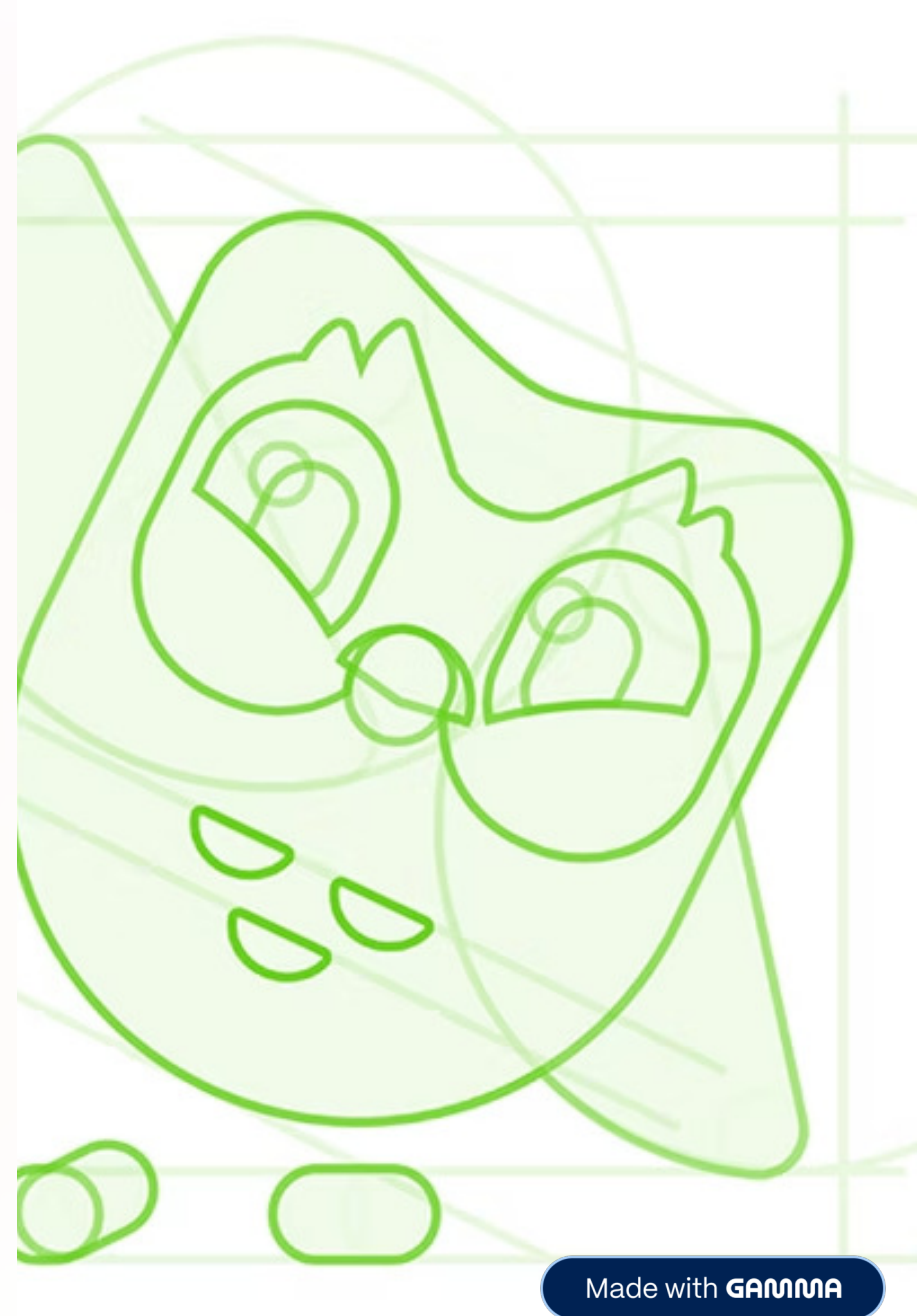


Improving Learning Outcomes at Duolingo

AI-powered support & flexible access to premium learning

Diana · UX/UI Designer Team Project · Concept Case Study



The Core Challenge: Motivation vs. Confidence

Learners at Duolingo demonstrate incredible dedication, maintaining impressive streaks and consistently engaging with the platform. However, a significant number of them struggle with a lack of confidence in their actual progress, particularly when it comes to vital skills like speaking and grammar. This disparity between effort and perceived improvement creates a critical gap in the learning journey.





USER FEEDBACK

What Our Learners Told Us

"I don't truly know if I'm improving, or just memorising phrases for a test."

"The speaking feedback I get feels generic and doesn't genuinely help me correct my pronunciation."

"Premium access is too restrictive. I just need a specific feature now and then, not a full subscription."

Meet Laura: The Motivated Learner



A motivated A2 Spanish learner with a 230-day streak.

Laura is a busy professional, goal-oriented and committed to mastering Spanish. She dedicates time daily to her Duolingo lessons, but often finds herself questioning her real-world capabilities. Her primary need is to gain genuine speaking confidence and to see tangible, visible progress in her language acquisition.

- **Age:** 28
- **Profession:** Marketing Coordinator
- **Goal:** To confidently converse in Spanish during her upcoming trip to Mexico.

Two Features That Close the Gap



AI Agent: Personal Learning Coach

- Instant grammar & speaking assistance.
- Contextual, friendly, and immediate feedback.
- Always available directly within lessons.



Buy Credits: Flexible Premium Access

- One-time payment options for premium tools.
- Unlock AI features only when you need them.
- Removes the pressure of full subscriptions.

PURCHASED

Hoot pack

Features for growing learners

- ✓ Text: 150,000 characters
- ✓ Audio: 90 voice minutes
- ✓ 2-month rollover expiration



ACTIVE CREDITS

More Credits Options

Chirp Pack

Simple tools to get you started

- ✓ Text: 50.000 characters
- ✓ Audio: 30 voice minutes
- ✓ 1-month expiration

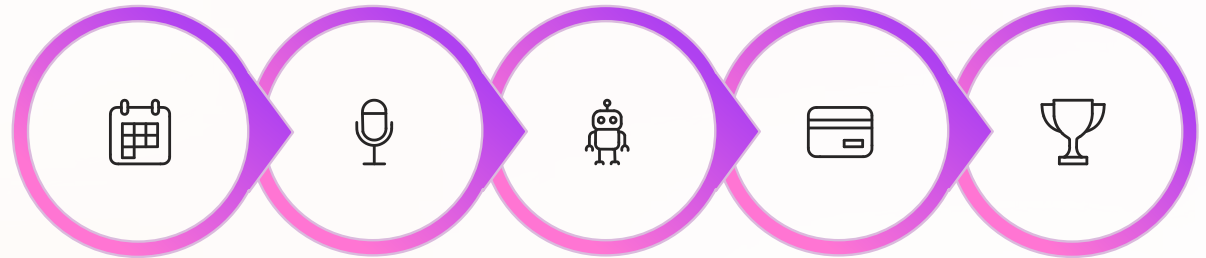


BUY IT FOR 2,99 €



Laura's Enhanced Learning Journey

How the new features empower her success



Daily Lesson

Speaking
Challenge

AI Agent

Use Credits

Practice
Mastery

This integrated experience ensures Laura moves from passive learning to active, confident application, reinforced by timely, targeted support.

Prototype Walkthrough

AI Agent & Credits in action

01

Engage in a Lesson

Start with a typical Duolingo lesson, focusing on new vocabulary and grammar.

02

Encounter a Challenge

A speaking exercise presents a difficult phrase, causing hesitation.

03

Activate AI Support

Laura taps the AI Agent for immediate pronunciation feedback and tailored suggestions.

04

Unlock with Credits

If a premium AI feature is needed, Laura uses her purchased credits to access it.

05

Experience Progress

The feedback helps her correct the mistake, and she proceeds with newfound confidence.

From Streaks to Skills: Measuring Success

User Impact

- **Real, Visible Progress:** Learners gain tangible evidence of their improvement, especially in challenging areas.
- **Enhanced Speaking Confidence:** Direct, intelligent feedback helps overcome barriers to verbal communication.
- **Affordable AI Support:** Flexible credit system makes premium AI tools accessible without commitment.



Business Impact

- **New Revenue Stream:** Introduction of a credit-based model diversifies income beyond subscriptions.
- **Higher Retention Rates:** Increased user satisfaction and perceived progress lead to sustained engagement.
- **AI-Driven Differentiation:** Positions Duolingo as a leader in AI-enhanced language education.





The Future of Language Learning

Our proposed features represent a significant leap forward, transforming Duolingo from a fun learning app into an indispensable tool for genuine language mastery.

Making learning feel real — not just fun.



Thank You

We believe these enhancements will not only delight our existing user base but also attract new learners seeking practical, confidence-building language education.

[Visit Duolingo](#)[Learn More About AI in Language Learning](#)