



duolingo

Beyond the Goal

Retaining and Empowering
Duolingo Learners

Team Just Us

Introduction – Decoding Duolingo’s User Persona and Challenges



“How might Duolingo retain users and sustain their engagement across diverse personas—students, entrepreneurs, and casual learners—beyond their immediate goals?”



Raj **Test-Prep Achiever**
Student
Age - 21 Years

- **Profile:** Focused student preparing for standardized tests like TOEFL or IELTS.
- **Pain Point:** Loses interest after completing the test due to lack of personalized, advanced, or interactive learning opportunities.
- **Goal:** Engage users with “Goal-Extension Programs,” offering advanced tutoring, mentoring, and local language courses for those **moving abroad post-TOEFL**, supporting integration and communication.



Aditi **Aspiring Entrepreneur**
Business Owner
Age - 35 Years

- **Profile:** A small business owner who wants to improve communication skills for professional needs (e.g., negotiations, pitching ideas).
- **Pain Point:** Finds content unrelated to business applications or career-oriented language skills.
- **Goal:** Engage through “Career-Learning Tracks” and real-world scenario integrations tailored to business and professional use.



Ayush **Casual Learner**
Tech Enthusiast
Age - 28 Years

- **Profile:** A tech-savvy professional with limited time, learning languages for fun, travel, or self-improvement.
- **Pain Point:** Already enjoys Duolingo’s gamified experience and content variety but expects occasional content updates to keep the experience fresh.
- **Goal:** Maintain Ayush’s satisfaction by continuing to refresh gamified content and lesson themes, ensuring a fun, engaging experience.

Key Objectives

2x Daily Active Users (DAUs) among test-prep achievers and entrepreneurs within six months by:

- **Enhance Post-Goal Retention:** Create pathways for users to continue learning and stay engaged even after achieving their short-term goals, such as test preparation or casual milestones.
- **Enable Real-World Skill Application:** Focus on practical and career-oriented learning that helps users apply their language skills effectively in professional and everyday scenarios.
- **Foster Community and Support:** Build a sense of connection and accountability among users through peer interaction, mentorship, and shared goals.
- **Maintain Motivation and Freshness:** Keep the experience engaging with new content, interactive features, and a balance of fun and serious learning modes.



Core Value Proposition and App Critique

Core Values

“Making language learning accessible, engaging, and effective for everyone, regardless of their budget, time constraints, or prior experience.”



Accessibility: Free, high-quality lessons for all.



Gamified Engagement: Fun streaks, badges, and leaderboards.



Bite-Sized Convenience: Short lessons for busy schedules.



Multi-Skill Practice: Reading, writing, speaking, and listening exercises.



Data-Driven Personalization AI-tailored lessons for individual progress

Gamification & User Engagement

- Effective use of streaks, XP, badges, and challenges to drive motivation.
- Daily reminders ensure consistent app usage.
- Gamified lessons make learning fun and engaging, especially for beginners.

Accessibility & User-Friendly Design

- Simple, user-friendly interface with easy navigation.
- Free version provides robust features, lowering the entry barrier.
- Supports 40+ languages, including rare ones like Navajo and Swahili.

Strengths

Content & Lessons

- Structured curriculum with gradual vocabulary and grammar introduction.
- Diverse exercises (reading, listening, speaking) aid comprehensive learning.
- Instant, personalized feedback improves retention.

Scientific AI Driven Approach

- Data-driven, adaptive lessons tailored to user performance.

Gamification May Alienate Serious Learners

- Features like streaks, hearts (lives), and badges can feel trivial for learners with serious goals. These users might perceive the app as prioritizing entertainment over academic rigor.
- Repetitive exercises lack variety and challenge for advanced users.

Limited Depth for Standardized learners

- Doesn't provide sufficient depth for advanced learners, lacks the complexity required for advanced learners.
- Lacks real-time conversational practice, which is critical for fluency.
- No peer-to-peer or teacher interaction

Weaknesses

Limited Speaking & Listening Practice

- Speaking exercises lack realistic scenarios and can become monotonous
- Listening exercises fail to challenge users with natural speech variations in speed and accents.

Limited Focus on Specific Personas

- No specialized tracks for test-takers (e.g., TOEFL, IELTS) or academic learners.
- Misses in-depth content aligned with standardized frameworks like CEFR.

Enhancing Retention and Engagement Among Users



Test-Takers



Encourages **continued learning post-exam** by offering tutoring, mentoring, and local language courses **for users moving abroad**, aiding growth and integration.



Builds **motivation** and **accountability** by learning from those who have successfully prepared for tests like IELTS/TOEFL.



Aligns language learning with specific career paths to make their efforts more impactful post-test. **People who earlier prepared for IELTS/TOEFL can teach** in these courses.

Goal-Extension Programs



Introduce **"Beyond the Test"** modules focusing on practical language skills like academic writing, public speaking, business communication, and negotiation.

Duolingo Success Club (Premium Feature)



A community platform connecting users with mentors and peers, offering **1-on-1** or **group sessions** for shared learning and tips.

Career-Learning Tracks (Premium Feature)



Career-focused courses such as "Courses for IELTS/TOEFL," "Hospitality Communication," or "Entrepreneurial Pitching."

Women Entrepreneurs



Provides **tailored resources** for negotiation, client communication, and pitching, making it easier to break into global markets.



Offers **networking opportunities** and **mentorship**, fostering collaboration and real-world application of language skills.



Focuses on **practical entrepreneurial skills** like pitching, presenting, and business negotiations, helping them excel professionally.



Integrating Real-World Scenarios and Advanced Learning Features

Test-Takers



Prepares users for real-world conversations, **enhancing their confidence** for test-day scenarios.



Boosts motivation by enabling users to **compare performance** and **track progress** through leaderboards.



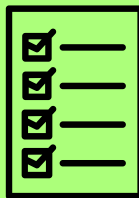
Offers a focused learning path for advanced preparation. Removes gamified distractions, allowing them to **concentrate** on structured, test-relevant exercises.

Integrate Real-World Scenarios



Add practical dialogues and **realistic conversational exercises**, such as business negotiations or interviews. Partner with language exchange platforms to offer live, peer-to-peer interaction.

Social Learning Features



Peer challenges, group practice sessions, test series for benchmarking, and leaderboards to encourage accountability, collaboration and a sense of competition among standardized learners.

“Serious Mode” (Premium Feature)



A structured, professional track which **eliminates unnecessary gamified elements**, allowing standardized learners to concentrate entirely on their preparation.

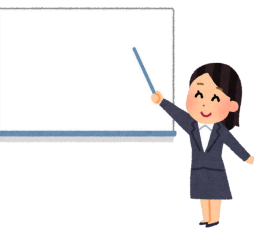
Women Entrepreneurs



Provides actionable practice for business meetings, client negotiations, and presentations.

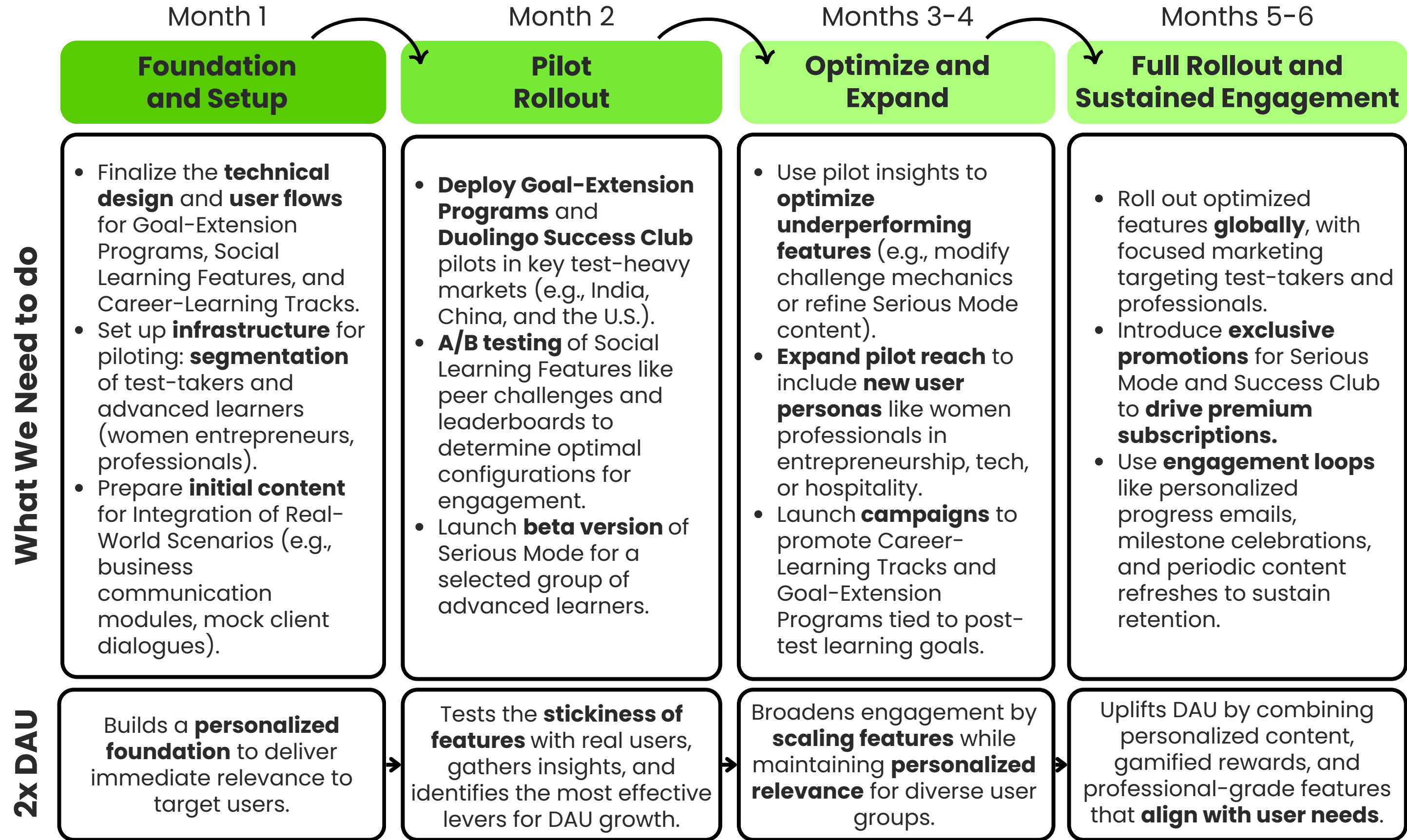


Encourages peer-to-peer learning through **collaborative challenges focused on professional scenarios** (e.g., mock pitches or client meetings).



Provides a professional-grade learning environment, appealing to users who prefer a **straightforward approach** to mastering language for professional use.

Feature Implementation and DAU Growth



Measurement & Monitoring Plan

Primary Metrics to Track:

- DAUs:** Daily active user count segmented by new and existing users.
- Retention Rates:** Percentage of users active after 30 days.
- Feature Adoption:** Usage stats for newly introduced features.
- Conversion rate for Premium model:** Number of users switching to Duolingo Super Learners to enjoy our new premium features.

Tools & Tactics:

- Use **in-app analytics** (heatmaps, session tracking) to measure feature engagement.
- Conduct **monthly surveys** to understand user satisfaction and iterate on pain points.

Thankyou for Reading

Ishika
Shriyansh

