

hej!



1.2 billion



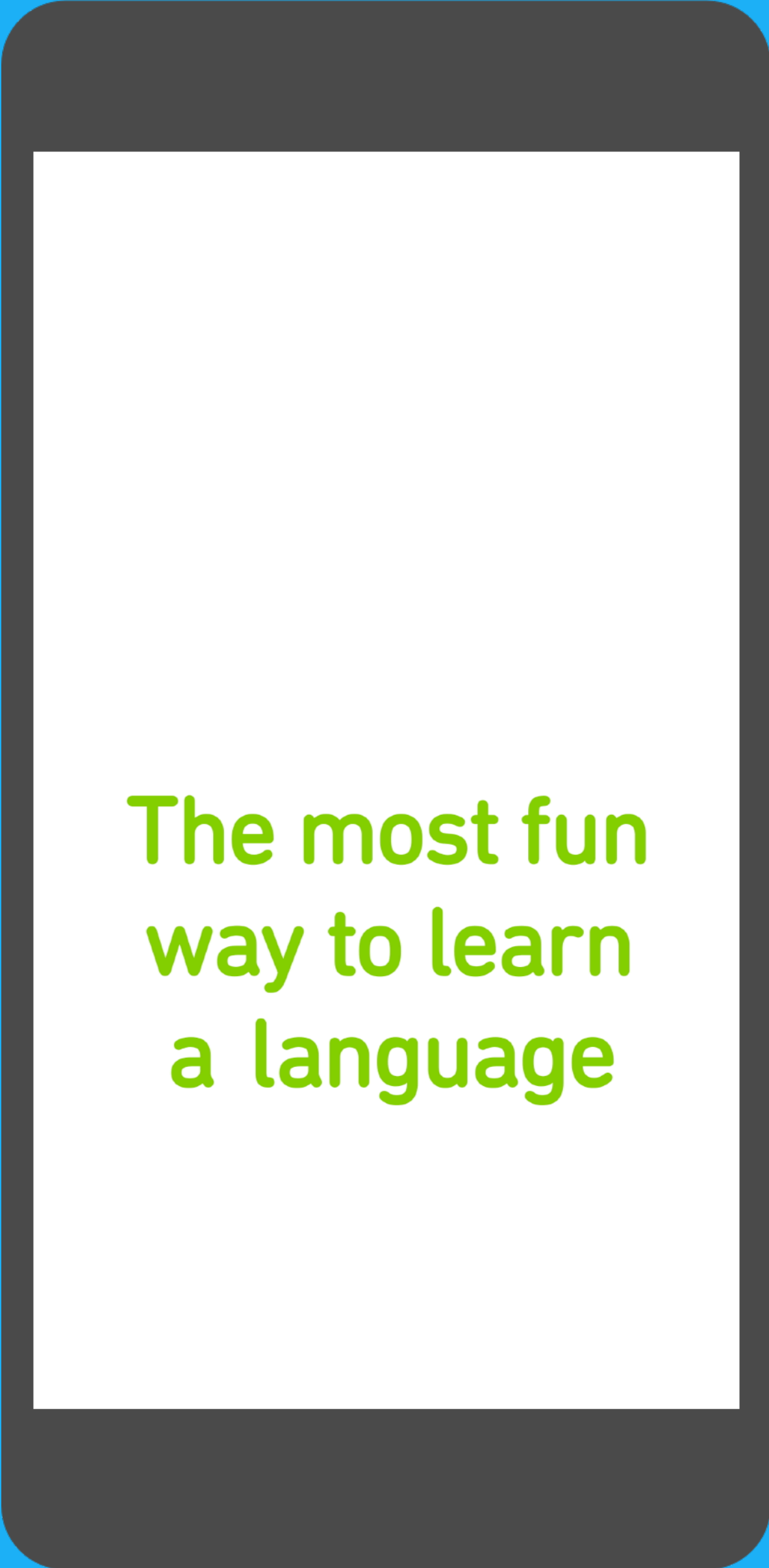
How Duolingo learned to teach everyone



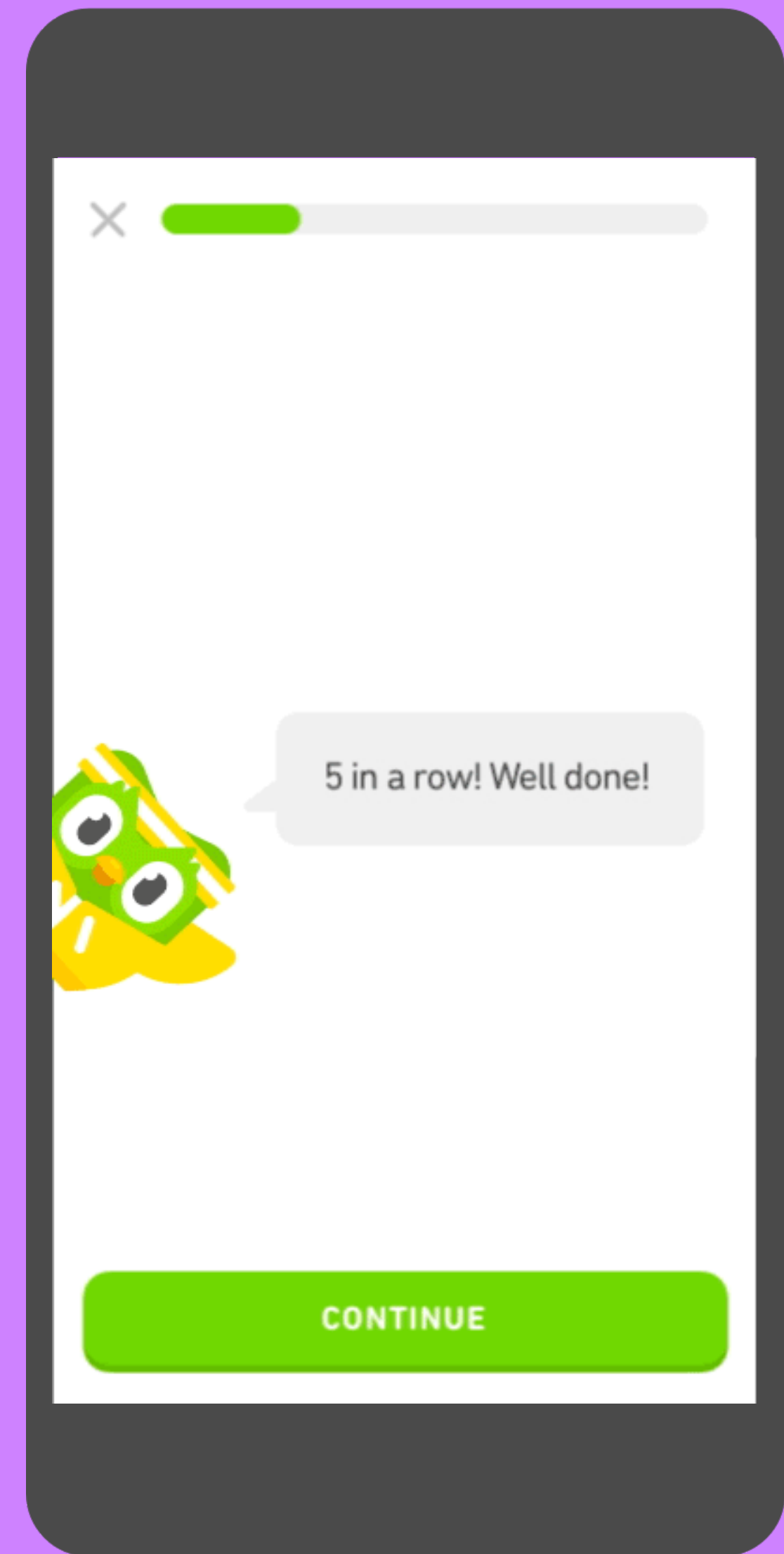
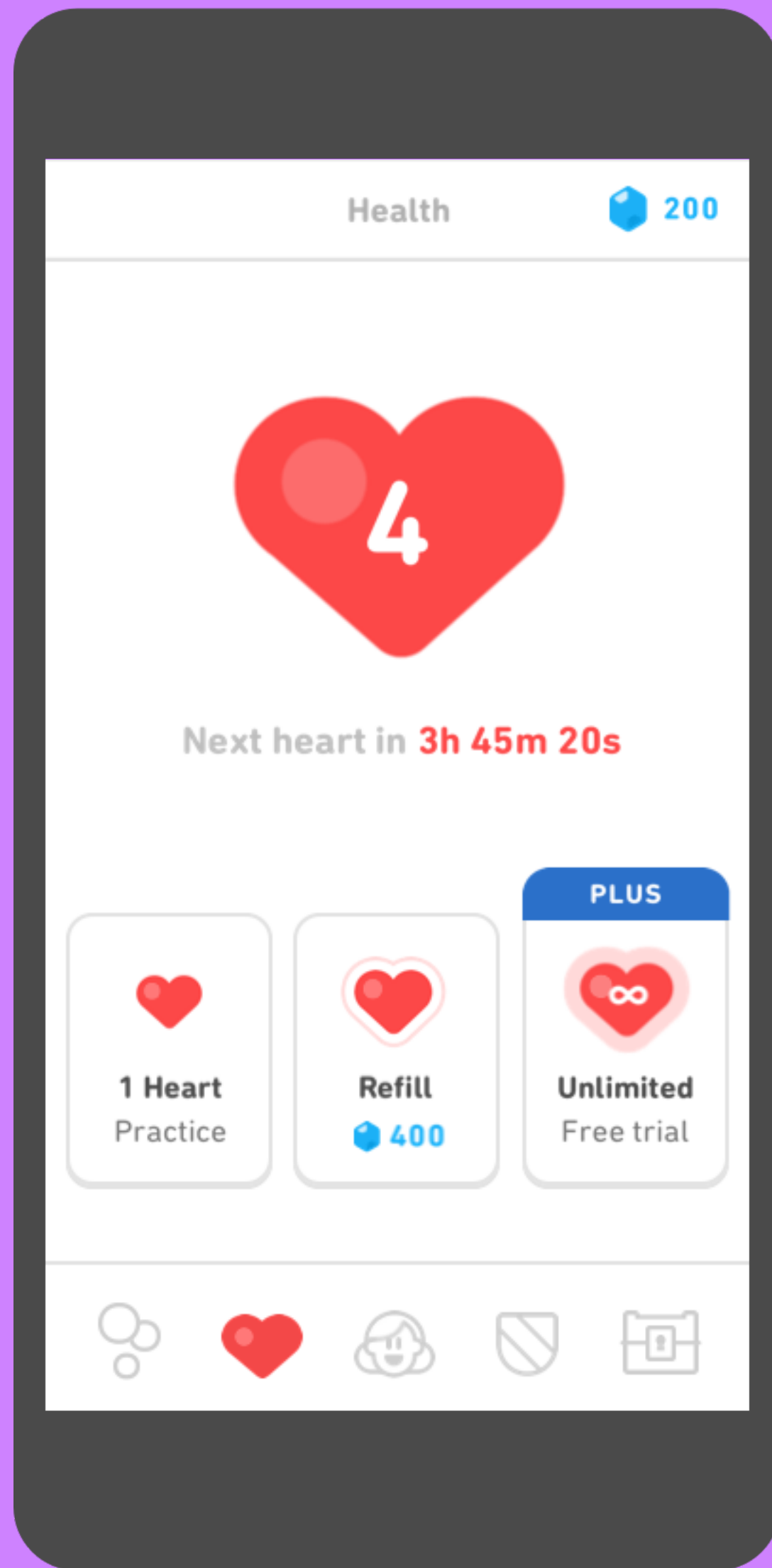
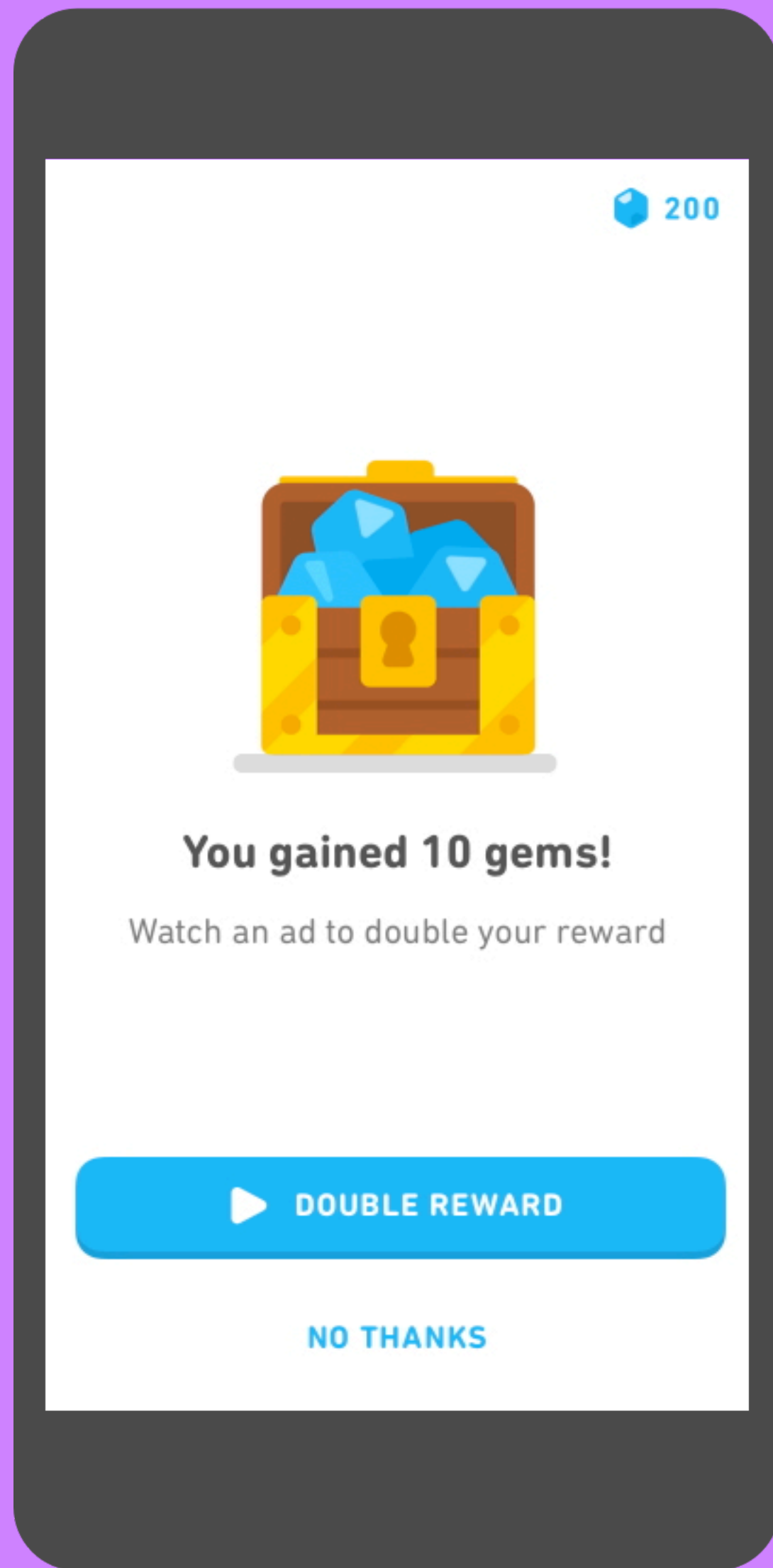




**Learn a language
for free. Forever.**



The most fun
way to learn
a language





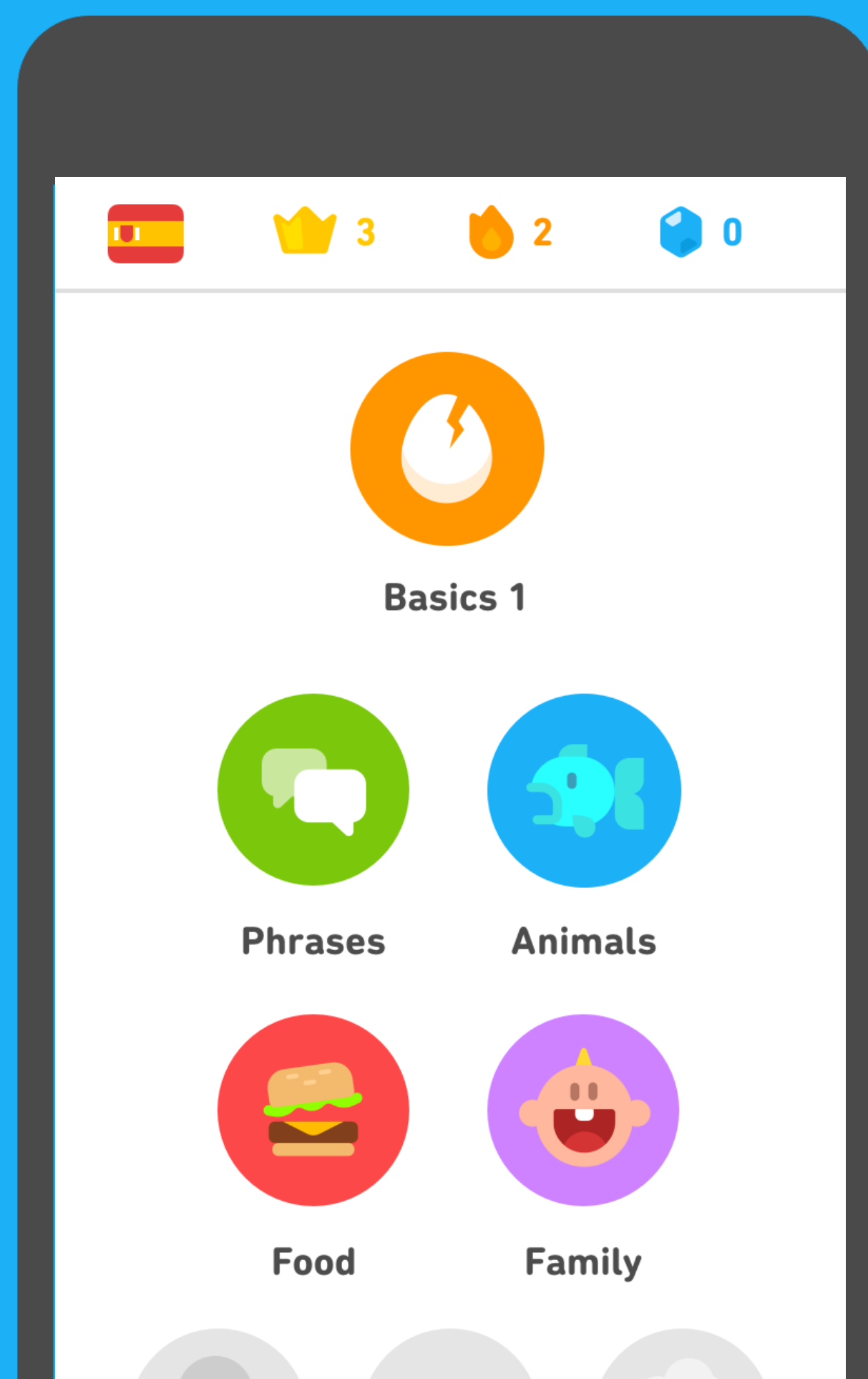
duolingo



1.
evolving
the way
we teach

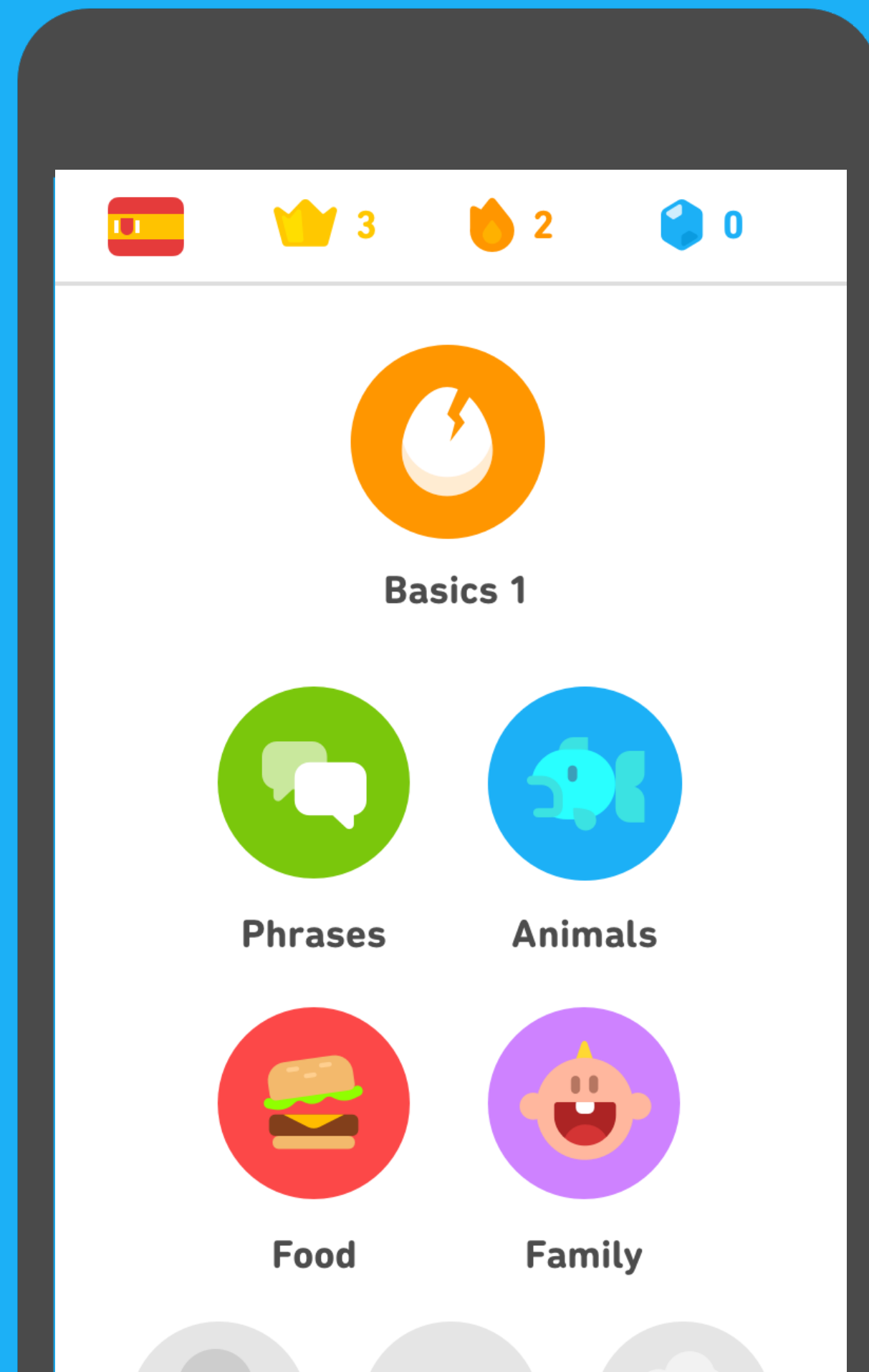
Skills

25 minutes



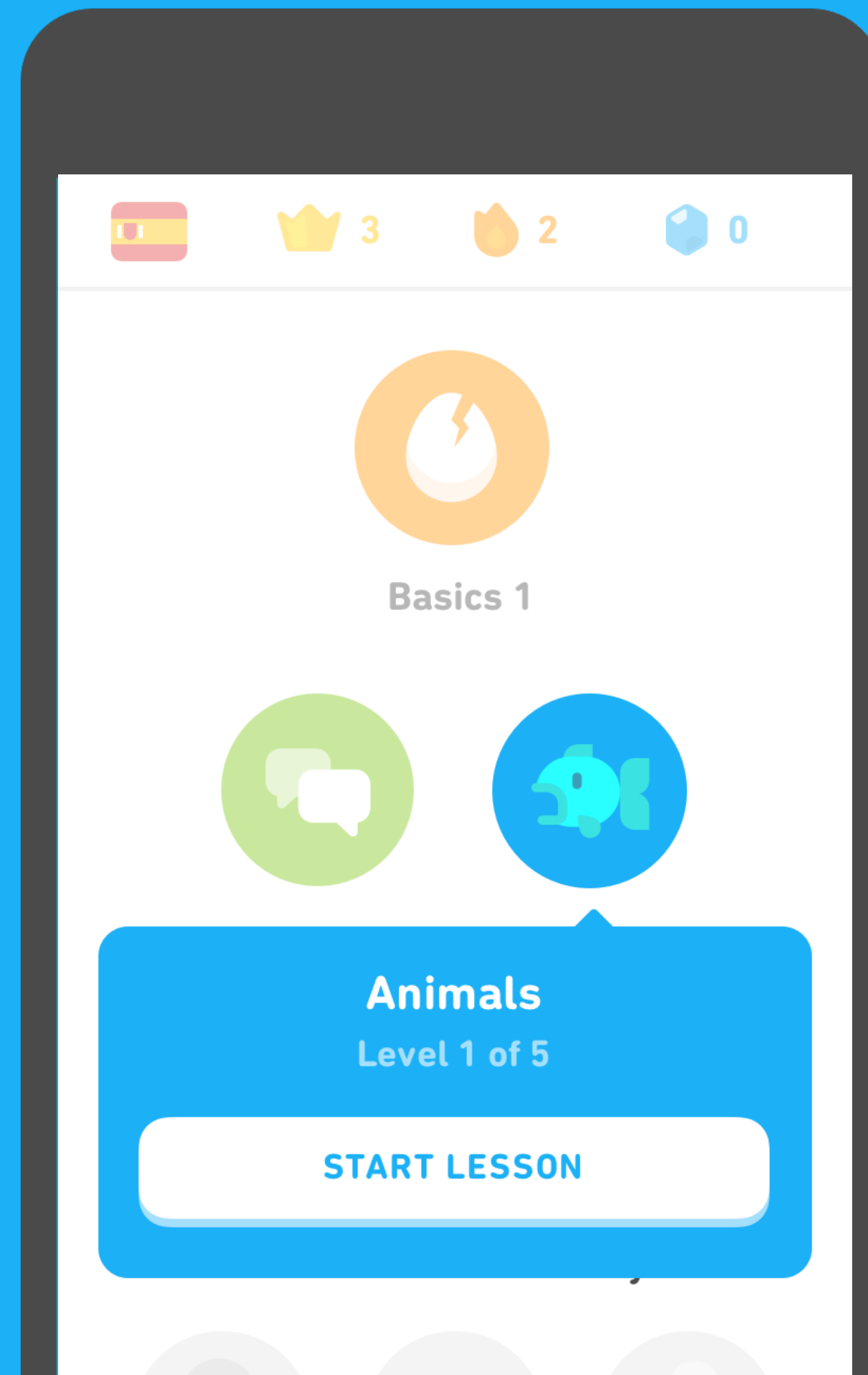
Skills

25 minutes



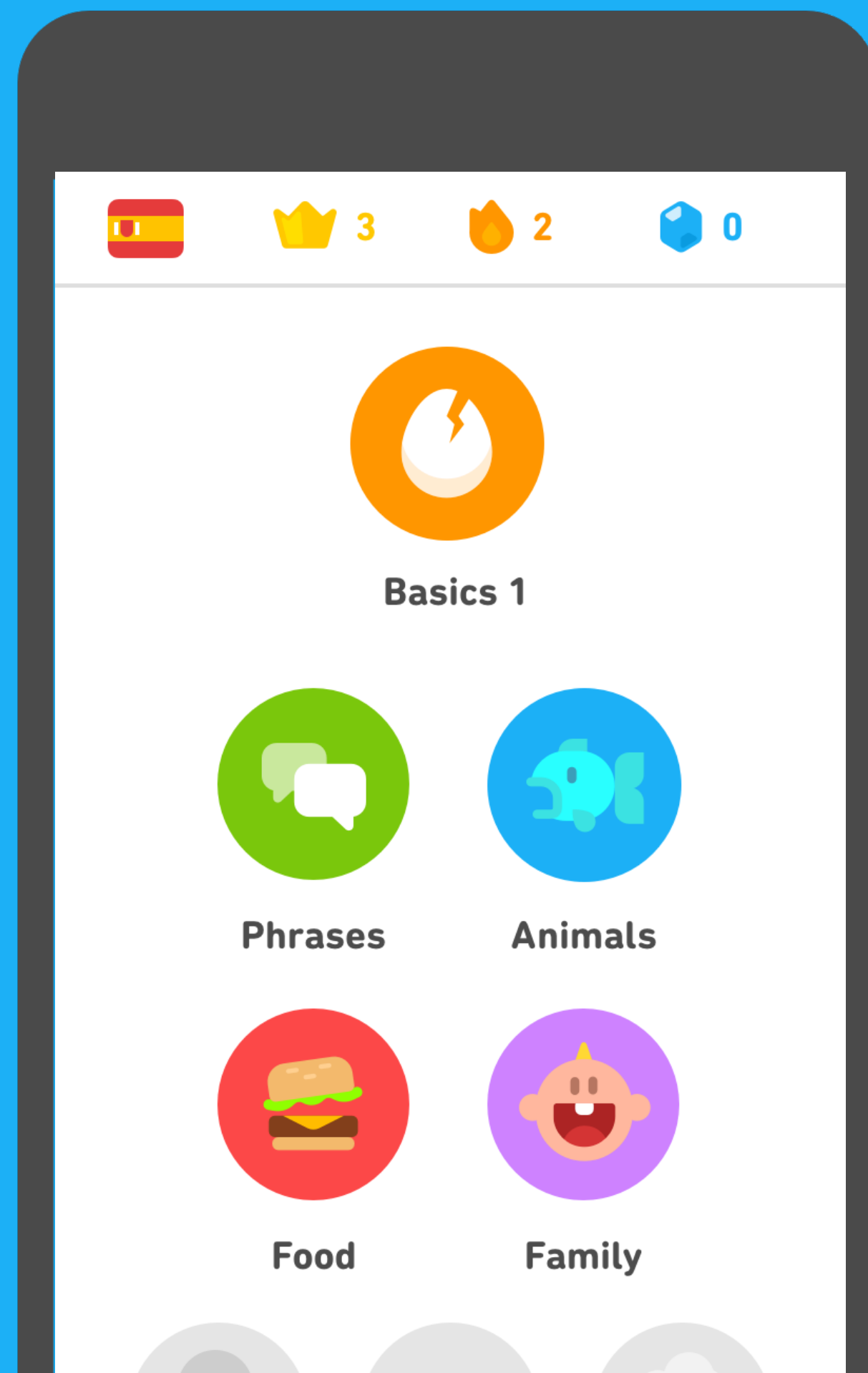
Lessons

5 minutes



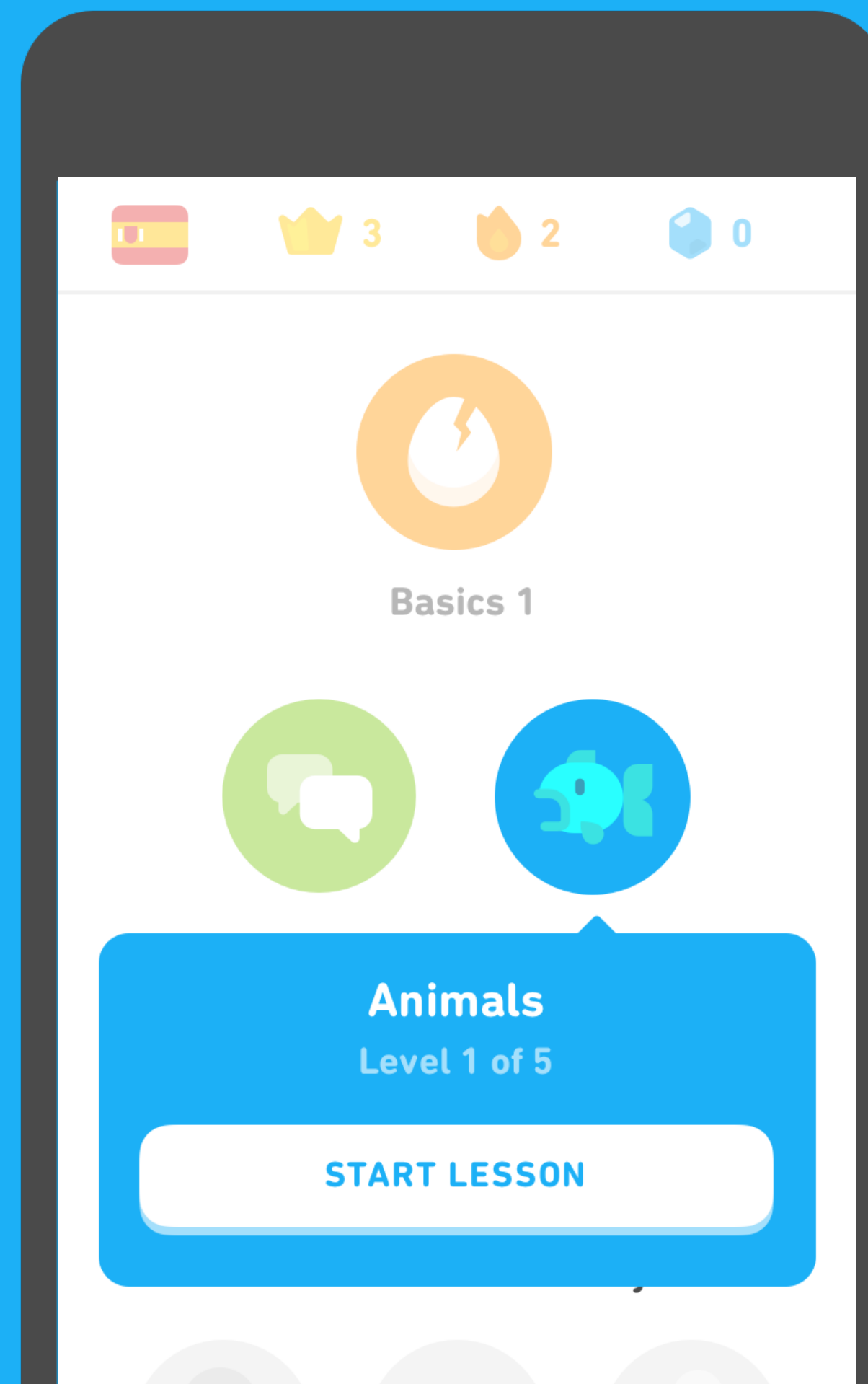
Skills

25 minutes



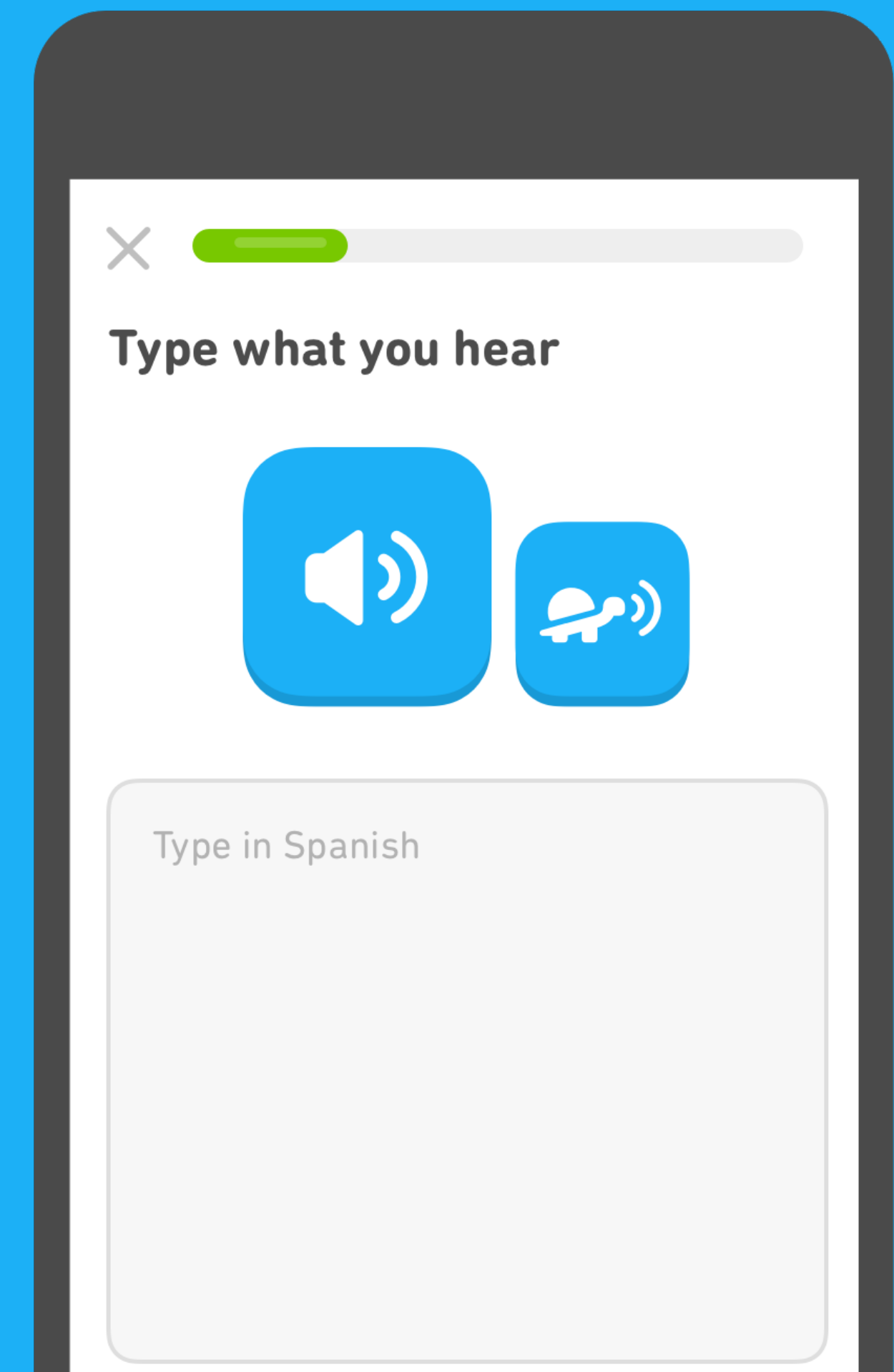
Lessons

5 minutes



Exercises

30 seconds





Duo has become far too easy

t_s_c 🇮🇹 23 🇺🇸 10 🇪🇸 9 🇫🇷 7 🇯🇵 6

I know this has been discussed a bit, but duolingo has become far too easy over the last few months. I am hardly ever asked to create sentences in italian anymore, always from italian to english. On top of that I'm getting the same question twice in the same session. The mobile app is even easier with the "tap the word" tests. Failure is basically gone (I'd give all my lingots to bring back hearts).



Posted by u/flobbley pt:23 fr:10 3 years ago

Is duolingo making things too easy?

Case in point

<http://imgur.com/zTLNZZT>

I could have guessed what the sentence should be without understanding a single word of the Portuguese

10 Comments Share Save Hide Report

87% Upvoted



Search for questions, people, and topics

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- Learning
- Personal Question

I'm finding Duolingo really boring and way too easy to learn with, but I sort of don't want to stop using it because it's a pretty cool tool. Should I try and learn the traditional way?



Duolingo has become too easy.

dwduo 🇩🇪 25 🇺🇸 9 🇵🇱 2 🔥 492

And by making it too easy, they have made it too hard to learn.

I admit that I struggle with progression down my tree. Part of the reason is because Duo is apparently less interested in challenging me than it is in getting the maximum number of users and making sure they access the service more often / are retained (based on A/B test result guidance and words spoken by staff).

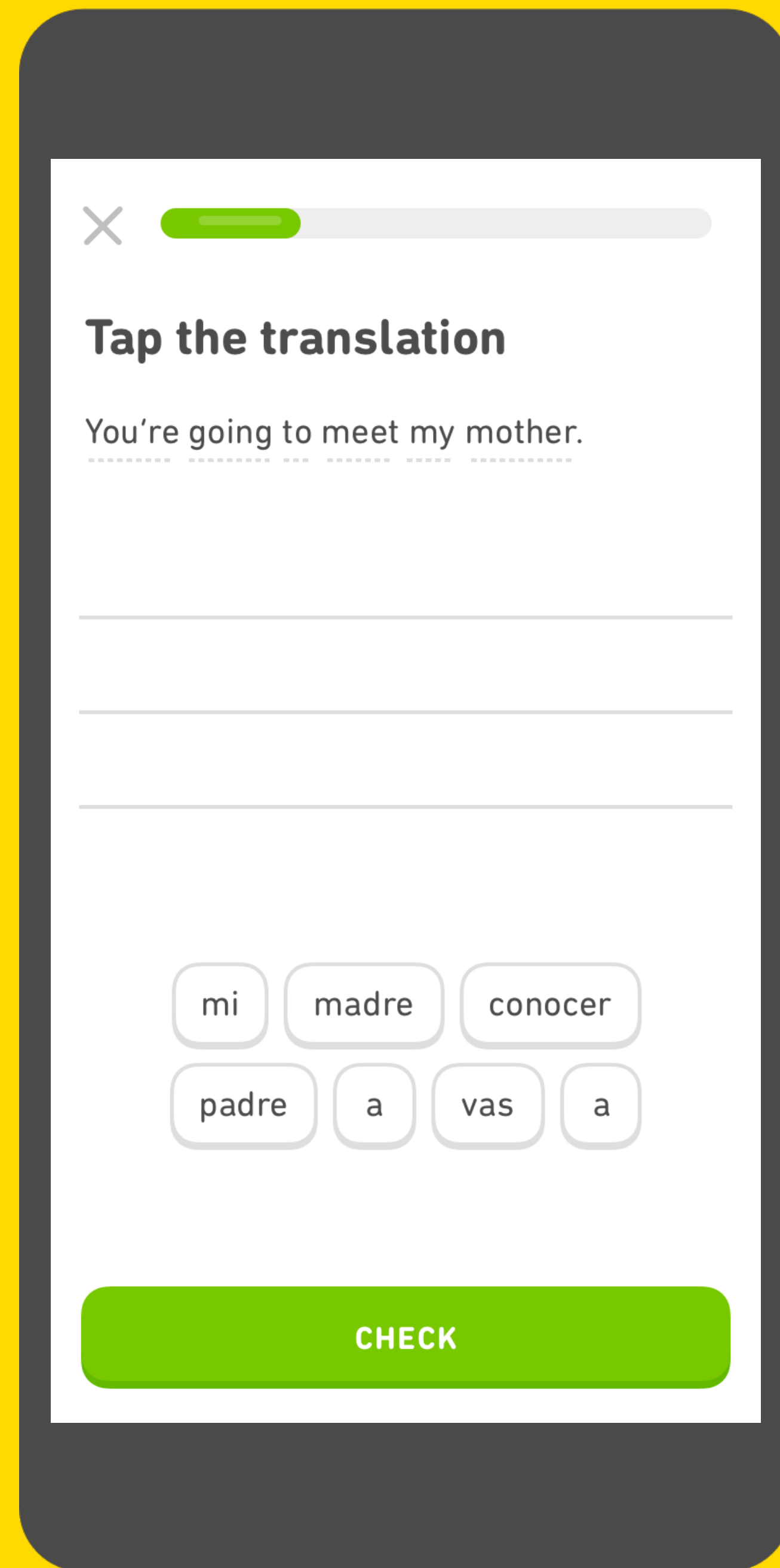
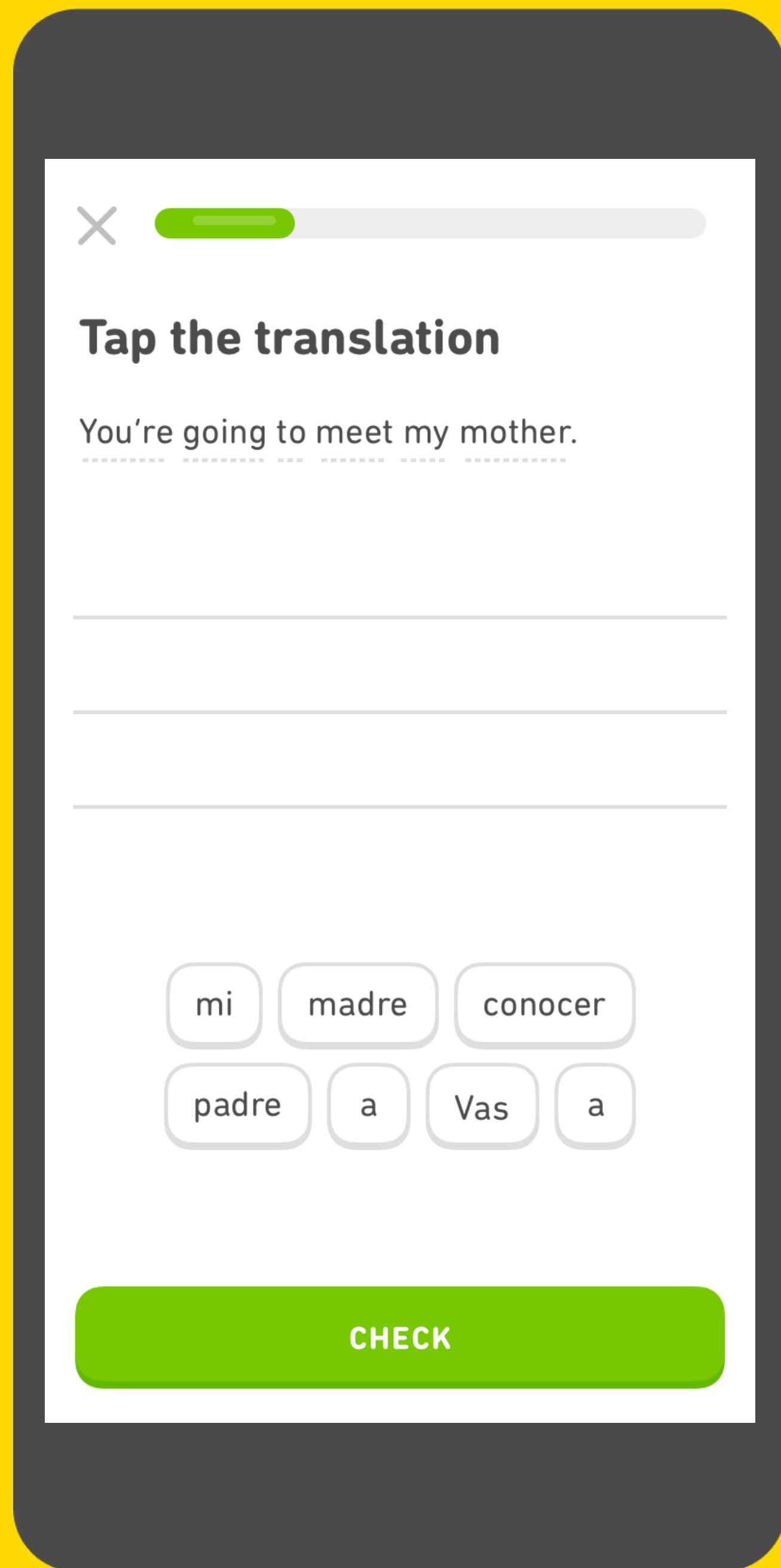


Tap the translation

You're going to meet my mother.

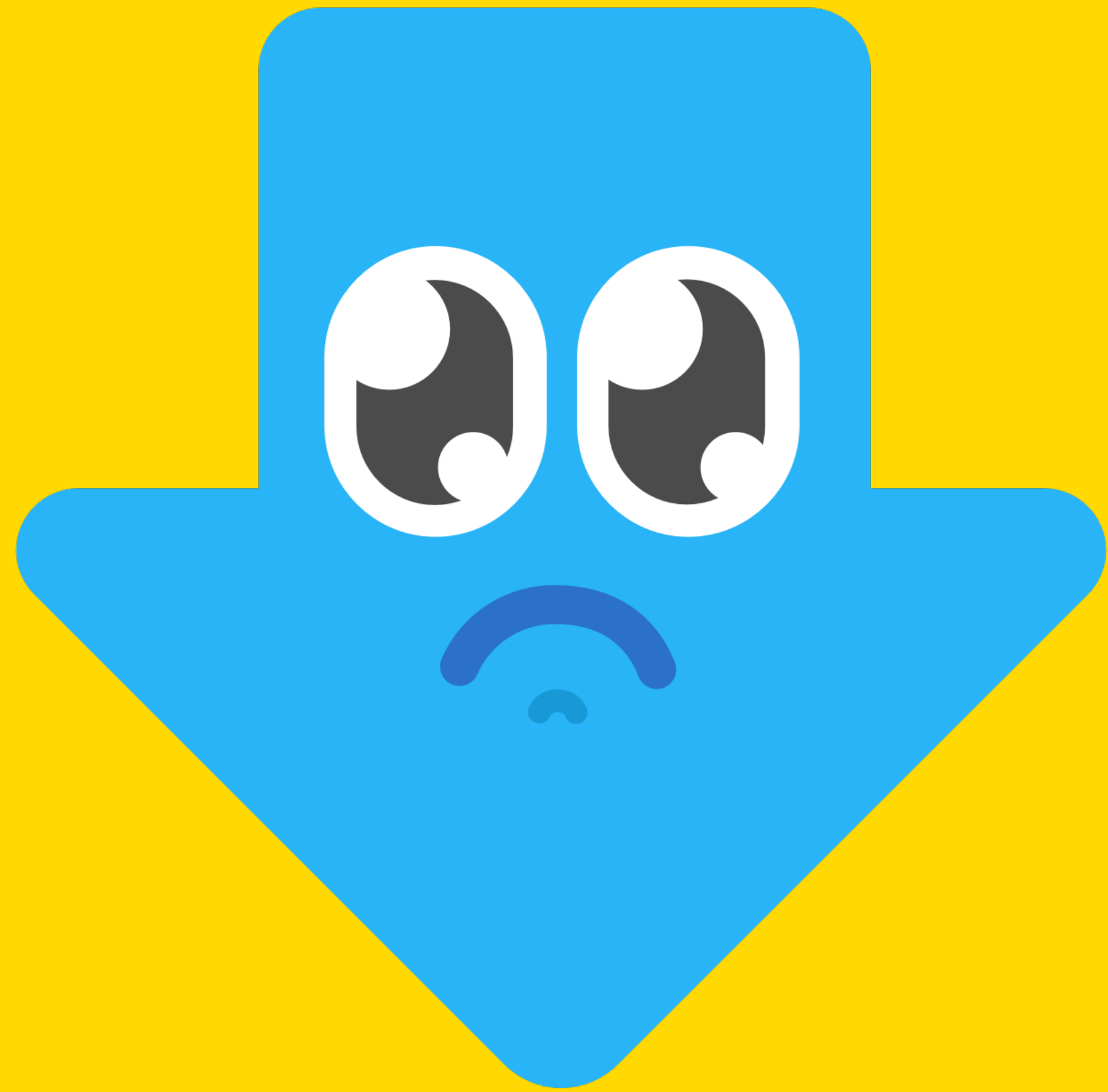
- mi
- madre
- conocer
- padre
- a
- Vas
- a

CHECK

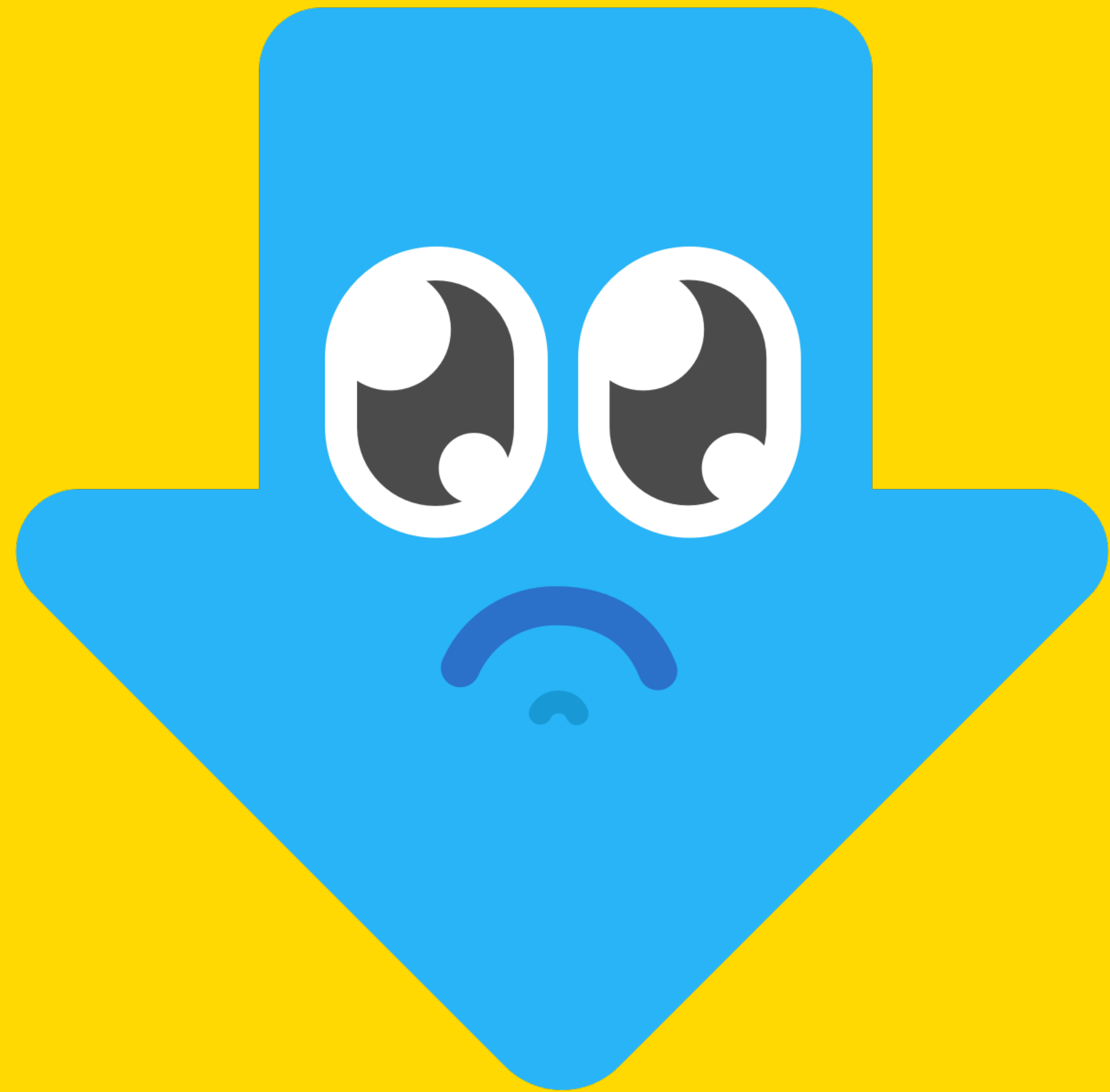


test
everything

retention



retention



pass rates





Type the correct form of
"hablar"

Nosotros _____ mucho.

Type in Spanish

CHECK



Tap the pairs

madre

mother

tired

sándwich

shirt

sandwich

muy

cansado

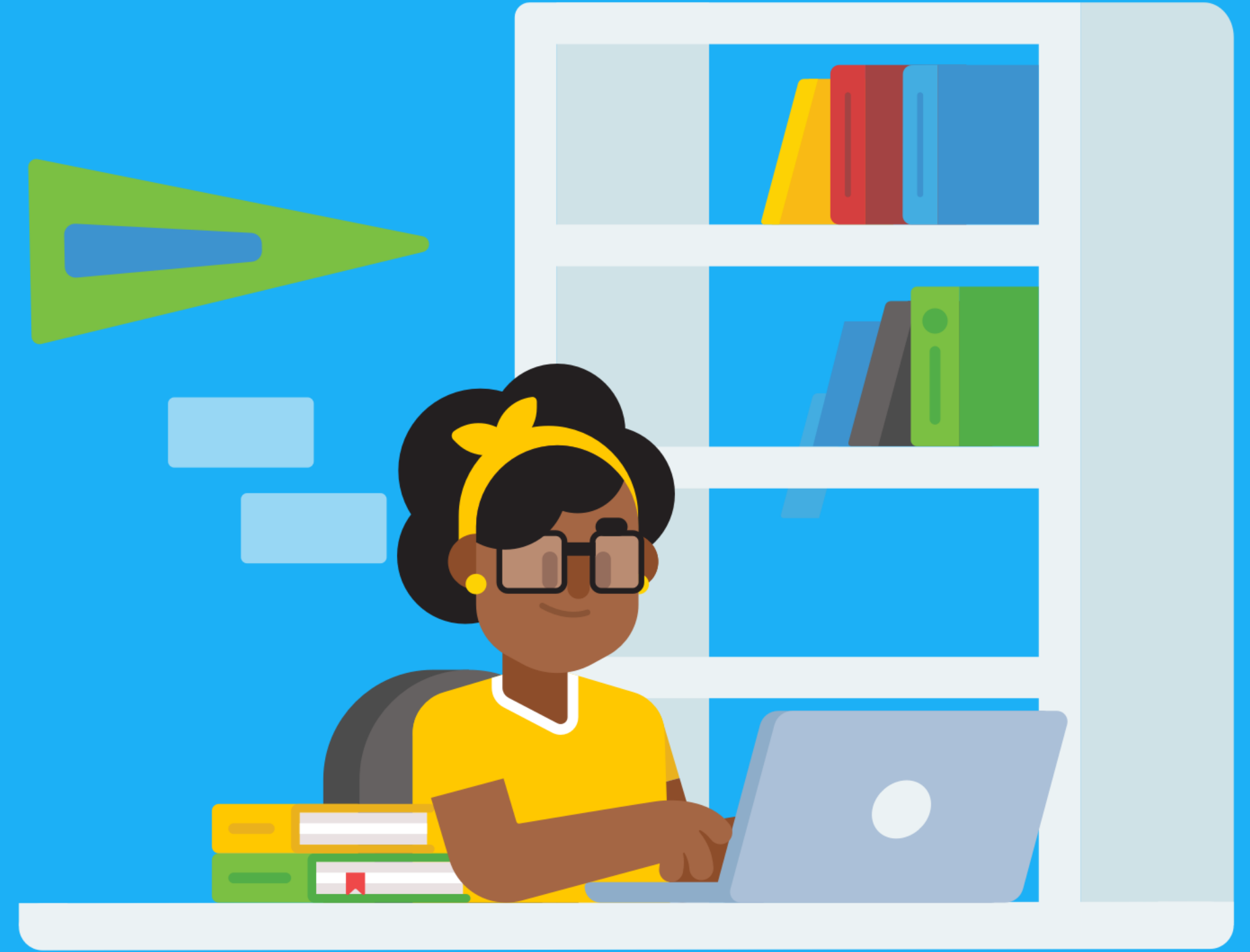
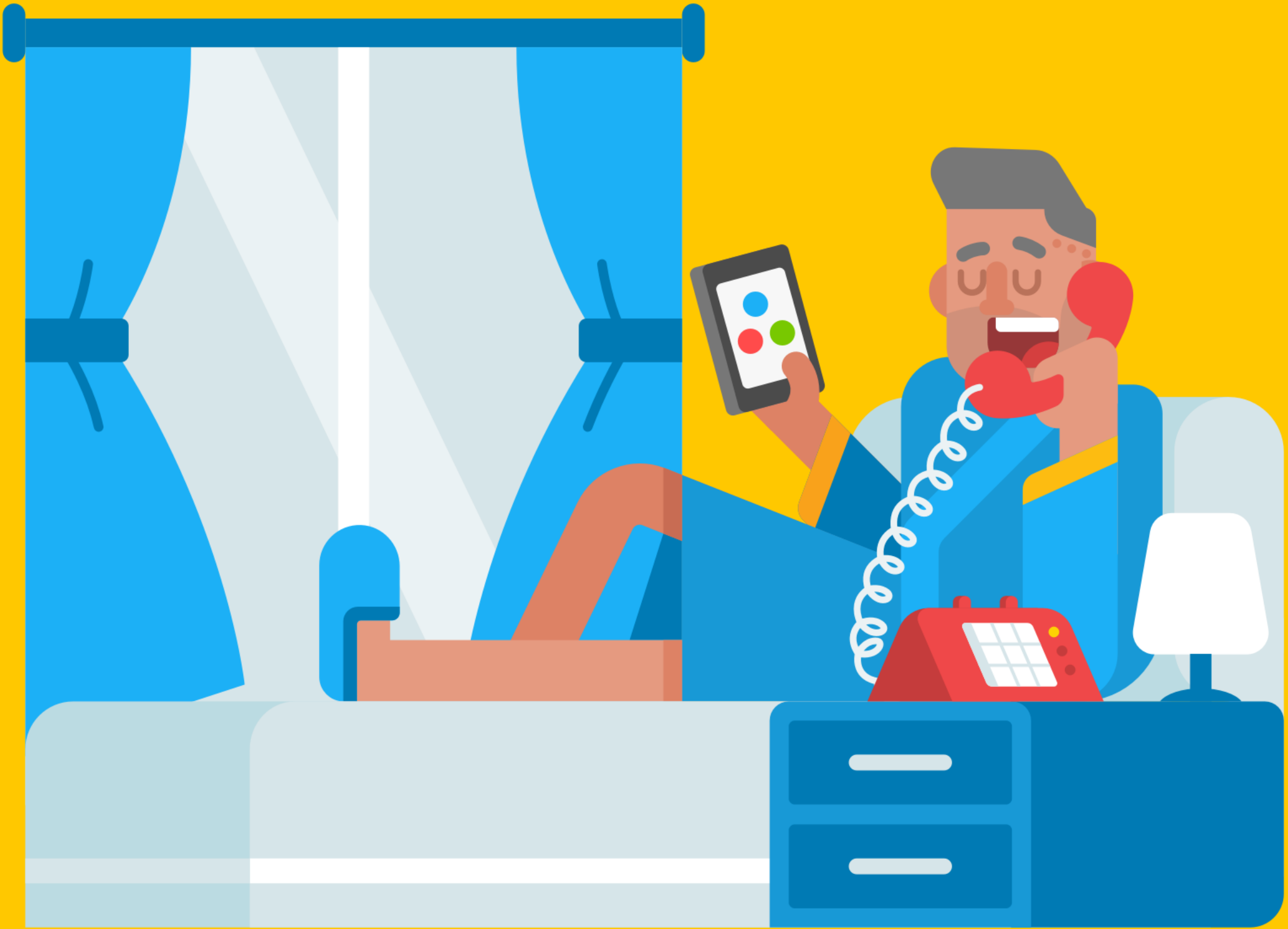
very

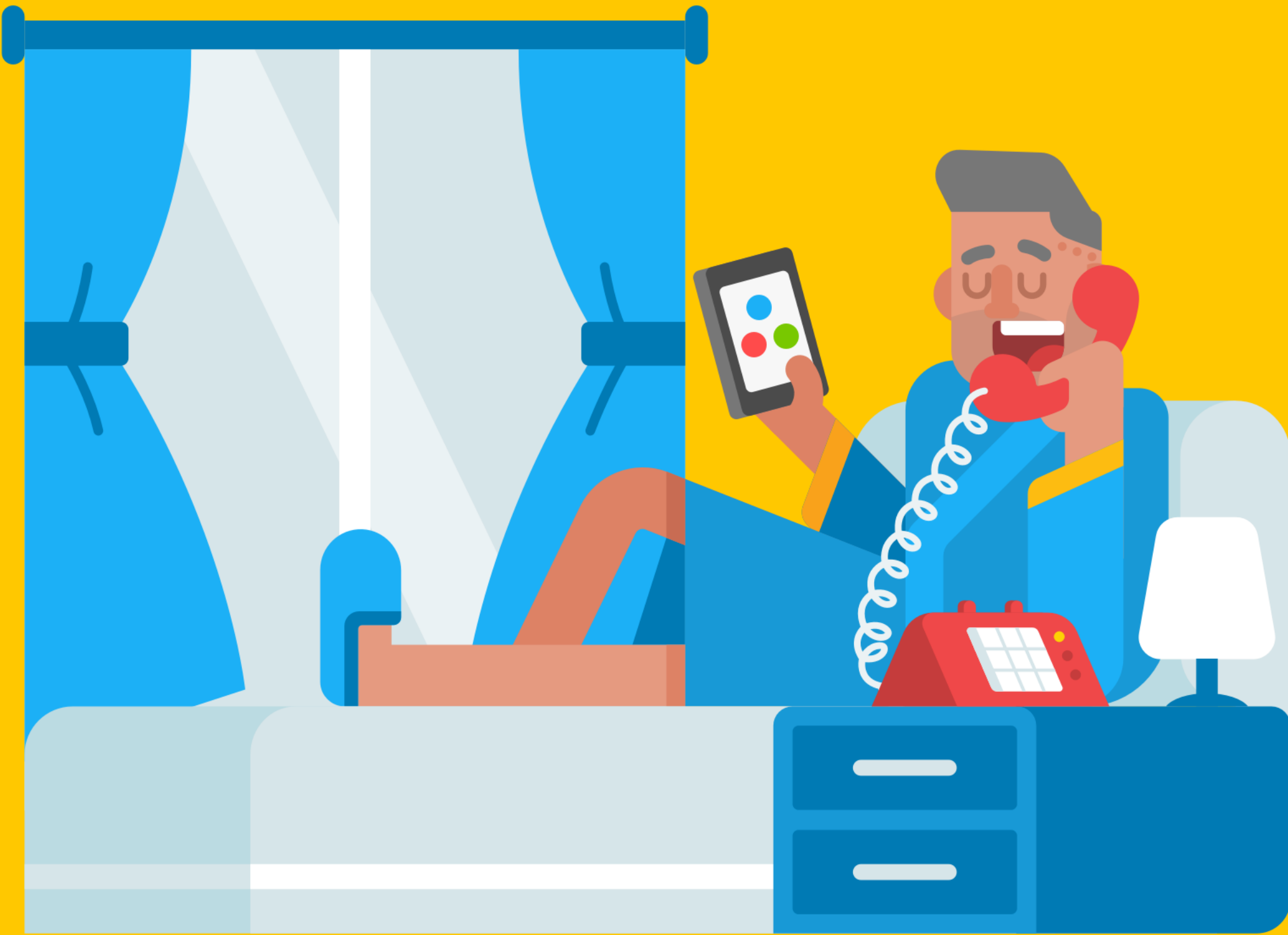
camisa

CHECK

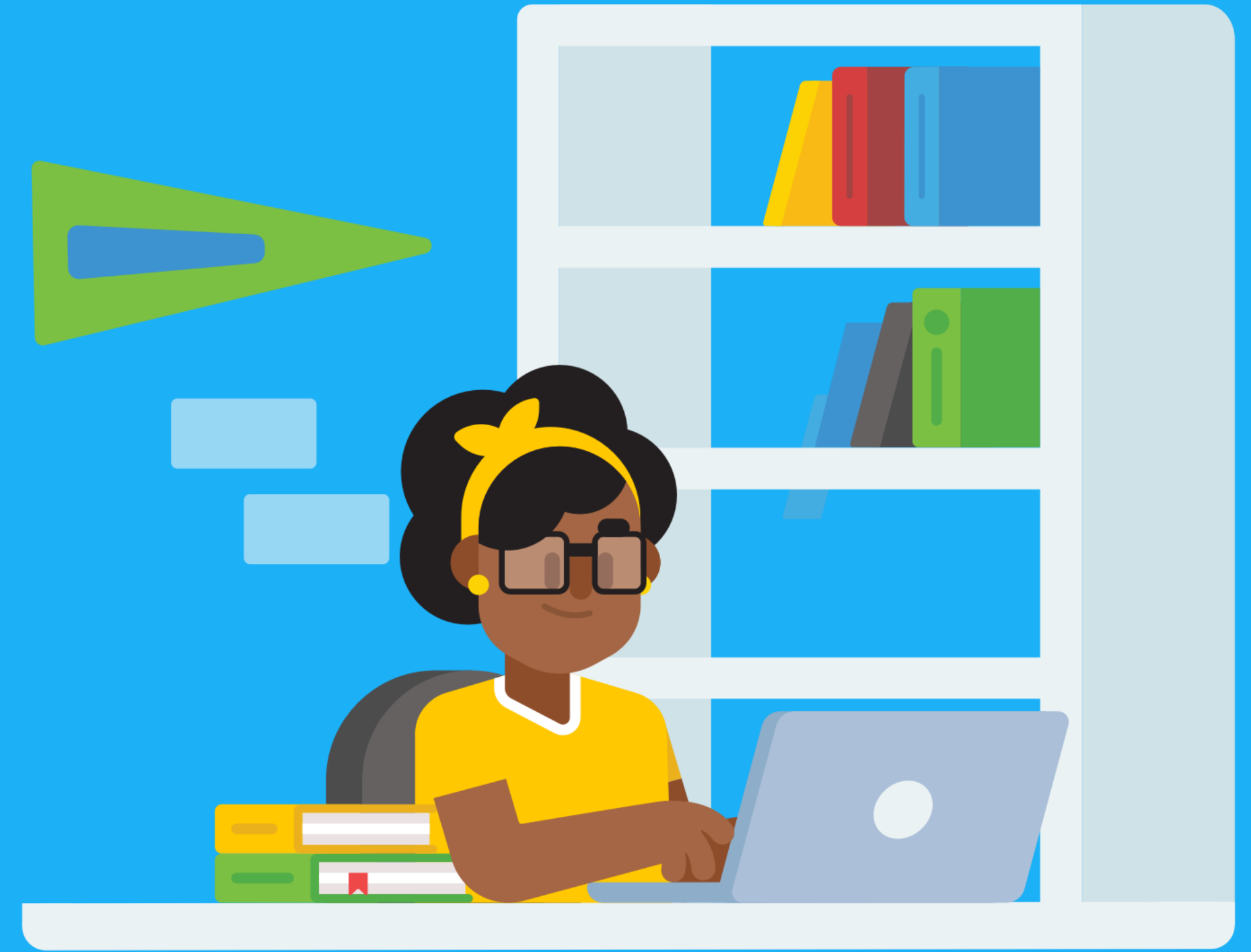
company
then team







casual



serious

learners first






11 10334/40000 15 768 10

Schleckenmieste
 ALTWORLD **3800**

Quests **Crown Chest**
 Next in: 18H 42min



Battle **2v2**

Locked 8H **Arena 10**
 Locked 8H **Arena 10**
 3h 44min **Open Now** 23 **Arena 10**
 Locked 3H **Arena 10**

33 **Battle**

12 23645/80000 53 410 1 267

Battle Deck

1 2 3 **4** 5

Level 8 5064/400	Level 9 3916/800	Level 12 620/5000	Level 7 365/200
Level 2 1/4	Level 7 76/200	Level 7 278/200	Level 6 11/100

Average Elixir cost: 3.0

Card Collection **By Elixir**
 Found: 74/75

53

Chest & Donation info

Arena 11
Electro Valley
 3400+




Card unlocks:

Chest & Donation info

Close

← Animals



Level 1
105/100 XP


UPGRADE


Progress bar

✓ ✓ 3

4 5


← Animals



LEVEL 2  LESSON 1 / 4


START

LVL 2 Animals




4/4

START

 UPGRADE TO LVL 3

👑 1 Basics 1



👑 500




Upgrade to Level 2!
Level up to unlock harder challenges and earn more gems!

UPGRADE FOR 📦 400

🇪🇸 👑 4 🔥 1 💎 620




👑 2 Animals ☁️



Upgrade to Level 3?
Earn 5 gems per lesson.

UPGRADE FOR 50 📦

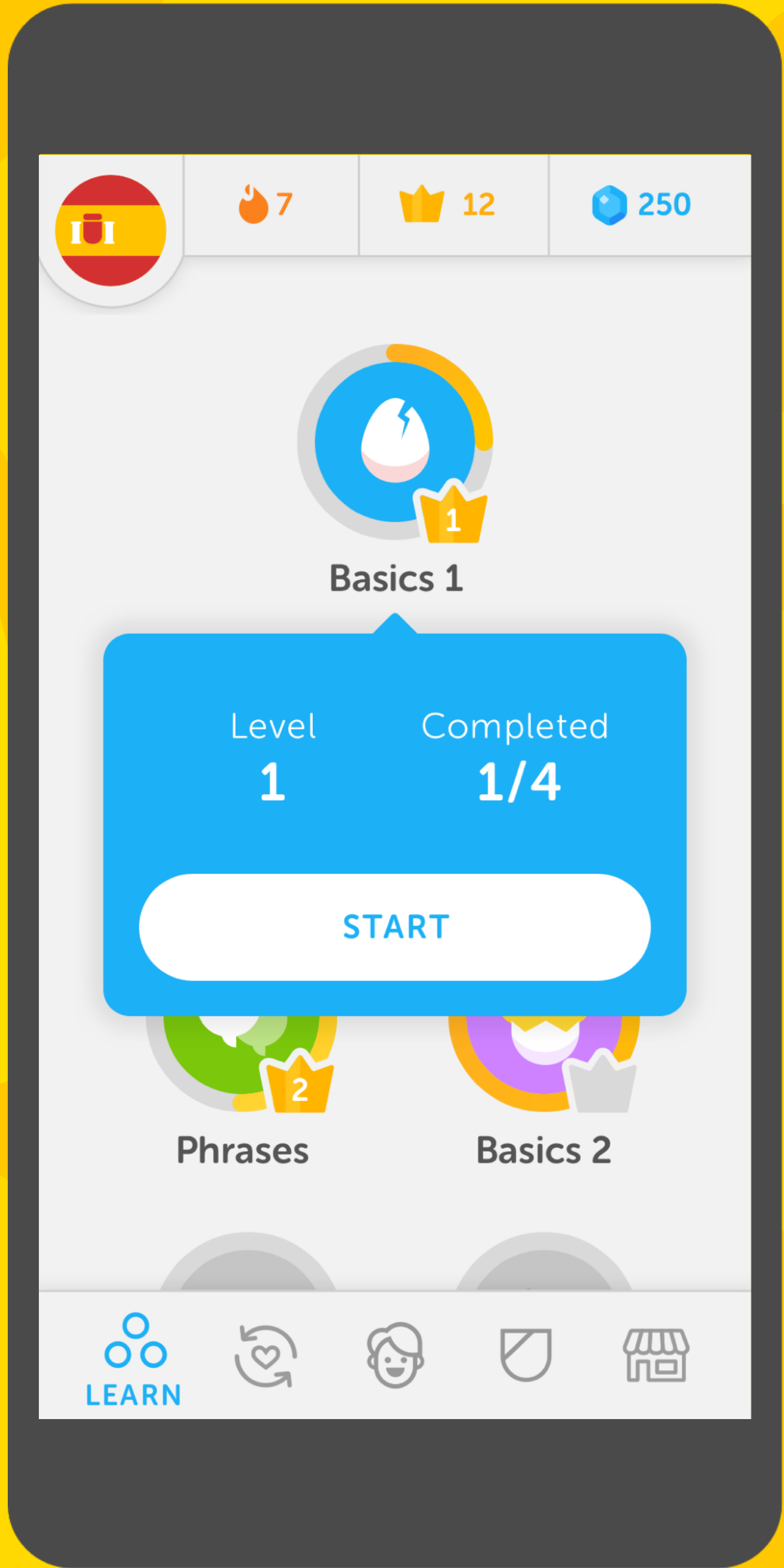
💎 500



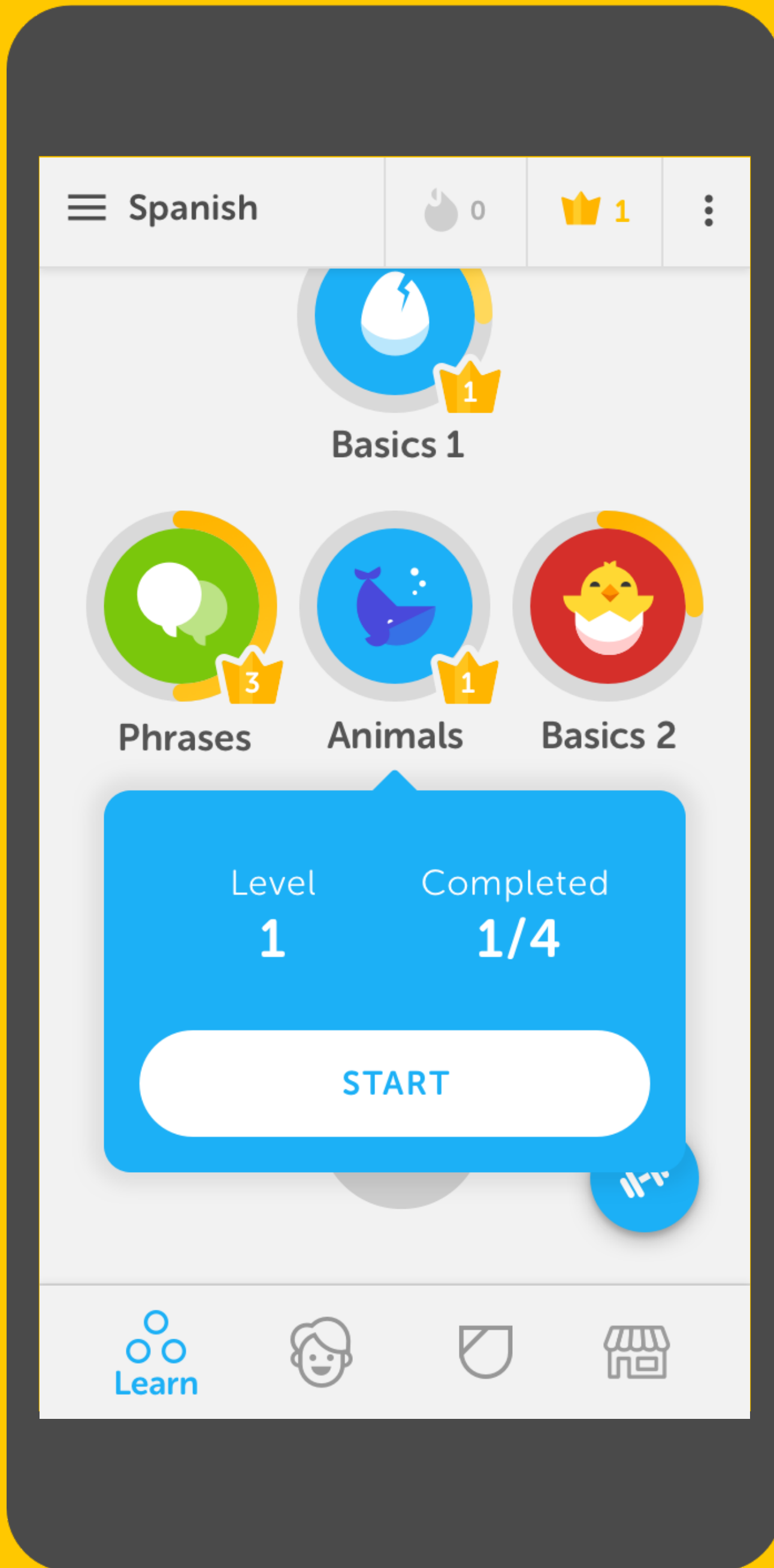
Upgrade to Level 5!
Level up to unlock harder challenges and earn more gems!

UPGRADE FOR 📦 1900

NO THANKS











What
did we
learn?

2.

evolving
the brand





Duo



2011

You're out of hearts!



Continue Learning

Set a daily goal with the Spanish Coach



The Coach will keep you on track, and notify you when you should learn Spanish.

SET A DAILY GOAL

MAYBE LATER

duolingo

Free language education for the world.

We haven't seen you in a while.



Do you still want to learn a language?
Get back on track!

Take a 5 minute lesson now



Henry Birdseye

@tehawesome

jesus christ @duolingo that's one hardcore email campaign

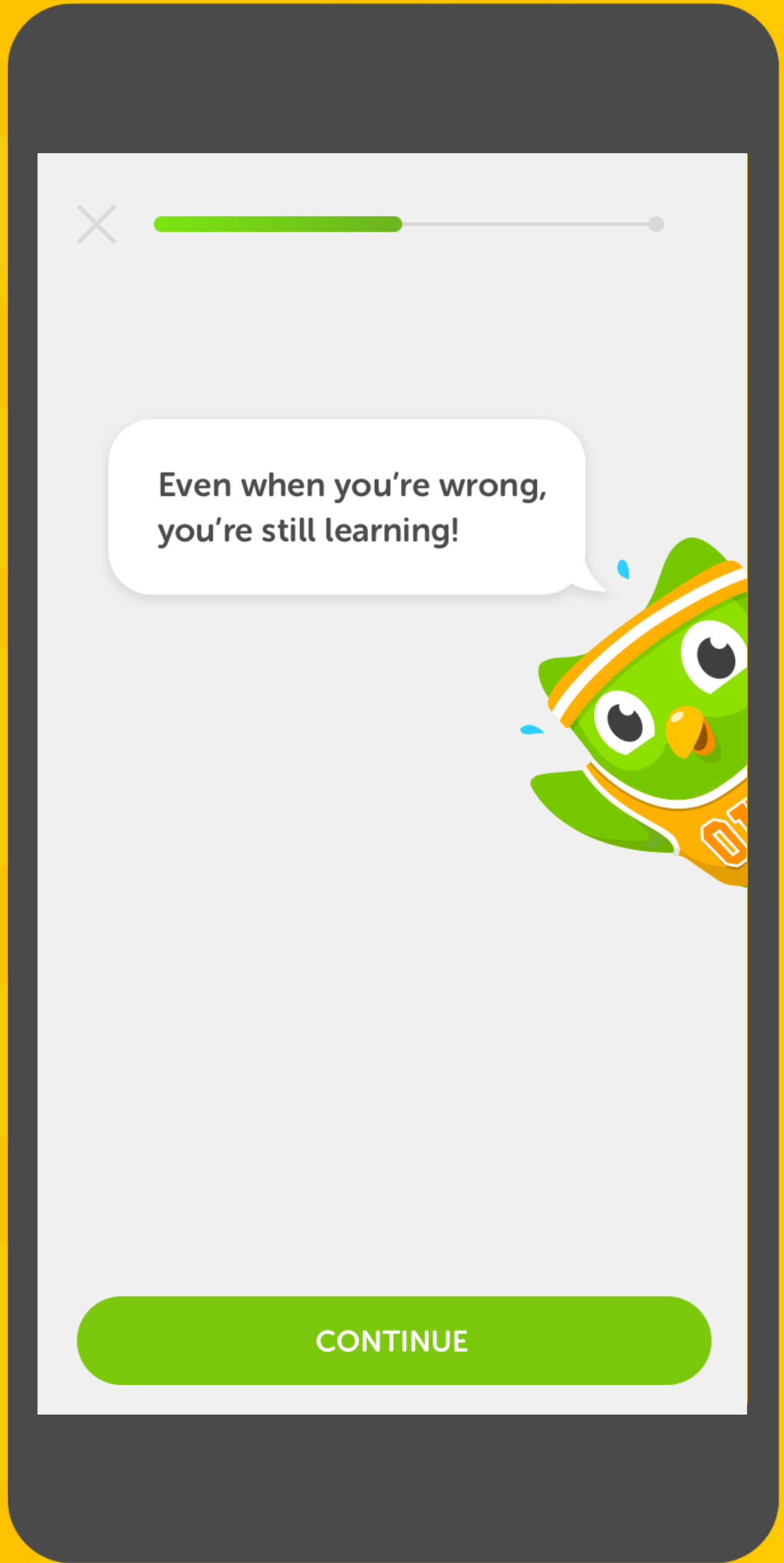
duolingo Free language education for the world.

Language Bird is crying.



Learn Italian today or he will eat a poison loaf of bread.

The next email will be a funeral e-vite



Even when you're wrong,
you're still learning!



CONTINUE



mascot



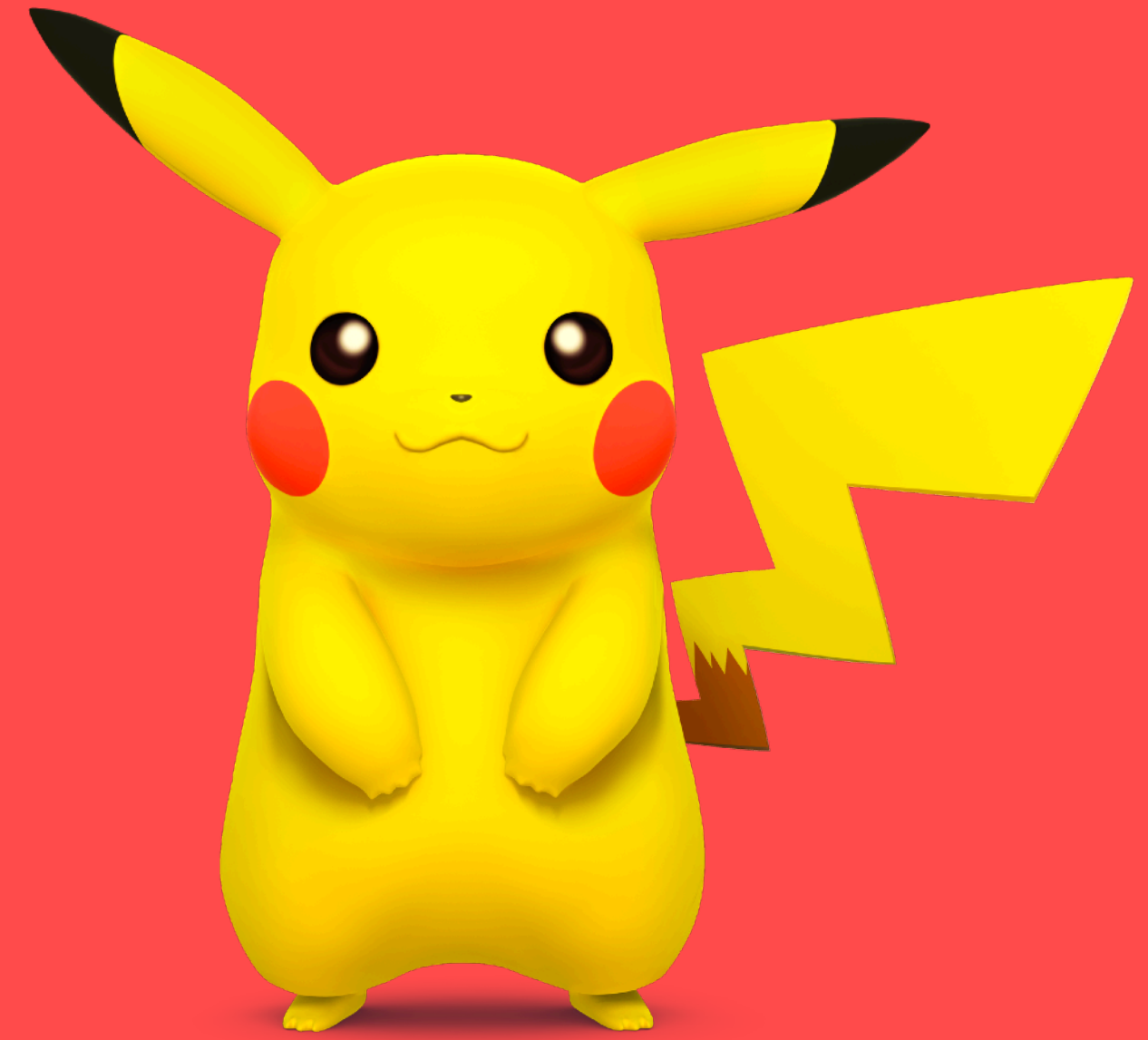
logo



mascot

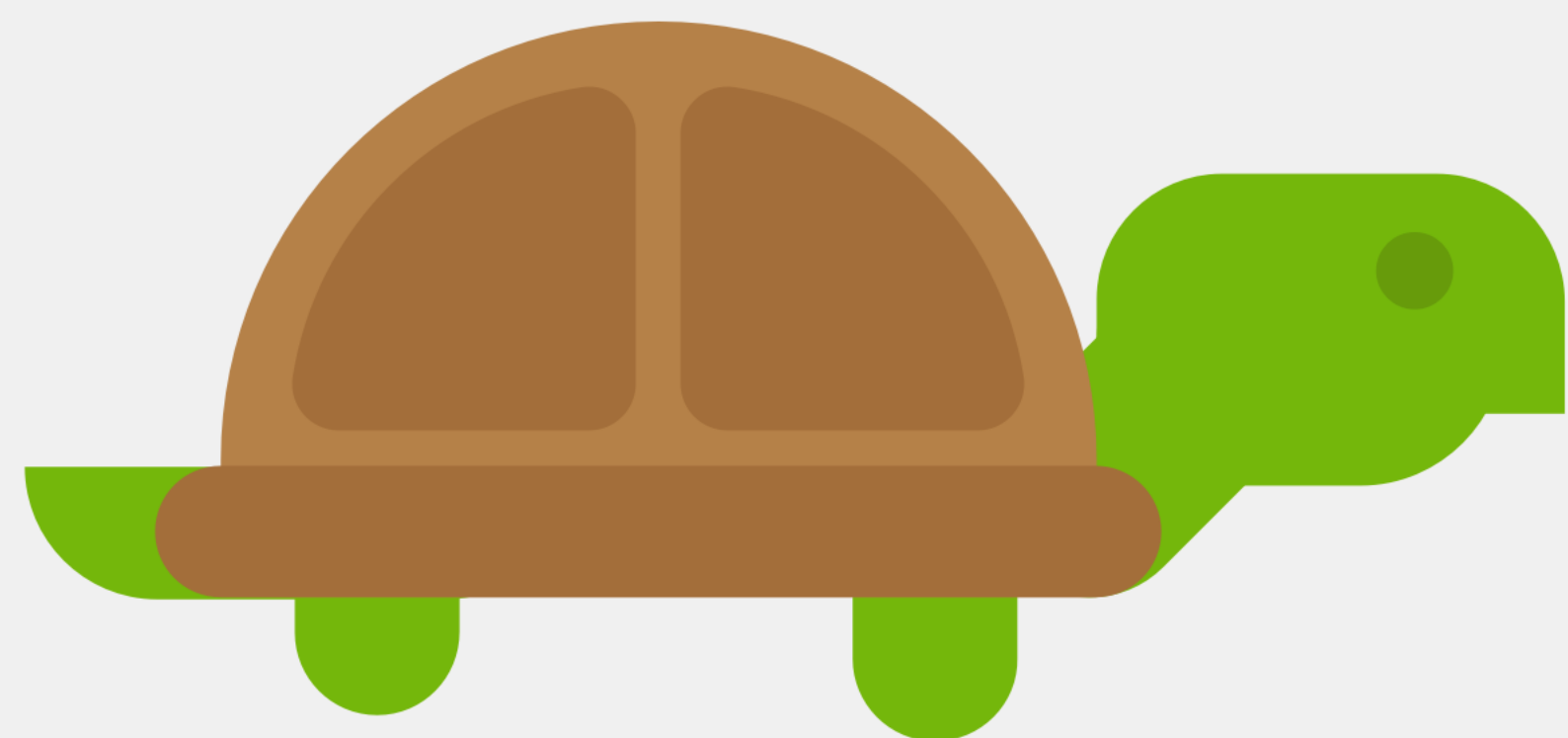


logo





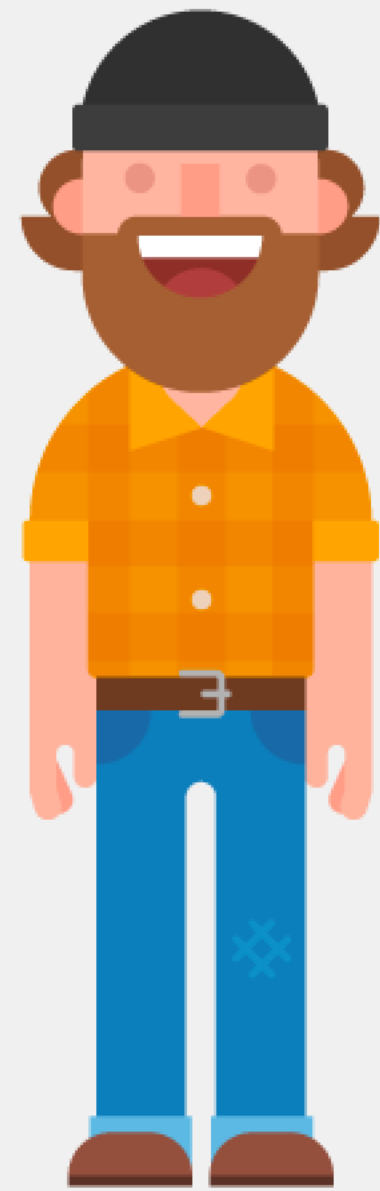
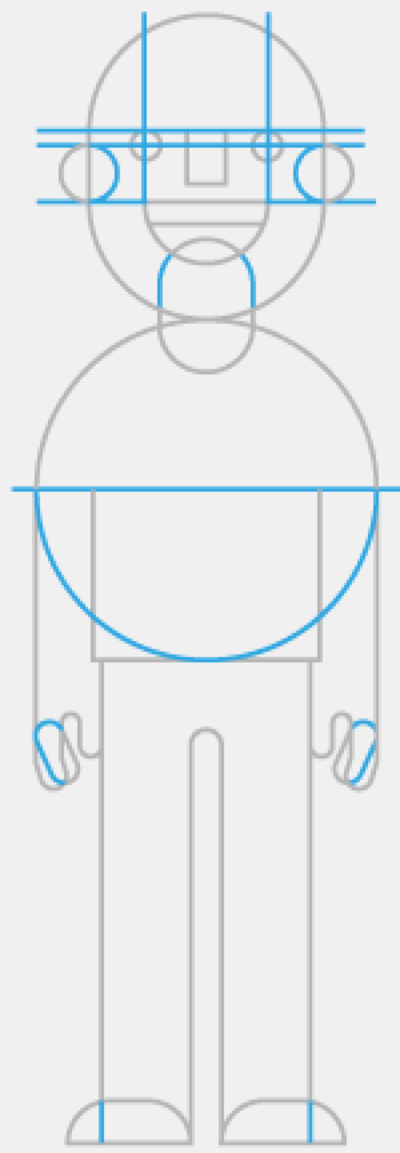




old



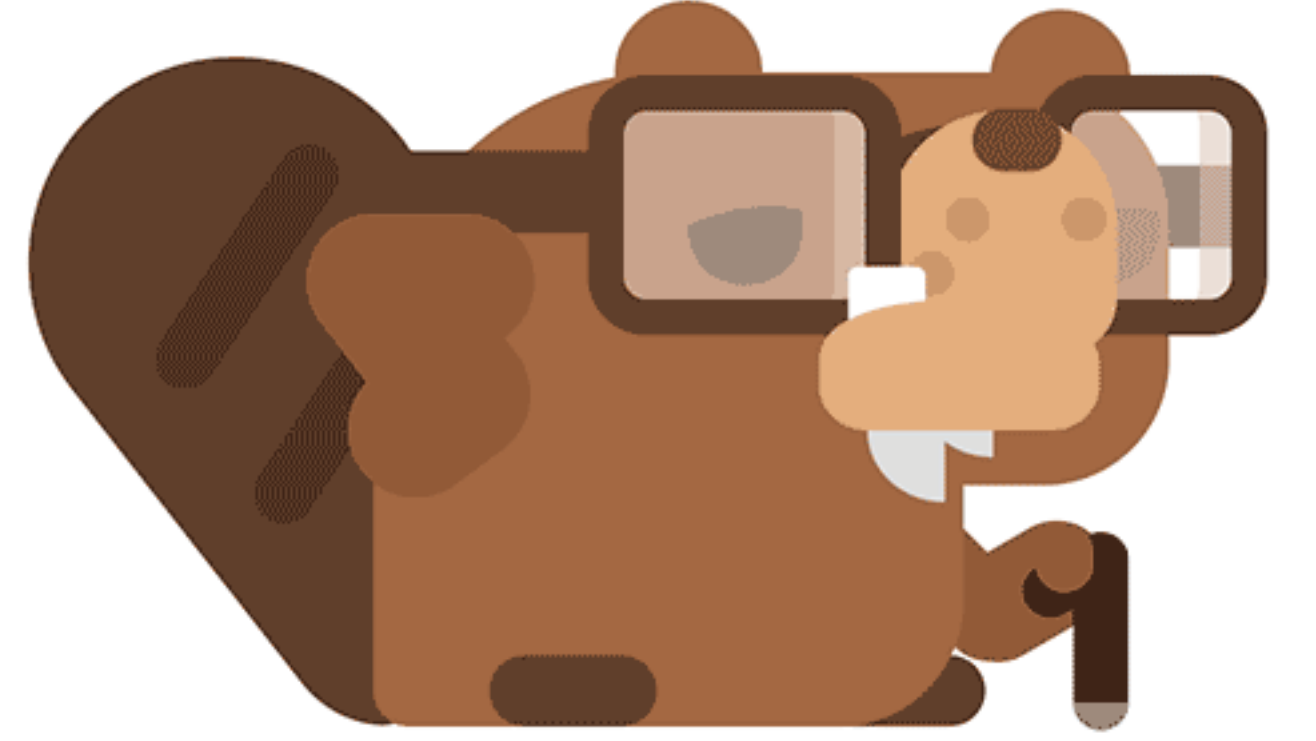
new



old



new

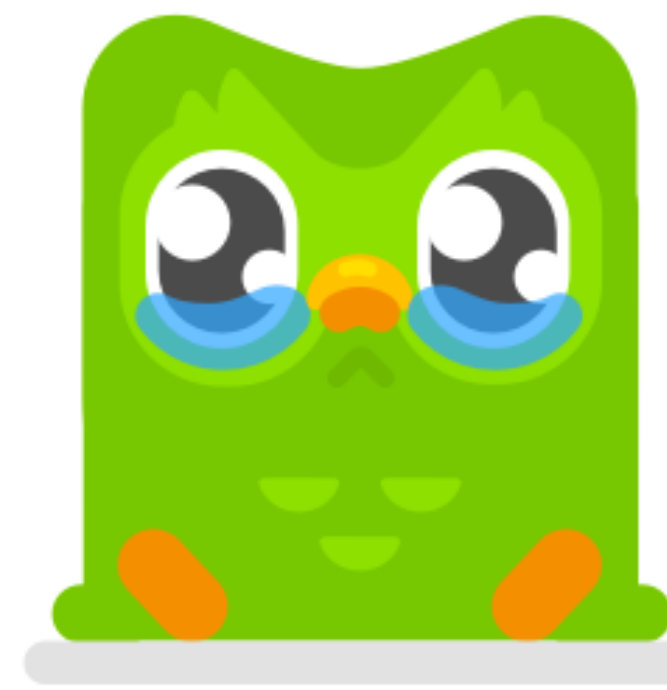




before



after



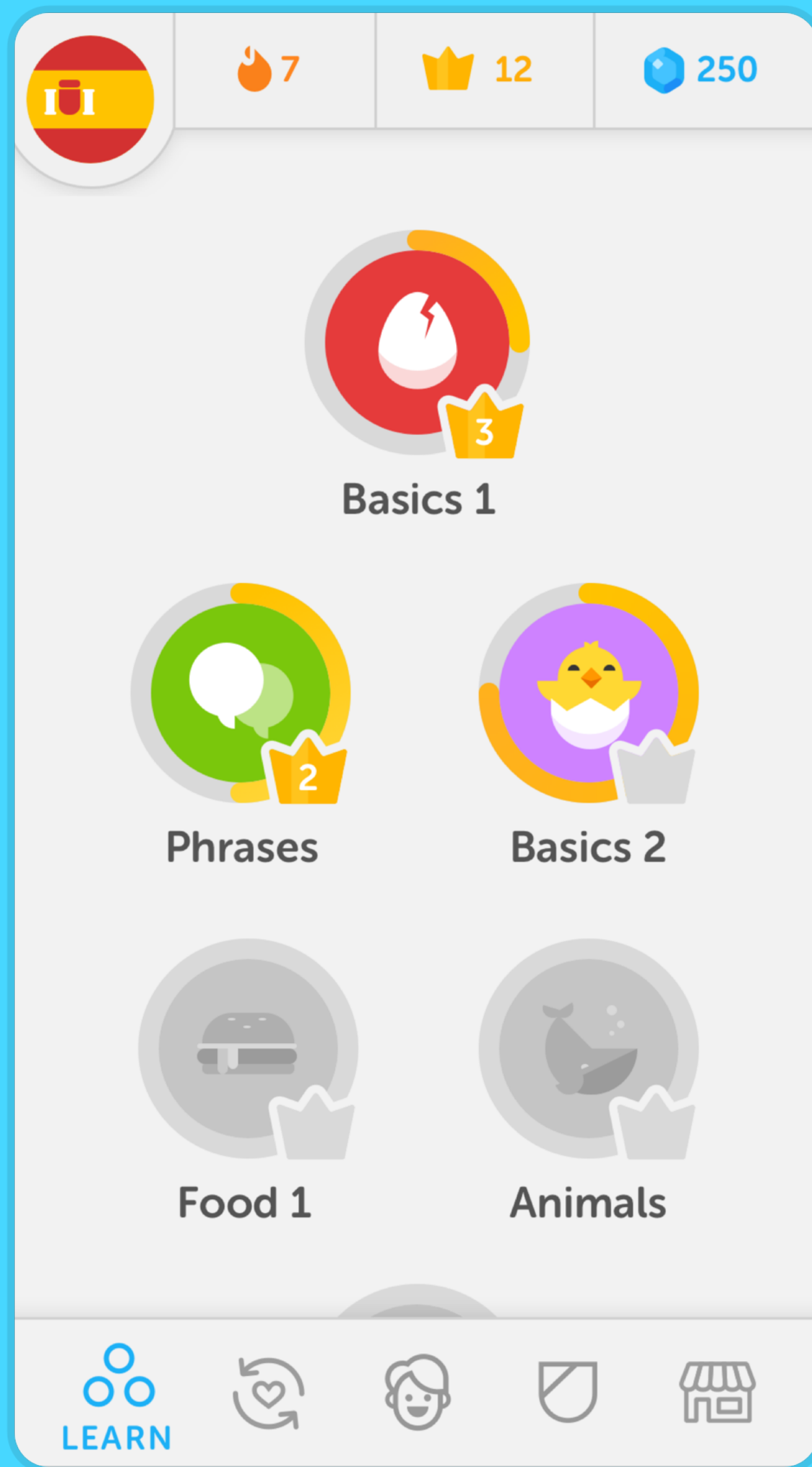
duolingo




We haven't seen you in a while.

Do you still want to learn French? Take a 5
minute lesson now!

GET BACK ON TRACK



Tap what you hear



Los

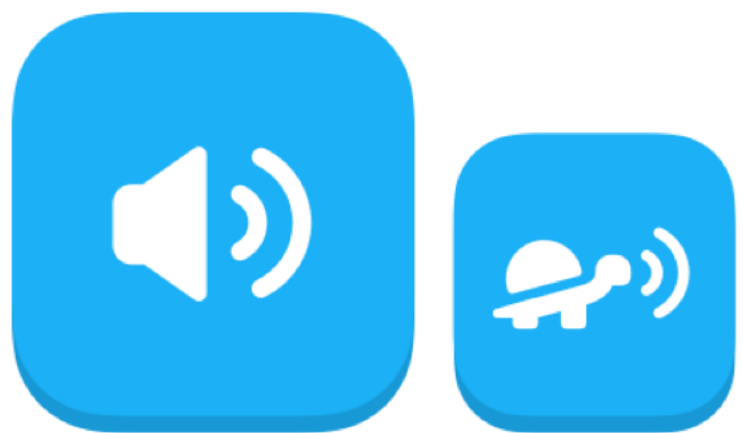
mi gatos traer

naranja no beben agua

CHECK



Tap what you hear



Los

mis gatos no

beben agua naranja

CHECK

Which of these is "the cheese"?

la fresa

el queso

el pescado

el sandwich

CHECK



Which of these is "the cheese"?

la fresa

el queso

el pescado

el sandwich

CHECK

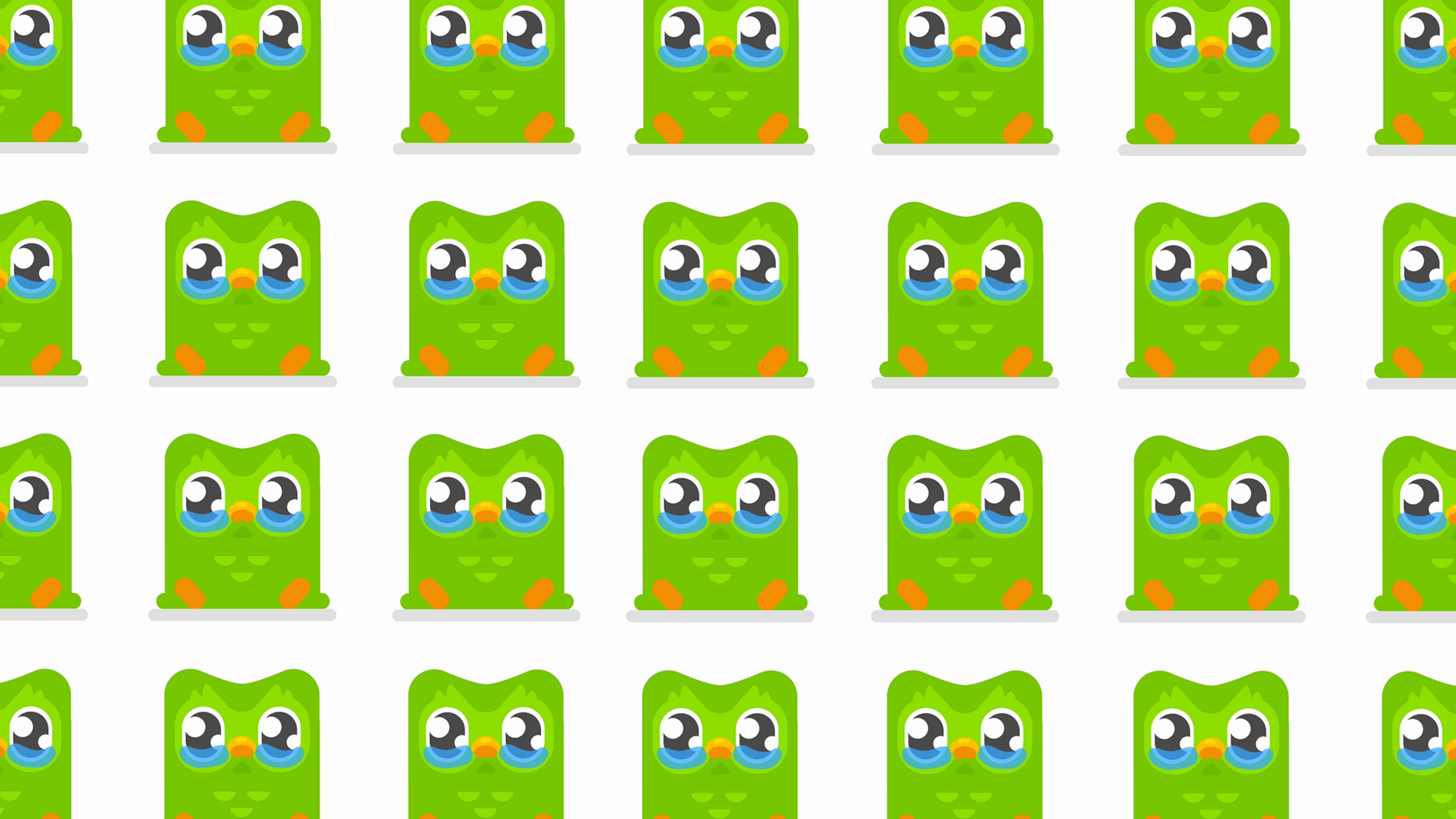






**You reached Level 3 in
Basics!**

You'll now get harder learning
content







taak!

beth chasse
twitter.com/justbeth