Duolingo Local

Connecting Learning to Real Life

The Problem

Users practice in-app but struggle with real-world conversations which creates a gap between knowledge and practical confidence.

The Solution

Duolingo Local turns your city into a language classroom through location-based IRL challenges at local venues and cafes.

Key Performance Indicator

At-Risk Weekly Active User Retention Rate.

Metric Importance

Duolingo's Growth Model suggests that increasing CURR 2% month-over-month has the largest impact on DAUs.

Critical Insight

Most user drop-offs occur in first few weeks due to declining motivation and engagement.

Intended Outcomes

Retain At-Risk Users

Increase Engagement

Grow Learner Confidence

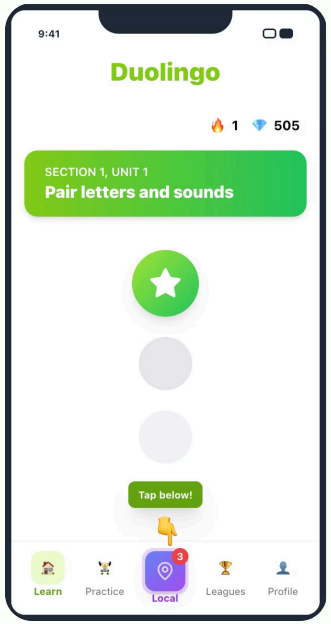
How Duolingo Local Works

The User Experience

1

Home

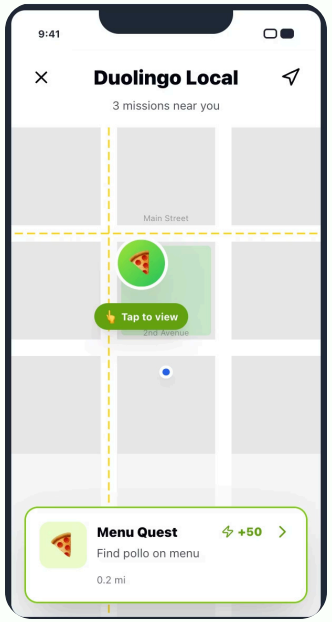
Where the feature lives!



2

Discover

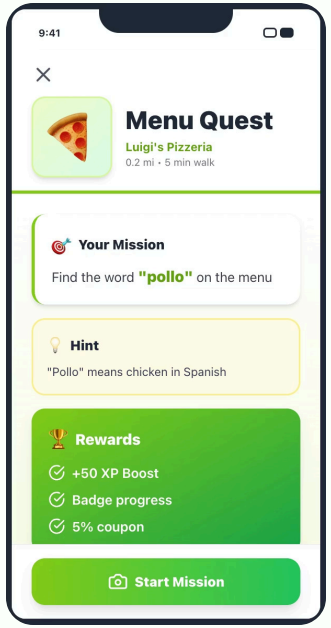
Map with nearby missions!



3

Mission

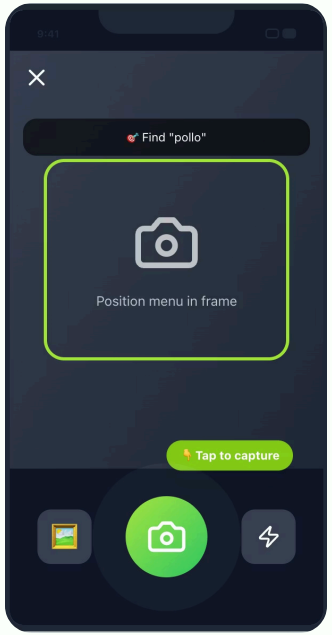
Challenges at local spots!



4

Proof

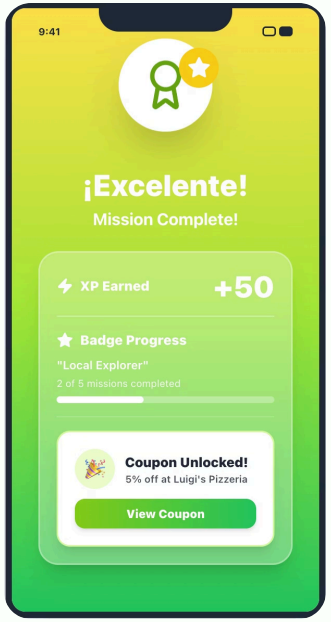
Scan for completion!



5

Reward

Unlock XP and coupons!



From Concept to Implementation

Hypotheses Validation Plan

Objective: Validate that Duolingo Local increases reactivation of Weekly At-Risk users.

1

Discovery (Week 0–1)

- Interviews: 20 learners per pilot city.
- Testing: Usability testing for mission types.

2

Intent Survey (Week 1–2)

- Sample: 3,000 - 5,000 At-Risk users.
- Threshold: >40% positive intent → move to pilot.

3

Pilot (Weeks 3–8)

- Location: Active cities like NYC & Toronto.
- Sample: 5,000 learners per city.
- A/B Setup: control vs variant (with feature).

Focused Metrics

- Primary: WAU's retention by city
- Secondary: Feature participation rate

Success Criteria

- Primary: >3% retention lift vs, control group ($p < 0.05$)
- Secondary: Feature participation rate >20% in variant group

---

Key Technical Specs

Map Integration

- An addition of Mapbox SDK to allow for interactive missions with flexible styling.

Photo Verification & OCR

- Advancements on Duolingo's internal ML infrastructure for speech & image recognition.

Rewards System

- Identify and Integrate merchant dashboard to include local spots coupons for incentives.

Location Access

- Native mobile SDKs needed for opt-in geolocation to determine user proximity for local missions.

Edge Cases & Potential Conflicts

Feature-App Synergy

Limited Rural Access?

- Learner can participate in "Virtual" events.
- "No missions nearby" message will popup for clear user communication.

Closed Cafe?

- Google Business API updates to auto-expire missions.
- "Report" button available to for tracking purposes.

Photo Verification Fails?

- 3 photo verification retries allowed.
- Fallback is to 24-hour manual review.

App Notification Overload?

- "Duolingo Local Notifications" toggle can be switched to OFF as default.
- Targeted notification triggers built for at-risk users only.

XP Inflation?

- Duolingo Local XP counts only towards personal goals, not weekly leaderboards.
- Primary rewards are Explorer Badges and real-world coupons.

Post Launch A/B Testing

Data-Driven Approach

Methodology

- Incremental rollout with randomized buckets.
- Experiment monitored via internal tracking platform.
- Evaluation after 6 weeks of stable data.

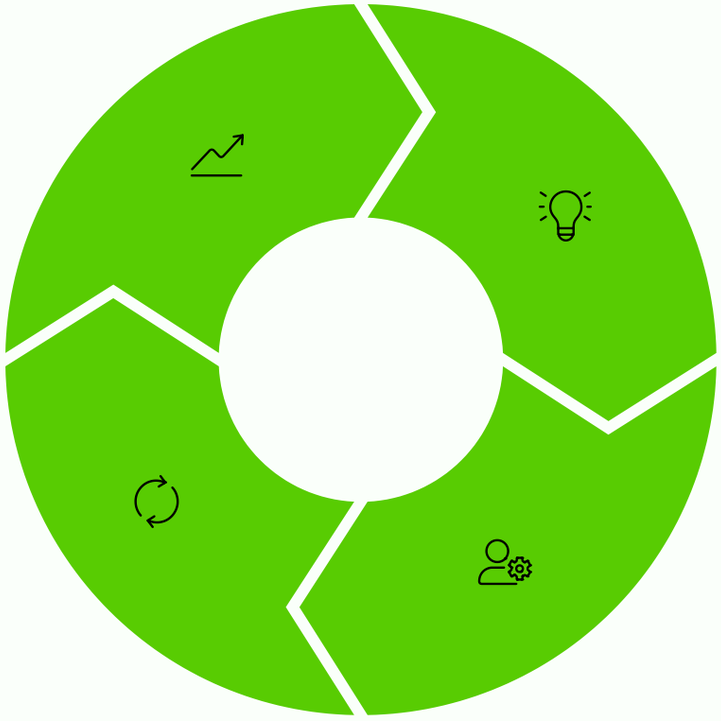
Tracking Events (User Actions)

- Mission started / completed.
- Photo uploaded (verification success rate).
- Reward claimed (XP boost or coupon redemption).

Optimization Loop

Analyze Data

Review user funnels to identify drop-off points.



Identify Learnings

Extract actionable insights mission participation and learner behavior.

Iterate & Re-test

Refine missions based on trends measurement against KPIs.

Implement Changes

Deploy updates to adjust mission type, difficulty, and rewards.