Duolingo is an application where users can learn a language in a game-like way. They do offer various bite-size interactive learning that include speaking, listening, translation, and multiple-choice challenges. The design for the application is to allow the users to bridge the gap between cultures. Giving the empowerment to the people to talk to someone who is in their native tongue and the freedom to travel to a different country. The design elements that come forward are microlearning and progress tracking. Many people today do not have the time to take a full lesson and spending around 2-3 minutes on each lesson is a quick way to make a small progress every day. Overall, the app is simple to use and every milestone that the user becomes excited to progress with their learning.

The user needs for the application is based around three types of people. There are busy people who have limited time in their schedule, people who enjoy learning and using it to expand their languages, and people who are using it to expand their career portfolio. They focused on all different types of learning and give different goals for different users. There is some persuasion toward the user to keep using their services by tracking the consecutive days. After collecting several consecutive days, it does keep the user engaged to keep using the application. The business objective is to provide a freemium model application with in-app purchases. There is a premium subscription where they want to convert their loyal users to be a paying subscriber.

If I were do design an app, I would want to know the user demographics, preferred learning styles, reward goals, preferred device, and areas of frustration. Knowing the user’s demographics is beneficial because it would help develop learning preferences, time availability and motivation. There are different learning styles would tailor the content to their specific user goals. Knowing what motivate people helps increase the user engaged with the application. Last, any company want to keep any user frustrations down to a minimum. This would be the number one reason why people turn away from their service.

Matt. (2022, August 12). *28 Duolingo tips that EVERY user should know about*. Duoplanet. https://duoplanet.com/duolingo-tips-every-user-should-know-about/