

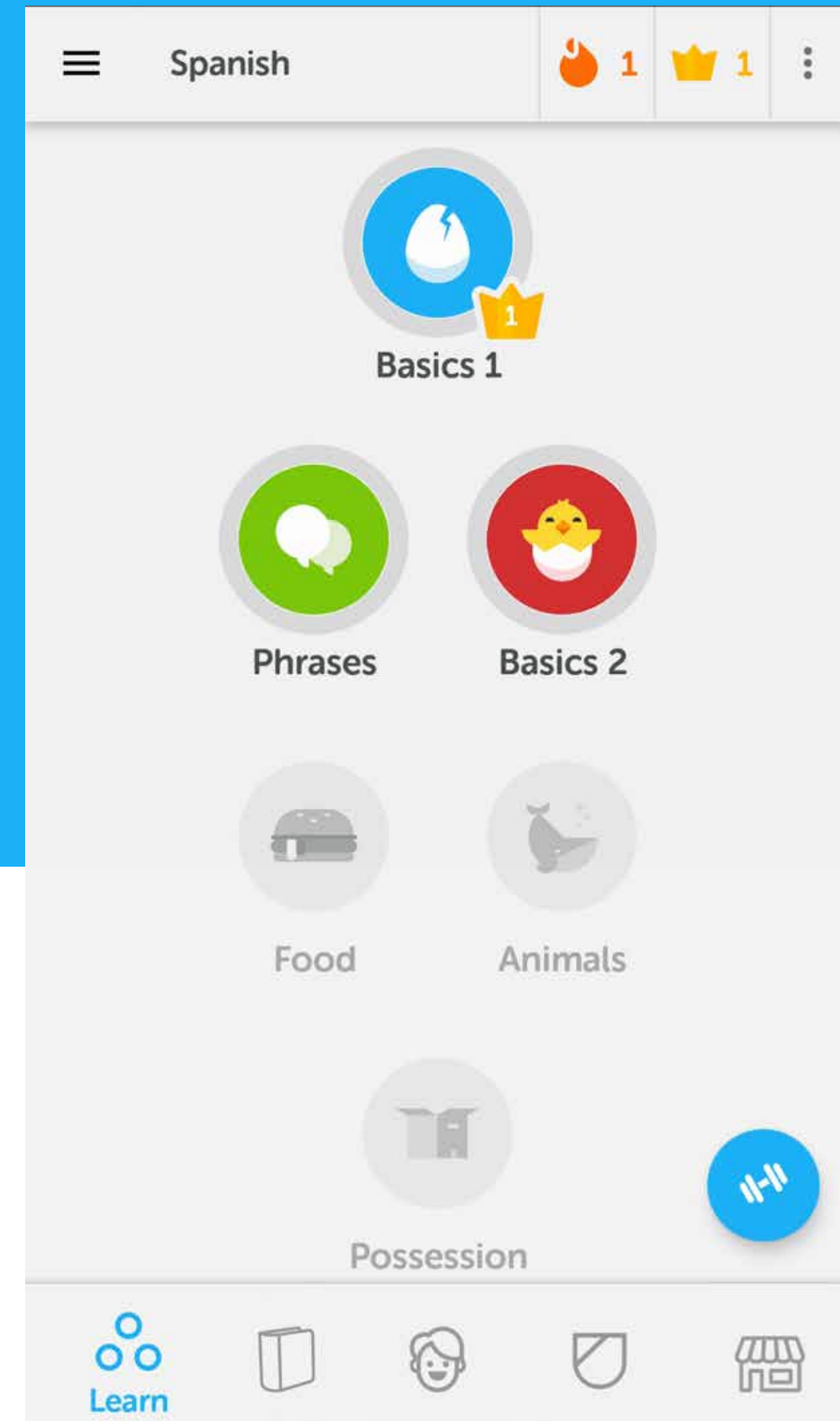


duolingo
FEATURE DESIGN

personal dictionary

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IAT 334 - D103





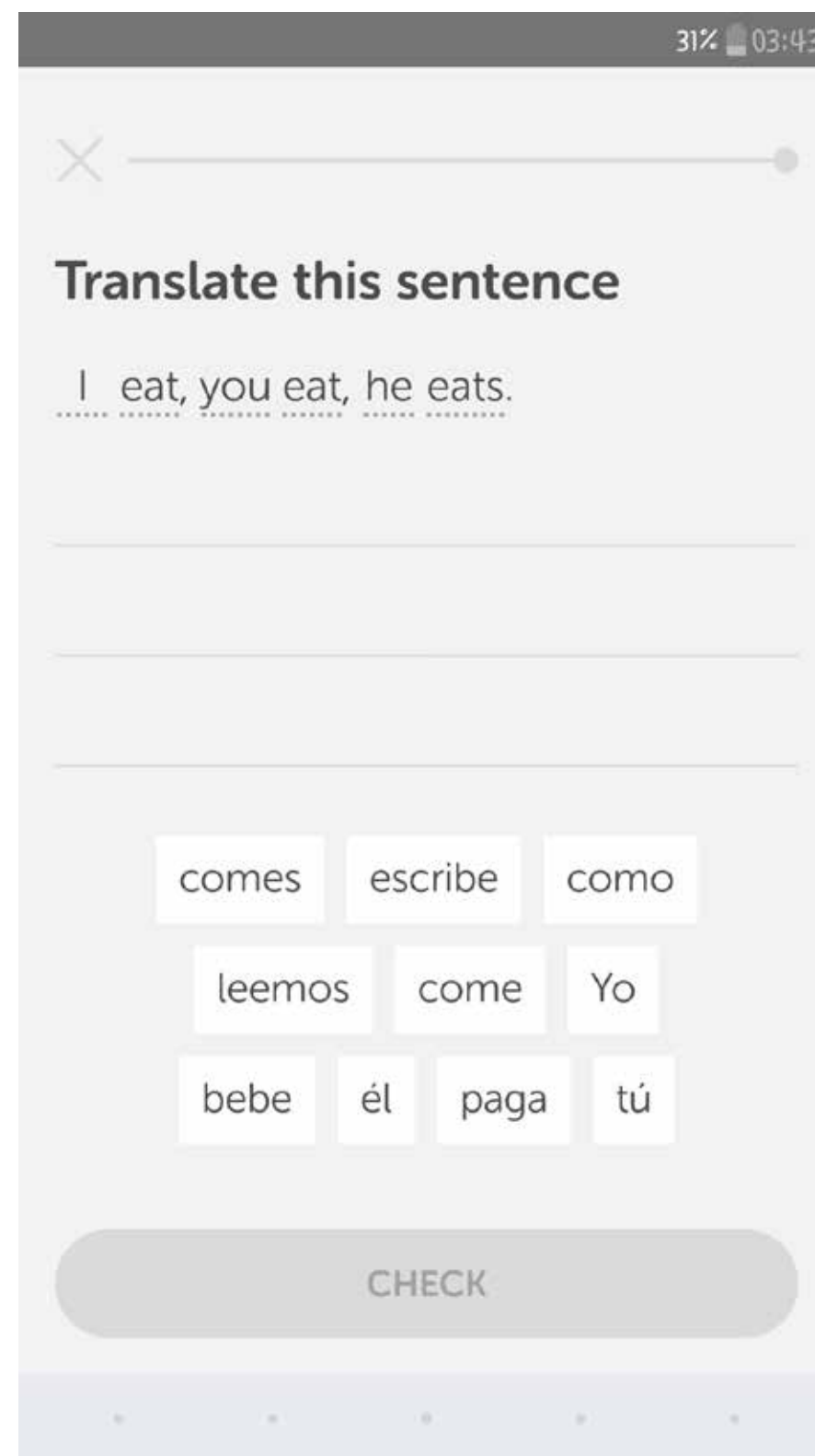
persona

Sarah Yang, a 19-year-old living in England, is a university student studying health sciences, where her courses and extra-curricular activities (such as going to the gym regularly) take up most of her week. She was recently approved to study abroad in Spain; though she took Spanish in high school, she has forgotten much of the language.

scenario

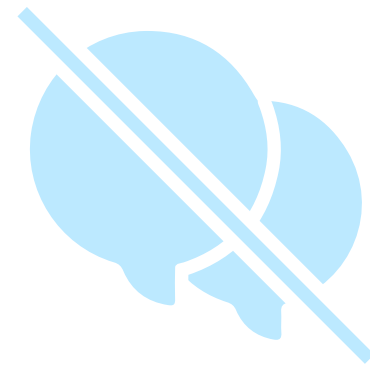
In preparation for the exchange, Sarah tried to enroll into a Spanish course but could not get in. Seeing as she could not integrate learning Spanish as part of her school work, Sarah could only learn Spanish in her limited free time. She searched for popular language learning apps and downloaded Duolingo, hoping to learn as many words as possible before she goes to Spain.

frustrations & pain points



A primary concern of the user was repetition (or lack thereof) of vocabulary during lessons. Sometimes a specific word was repeated too much regardless of the user's knowledge; sometimes the user was tested on a word occasionally, making it difficult for the user to memorize the definition due to their irregular recall of the word. This forced them to tap on the word to find out its definition, defeating the purpose of the current lesson they were in.

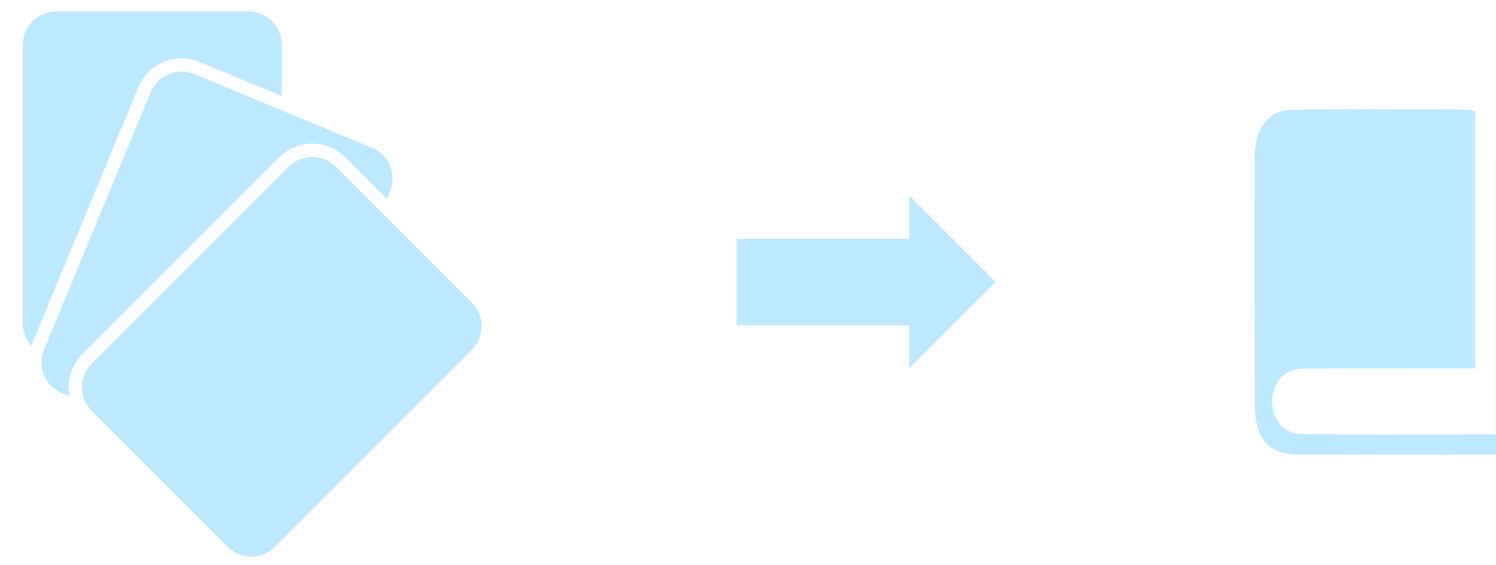
previous iterations



Previous features that were considered included Pronunciation Comparison, Chat Practice, and Flash Cards.

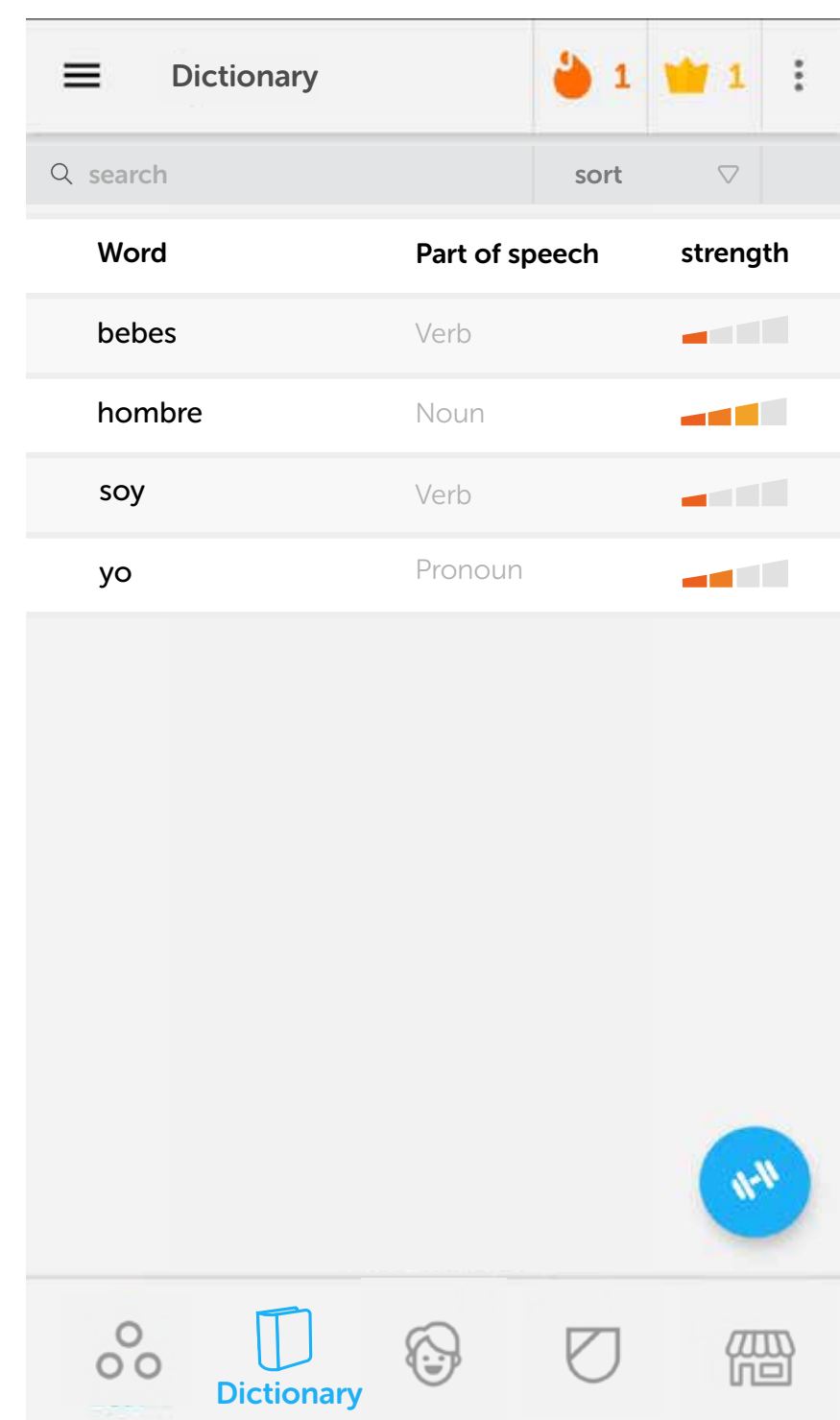
Pronunciation Comparison was scrapped due to the persona wanting to learn more words than their pronunciation, an already available feature. Chat Practice did not guarantee an immediate response in the persona's busy life, and thus was not used.

refinement



Flash Cards was chosen because it could be used whenever the persona wanted and included chosen vocabulary they want to stick. It was renamed to Personal Dictionary as the feature is more focused on the user's personal words, and practice is relegated to the already existing Duolingo testing format which the persona is familiar to.

personal dictionary



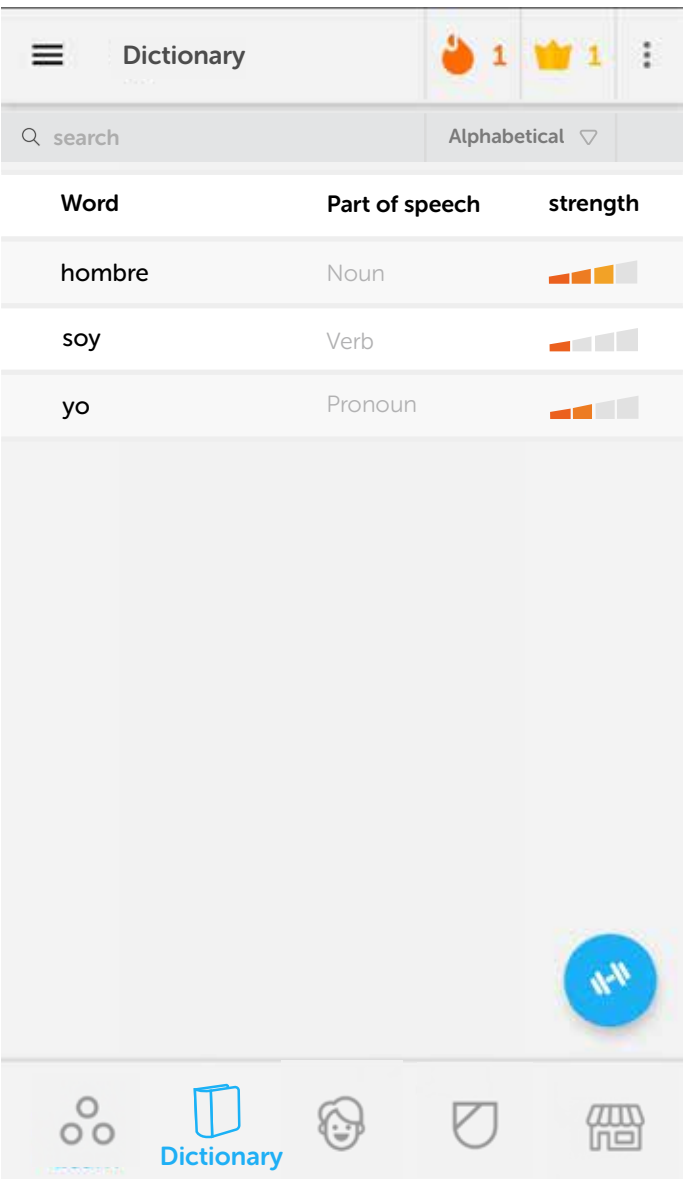
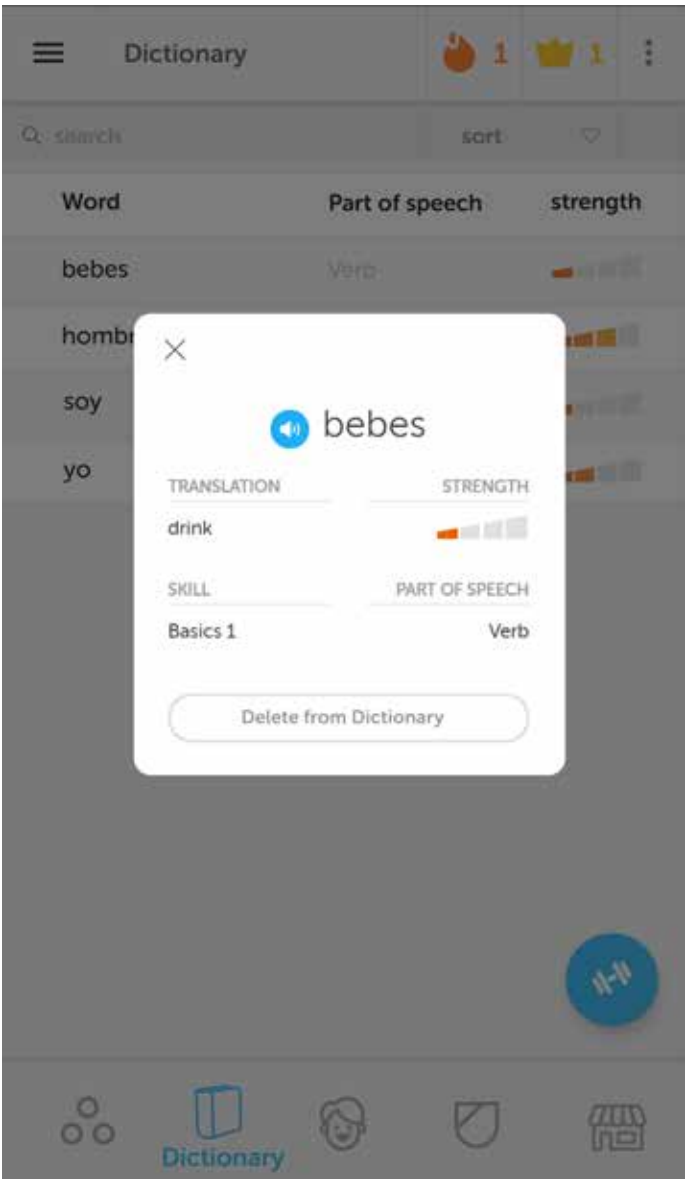
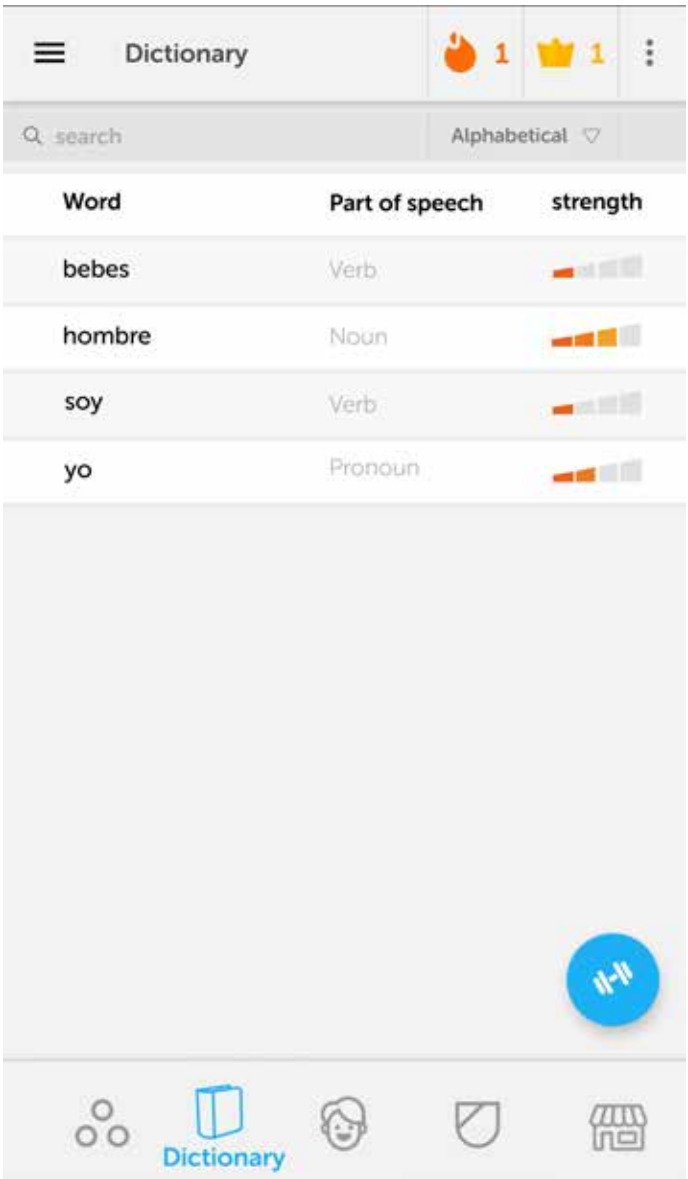
The Personal Dictionary feature allows users to add words they come across in lessons in their personal word bank, which can be accessed to discover more details about a word. Users can then test their knowledge consisting of the vocabulary they have chosen, using Duolingo's standard testing format.

interactive prototype:
<https://xd.adobe.com/view/08050215-eeaf-4791-854e-ca17a4958>

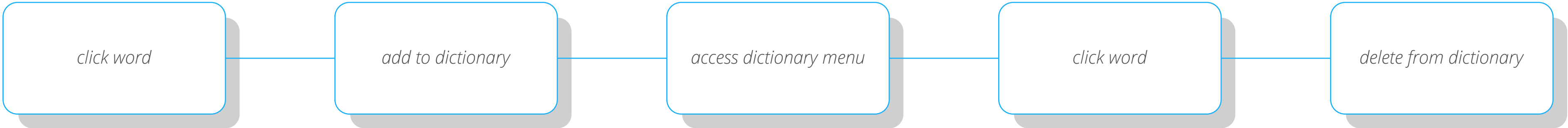
tap to add



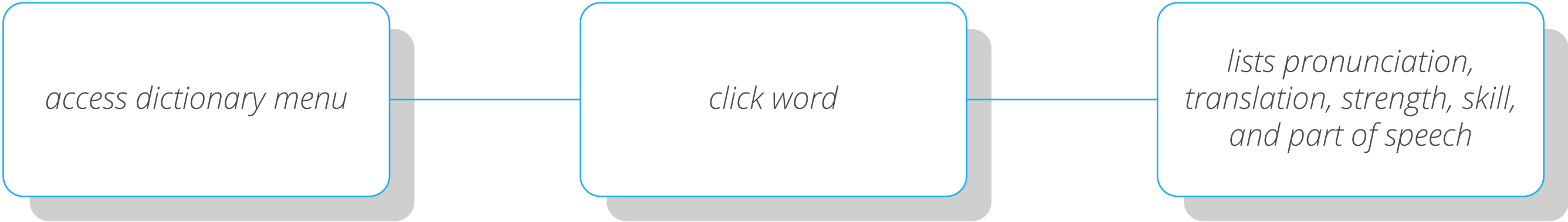
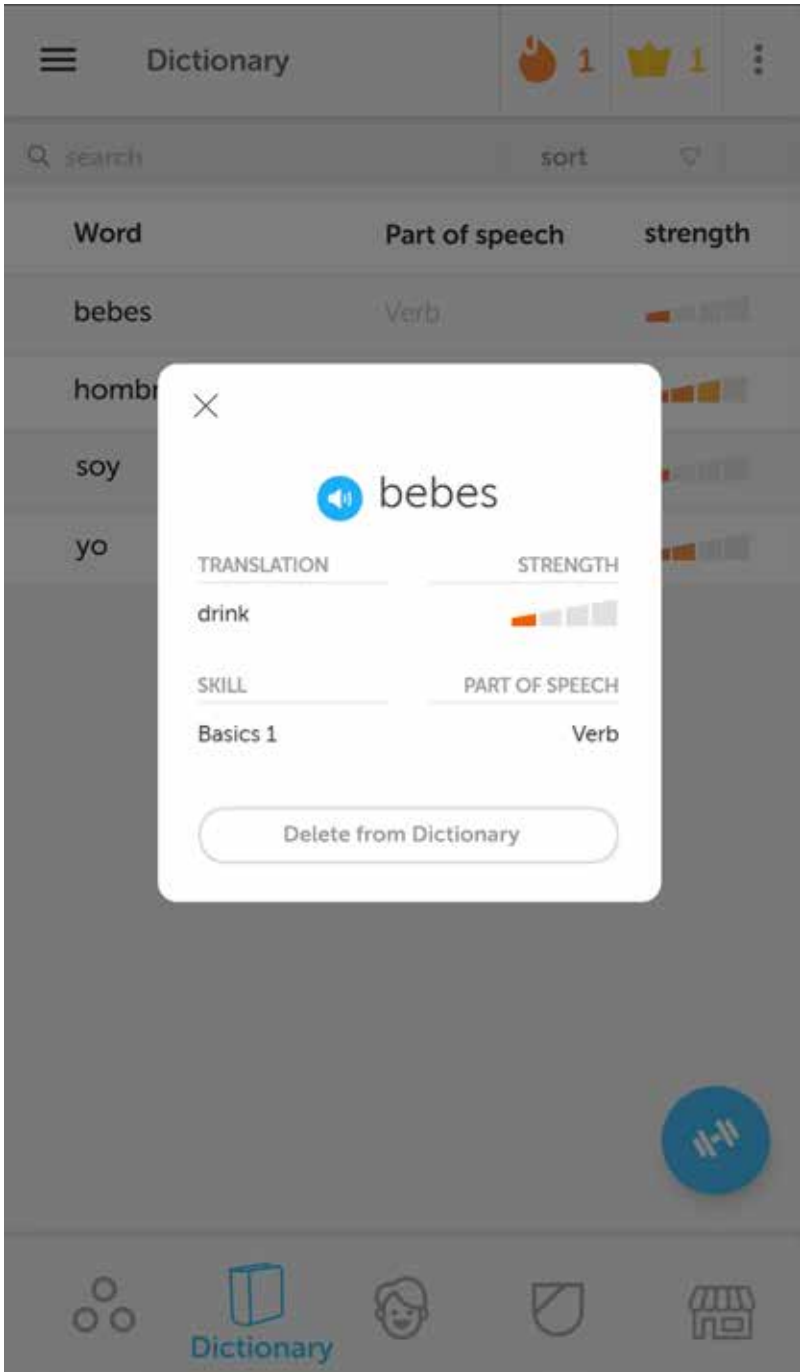
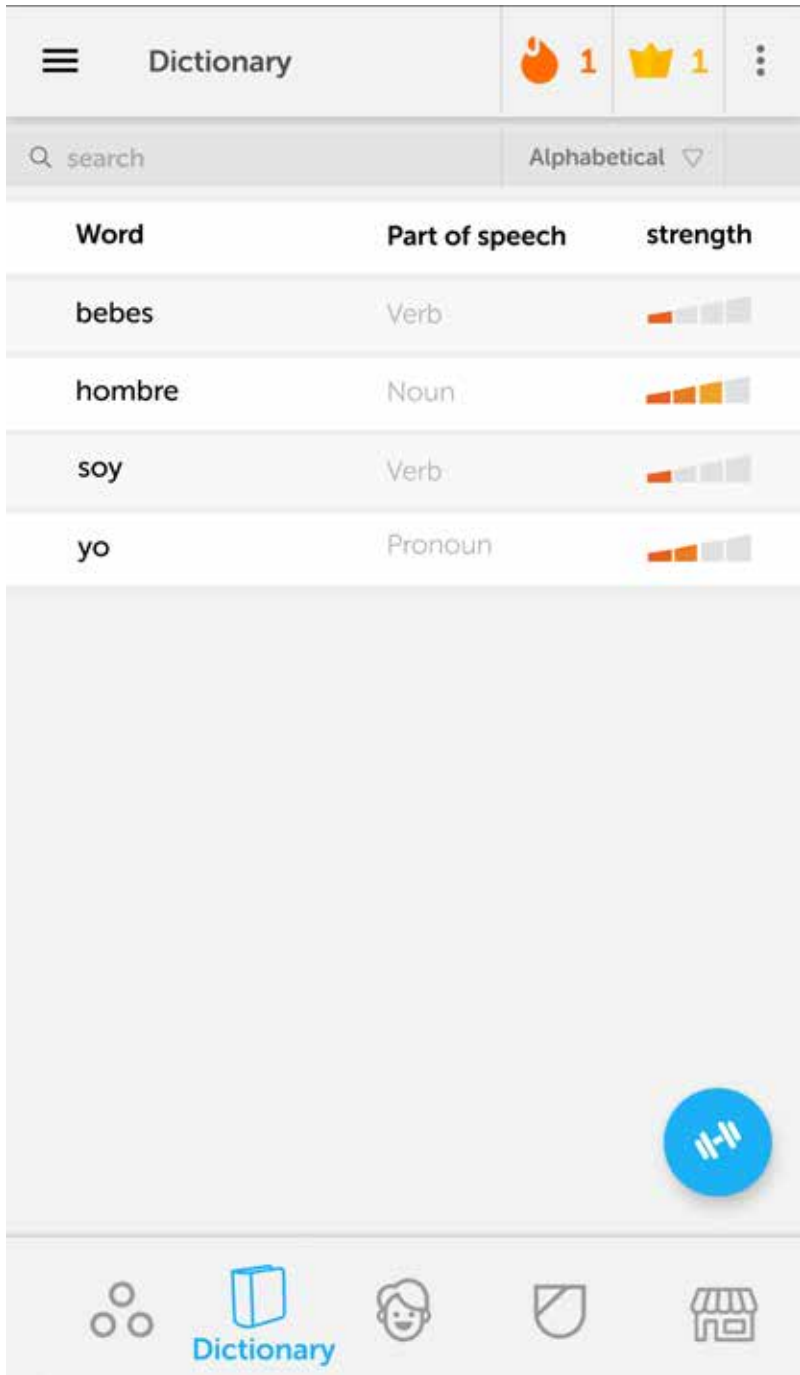
during lesson:



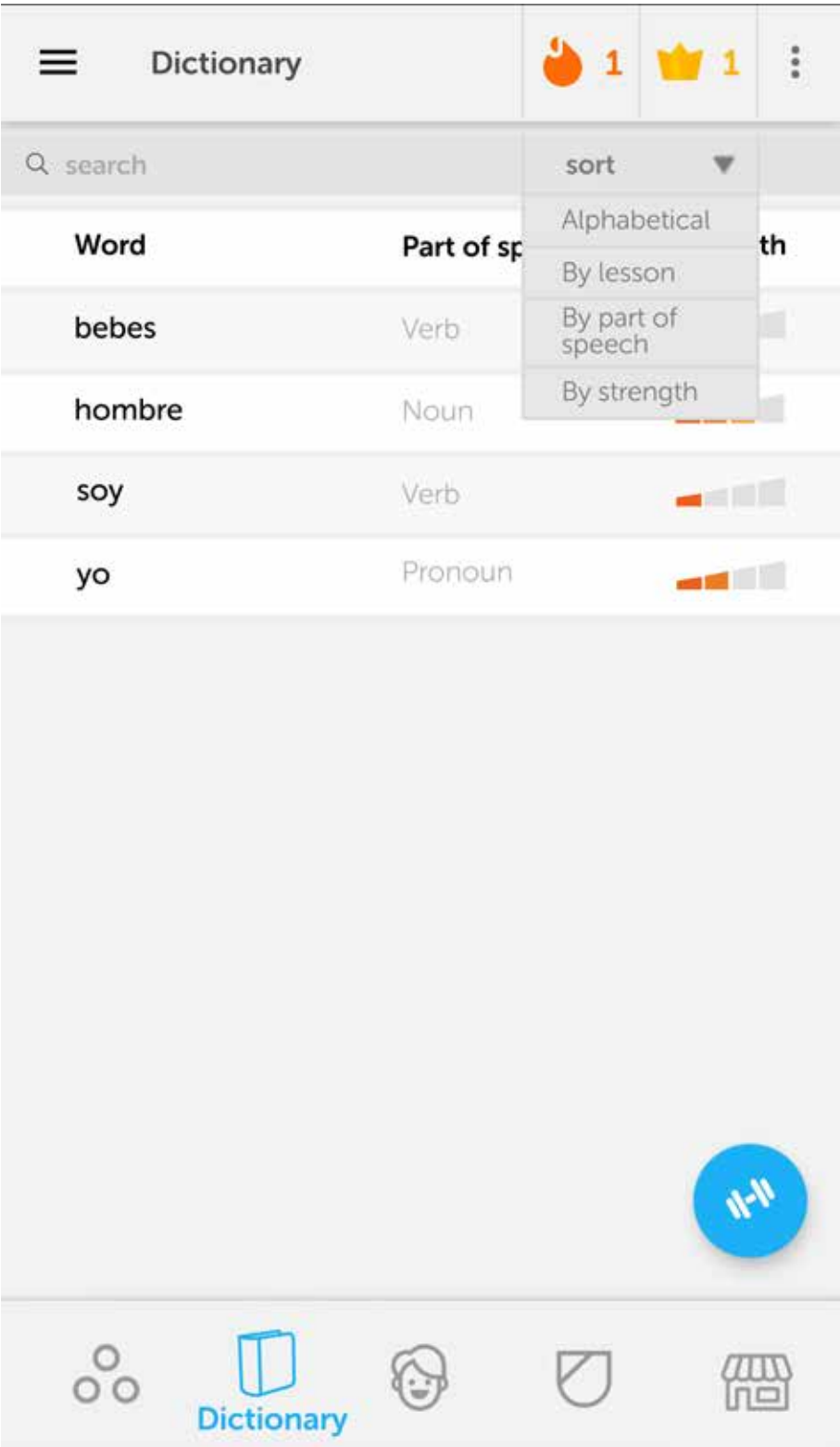
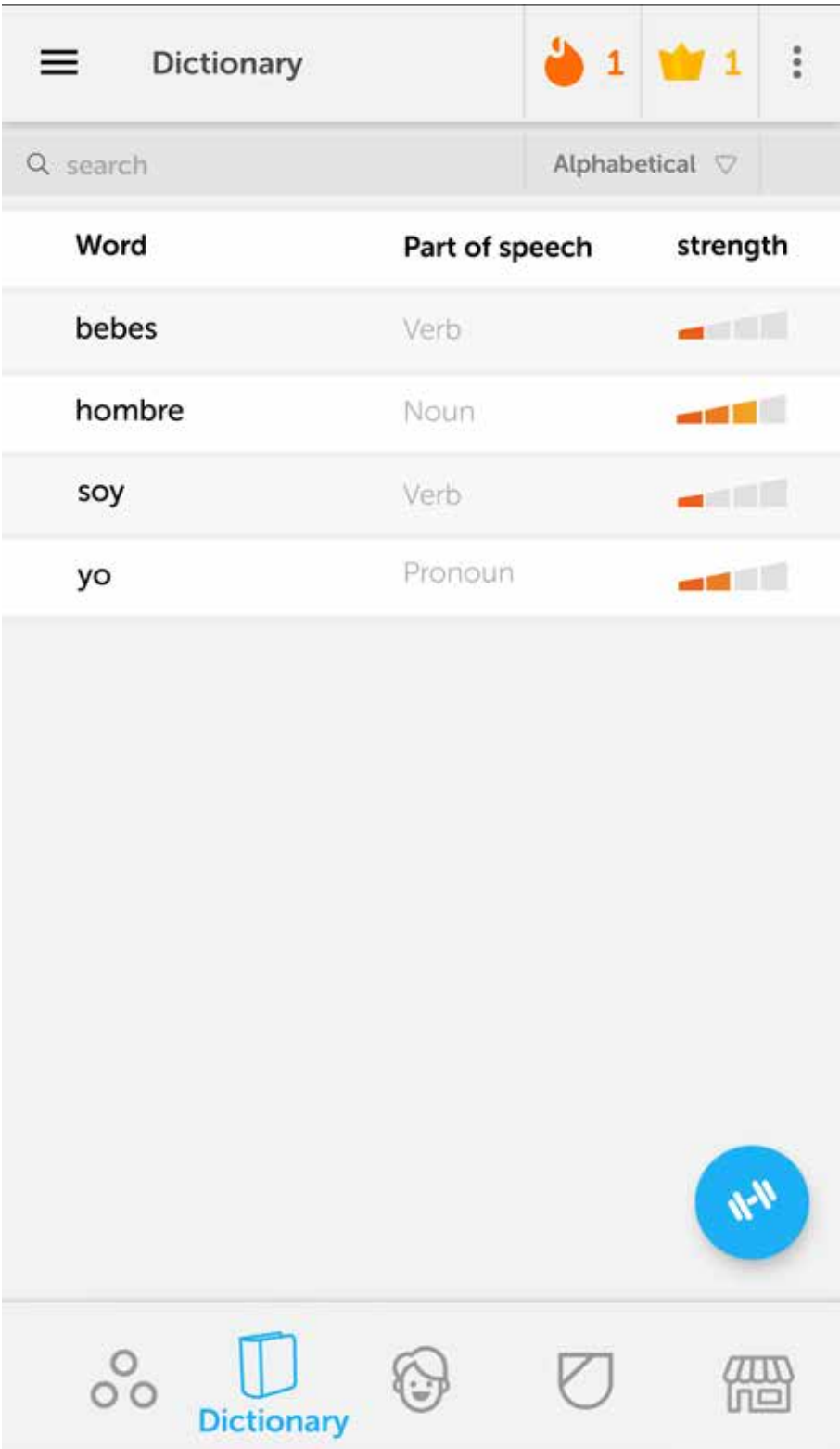
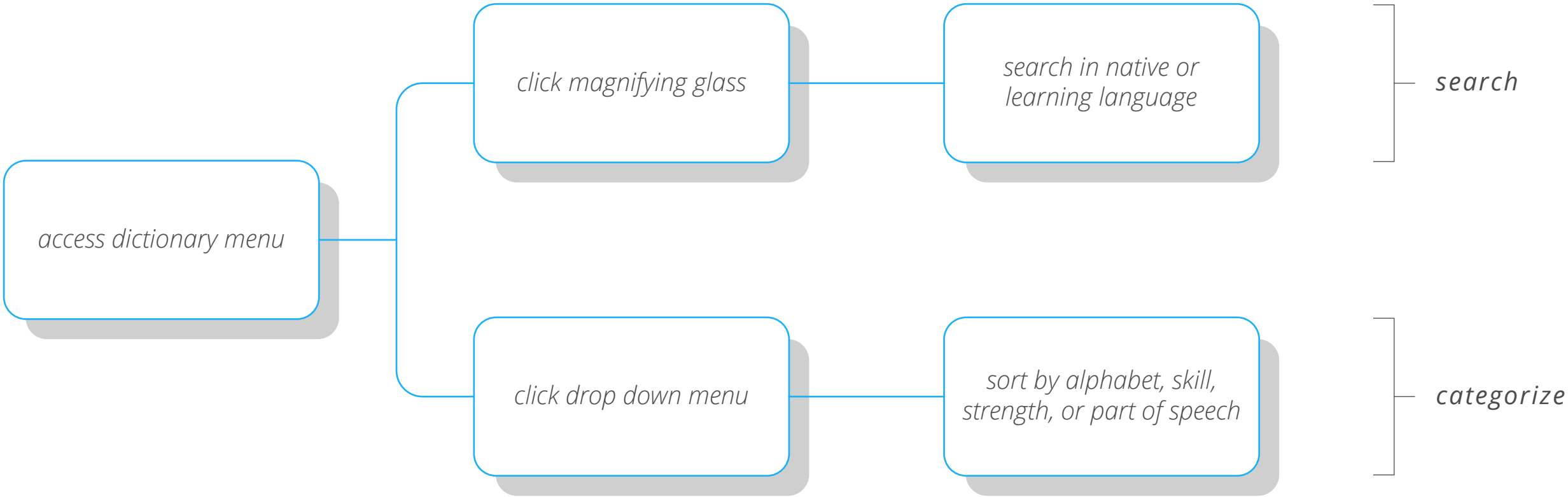
dictionary menu:



details card



search & categorize



PERSONA

goals



Instead of hoping the lesson tests the user on the word they are unfamiliar with, they can instead access their personal dictionary and quiz their knowledge of unfamiliar terms, while also contextualizing themselves to the word with its extra details, ensuring the user is recalling the word frequently.

citations

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