

USER INTERVIEWS



Jaime P
45
music producer
Colombia

Guillermina M
59
teacher
Spain

Janet L
55
marketing manager
Germany

JAIME P

"I NEED TO LIKE HOW A LANGUAGE SOUNDS TO COMMIT TO LEARN IT"

Jaime wanted to communicate effectively with his boss and his girlfriend in a foreign country.



BERLIN, SEPTEMBER 2ND 2020

Why did you want to learn a new language?

I was in a foreign country and I needed to communicate with people. But I don't like to learn a language just because I like how it sounds. It happened with English. Being from South America, USA, it was our private lighthouse.

How do you feel learning it?

I feel really comfortable learning anything, not only a language.

What methods did you explore that can help you learning?

First, for English, I was exploring on my own online and I started learning from a Youtube channel called EnglishUp and with the Rosetta Stone web. Later on I used Duolingo.

How did you choose what app was the best option to learn?

That was when I started German, someone recommended Duolingo to me and I downloaded the app.

What did you like from the beginning?

The design is really good and it makes it look like a videogame, eg. the sound of the ball every right answer reminds me Mario Bros. The experience is designed like a videogame: accumulate points, means that you can use to have a reward tree and keep your streak, challenges and leagues make you compete with other users, the narrative and symbology with your progress from being an egg to becoming a chicken... Everything looks like a videogame and it makes you feel that you have valuable progress doing through the language.



I DO

"Someone recommended Duolingo to me and I downloaded it"

"I was exploring on my own online and I started using a Youtube channel and Rosetta Stone"

I THINK

"The examples in Duolingo are not realistic, a lot of times it makes no sense. It should teach you sentences for daily life"

"The experience, narrative, symbology and design are great"

I FEEL

"I need to like the language to commit, but in general I feel really comfortable learning anything, not only a language"

"Duolingo feels like a videogame, that you have valuable progress doing through the language"



GUILLERMINA M



"YOU NEED A LOT OF DISCIPLINE TO REALLY IMPROVE LEARNING A NEW LANGUAGE"

BERLIN, SEPTEMBER 2ND 2020
ADRIA TORRES

Why did you want to learn a new language?

First, because I think that everyone should have some basics in English. Second, in my case there was an unfinished business on web. And third, I would like to speak and understand better English because there are new people in my family that don't speak Spanish or Catalan.

How do you feel learning it?

We didn't learn much as kids, so we are insecure, at our age, to learn a language and speak it proper. I feel I must have a lot of discipline to really improve.

What methods did you explore that can help you learning?

I used to watch TV and some shows were helping, but at some point they were asking you to register and pay. The same happened with some webs. As I wasn't regularly studying, it made no sense to me. I didn't have the time or the commitment to do it. Hence I decided to use a free app.

How did you choose what app was the best option to learn?

I chose Duolingo because a friend of mine, who is teacher, was using it and she recommended it to me.

What did you like from the app?

It is easy and simple. I feel it really intuitive. It works with levels and the design is very pleasant.



I DO

"I chose Duolingo because one friend, who is teacher, recommended it to me"

"At first, I was learning every day. Then 3 times per week and now I didn't use it for 3 weeks"

I THINK

"The experience with Duolingo? It's worth it! The app is simple, easy and intuitive. For me it is flexible, free and I improved my speaking and vocabulary"

"I think everyone should have some basics in English"

I FEEL

"The ads make me stop and continue the day after... And I feel overwhelmed with the emails. I don't need motivational messages"

"To learn a language was an unfinished business for me"



JANET L



"MEET UP WITH NATIVE PEOPLE AND PRACTISE IS THE BEST WAY TO LEARN A LANGUAGE"

BERLIN, SEPTEMBER 2ND 2020
ADRIA TORRES

Why did you want to learn a language?

Because I love to travel around the world and to connect with friends.

How do you feel learning?

I feel like I lose interest if I don't learn in a group or in a foreign country itself.

What methods did you explore that can help you learning?

Most of the times I like to meet up with natives and practise the language, to travel to the country and interact as much as possible. That's my favourite way, the apps are good, but just to strengthen.

How did you choose what app was the best option to learn?

I usually choose mobile apps by recommendation of friends and the rating in the Play Store. This is how I chose Duolingo.

What did you like from the beginning?

I appreciated the nice fresh design and a fun way of learning.

How often do you use it and for how long to one session?

I started learning a few times a day, maybe from 5 to 10 minutes every time. I really liked the sounds the app made whenever you answer a question right. It's addictive in the beginning. After a few days I lost interest though.



I DO

"I choose mobile apps because of recommendation of friends and the rating in the Play Store"

"I started learning a few times a day, 5-10 minutes. After a few days I lost interest though"

I THINK

"The nice fresh design and the fun way of learning of Duolingo makes it a little bit addictive at the beginning"

"I would have achieved my goals if I would have been in the right category I belong to"

I FEEL

"I feel I lose interest if I don't learn in a group or in a foreign country itself"

"I felt like my languages skills are much better and in the app I'm learning too many things that I already know"

