

# **ASSIGNMENT 1:**

## Proposal for Feature Design



**DUOLINGO**

**PERSONA**FEATURE**DEMO**

Let's meet Jacquelynn.



# Jacquelynn Lincoln

## BASIC INFO

- 28 years old
- Single
- Lives in Kelowna, British Columbia

“I’m tired when I get home from work, but I really want to do something that’s just for me and stretches my mind in different directions.”

## EXPERIENCE

- Avid Duolingo user.
- Has explored Duolingo’s Podcasts and Stories.



# Jacquelynn Lincoln

## GOAL

Conversational mastery to help justify a trip to Germany.

**PERSONA FEATURE DEMO**

Introducing  
Duolingo Radio

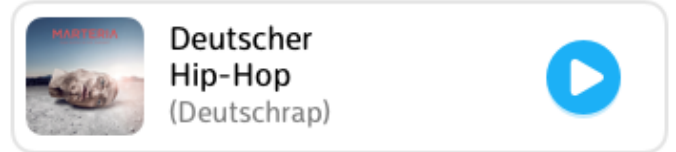


# Duolingo Radio

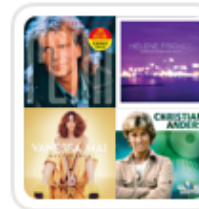
- Stream songs from user's language of study.
- Variety of genres and types of songs available.
- Immerse yourself in language and culture through music.

## Radio

### RECENTLY PLAYED



### RECOMMENDED PLAYLISTS



Schlager  
Essentials  
(Hit Songs)



Deutschrock:  
Compiled  
(Rock)



Ramon  
Roselly  
(Pop)

### PLAYLISTS FOR YOU



Karlheinz  
Stockhausen  
(Classical)

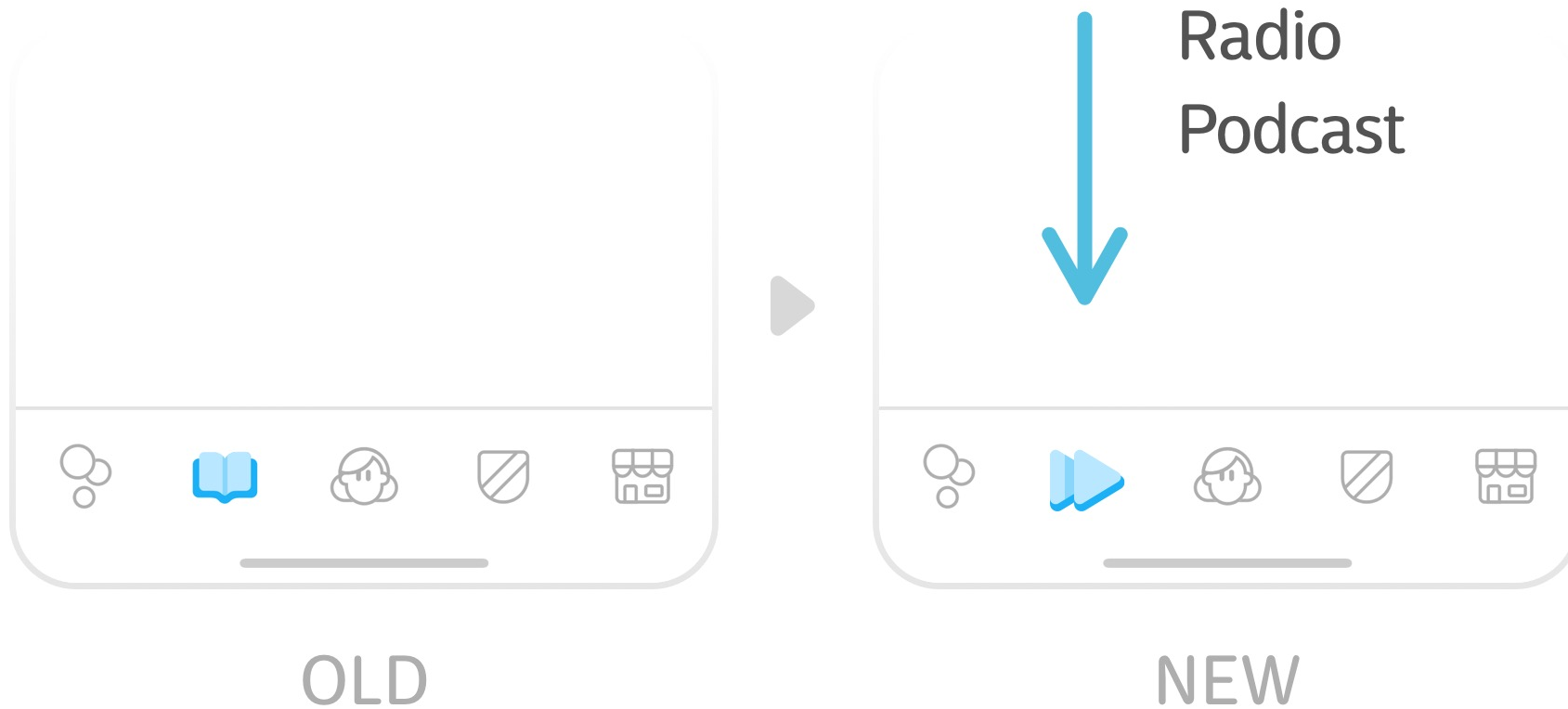


Rammstein  
(Dance-Metal)



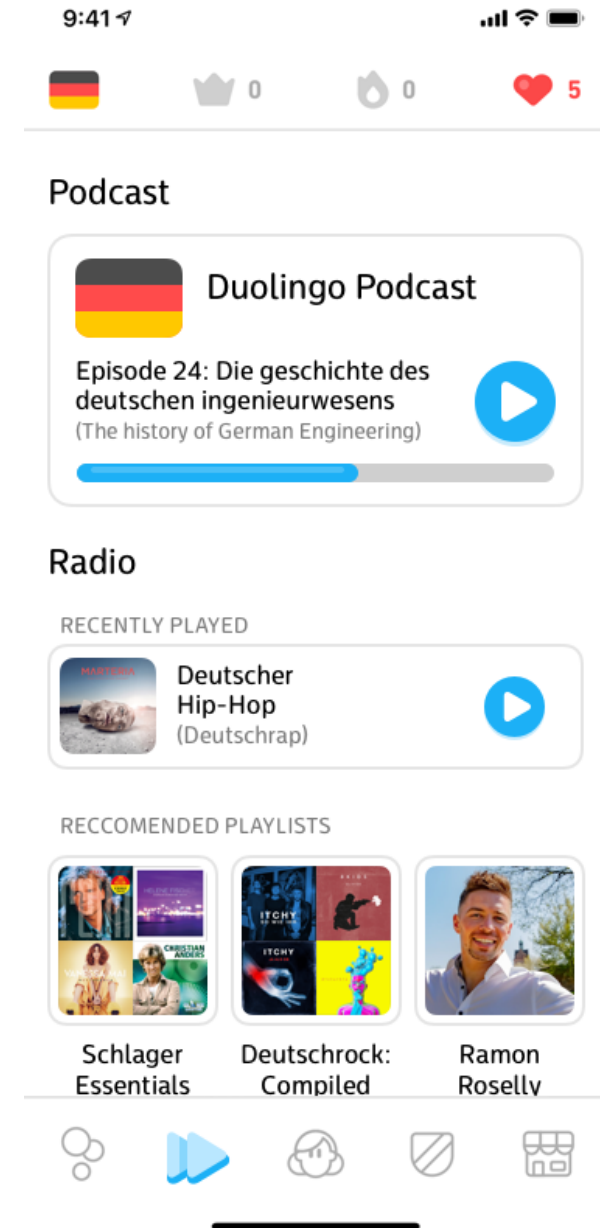
Top Krautrock  
(Experimental)

# Where does it live?



# How does this help Jacquelynn?

- Helps to gain a better understanding of the German language.
- Obtain a better understanding of the culture.
- Can introduce her to new music.



**PERSONA FEATURE DEMO**