

Communication and in-app gamification

Duolingo



Language learning

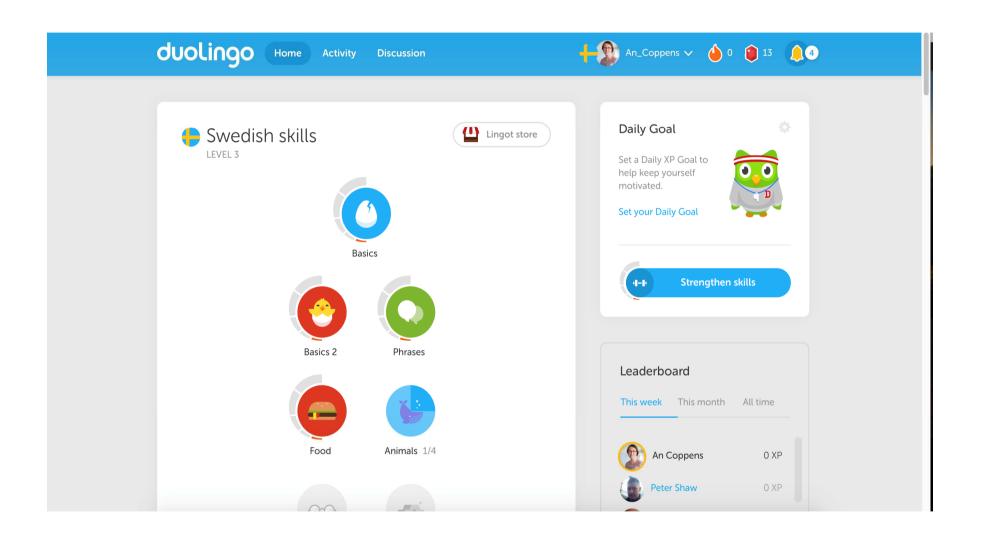
Best when practiced regularly

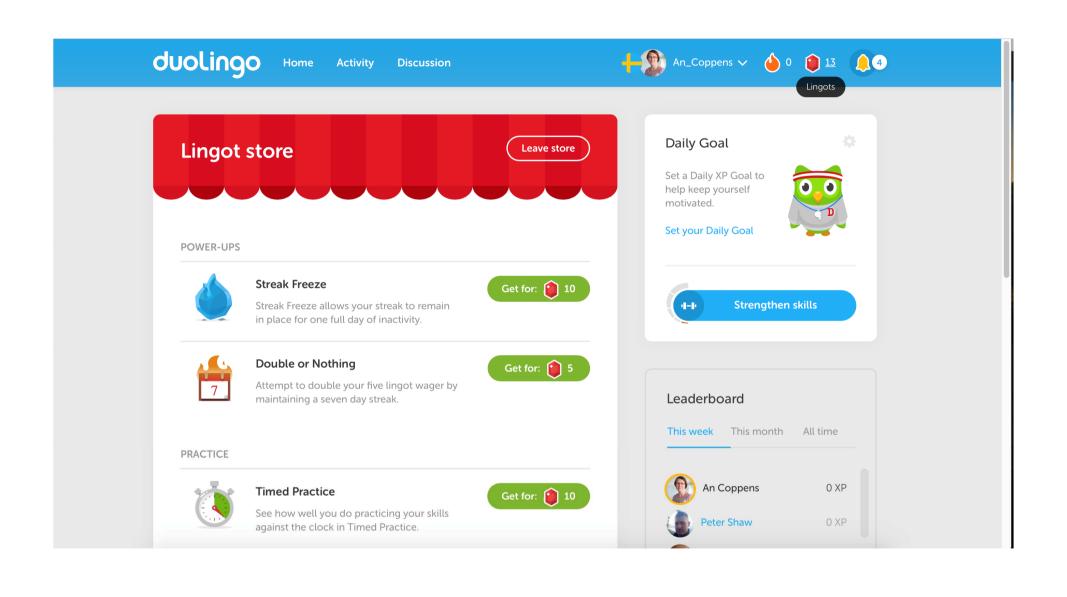
Vocabulary will increase over time, but you will forget words you don't use

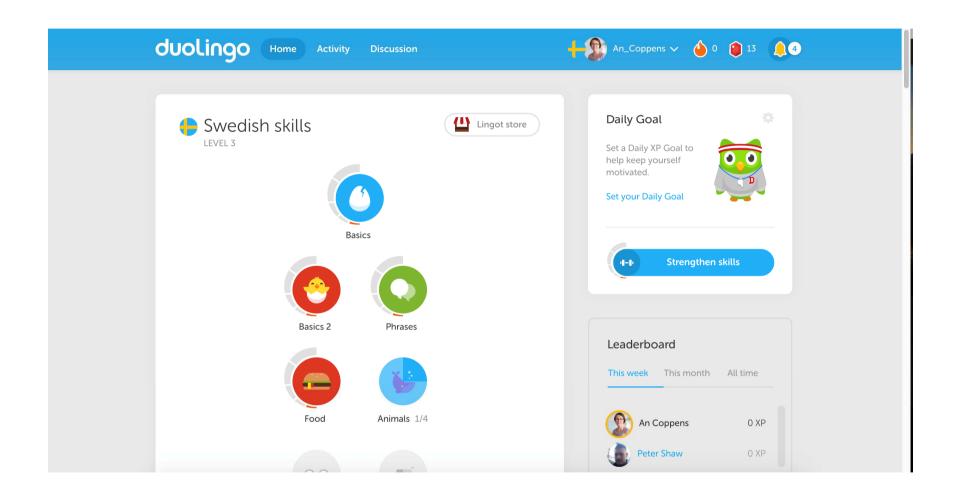
Students learn from mistakes being corrected

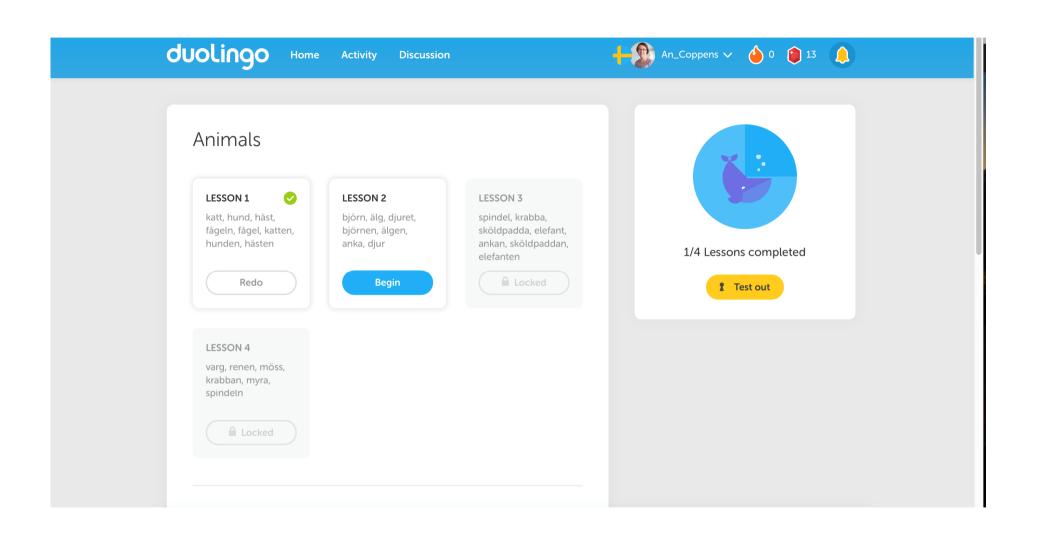
Instant feedback

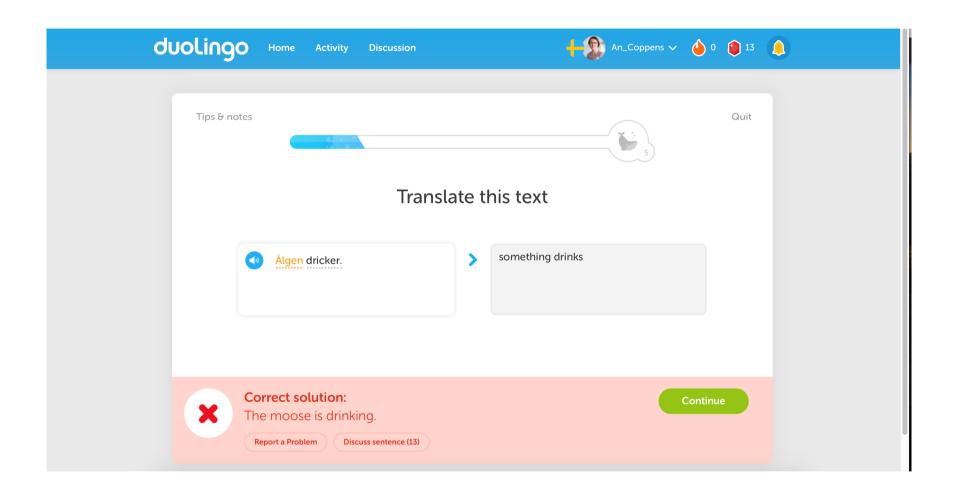
A path to mastery is often long

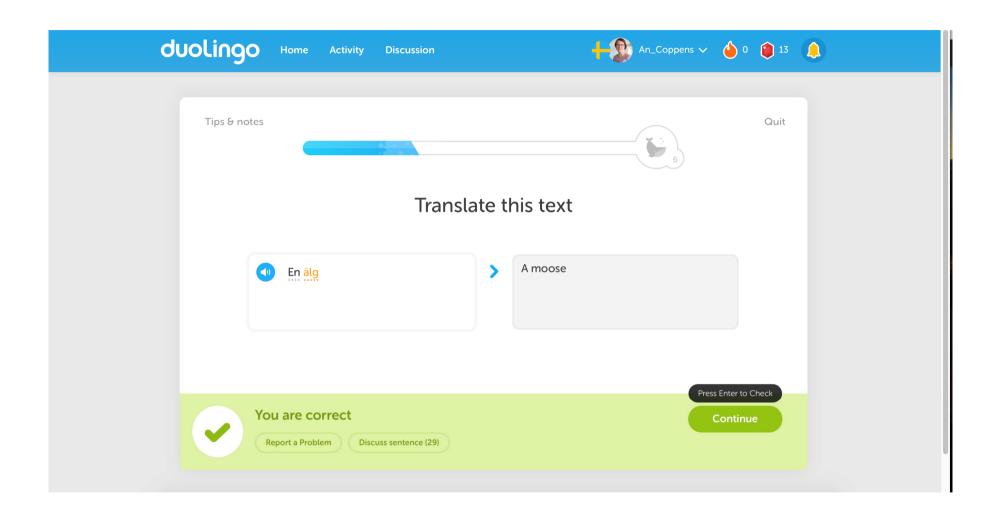


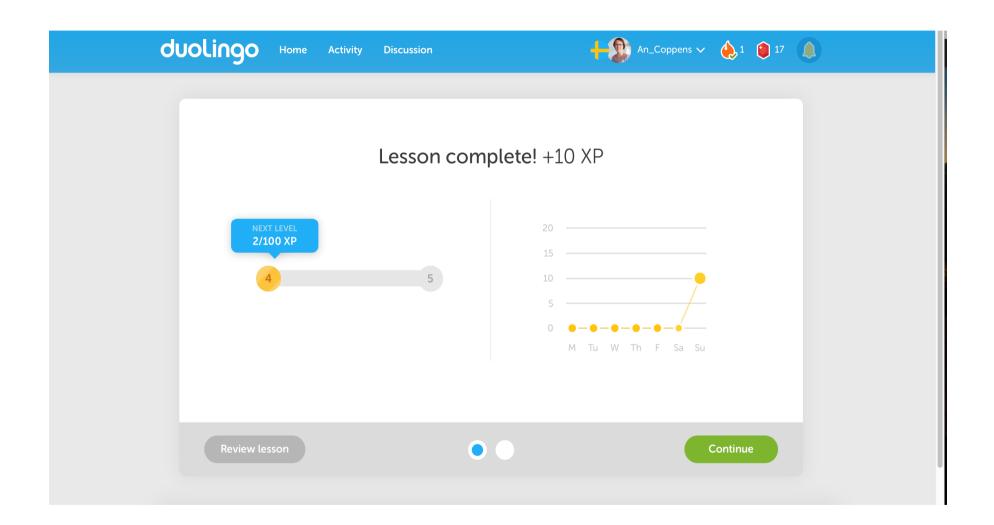


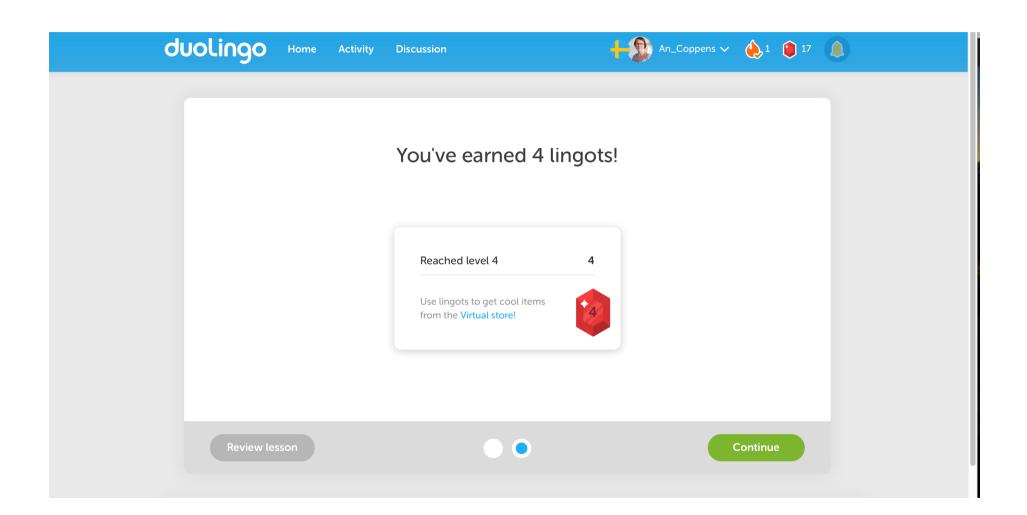


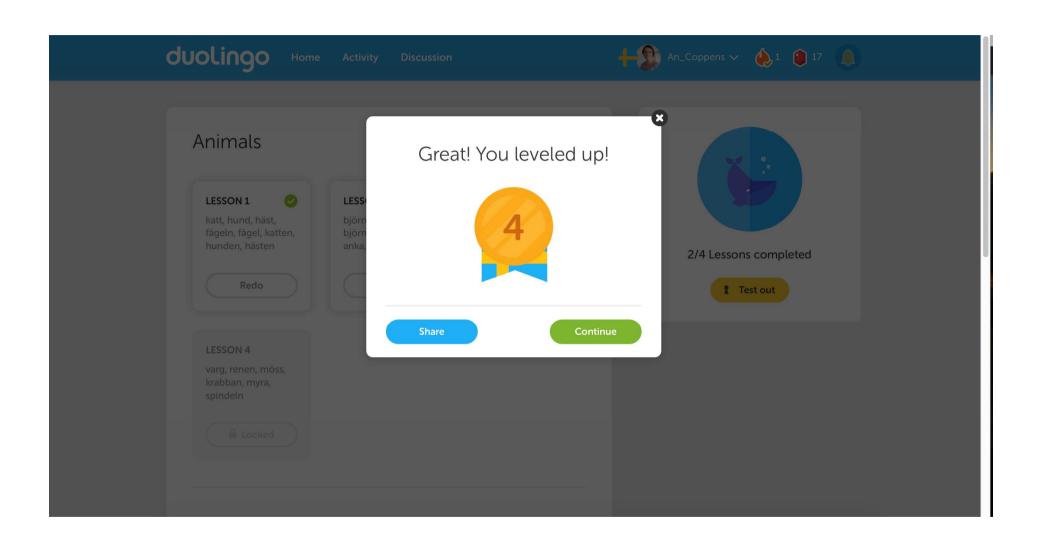


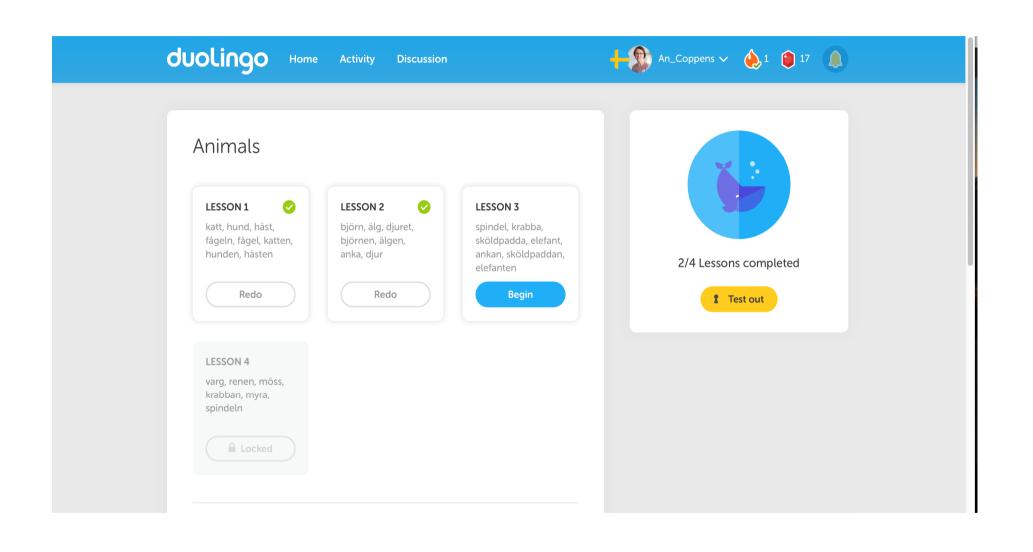


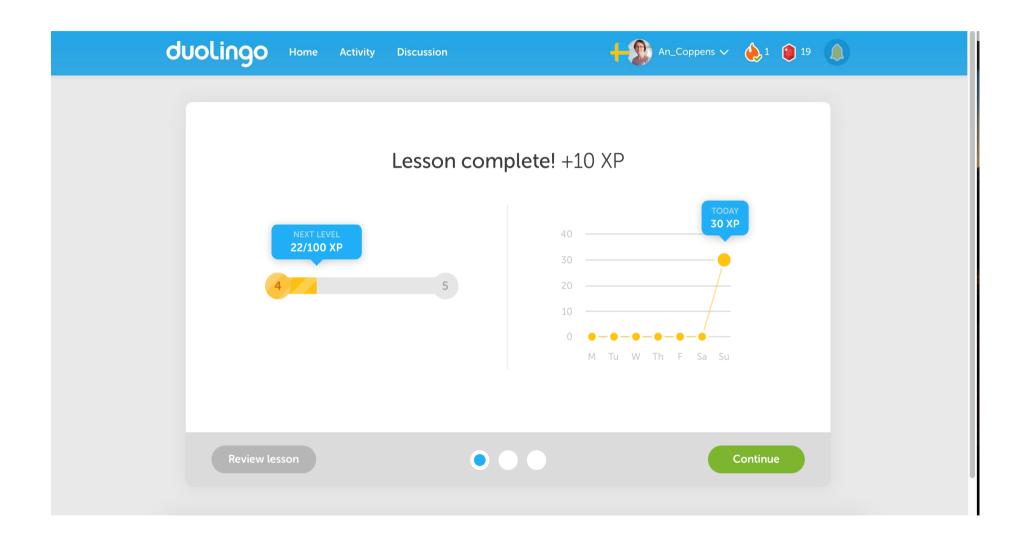


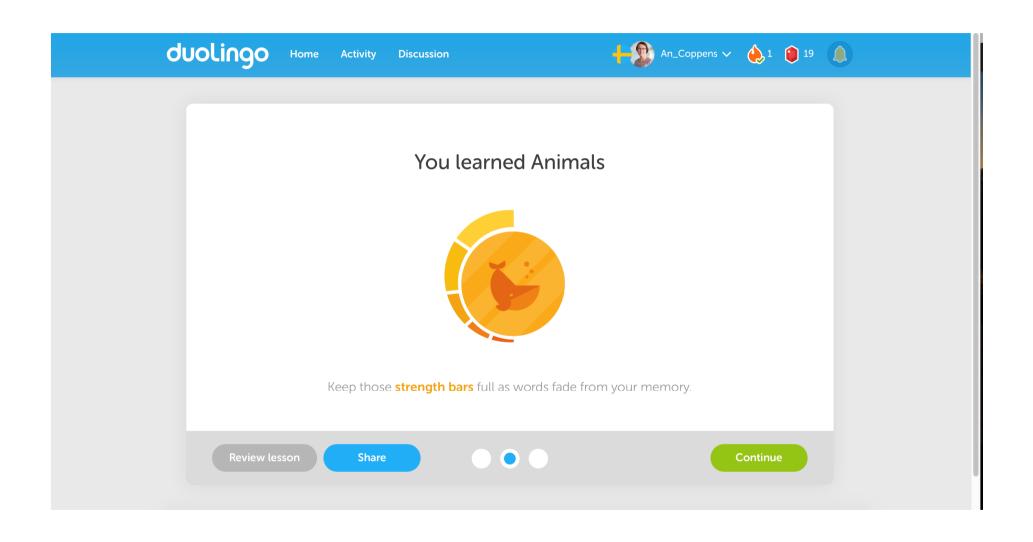


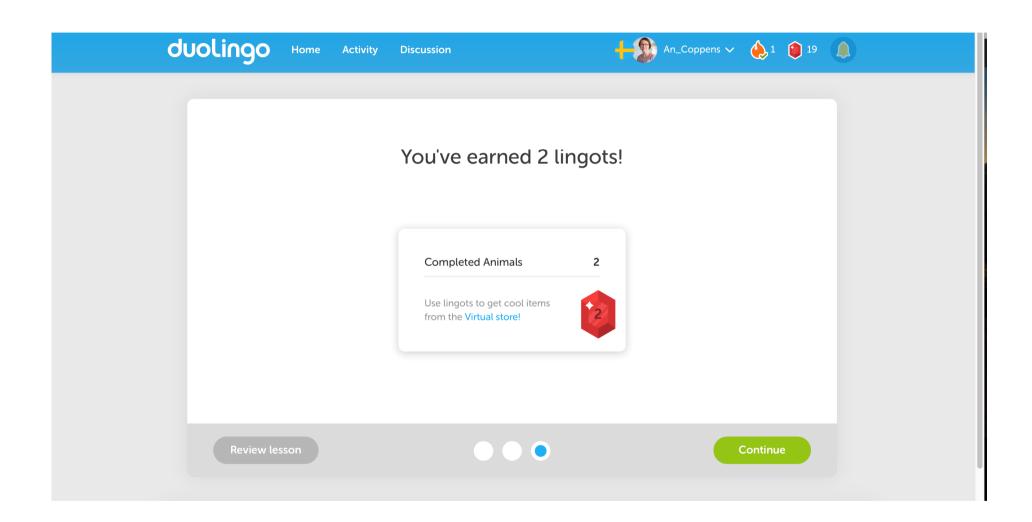










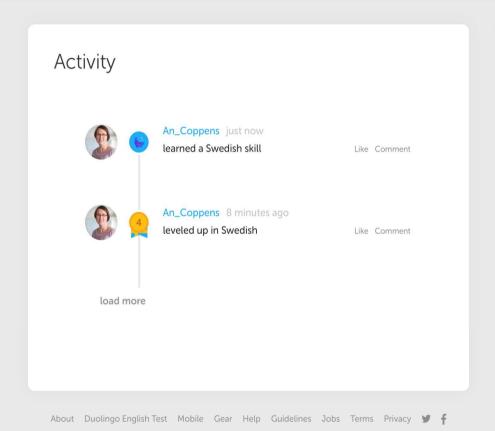


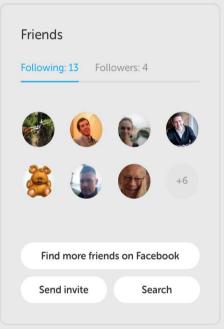














Gamification that works

Provides a journey to mastery

1st person experience focused

Allows for feedback – ideally instant feedback

Shows how I can win at each point

Reinforces the positive actions I have taken

Shows me how to keep up the great achievements

Has an optional social element



