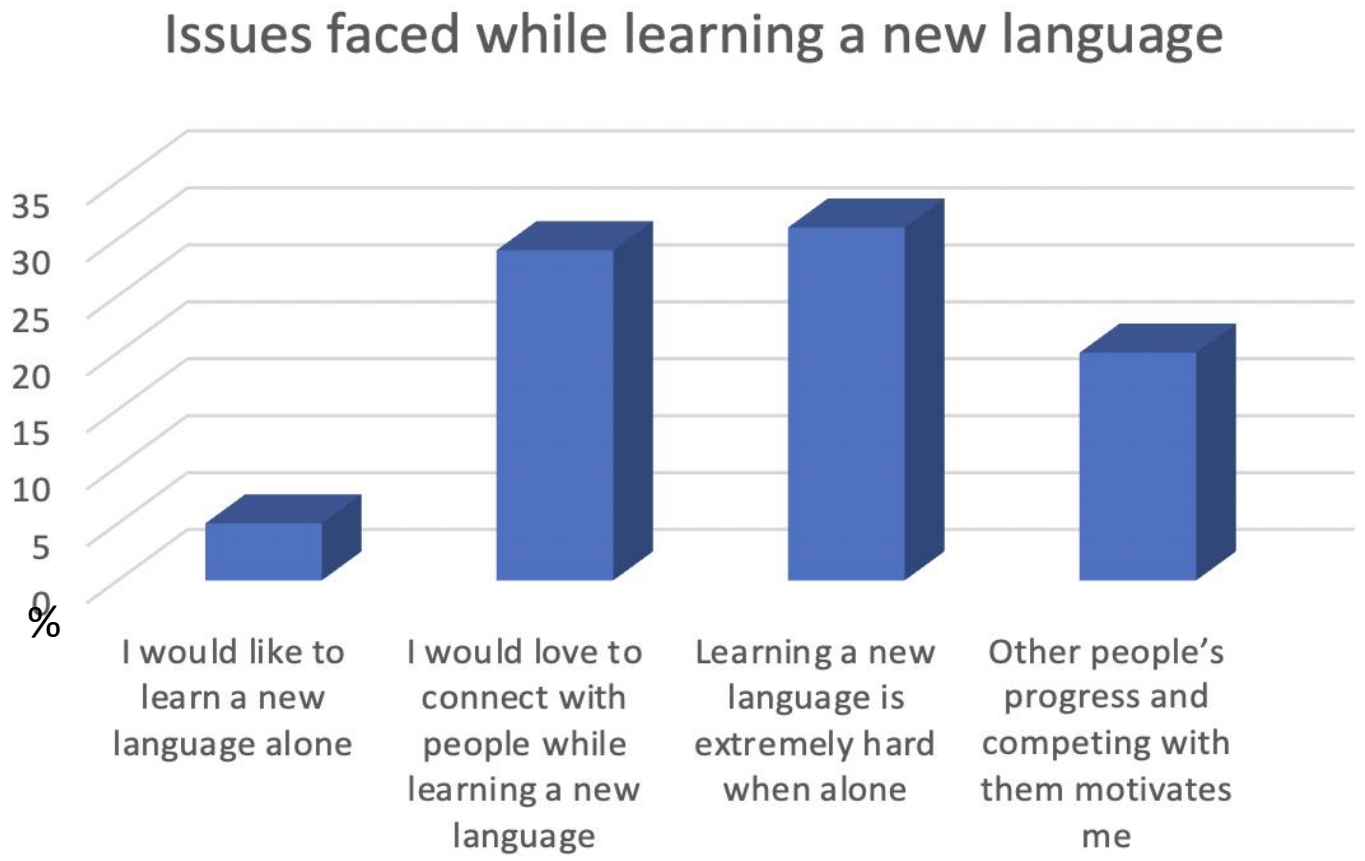
DUO-CONNECT

Enhancing The Experience of Learning a New Language

Problem Statement



We surveyed college students and found that 30% of the participants thought learning a new language was difficult when studying alone.

About Me

Bachelor's in Engineering(ECE)

Work Ex - 2 years(Product Analyst)

Pursuing Master's in Information Technology and Management [Track - Digital Product Management]

Passionate Individual working on product and analytics projects

Introduction

A **DUOLINGO** product extension

Connects users who are at similar levels of proficiency.

This product aims to make learning a new language more enjoyable and interesting.

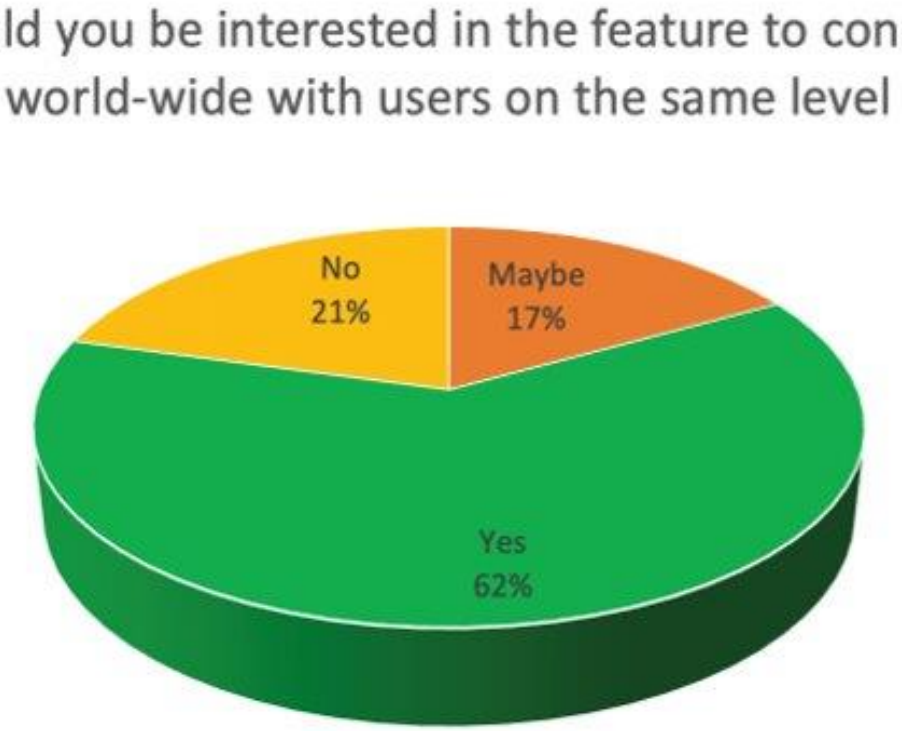
Mission Statement

Duo-Connect is here to connect users around the globe to make learning engaging, fun, and effective wherever they are.

Vision Statement

Our goal is to give everyone access to learning by engaging in conversations through technology.

Solution



Based on our survey, we concluded that the best solution to differentiate ourselves from our competitors and make learning engaging is to create a product extension that connects users to practice through virtual conversations.

Target Customers

Duolingo's target customers are young people who wish to make learning a language exciting and part of their daily routine. They want a funny, insightful, and personal learning experience but don't have the means to register for a language course.

DuoConnect will expand Duolingo's target audience. DuoConnect is for young students, the technologically savvy, and those who want to learn a second language by interacting with other students but don't have the means to pay for a language course or private tutors.

Customer Persona

Age : 19

Occupation: Student

Location: Jaipur, India

About

Mitaali is a Student looking to pursue a semester abroad in Germany. As an incoming student, needs help to learn German.

Challenges

- Hard to stay motivated
- Learning a new language is difficult when alone
- The lack of people to converse with has made her give up

Moods and Personality

- Calm
- Introvert
- Ambitious

Goals/Needs

- Practice new language in real-time
- Learn basic and conversational German
- Boost her confidence

Age: **26**

Occupation: **MBA Student**

Location: **Dallas, Texas**

About

Adam is a graduate student. He is planning to work in an airlines based in Spain and hopes to brush up his Spanish.

Challenges

- Finding the right people to connect with
- Lack of practice opportunity
- Can only connect remotely

Moods and Personality

- Helpful
- Friendly

Goals/Needs

- Connect with people on the same level and practice
- Engage in conversations and effective learning

Competition

- Babbel
- Pimsleur
- Preply
- Utalk
- Yabla
- Rocket Languages
- Busuu
- Rosetta Stone

2X2 Competitor Matrix

User Interface

Traditional

Innovative

Value

Blue Ocean

Rosetta Stone

FluentU

MEM RISE

busuu

duolingo

What Makes Duo-Connect Unique?

Duo-Connect offers paid services at a lesser price than its competitors

Video chat and text chat with learners on the same level

7-day free trial, monthly, semi-annual, and annual subscriptions available

Solve exercises in a group

Provide more functionalities for non-paid users

Features such as **call recordings, leaderboards, levels, points, crowns, and streaks**

Positioning Statement

Duo-Connect is for those users who want to learn a new language but give up because they have no one to practice it. Connecting with a real person learning the same language on the same level will keep them engaged and help them ace their lessons.

Product

- Usefulness
- Convenience
- Quality

Place

- Apple Store
- Google Play

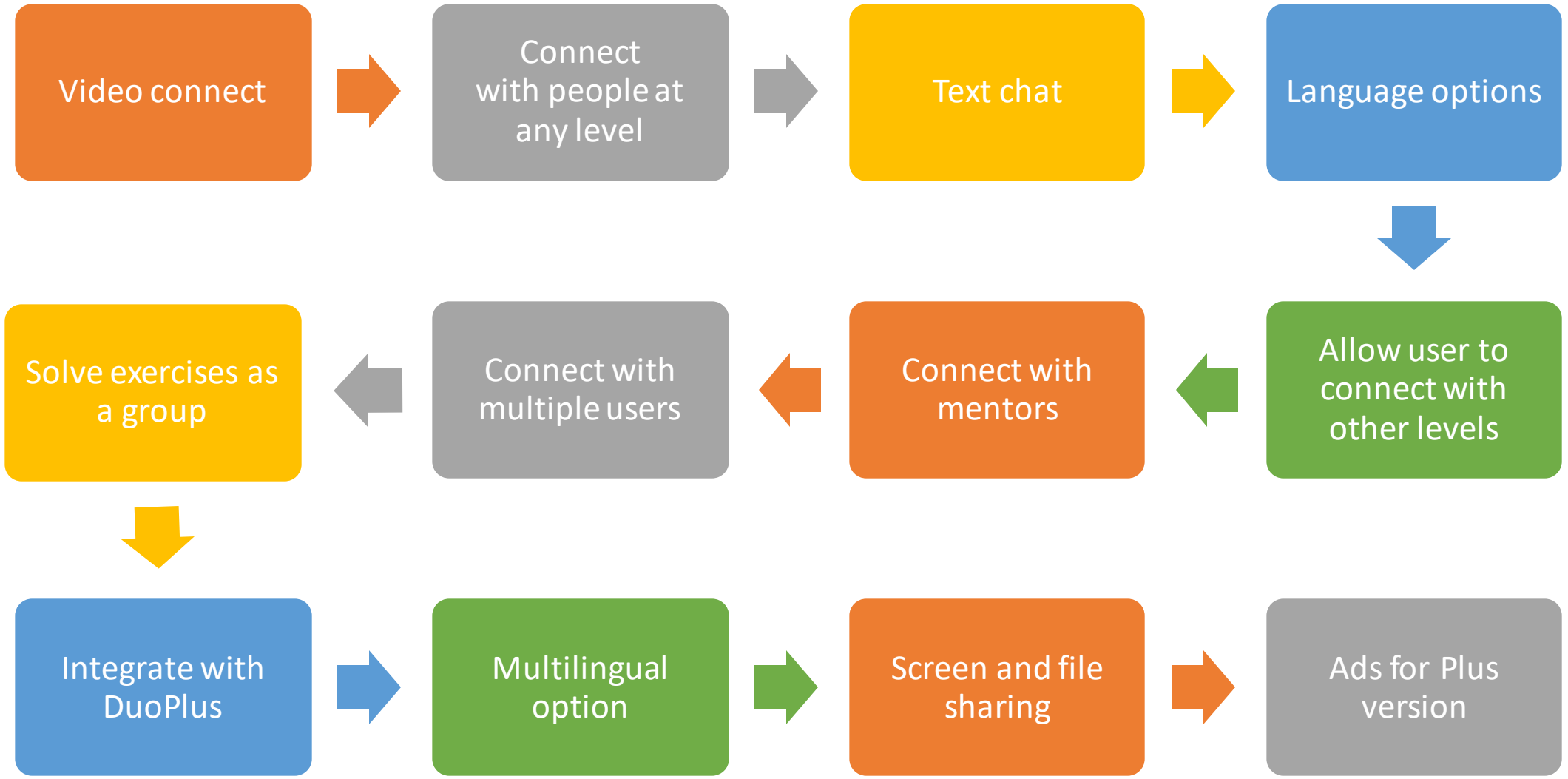
Pricing

- 7-day free trial
- $8.91 monthly
- $45.99 six-months
- $83.88 annual

Promotion

- Social media
- Google
- Educational institutions
- Personal selling

Feature Prioritization



Feature Matrix

High

Importance

Low

Video connect with other users

Connect with people at any level

Allow user to choose which level to connect with

Integrate With Duo Plus

Text Chat

Language Options

Number of people that can connect at the same time – bandwidth

Share file, Share screen

Solve exercise as a group

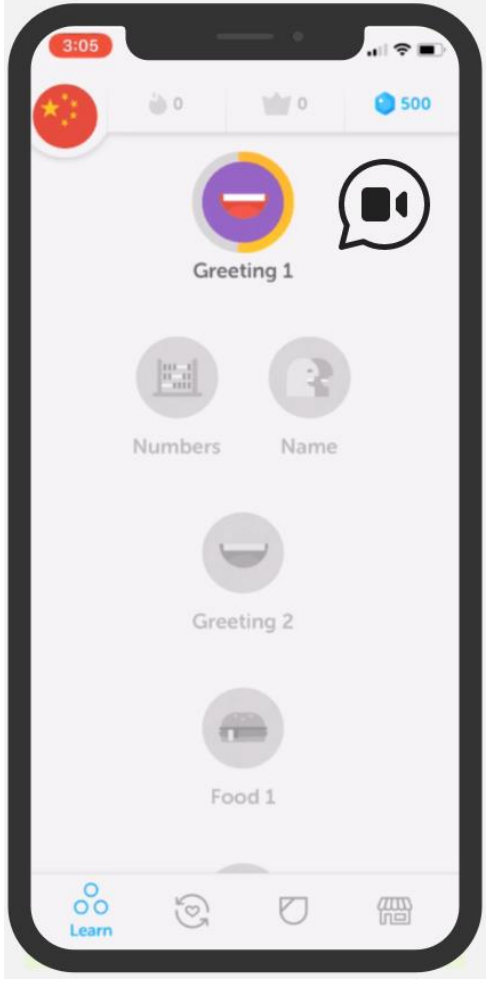
High

Urgency

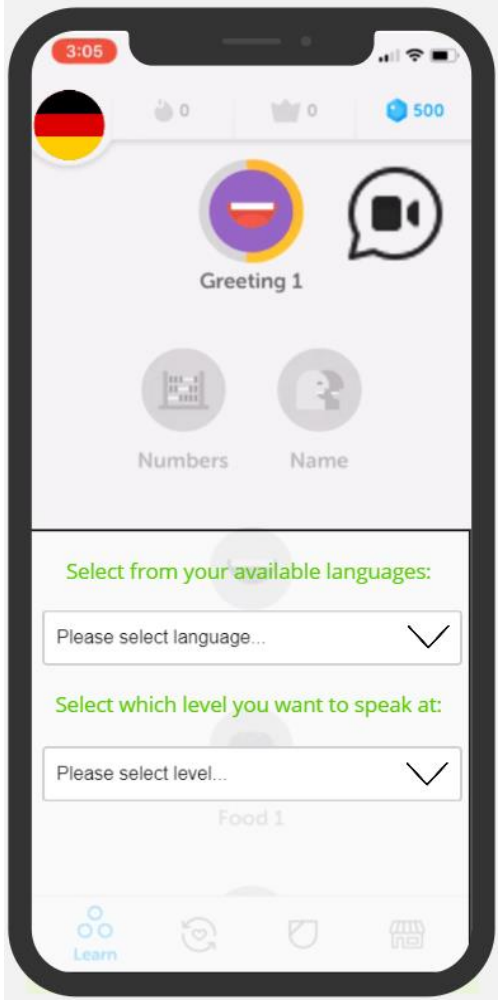
Low

UI/UX Design

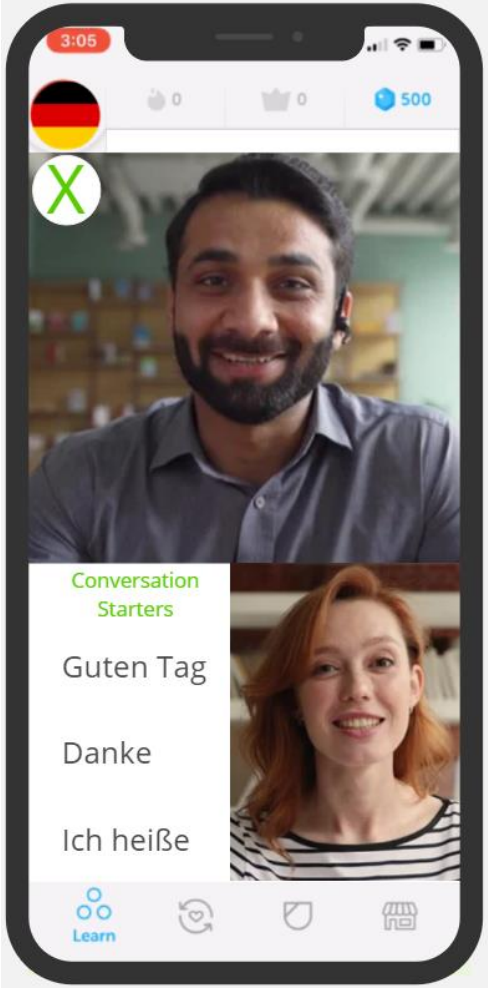
Learner screen with video chat button



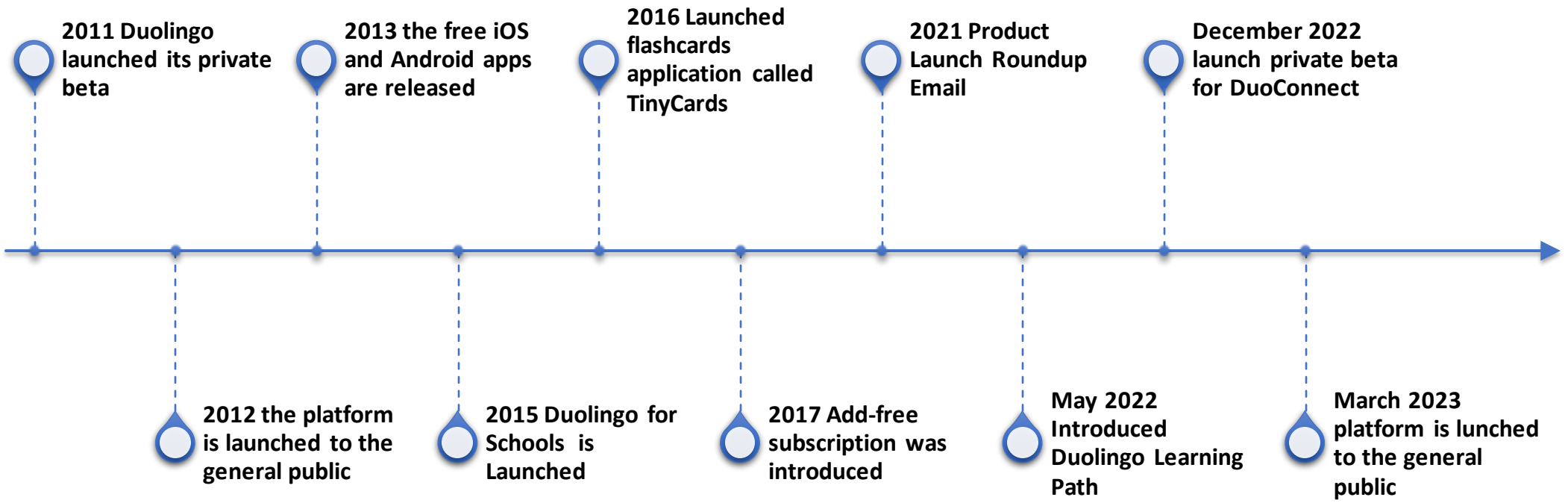
Learner screen with video chat se...



Video chat screen with prompts



Product Roadmap



Thank You!

Appendix

QUALTRICS SURVEY

1. **Would you use Duolingo to learn a new language?**
   a. Yes
   b. No
   c. I prefer a different app
   d. I am unaware of Duolingo
2. **Have you used Duolingo before?**
   a. Yes
   b. No
   c. Planning to use it in the future
   d. Not interested in Duolingo
3. **If you have stopped using Duolingo, why did you stop (Select all that apply)**
   a. No, I still use it!
   b. I found it dull
   c. The lack of people to converse with made me give up!
   d. Learning a new language was more challenging than I thought
   e. Other (Please Specify)
4. **Which existing features do you like in Duolingo (Select all that apply)**
   a. Progressive learning
   b. Goal setting
   c. Gamification
   d. Immediate sentence building
5. **Which are the features of Duolingo special that you are interested in subscribing to (Select all that apply)**
   a. No ads (to help me learn without interruption)
   b. Personalized lessons for practicing mistakes
   c. Unlimited tests at any level to brush up my skills
   d. Monthly streak repair
6. **Select all the statements you agree with:**
   a. Other people's progress and competing with them motivates me
   b. I would love to connect with people while learning a new language
   c. Learning a new language is extremely hard when alone
   d. I would like to learn a new language alone
7. **What future features would you be most excited about for Duolingo (Select all that apply)**
   a. Connecting with people on the same level while learning a new language
   b. Connecting with mentors for help
   c. Face off with other students at the same level
   d. All of the above
8. **If the DUO-CONNECT feature is added, allowing you to connect with people worldwide at the same level as you. Would that interest you?**
   a. Yes
   b. Maybe
   c. No

Survey Link:
https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_3t8dnm0OKEpiePA

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