



Assignment 1 - Phase 4 - PRD



Why? (Objective)

1. For business:

Increase long-term retention by addressing the "confidence gap" between app learning and real-world use.

2. For users:

Learners who **complete lessons but lack confidence** in forming sentences or speaking fluently.

User Problem

Learners can read, listen, and complete vocabulary drills, but struggle to form independent sentences and speak confidently in real-life situations, leading to low retention and perceived skill gap.



User Research:

1. Pain Points :

- Repetitive lessons
- Lack of sentence formation
- Limited speaking opportunities
- Fear of errors during real conversations

2. Motivations:

- Gamified, bite-sized challenges
- Measurable progress
- Contextual feedback

3. Behavioral Patterns

- Short daily bursts (<10 min),
- high completion for streak-based tasks

4. Persona Validation - Speaking confidence ranked highest across all user segments



Market Research

- Opportunity - Duolingo's speaking and forming a sentence practice is limited compared to reading and listening modes.
- Competitors - Apps such as Memrise and Speak emphasize conversation. Duolingo can add value by making speaking more frequent and fun.
- Gap Identified - Duolingo teaches well on vocab but lacks tools that help learners build spontaneous speaking confidence



Business Outcomes

- Higher learner retention due to improved confidence.

- Increased daily engagement through new speaking challenges.
- Potential to differentiate Duolingo in the competitive learning-app space.



Success Metrics:

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

Metric Type	Metric Name	Definition	Why it matters
Key Metric	"Confident Speaker" Achievement Rate	% of learners who earn the "Confident Speaker" badge by successfully completing 5 or more speaking challenges without errors.	Reflects measurable growth in learners speaking confidence and indicates engagement with the speaking feature.
Secondary Metric	"Continue" Progression Rate	Average % of screens a learner progresses through by clicking "Continue" within a single challenge session.	Indicates engagement in the form of how many sentences a user has been able to attempt within the time limit
Secondary Metric	"Speak to form sentence challenge" click through rate	% of users who click the speak to form sentence challenge button to attempt the challenge	Indicates if the users are interested in participating in challenges
Guardrail Metric	Challenge Drop-off Rate	% of users who quit the speaking challenge before finishing	Ensures users aren't frustrated or disengaged by challenge difficulty



Pitfalls and Mitigations:

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation	Detection	Containment/Rollback
Learners will feel motivated to use the speaking challenge.	Users skip the speaking challenge after a few tries because it feels hard or embarrassing.	High	Medium	Add easier prompts in the beginning and then according to the learners overall journey with XP and achievements the prompts keep getting challenging. Add motivational tips before real speaking tasks; Notification nudges already works the best in enhancing user emotions into using the app, so we can use it to this feature as an advantage.	Drop off rate in the first 2 screens	Simplify prompts; reintroduce later after iteration

Achievement badge will give the learners confidence	Users earn badge but don't feel more confident	Medium	Low-Medium	Show progress summaries with user's voice playback to build awareness	% of user drop off rate of attempting the challenge after receiving the achievement badges.	Revise badge reward logic; gather qualitative feedback
The backend AI system will give correct feedback to the learners	Users getting misleading and inaccuracy feedback	High	Medium	A feedback popup to report	Rate of feedback reports per 100 AI-evaluated attempts;	pause the challenge, fix and test with small chunk of datasets and then relaunch to wider datasets

Product Details / Solution Details

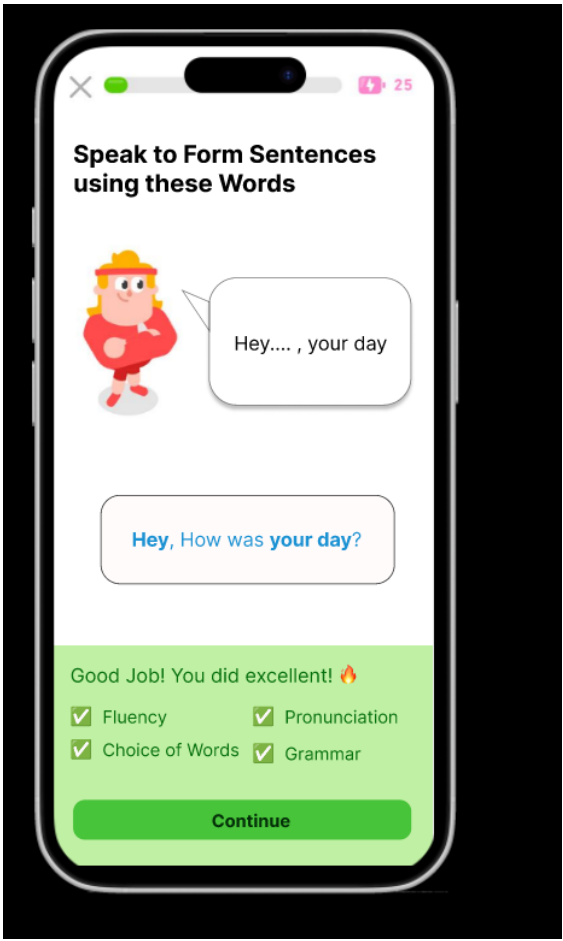
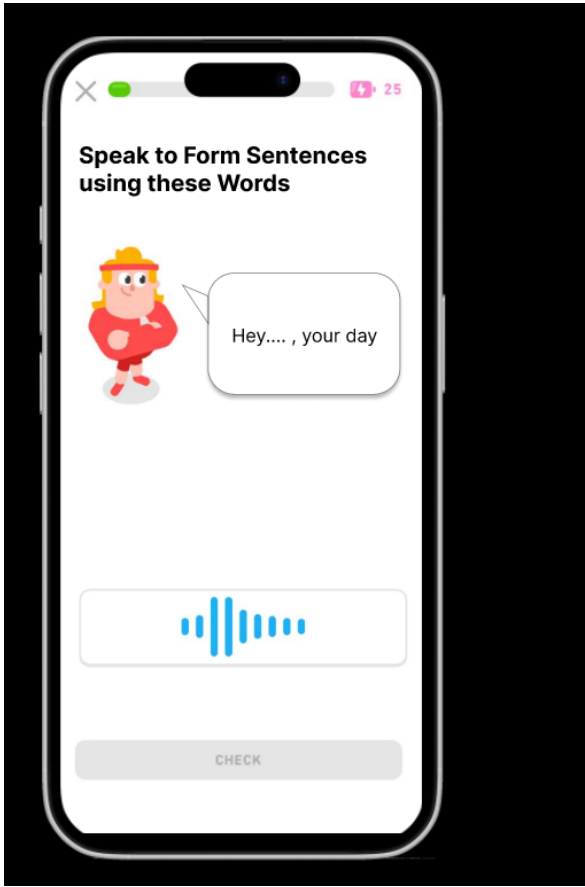
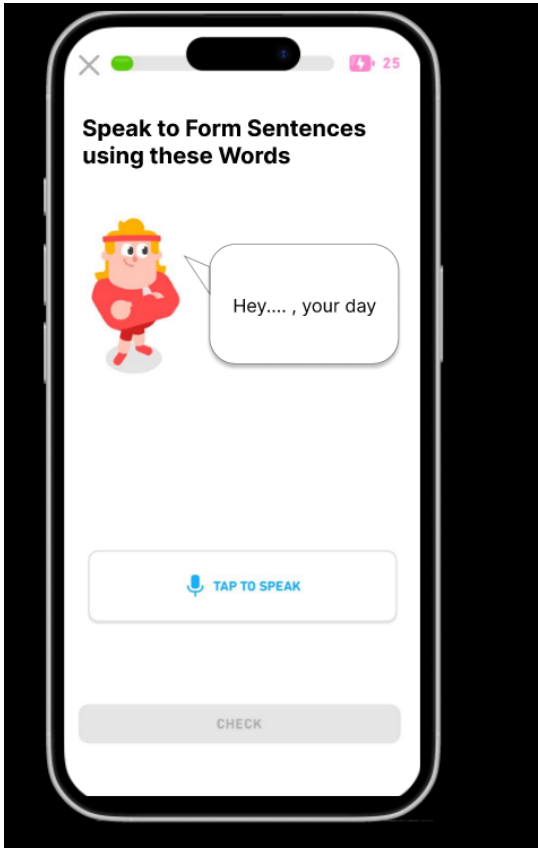
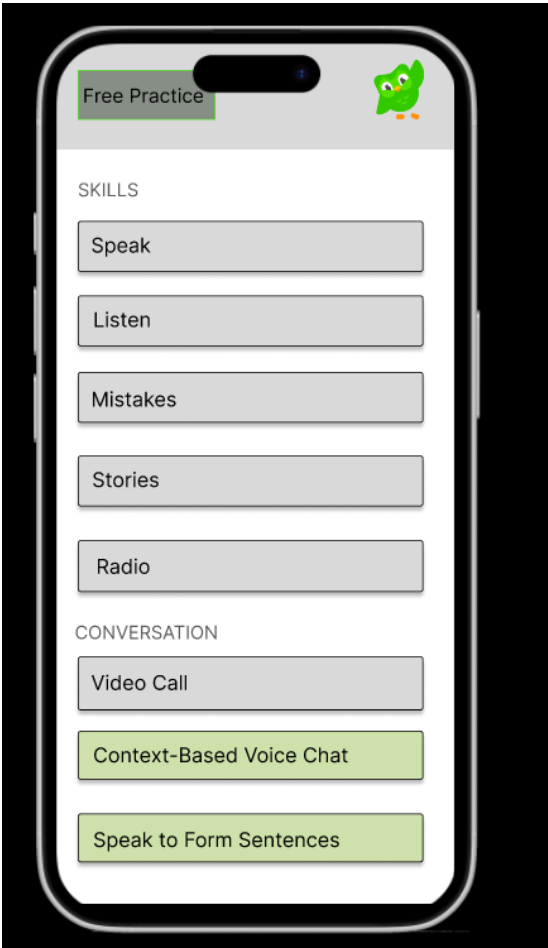
Solution Overview

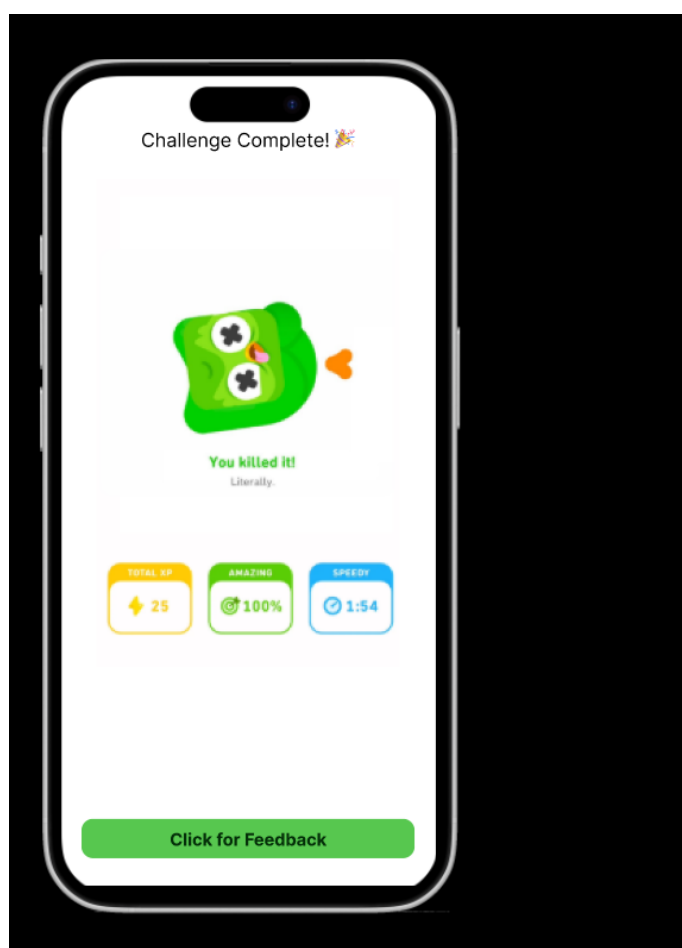
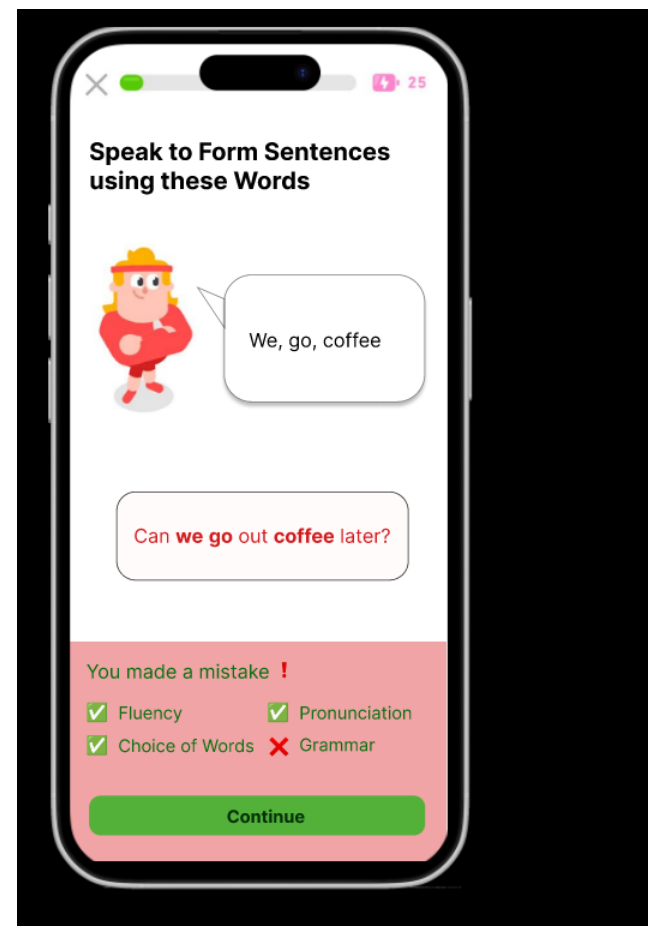
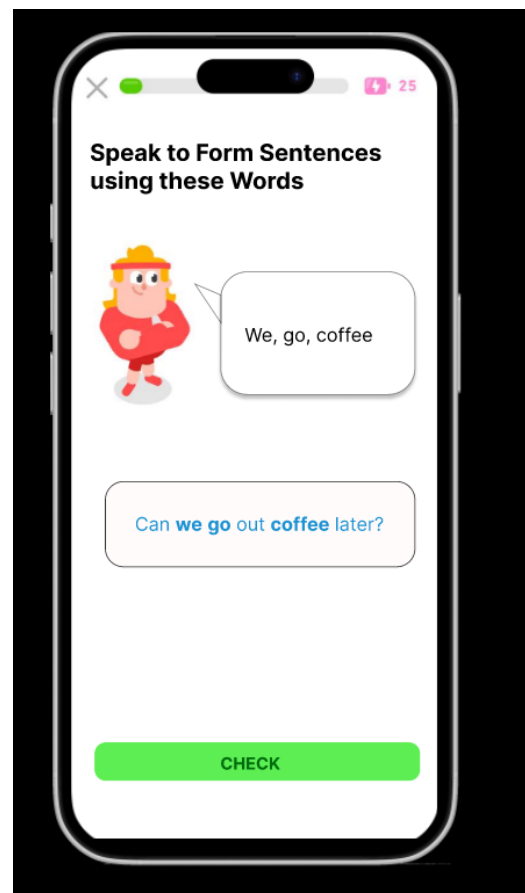
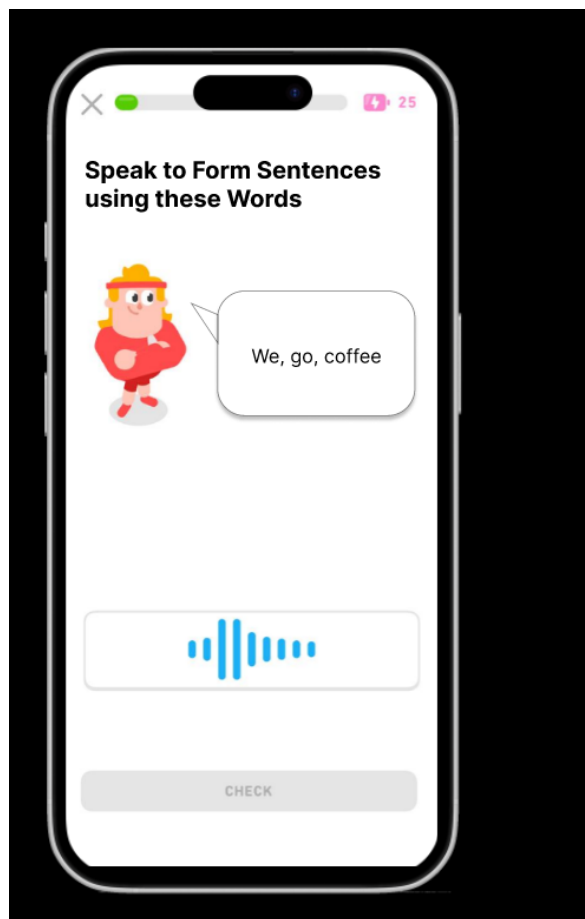
Add a **"Speak-to-Form Sentences Challenge"** at the end of lessons or in the "Practice" tab. Users get a short prompt like "for example - hey, what, doing" and the user need to record their response by forming a sentence based on the prompt words, receive feedback on grammar and pronunciation, choice of words and forming sentence accuracy and earn XP and achievement badges after 5 or more completed challenge

Key Flows

- Entry Point:**
 - Notification msg nudges → CTA: Starts the challenge directly
 - Practice tab → "Speak to form sentence challenge."
- User Flow:**

Prompt → Record → Speech Evaluation → Next Prompt → Record → Speech Evaluation → Score gains, Achievement Badges (If Any) → Feedback Screen
- Feedback Types:**
 - Grammar hint
 - Pronunciation
 - Fluency
 - Choice of Words
 - Sentence formation accuracy
- Gamification:**
 - Streak XP, small gem rewards, "Confidence Level Badge" unlocked after 5 successful challenges.
- Wireframes & UI:**





Edge Cases

- Poor mic input → Prompt "Try again, we couldn't hear you."
- Wrong language spoken → Feedback "Seems you're speaking another language."
- Speech not understood → Offer Skip or Hint button.
- Network failure → Store recording locally for later upload.



Go-to-Market / Adoption Strategy

- **Soft Launch:** English learners → Spanish course.
- **In-App Promotion:** Daily notification "Practice Speaking Today."
- **Social Proof:** Shareable "Confidence Badge" for completion.
- **Email & Push Reactivation:** Target inactive users with "New Speaking Feature Now Live."



Open Questions

- Which languages to support first for speech accuracy?
- Handling accent bias in speech scoring models.
- Legal review for voice data storage across regions.