



Duolingo

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Overview

Improvement

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.

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 & User Flow

Proposed Feature:



“Challenge”

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

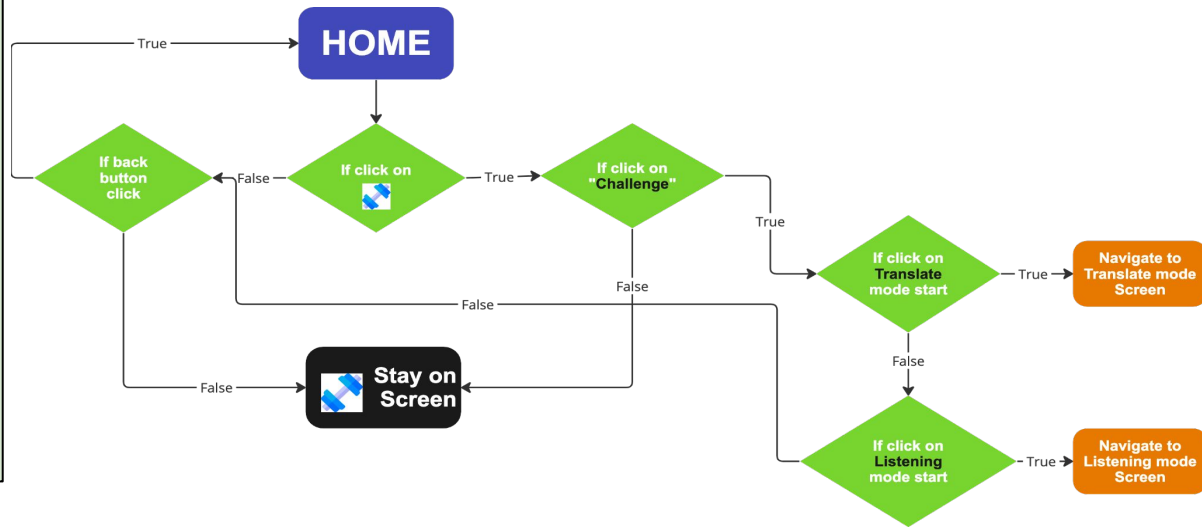
Why?

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

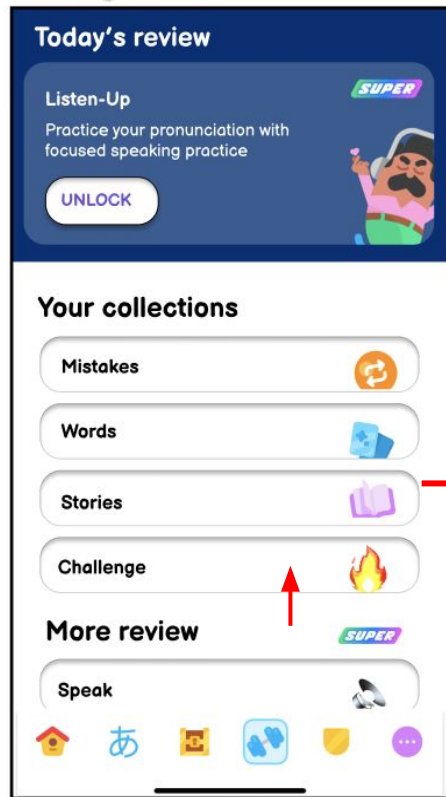
- 1:1 Appointment with language coach
 - **Concern(s)**: Pricing strategy, competitive analysis, lower user retention after trial ends.
- Advanced level weekly/monthly contest
 - **Concern(s)**: Intensive resources + expense, amount of content availability.



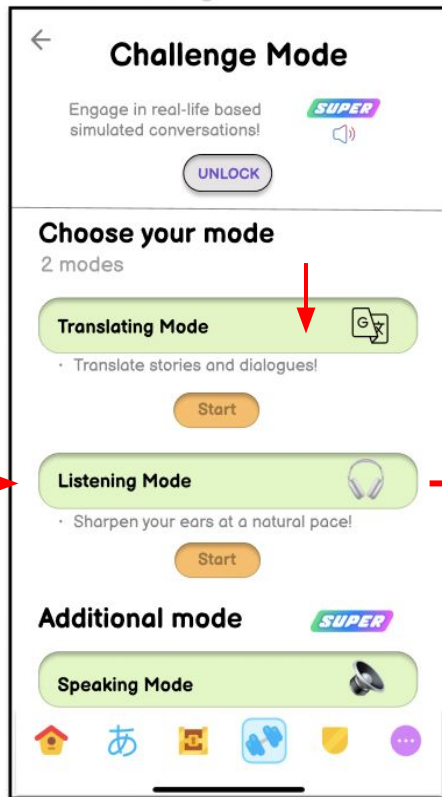


Feature: Challenge (translating mode)

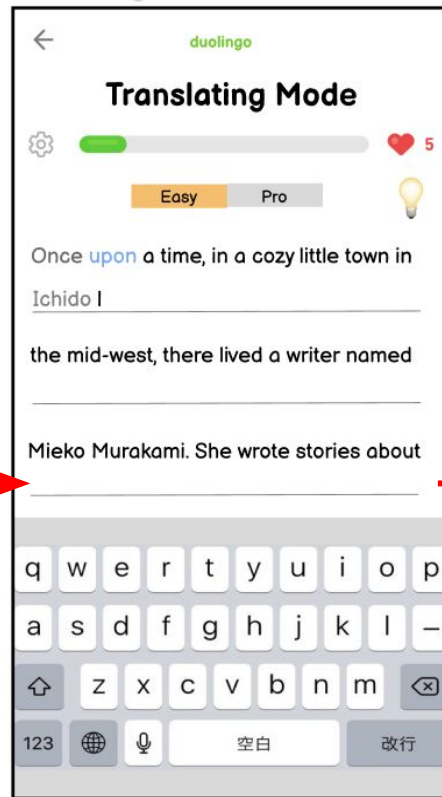
Challenge Screen



Choose Challenge



Translating mode



Translating mode



Note: All screens were created by hand.