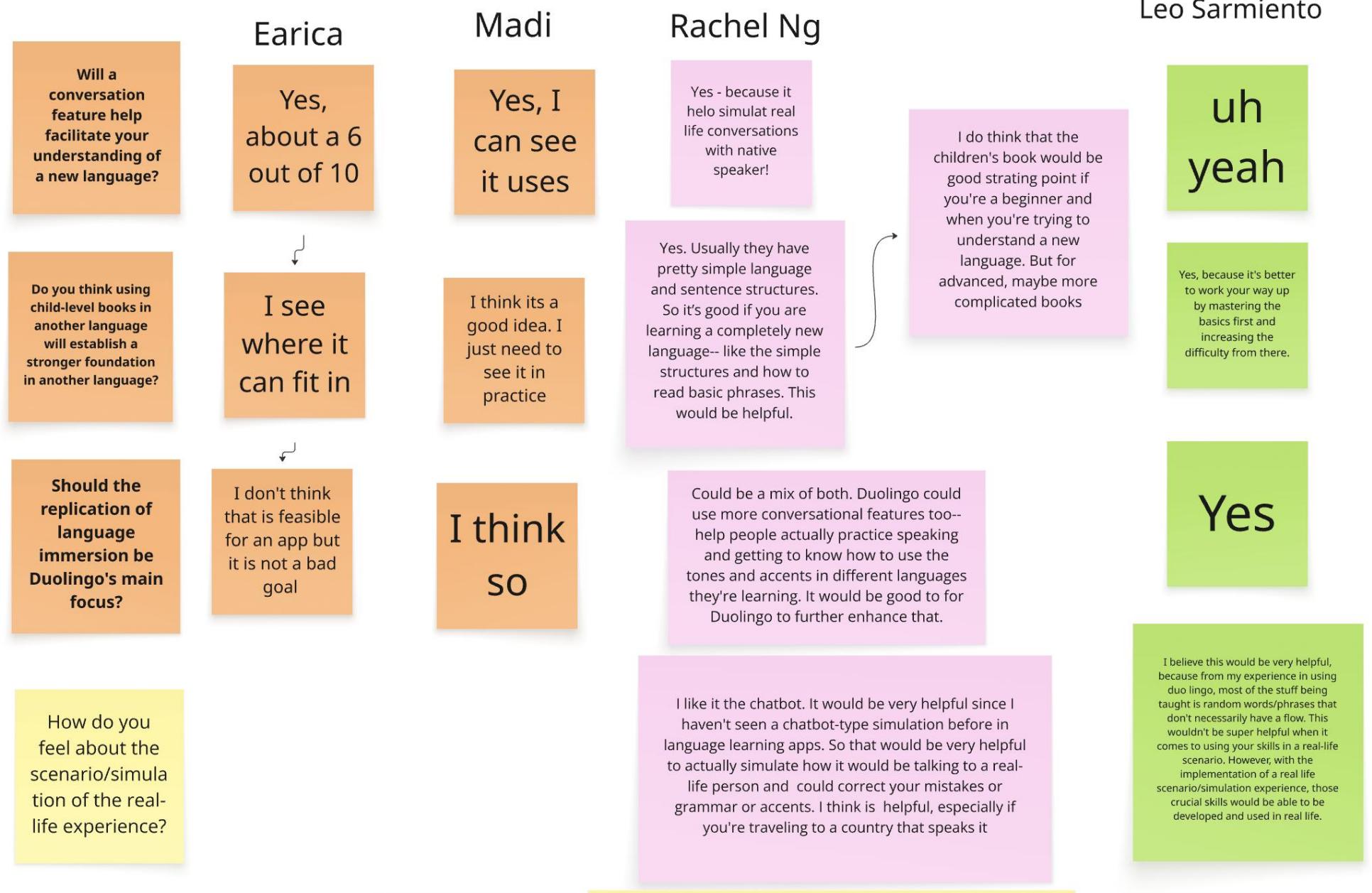
Lo-fi prototypes

Fake user interface designs using low-fidelity techniques. Get back to the basics.



Interview debrief

Debrief your usability testing interviews
Similar to P4



What do you think this simulation is trying to help you do?

Help learn a language fluently

Learn a new language but setting a foundation to where the information is more comprehensive and digestable

Learn how to speak better and accurately when learning a new language — not easy. As a non-native speaker, it is easy to learn the vocab but because you know English, you might frame it as similar sentence structure as English. For Spanish, for example, some things don't directly translate like the structures. So it's good to just learning the vocab- it could be messy when you're trying to form sentences if you don't know how to speak to someone.. I think that's really helpful

This simulation is trying to help gain consistent yet accurate practice in learning a new language. It will allow the learner to practice the actual sturctures used by native speakers of the language, while correcting mistakes as the learning progresses. This way, the learner will learn the new language in a way that will allow for them to use it more naturally.

How comfortable did you feel speaking into the application?

Duolingo: Already has the voice input, but it's not conversational. Only one sentence or word, and it's usually a hit or miss

Simulation: I would be comfortable speaking into the simulation/application.

I was open to the experience, but this was something I've never really done before. It felt weird at first but then seemed like it was pretty straight forward as the simulation continued

Did the feedback make you feel like you were improving?

Yes! Good for improvement. Better than Duolingo because it only gives you nice feedback and some encouragements but not super detailed. I like the simulation details: data points, fluency, and accuracy level.

Yes! The feedback was constructive and gave me words of encouragement. However, I wish the data was more personalized towards my overall progress instead of giving me generalizations.

Would you use this feature regularly to improve your speaking?

Yes i think so

Maybe not as much as I would like to

What situations would Duolingo help you with? (ordering food, traveling, making friends, interviews?)

To speak to my students who do not speak fluent english so I can assist them better

Career reasons and traveling

How could we make this application more fun, engaging, or helpful?

Would you recommend this to a friend or family?

Is there anything else you would like to share?

Nope

Nope, that's it

Ordering food and drink, or just being conversational. I'm learning Chinese b/c a lot of people assume I speak Chinese, and they always speak to me in Chinatown. They ask me: what I want to order or if they need directions for the bus. I can't respond back, so it would be helpful to just be conversational in those situations, just so I can get by. Also for traveling, I think it would be helpful to just go on Duolingo and learn some conversations to speak with the people there.

I like how I can see the stats and the ranking amongst your friends. Maybe having more fun conversations like a storytime. Maybe incorporating a storytelling/storytime feature to be more engaging.

Yes, it's pretty helpful!

No.

Duolingo has helped me understand social media posts in other languages, especially in romance languages, being a native Spanish speaker myself.

Making the application have a stronger sense of personalization, where not everyone's Duolingo experience can be comparitively the same. I would like to see more user-focused development and opportunities to engage in language development

Yes
I believe
I would

No thank you for your time

New insights

What did you learn from your interviews?
What are you going to change in your designs?
Make changes in your figma and add the link here again.

Duolingo can be a great tool but it cannot or will not replace the need for true immersion.

#1 Would be helpful if we implement the data results: fluency %, accuracy %, and pronunciation %.

The actual Duolingo application does not offer real life conversations and it's not useful in the real world

Users want more realistic conversations and practice that can prep them in the real world to converse with those who speak another language

#2 More storytelling = engaging, fun, and anticipation

- Shopping for shoes, ordering coffee, making friends, asking for directions

Simple real-world scenario such as ordering coffee, traveling or real life conversations are super helpful

Smart feedback. Showing users which words they pronounced wrong and suggest corrections, instead of just showing "wrong." This allows users to improve and less frustration

Smart feedback. Showing users which words they pronounced wrong and suggest corrections, instead of just showing "wrong." This allows users to improve and less frustration

Different levels of books to help users understand sentence structures and learn vocabularies depending on their level.

Duolingo's conversation feature can help teach fluency, improve intonation, and build confidence in speaking naturally.