



# Duolingo

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# Overview

## 1 Duolingo's mission

- Make learning language a fun experience.
- Make the platform universally accessible.

## 2 Focus

- User engagement.
- Learning experience for users.
- Revenue growth – increased user engagement representing satisfaction with content can lead to more premium subscriptions.

# Improvement

## 3 KPI

- DAU (Daily Active Users)
  - DAU - the number of users who interact with the Duolingo App everyday.

## 4 Why DAU?

- Track user engagement, retention rate, and user growth.
- Understand product health.
- Improve business model by tracking ad views on free version of the app.



# Testing

## Hypothesis:

Implementing Challenge mode will increase user engagement resulting in **higher DAU**, longer session duration due to difficulty level of content and increased user retention rate.

## Validating steps:

- User surveys and qualitative interviews.
- Feedback analysis.
- Beta Testing: version released to a subset of users.

## A/B Testing:

1. Group A (Control) - **Without** Challenge Mode.
2. Group B (Experimental) - **With** Challenge Mode.
3. Monitor metrics:
  - a. DAU
  - b. Retention rate.
  - c. Session duration.
  - d. Content engagement.
4. Analyze the data and user feedback.
5. Iterate.



# Features

## Proposed Feature:



### “Challenge”

Advanced learning lessons with different modes such as **translating** and listening modes.

### Why?

Duolingo provides both procedural and declarative learning styles, with the focus primarily being on the former.

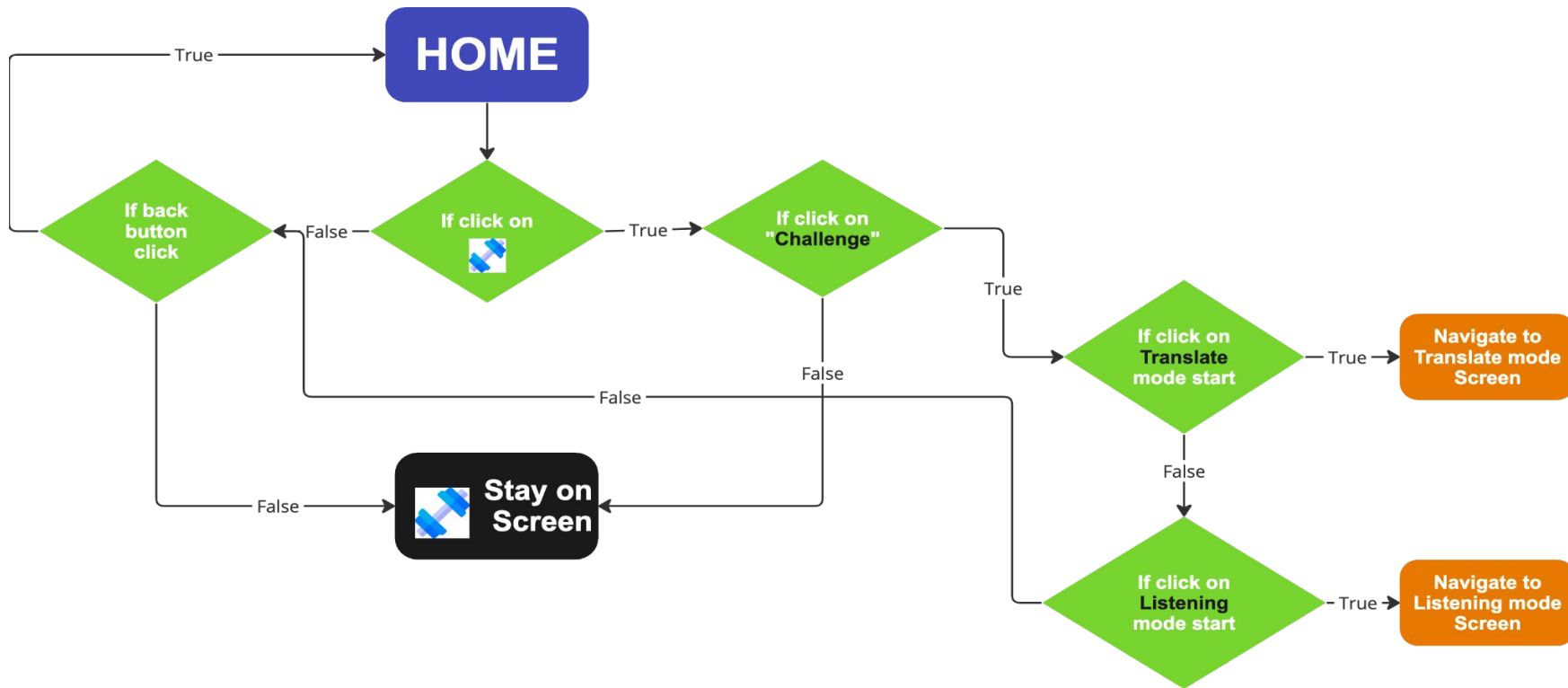
- ❖ Challenge Mode with **advanced** content (writings, notes, tips) support learning facts and information (**declarative learning**).

## Other Considered Features

1. 1:1 Appointment with language coach
  - 1:1 appointment
  - First 2 sessions free
  - 20 min or 30 min sessions
  - **Concern(s)**: Pricing strategy, competitive analysis, lower user retention after trial ends.
2. Competition
  - Advanced level weekly/monthly
  - Leaderboard for motivation
  - **Concern(s)**: Intensive resources + expense, amount of content availability.



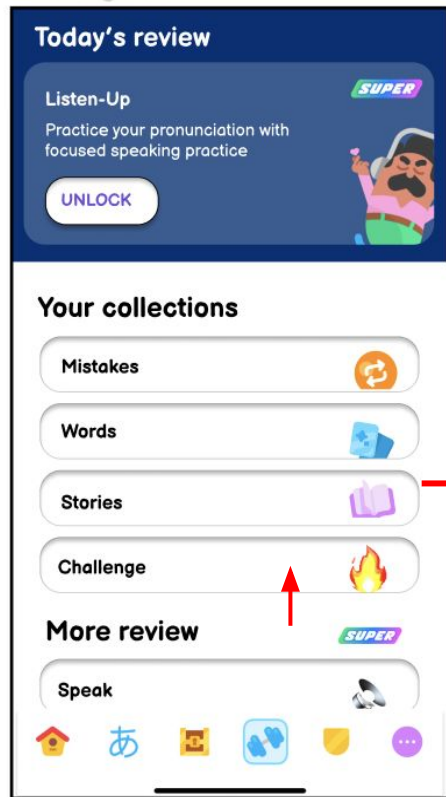
# User Flow



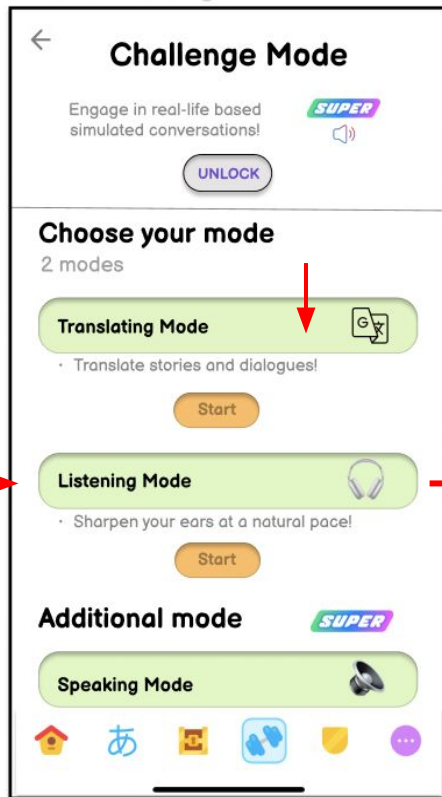


# Feature: Challenge (translating mode)

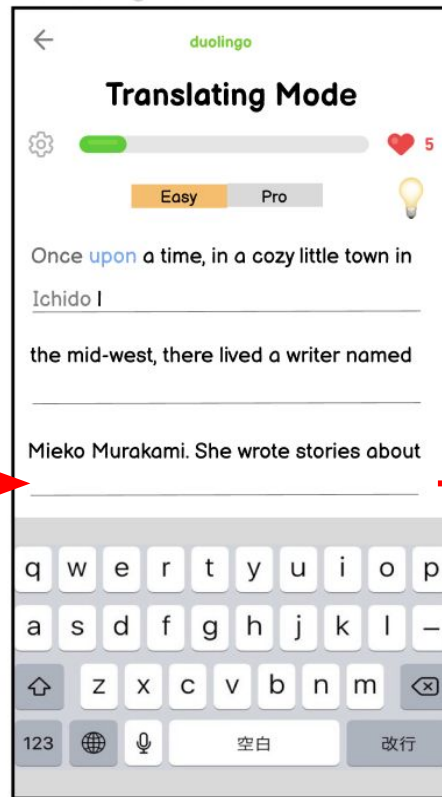
Challenge Screen



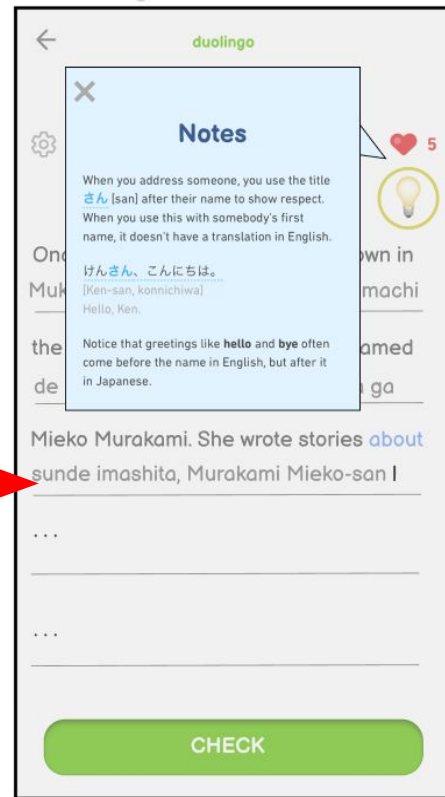
Choose Challenge



Translating mode



Translating mode



Note: All screens were created by hand.