



Assignment 1 - Phase 2 - User and Market Research

Step 1 - User Interview and Survey

User Interviews

Step 2 - SWOT ANALYSIS - Putting Research Into Strategic Context

Strengths	Weakness	Opportunities	Threats
Bite sized lessons/tasks help users to learn quickly from the app and saves their time → 6 out of 9 interviewees have mentioned about it	Lessons are too basic (Vocab based mostly) → tasks are repetitive → On an avg, app users have rated 3/10 in confidence while speaking and writing a language in real life eventually dropping off from the app	Rising interests in conversating with real people and test their skills. Conversating with native people	With the rise of AI tools and agents, users can interact and learn a language quickly too, giving faster alternative to users
Maintaining streaks is a deal breaker for users to do lessons/task on the app daily→ 12 out of 19 users have expressed their love for the streak feature explicitly. Keeps them motivated and consistent	Learners are using the app just for the sake of maintaining the streak but not to learn the language properly. User intention deviated from the app's original learning vision.	Provide module segments based on situations like travel, business communication, etc.	Apps like Memrise, Babbel are able to provide topic-based, situational based learning methods and modules, giving tough competition to Duolingo as Duolingo is more generalised language learning platform with no context of where to use the skills learnt.
Personalized notification messages makes the users feel seen emotionally and helps create a bond with the app. Notification triggers helps the users click and open the app → 6 out of 9 interviewees have shown excitement towards the feature	Too many notifications are being pushed in a day. 3 out of 6 user interviewees have shared their frustration. Sometimes users feel anxiety and creates a FOMO effect.	Rising demand for Language Proficiency Test for students and job seekers in different countries; Eg - IELTS, JLPT, Goethe-Institut Exams, etc	With the rise of community driven educators, they create more focused, intentional and skillful language learners → giving users more personalised experience and proven results

Step 3: Goal Setting - Linking User Pain to Business Impact

- Help learners build confidence in forming and speaking sentences to improve engagement and retention

Step 4: Personas - Bringing Users to Life

Benny - The Software Engineer who wants to work abroad



Age: 22
Role: Software Engineer
Location: Bangalore, India
Personality:
Introvert ☐☐☒☐☐
Extrovert
Thinking ☐☐☐☒☐
Feeling
Sensing ☐☐☐☒☐
Intuition
Judging ☐☒☐☐☐
Perceiving
"Highly disciplined but struggles to apply what he learns in real-life conversations"

- Goals/Motivation** 🎯
- Learn Japanese so that he can qualify Japanese Language Proficiency Test to get jobs in Japan.
 - Be confident in speaking Japanese.
 - Wants to feel confident speaking with Japanese colleagues and fitting into Japanese work culture.

- Behaviours** ↻
- Use the app daily, Has maintained a 180-day streak.
 - Mostly uses the app after coming from work and goes on to complete a task or lesson quickly
 - Benny receives personalized notifications → opens the app → completes a quick 5-minute lesson → earns badges and XP, sometimes completes a task with his brother together → logs off.
 - Device - Mobile Phone

- Frustrations** 😞
- What I'm learning in Duolingo doesn't match real Japanese conversations.
 - It's unclear whether I'm learning casual, business, or formal Japanese.
 - I am not confident while speaking Japanese in practical life.

Quote 💬
"I wish I could learn Japanese quickly and pass JPLT test so that I can work in Japan and converse with the people properly"

Rishita - The Girl who loves exploring different cultures



Age: 25
Role: Founder
Location: Mumbai, India
Personality:
Introvert ☐☐☐☒☐
Extrovert
Thinking ☒☐☐☐☐
Feeling
Sensing ☐☐☐☒☐
Intuition
Judging ☐☒☐☐☐
Perceiving
"Highly energetic, curious and a problem solver"

- Goals/Motivation** 🎯
- Learn Spanish, understand Spanish movies without watching subtitles and speak confidently.
 - Wants to learn and explore multiple languages

- Behaviours** ↻
- Used the app for 4-5 months and then stopped using it.
 - She would use it whenever she would get some time in the middle of the day. No fixed schedule
 - Rishita opens the app → completes a quick 5-minute lesson → logs off. (Not much interested into XPs, gems or maintaining daily streaks)
 - Device - Mobile Phone

- Frustrations** 😞
- There is no one to talk to in the app so that I can practice.
 - I am not sure to what extent my pronunciations are correct.

Quote 💬
"I love learning languages, exploring different cultures and meet new people"

Step 5 - Problem Prioritization

User Problem	Population score (P)	Intensity Score (I)	Frequency Score (F)	Total (P×I×F)	
Lack of proper feedback on pronunciation leaves learners unsure about the accuracy of their spoken skills.	4	4	5	80	
Learners struggle to form sentences independently, which leads to a lack of confidence when speaking the language.	5	5	4	100	
Basic vocab based lessons and repetitive tasks make learners feel underchallenged and hinder their sense of progress or knowledge growth.	3	3	4	36	
Too many notifications are sent in a day, leaving learners anxious and frustrated.	2	1	2	4	

Finalized Problem Statement

"Learners struggle to form sentences independently, leading to low speaking confidence and reduced engagement, which contributes to drop-offs in later learning stages and impacts retention"