



duolingo

PRODUCT TEARDOWN

Notifications

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Product Overview

About Duolingo

Duolingo is the world's most popular platform for learning languages, with a mission to create the best education and make it accessible to everyone. It combines AI and language science to deliver bite-sized, effective lessons that feel more like a game than a classroom. With its fun, functional, and fresh approach – including rewards, vibrant visuals, and goal-based progression – Duolingo makes language learning engaging and enjoyable.

Business Model

Free Learning Platform:

- Duolingo offers free access to its language learning platform.
- Users can learn multiple languages through various exercises and lessons without any subscription plan.

Duolingo Plus :

- Premium Ad-Free Experience
- Offline Access
- Enhanced Progress Tracking

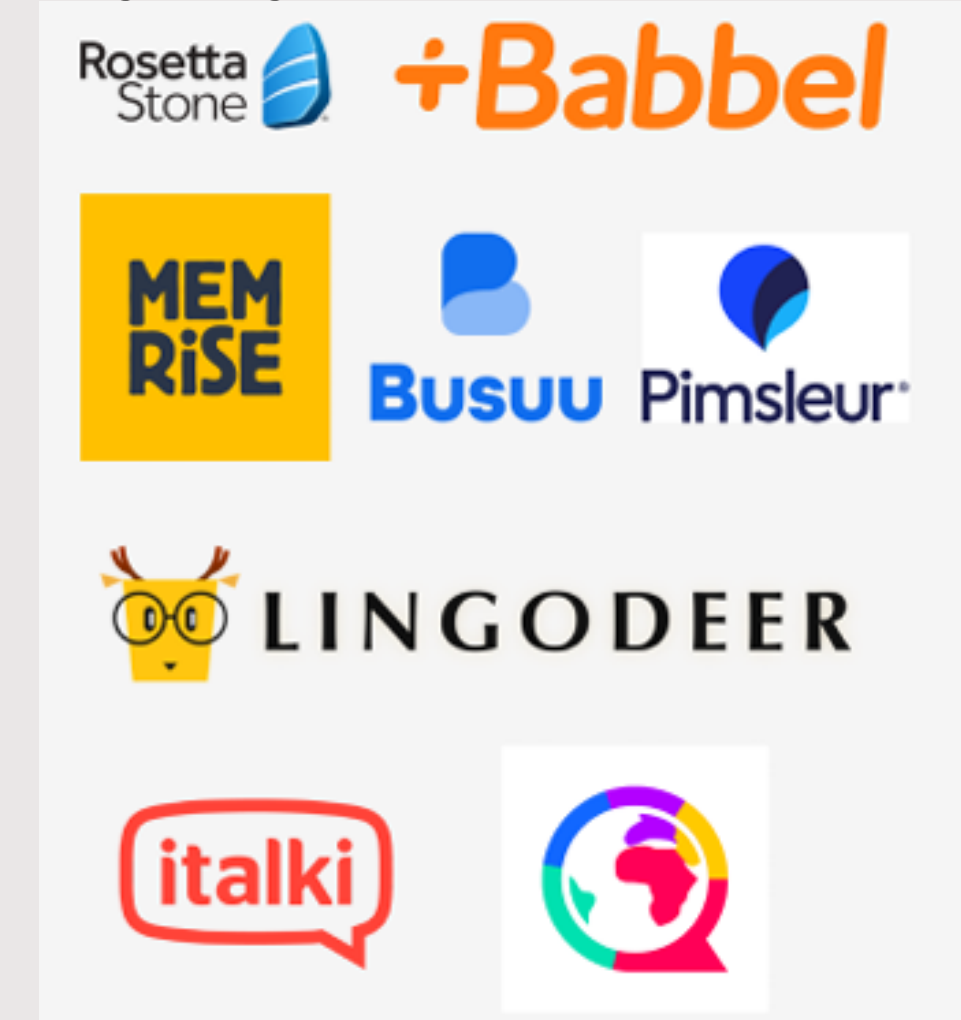
Other revenue streams also include :

- **Advertisements**
- **In-app purchases**
- **Duolingo English Test.**

Stats

Metric	Latest Figure (2025)
MAUs	~130 million (Q1 2025)
DAUs	~46.6 million (Q1 2025)
Paid Subscribers	10+ million (Q1 2025)
Annual Revenue	~\$748 million (2024)
Courses Offered	100+ across 40+ languages

Key Players



Positioning

Duolingo is positioned as a leading, innovative, and user-friendly language learning platform that combines accessibility, scientific effectiveness, and gamified enjoyment to provide an engaging and implicit learning experience for people worldwide.

How It Works

1. Language Learning as a Gamified Path

Each language course is structured as a visual journey, represented as a “road” filled with quests, levels, and challenges. This design gives learners a clear sense of progression and achievement as they move from one skill to the next, unlocking new levels along the way.

2. Challenges Comprised of Interactive Lessons

Each challenge is made up of multiple lessons, and to advance, users must complete them successfully. Lessons are short, bite-sized, and optimized for mobile consumption – ideal for quick learning bursts.

3. Engaging, Game-like Exercises

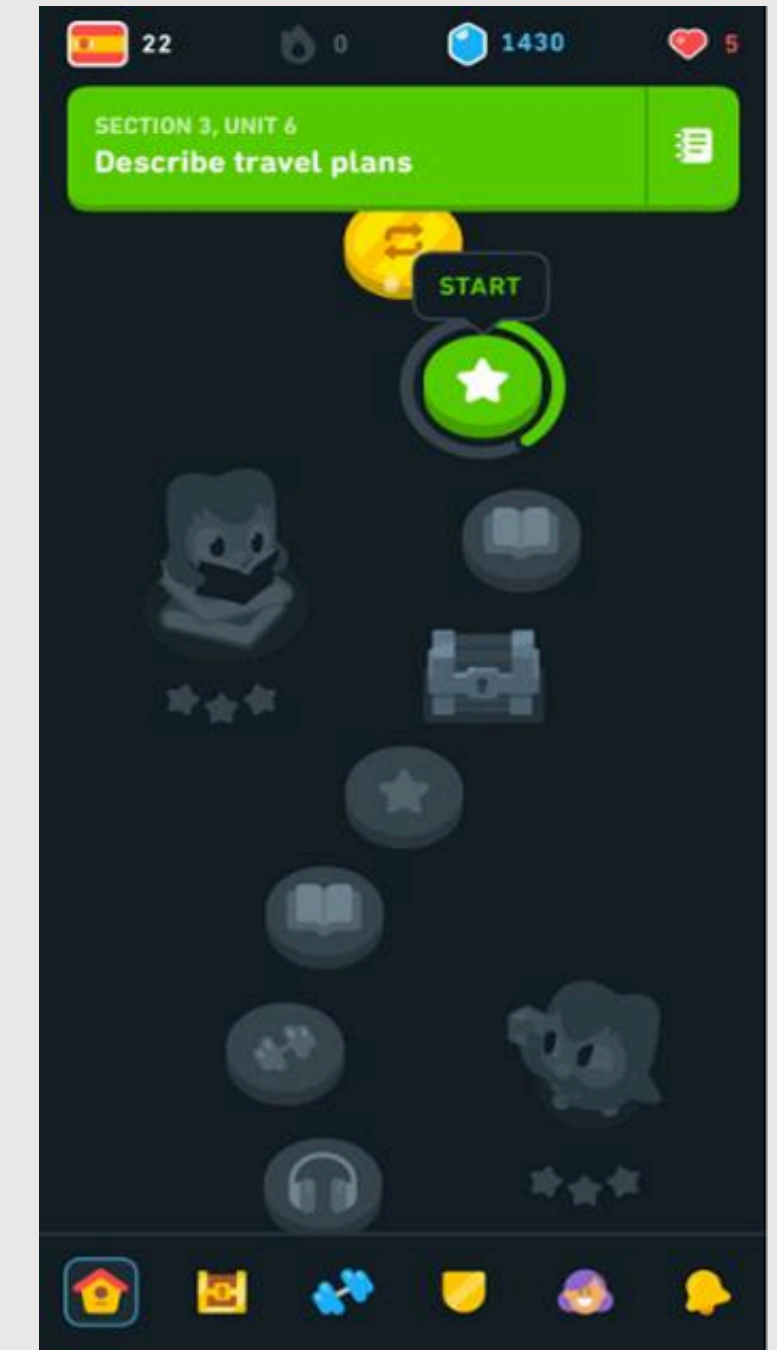
Duolingo keeps learning fun by transforming lessons into interactive activities. This variety keeps users engaged while reinforcing different skills: reading, writing, listening, and speaking.

4. Timed Challenges for Extra Motivation

Timed modes like "Match Madness" or "Lightning Round" push users to complete as many questions as possible within a set time limit. These challenges add urgency and competition, encouraging faster recall and creating a high-energy learning moment.

5. Instant Feedback and Learning Reinforcement

Duolingo provides real-time feedback after each question. If a user makes a mistake, the correct answer is shown with a brief explanation.



6. Progression, XP, and Rewards

Completing lessons earns users XP points, which contribute to daily goals, leaderboard rankings, and streaks. Badges, gems, and in-app rewards fuel motivation while celebrating consistency.

Target user segment and their persona

Name: Aanya

Age: 17

Occupation: High school student

Location: Pune, India

Bio

Aanya is a curious and ambitious high school student preparing for her Class 12 boards. She's studying French as her second language and wants to improve her vocabulary and grammar beyond what's taught in school. She uses apps like Duolingo to make learning more fun and engaging between study sessions.

Goals

- Improve French vocabulary and grammar for school exams
- Make language practice enjoyable through gamified activities
- Maintain a learning streak and earn rewards as a motivation tool
- Learn pronunciation and listening skills through audio-based lessons

Pain Points

- Finds textbooks boring and hard to stay consistent with
- Limited classroom hours don't give enough practice
- Gets easily distracted and needs reminders or streaks to stay on track
- Wants real-time feedback instead of waiting for teacher corrections

Motivations

- Wants to score well in her French subject
- Enjoys seeing progress through streaks and XP
- Likes competing with friends on the leaderboard
- Feels accomplished when hitting daily learning goals



User Persona: Karan

Age: 29

Occupation: Business Analyst

Location: Gurgaon, India

Bio

Karan works at a multinational consulting firm and often interacts with global clients. He's currently learning German to support a potential internal transfer to the company's Berlin office. With a packed 9-to-6 schedule, he looks for efficient ways to learn on the go – often during commute or breaks.

Goals

- Learn German for career advancement and relocation
- Improve speaking and comprehension skills for professional communication
- Stay consistent with daily learning without needing long sessions
- Track progress and feel productive through bite-sized lessons

Pain Points

- Has limited time and mental bandwidth for long courses
- Finds traditional online classes rigid and time-consuming
- Loses motivation if progress isn't visible or rewarding
- Needs practical, real-world vocabulary (not just basic words)

Motivations

- Sees language as a career booster and resume add-on
- Enjoys the flexibility and autonomy of self-paced learning
- Motivated by Duolingo's streaks, XP, and level-ups
- Feels a sense of achievement with each milestone unlocked



USER PERSONAS

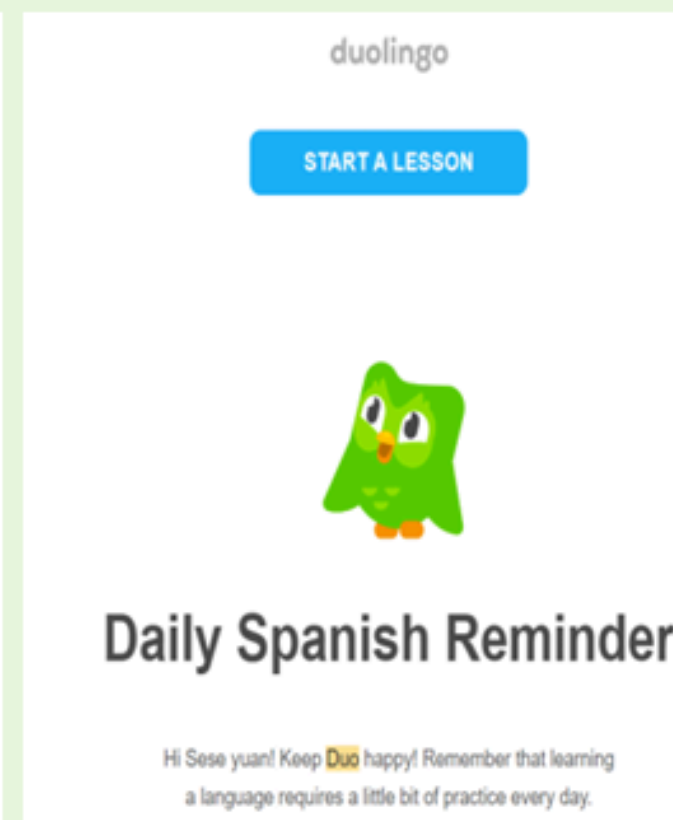
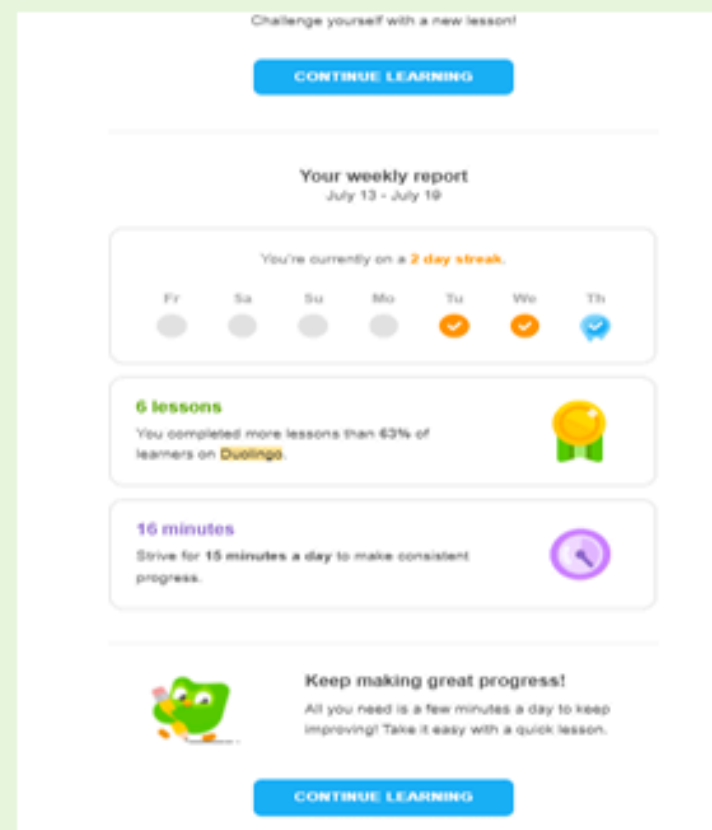
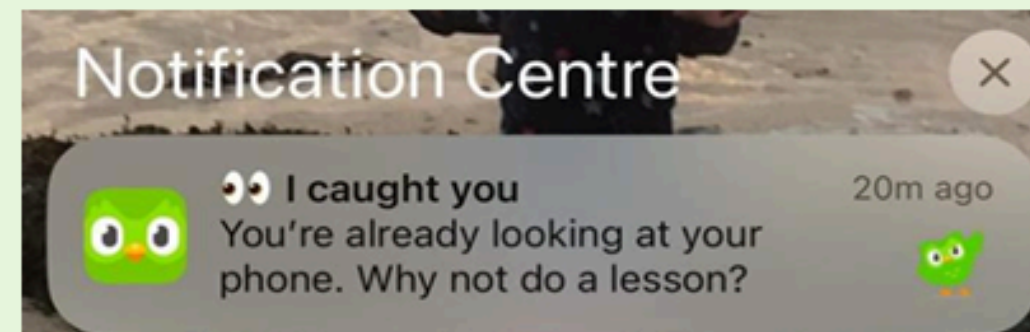
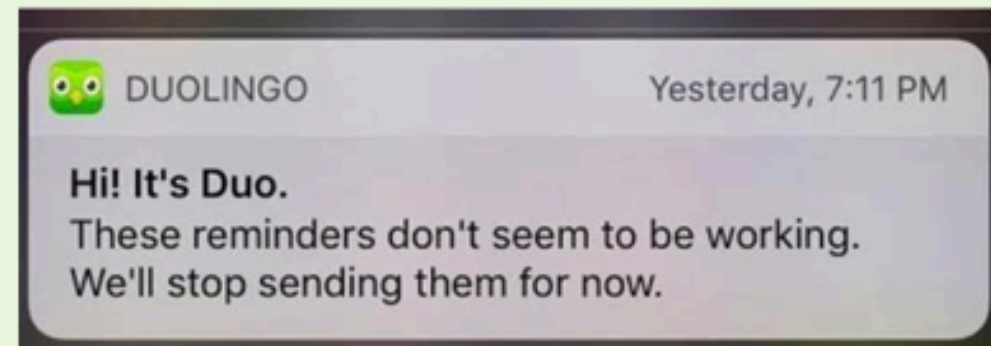
User notifications

In - app notifications



Email Notifications

Push Notifications



Daily Goal Reminders

- Gently prompt users to complete their set daily language learning target.

Streak Reminders

- Encourage learners to keep their streak going by practicing consistently.

Event Notifications

- Inform users about upcoming challenges, special events, or limited-time promotions.

Achievement Alerts

- Celebrate user milestones, such as finishing a skill or maintaining a long learning streak.

Friend Activity

- Notify users when friends make progress, helping build a sense of community and friendly competition.

Lesson Completion

- Remind users to finish pending lessons or congratulate them upon completion.

Lingots and Gems

- Alert users when they earn virtual currency or let them know about new opportunities to earn more.

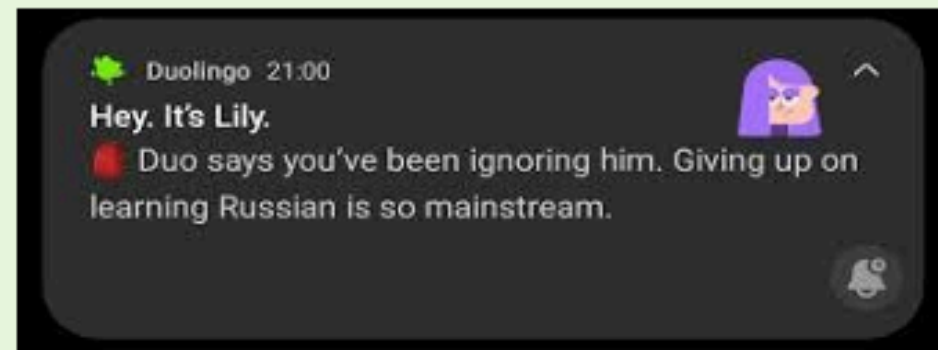
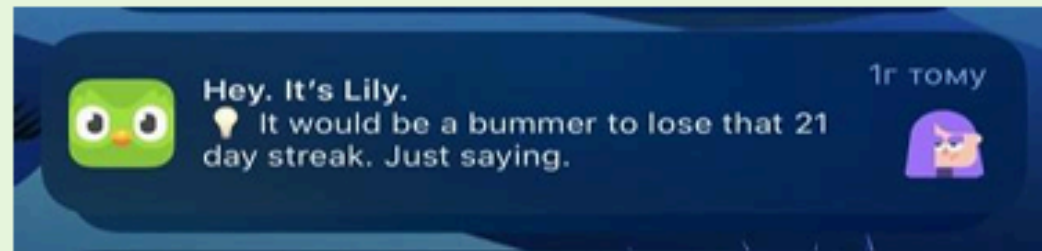
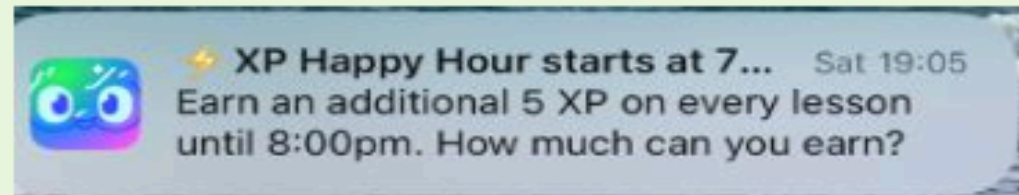
Leaderboard Notifications

- Update users about their current position on the leaderboard and motivate them to improve their rank.

Practice Reminders

- Prompt users to review or practice specific skills to reinforce learning and boost retention.

UI/UX/ elements



Passive-Aggressive Duo

Go on, keep scrolling social media. Let's see how much French that can teach you.



Disappointed Duo

You've let Duo down. Who will be next? Your boss? Your best friend? Your Grandma Betty?!

Bright Colors

Notifications use cheerful, brand-aligned colors—mainly green, blue, and white—to grab attention and reflect Duolingo's playful identity.

Mascot Presence

The Duolingo owl, Duo, often features in notifications, adding a fun, familiar face that reinforces the brand.

Simple Visuals

Clean, charming icons like trophies and hearts visually support messages—making notifications easy to understand at a glance.

Friendly, Quirky Tone

Messages are light, casual, and encouraging—often humorous or cheeky—making them memorable and feel personal.

Clear Actions

Notifications usually end with a simple call-to-action, nudging users to jump back into learning.

Recommendations

- Notifications can encourage social learning by prompting users to start simple conversations with fellow learners in their target language.
- Introduce timely pop-ups when a user tries to exit mid-lesson, encouraging them to complete the session.
- Let users customize the type and frequency of notifications they receive – whether it's practice reminders, streak alerts, or motivational nudges.
- Space out notifications thoughtfully to avoid overwhelming users; prioritize relevant and actionable messages.
- Regularly A/B test different formats and timings to optimize notification performance for various user segments.

Metrics to track

Click through Rate (CTR)

The % of users who click on the notification.

Delivery rate

The % of the users to whom the notifications were successfully delivered.

Unsubscribed rate

The % of users who have opted out of receiving notifications.

Conversion rate

The % of users who were able to complete the desired action like (E.g. completing a lesson or maintaining a streak) on receiving the notification.

Notification Frequency

Monitoring how often notifications are sent to users. Balancing frequency is crucial to avoid notification fatigue while maintaining engagement.