


# Product Teardown: Notifications
# Learn In Public Challenge 6
# By Pratyush Singh

duolingo

# Overview

Duolingo is the worlds #1 way to learn a language, with more than 300 million learners world-wide. Dedicated to make language learning free and accessible to all, Duolingo uses scientifically proven, bite-sized lessons to provide instructions in 35+ languages.
In addition to its core platform, the company developed the Duolingo English Test (DET), an affordable and convenient language certification option that is accepted by over 500 universities.
The company raised over $138 million in venture capital. Duolingo is based in Pittsburgh, USA.

# Business Model Canvas

| Key partners | Key activities | Channels |
|---|---|---|
| Investors | Managing partners | Mobile apps |
| Engineers | Managing learning community | Online platform |
| | Translating through crowdsourcing | |
| **Key resources** | **Value proposition** | **Revenue streams** |
| Online platform | Free language learning | Premium access |
| Mobile apps | Ability to learn anywhere with the Internet connection | Translation services |
| Engineers | Gamified apps | |
| | Translation | |

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# User Persona



# John

Meet John, a 22-year old university student with a passion for learning new languages. He loves using the internet to learn new languages and also interacts with a lot of people.

## Bio

John is a 22-year old university student with a passion for learning new languages. He spends his free time immersing himself in different cultures and expanding his linguistic abilities. He uses internet and mobile applications to learn new languages and practice them.

## Demographics

Age: 22
Status: Single
Family: None
Archetype: University Student
Location: Brooklyn

## Tech

| | |
|---|---|
| Internet | ●●●●●●●● |
| Social Networks | ●●●●○○○○ |
| Messaging | ●●●●●○○○ |
| Games | ●●●●●○○○ |
| Online Learning | ●●●●●●●○ |

## Characters

#Passionate #Practical #Multi-Lingual #Organized #Hardworking

## Core Needs

- Accessibility
- Availability of multiple languages
- Gamified learning

## Frustrations

- Less speaking practice
- Repetitive content
- Lack of cultural context
- Limited vocabulary

## Favourite Apps

## Motivations

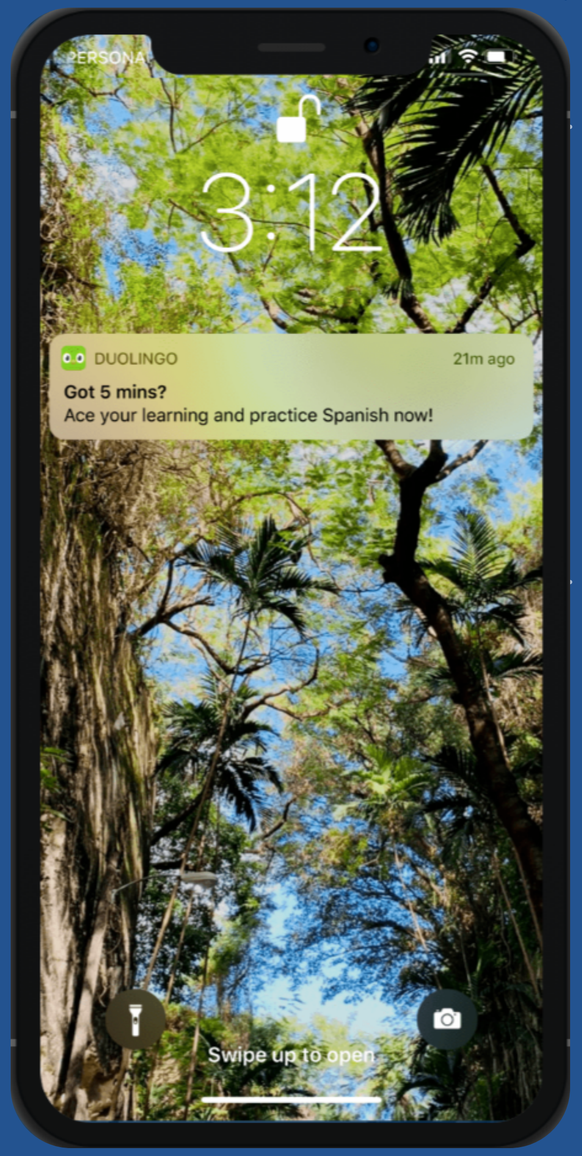
Effectiveness
User-friendliness
Convenience
Engagement

## Personality

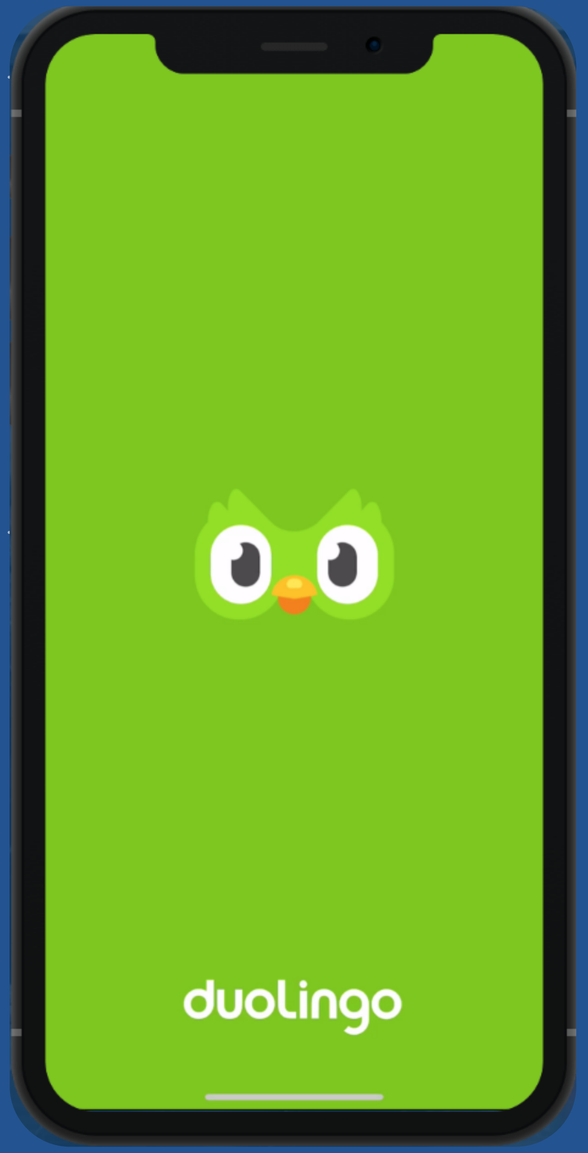
| | |
|---|---|
| Introvert | Extrovert |
| Analytical | Creative |
| Loyal | Flickle |
| Passive | Active |

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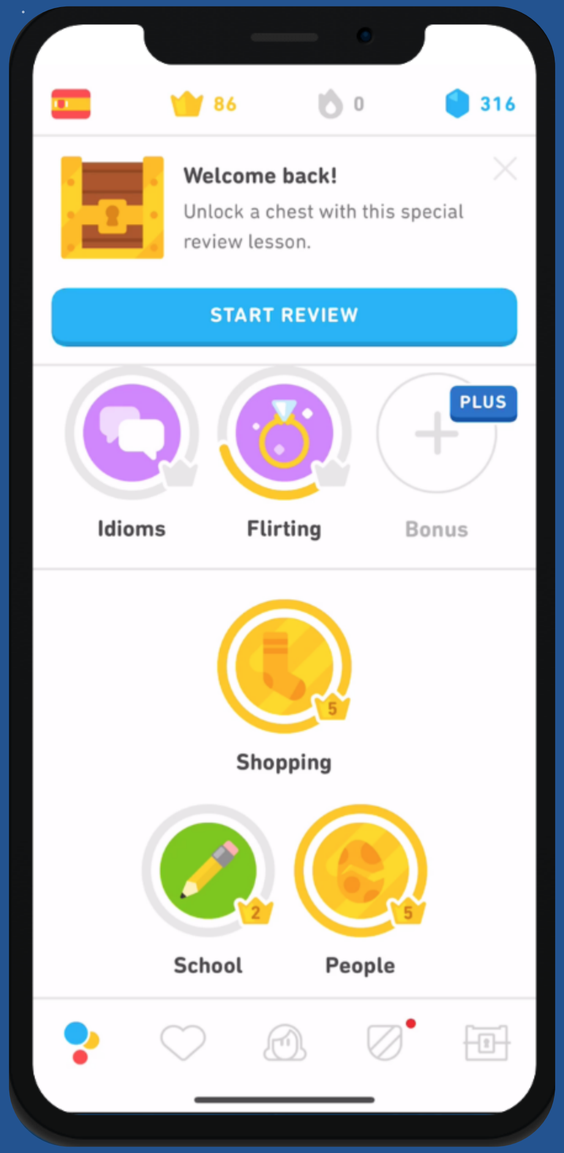
1.




2.




3.



4.

LOADING...

15 minutes a day can teach you a language. What can 15 minutes of social media do?

5.

Which of these is "the milk"?

el pan

la niña

el agua

la leche

CHECK

6.

Translate this sentence

Ella es una niña.

She | is | a | girl

man | I | He | woman

You are correct

GRADING LESSON...

7. duolingo

0 days

T W T F S S M

Practice Complete! 10 XP

You are 10 XP away from your daily goal.

CONTINUE

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# What Duolingo got right

#PSYCHOLOGY INSIGHT

## Internal & External Triggers

A "trigger" is a prompt of a user to take action. There are two types of triggers:

- ***Internal Triggers*** (e.g. places, situations, emotions, people).
- ***External Triggers*** (e.g. emails, mobile notification, billboards, ad)

People are more susceptible to take action if the **external trigger is aligned with an internal trigger**.[1]

#PSYCHOLOGY INSIGHT

## Zeigarnik Effect

People remember uncompleted tasks better than completed tasks.

A famous UX design example of this effect is the use of progress bars to guide a user's behavior.

#UX PRO TIP

## Happy Path

Try to offer a "simplified" experience with reduced difficulty, even if you have to cheat your user flows a bit.

It's a great way to:

- **boost activation rate** & engagement when onboarding new users and
- **increase user retention** when resurrected users come back after a long pause.

#PSYCHOLOGY INSIGHT

## Investment & Sunk Cost Effect

Right after a reward is the best moment to ask your user to invest a bit of their resources in anticipation of future benefits.

It makes users more likely to stick around for two reasons:

- 1) The investment **loads the next trigger** (e.g. notification to remind users of their recent commitment)
- 2) People **value things more** when they invest work/resources in them (a.k.a. the "*Sunk Cost Effect*"). [1]

Duolingo confirmed that this specific "Investment Wager" step **increased Day-7 retention by +14%**. [2]

# What could have been better

#PSYCHOLOGY INSIGHT

## Hick's Law

The time it takes to make a decision increases with the number and **complexity of choices**.

If you highlight one option, make sure that the **other options don't compete** for the user's attention.

#ETHICAL INSIGHT

## User Shaming

Making users **feel bad about themselves** in order to convince them to adopt a behavior is rarely a good idea.

Specific kinds of user shaming are even worst—such as ***manipulinks*** and ***confirmshaming***[1].

But overall, it's often better to **avoid** this kind of micro-copy altogether to avoid sliding into *the Dark Side of the Force*—hem, I mean ***Dark UX Patterns***.

#UX PRO TIP

## Providing Exit Points

Allow users to disengage from your product with a sense of **completion**.

If not, people will associate your product to a **never-ending list of tasks**—which may hurt your long-term user retention.

There are several ways to achieve this, here's one of them:

## COMPETITIVE ANALYSIS FOR DUOLINGO

### Rosetta Stone

**Strengths**

- Offers a wide variety of languages (24).
- Allows pricing options for enterprises, schools, and students.
- Users can choose their own learning goals (travel, basics, work, family).
- Lessons are available for users.

**Weaknesses**

- Although users have some free access to the courses, they still have to subscribe for either 3 months, 12 months, or for a lifetime.
- Doesn't offer quick tips.
- Linguistics context is understood as you're going through each lesson.
- Users can't test their skill level
- Can't connect with friends or a larger community.

### MEMRISE

**Strengths**

- Beginner or intermediate levels to choose from.
- Customizable reminder schedule.
- More focused on vocabulary and scenario-based learning.
- User can bookmark lessons for later.
- Had video aids to enhance the learning experience.

**Weaknesses**

- Subscription-based (monthly yearly, or lifetime).
- Can't connect with friends or a larger community.
- Doesn't offer quick tips.
- Linguistics context is understood as you're going through each lesson.

### Babbel

**Strengths**

- Users can choose their goals (school, travel, family, personal, skill, work).
- Users can choose their comfort level to start with.
- Allows for customization of reminders, lesson time, etc.
- Vocabulary and grammar notes throughout lessons.
- Scenarios/conversations to help users familiarize themselves with a language.
- Offers a lesson plan.
- Offers multiple learning settings.

**Weaknesses**

- Limited amount of languages (14).
- Subscription-based (1, 3, 6, or 12 months).
- Can't connect with friends or a larger community.
- Doesn't offer quick tips.
- Linguistics context is understood as you're going through each lesson.

### mondly languages

**Strengths**

- Offers a wide variety of languages (41).
- Can pick lessons based on desired topics.
- Quick tips on how the app works.
- Users can view verb conjugations during the lesson.
- Offers recap of vocabulary/expressions learned.

**Weaknesses**

- Offers a free 7-day trial.
- Can't access previous words learned (only the number of words is available).
- Linguistics context is understood as you're going through each lesson.

## SUMMARY OF FINDINGS

- There isn't any introduction to a language, whether it's new or already known, so users are expected to use context clues to understand their tasks, and certain grammatical details. Most apps do not have this feature, and Duolingo could benefit from offering they're users with a more comprehensive understanding of the languages.
- Because of how intimating learning a language might seem, all apps interactions have some sort of feedback to make the experience more engaging. Duolingo also disguinguishes itsel in that the interface is create to look more like a game than a lesson.
- Overall, very few apps offer completely free content to users. Generally speaking, most apps allow some sort of trial, with the option of having more exclusive and comprehensive content for a fee. Duolingo is one of he few apps that offers completely free content, with the option to have a subcription, which disguinguishes them from other competitors.
- Along with the price point, the large selection of languages makes Duoligno a leader among language learning apps. Their accessibility and gamification could be elevated by offering its users more context on the languages learned.

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# Competition

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# Metrics

## North Star Metric

Weekly Active Users(WAU)

Net promoter score(NPS)

## L1-Metrics

Weekly lessons completed per user

Average session length

## L2-Metrics

Crash rate

Retention rate

Thank You :)