



Product Candidate Exercise

Manu Prakasam



Addressing engagement can increase sessions per month

KPIs

App downloads

Avg. # sessions per month

Avg. session length

Subscriber conversion

ARPU

User Problems

A user looking to **further immerse themselves** in the language **has to look elsewhere**.

Once a user has finished a skill tree, **ways to further engage with the language are unclear**.

Product content **does not change regularly**; no anticipation created around new content to bring users back to the app.

Curriculum is **not differentiated for different user goals** (e.g. travel, schoolwork).

Users **cannot easily bookmark or save particular lesson content** for future reference.

How can we create a **more immersive language experience** for users and **regularly bring them back** to the app?



Using music to augment language immersion and engagement

From our user problems: How can we **better immerse** users and help them **further engage** with their target language?

How-to & News Articles

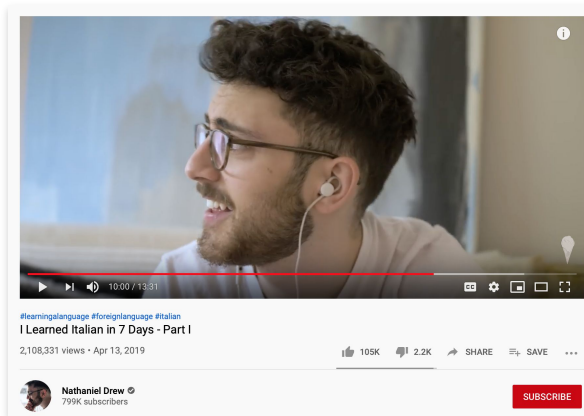
Face The Music — How Singing Can Help You Learn A Language

Sing your way to fluency: Learning languages through music

This course uses music to help you learn a new language

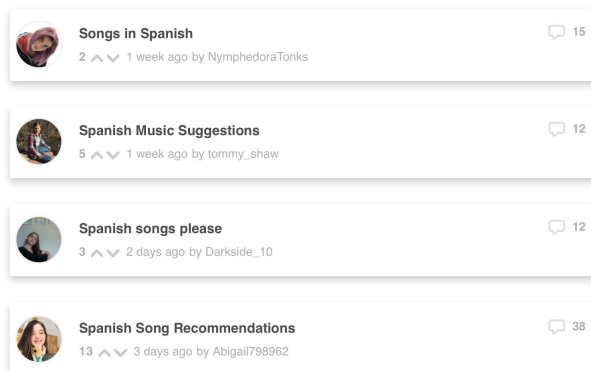
Music is a way to **improve pronunciation**, learn **new vocabulary**, and **commit a language to memory**. Moreover, music can help make the language **part of one's everyday life**.

Self-Improvement Channels



Popular YouTuber Nathaniel Drew lists **listening to music in the target language as a key component** of "Stage 3: Making a Connection" in his language learning process.

Duolingo Forum



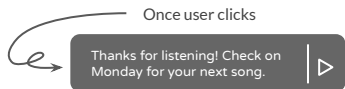
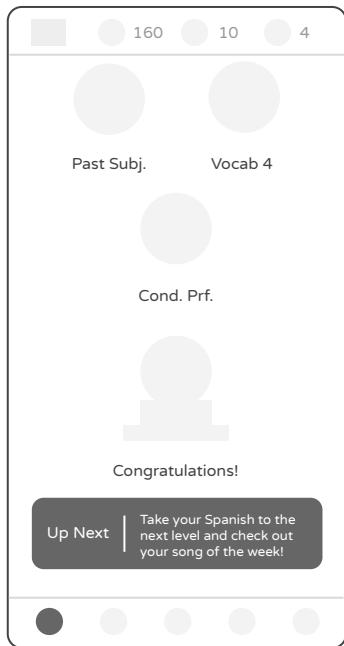
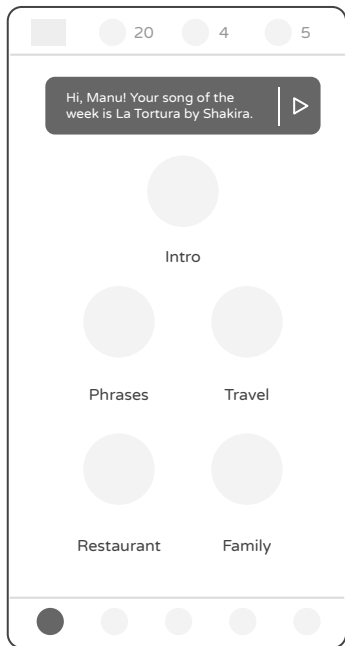
Searches for "music" and "song" on the Spanish Duolingo forum return 2556 and 2449 results, respectively. Many users **value music while learning a language** and **seek song suggestions**.

How can we **integrate music** into the Duolingo experience?



Creating a song of the week feature to engage users regularly

Calls to Action → Song of the Week Feature



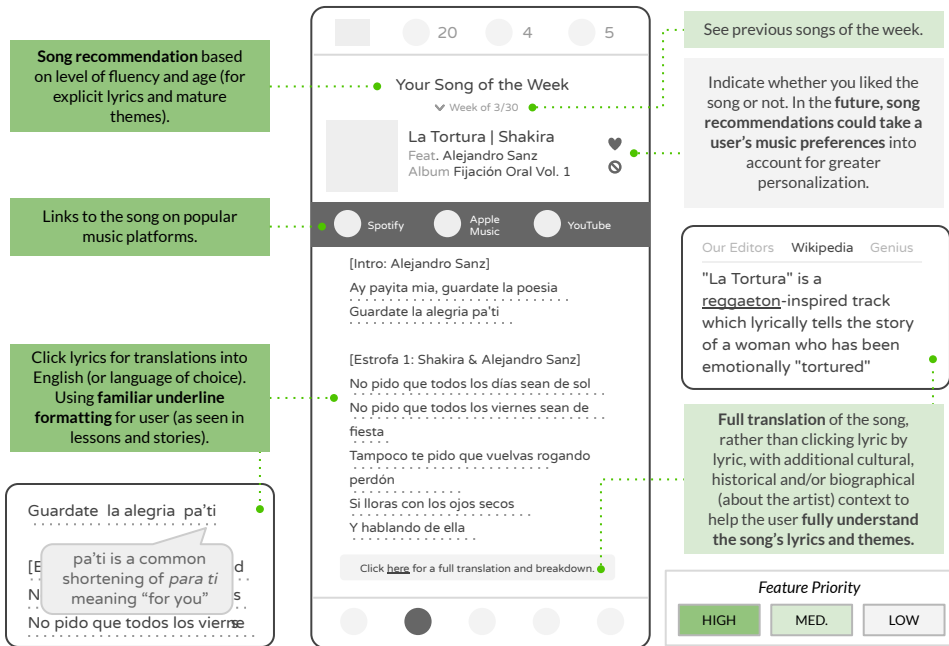
Once user clicks

Thanks for listening! Check on Monday for your next song.

Designing an "Up Next" component so users who have finished a skill tree get a clear next step in their language journey.

This could also be a CTA after finishing a lesson or after hitting daily XP goal.

"Your Song of the Week" Page



Song recommendation based on level of fluency and age (for explicit lyrics and mature themes).

Links to the song on popular music platforms.

Click lyrics for translations into English (or language of choice). Using familiar underline formatting for user (as seen in lessons and stories).

Guardate la alegría pa'ti

pa'ti is a common shortening of para ti meaning "for you"

See previous songs of the week.

Indicate whether you liked the song or not. In the future, song recommendations could take a user's music preferences into account for greater personalization.

Our Editors Wikipedia Genius

"La Tortura" is a reggaeton-inspired track which lyrically tells the story of a woman who has been emotionally "tortured"

Full translation of the song, rather than clicking lyric by lyric, with additional cultural, historical and/or biographical (about the artist) context to help the user fully understand the song's lyrics and themes.

Feature Priority

HIGH MED. LOW

RESULT → Our user now has a reason to regularly visit the app (even after finishing a language's skill tree) for experiences that are updated weekly & a means of further immersing themselves in the language (facilitated by Duolingo).



Validating through user research and A/B testing

How do we **test our hypothesis** before investing time and resources into development?

1

Deploy a survey to Duolingo users.

Understand if and how users **practice the target language outside** of Duolingo and how Duolingo could **facilitate that practice**.

Understand **how many users listen to music** regularly and how many users (would want to) listen to **music in the target language**.

Determine **what is preventing** users who want to listen to music in the target language but currently are not doing so.

Understand where the **gaps in users' fluency** exist and determine whether music would improve outcomes.

Determine **what features would help** users learn from listening to music in the target language.

2

Test prototype with and interview power/forum users.

Understand **how advanced language learners improve their fluency** after they've completed Duolingo skill trees.

Determine **whether feature components are sufficient** to learn from music and **what additional components are needed**.

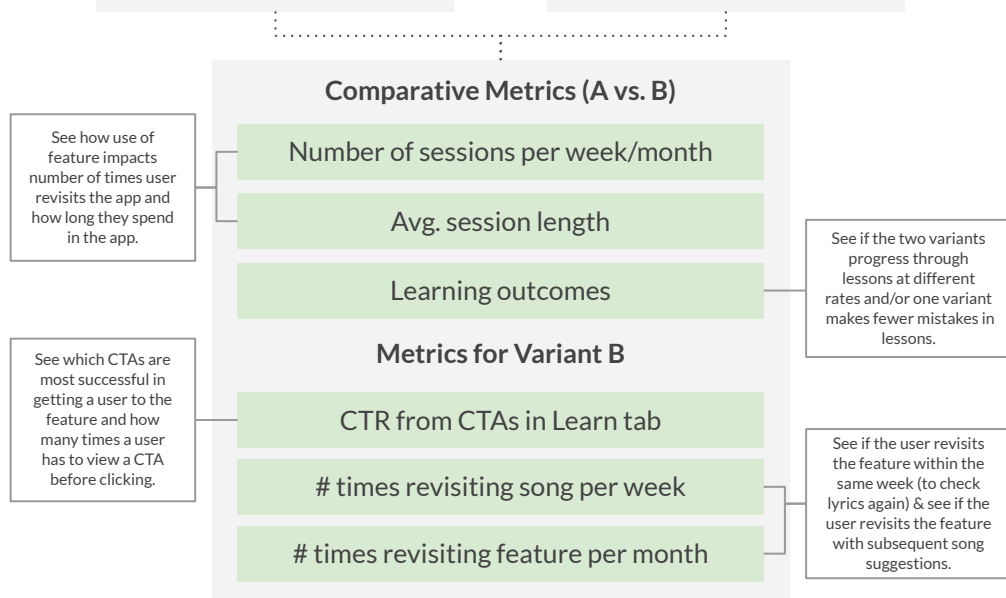
Determine **best user flow** to inform users about new songs and when/where music should come into a skill tree.

How should we **A/B test** once the changes are developed?

Piloting with English → Spanish language learners on iOS

Variant A: Control

Variant B: Music feature



Note: Also want to see how these break down differently depending on user characteristics (e.g. fluency level, age).



Mitigating risks and planning feature evolution over time

How can we *mitigate potential risks*?

This feature will lead the user to **leave the Duolingo app** for to listen to the song on another platform.

Nike Training Center (NTC) allows you to **select music** from Apple Music **within the NTC app**. It also lets you **stream audio from other apps** and let it **continue playing in the background** while following the workout.

Duolingo could potentially create a new revenue stream by working with music platforms to get **compensated for referring users** to that platform.

Duolingo could create language learning playlists on these platforms that could **route users to Duolingo** (similar to someone discovering the podcast and then seeking out Duolingo).

This feature will **distract from other product features** like stories.

This feature should only take a **small percentage of in-app time**. Additionally, users may create **mental associations between Duolingo and the recommended song** and thus may be more likely to revisit the app (and in turn, use other features) after a song listen.

Ideally, this feature would **exist on its own page** within the app. Moreover, music is a **more passive learning method** and is unlikely to cannibalize more active methods like stories.

We can use the **'Up Next' and 'Hi, User' components** to also **advertise stories and other product features** to users finishing a tree or completing a lesson.

This feature will **require a lot of editorial work**.

At first, we need just a **small team** (2-3 people) selecting **three appropriate songs** (basic, intermediate, and advanced). They would also vet existing translations before publishing.

With increases in feature popularity, we can **create a system to recommend songs** (or work with streaming platforms to do so) before receiving final approval from the editorial team.

How can this feature *evolve over time*?

Give XP and achievements to incentivize use of the song of the week feature. Ex: Test recall of vocabulary from the song → XP

Starting with Spanish (since it has the most users) and **gradually expanding to other languages** based on the success of the feature.

Integrate Tinycards into feature by allowing users to **save certain words, phrases, or colloquialisms** for future reference.

Over time, invest into **personalizing the recommendations more** by using user hearts and dislikes to inform future song suggestions.

Additionally suggest a **sponsored song** (for two songs total every week). Sponsored song could be a new release and add a revenue stream.

Expand into **television and movie recommendations** for language learners. Potentially create partnerships with media platforms.

Create larger, more comprehensive **"what to watch/listen to this week" guide** (similar to NYT Watching).

Possible order of feature development over time

