

Competitor Analysis

Christie Sue



Duolingo

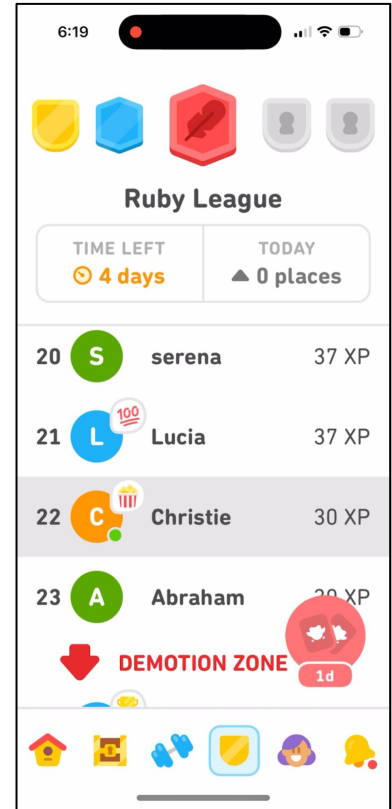
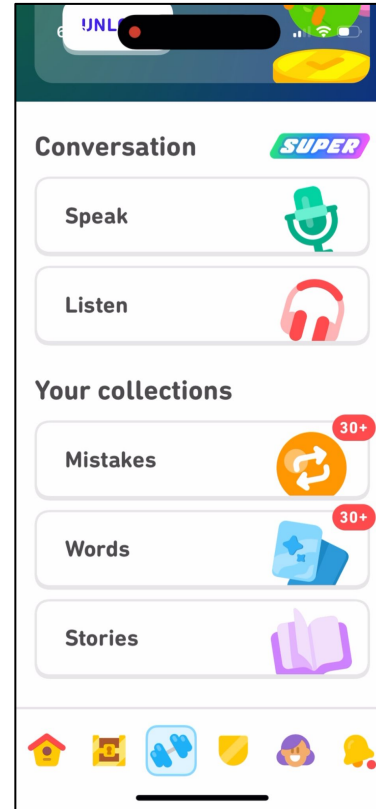
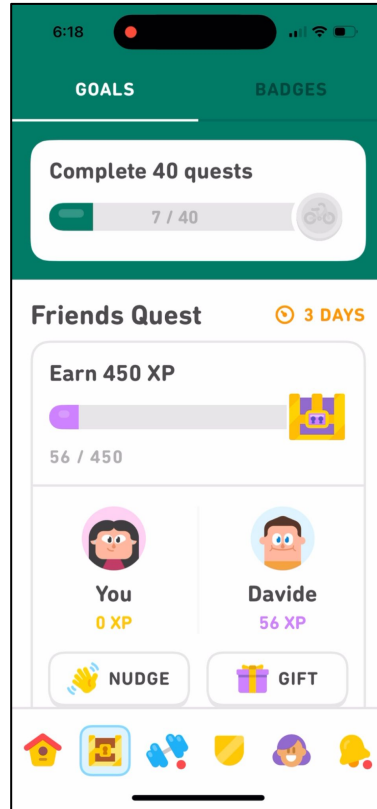
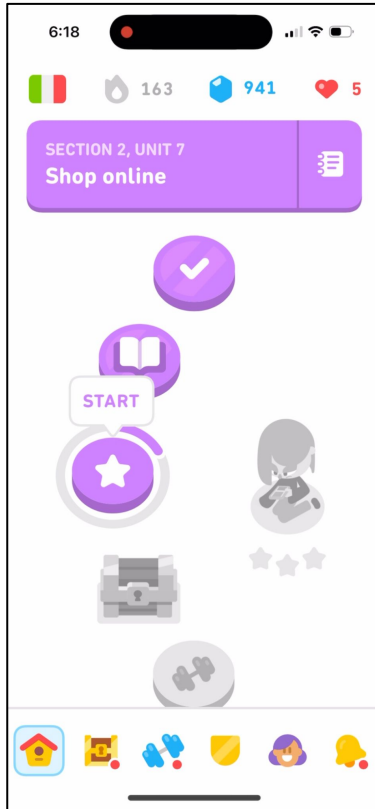
Positive

- Resumes where users left off with starting point clearly highlighted
- Incorporates social features - gamification, leaderboards, friends, and streaks for motivation
- Offers opportunities to reviewing mistakes and practicing vocabularies

Negative

- No initial tutorial although the app is fairly intuitive
- Menu bar icons require clicking into them for clear understanding of function
- Excessive graphics may appear overwhelming for some users
- Gamification elements like completing quests, chests, earning badges can be confusing to some users

Duolingo - Screenshots



Rosetta Stone

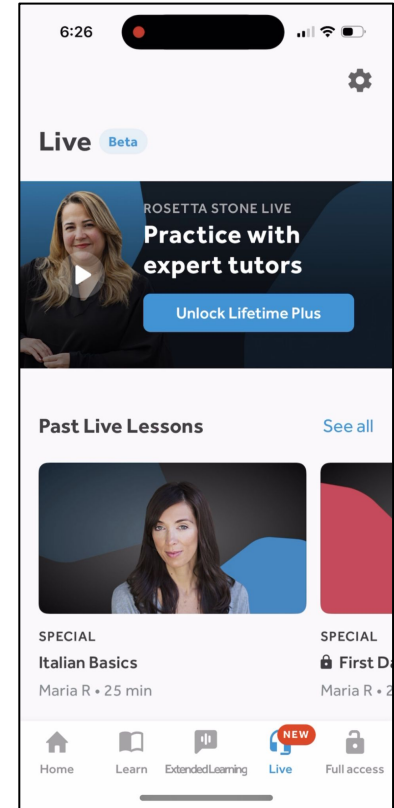
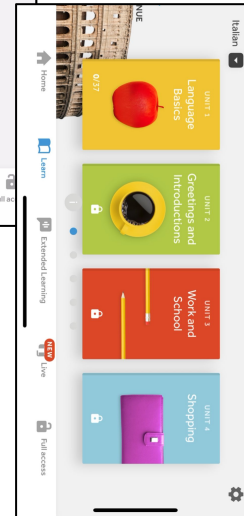
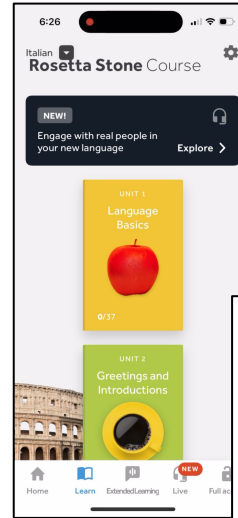
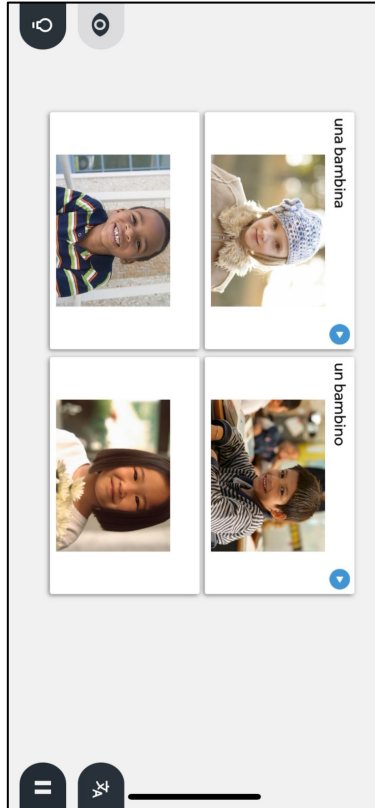
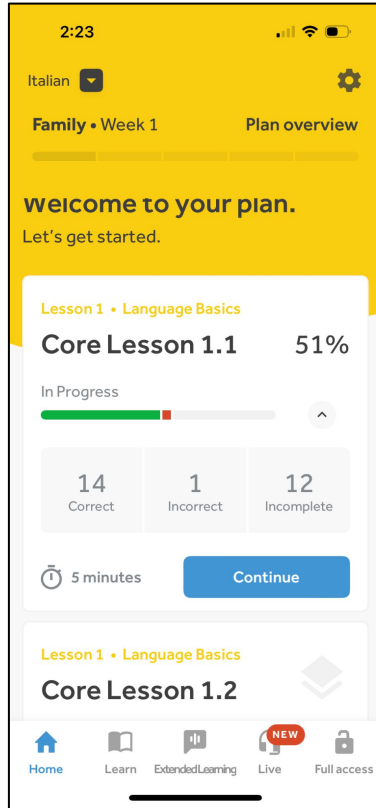
Positive

- Menu bar icons have text labels for clear definition of function
- Progress is quantified with numbers and percentages
- Utilizes real-world pictures instead of animations or drawings to prevent misunderstandings
- Provides a holistic experience with lives lessons, on-demand videos, cultural insights, and conversational tips

Negative

- Switching between lessons via progress bar is counterintuitive; swiping left or right would be more user-friendly
- No opportunities to review and practice past mistakes
- Inconsistent transitions between horizontal and vertical screens; users unable to personalize screen orientation
- Visuals in lessons are off-centered

Rosetta Stone - Screenshots



Memrise

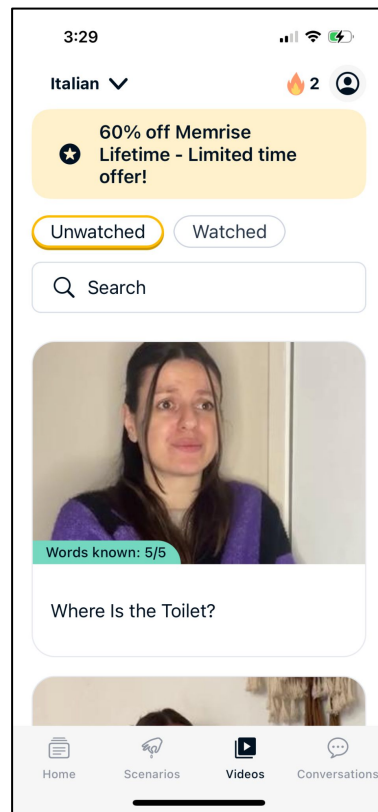
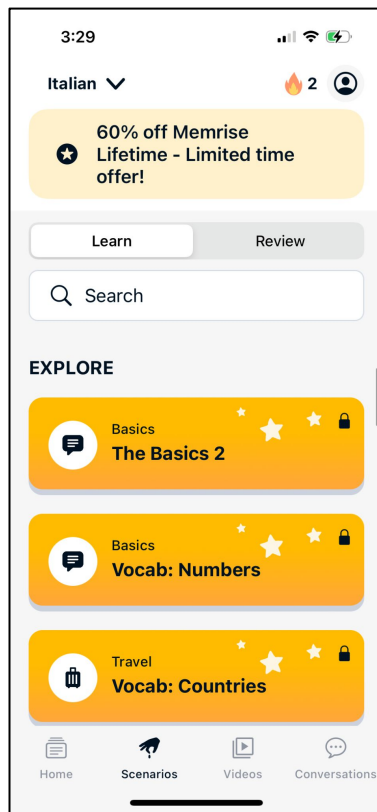
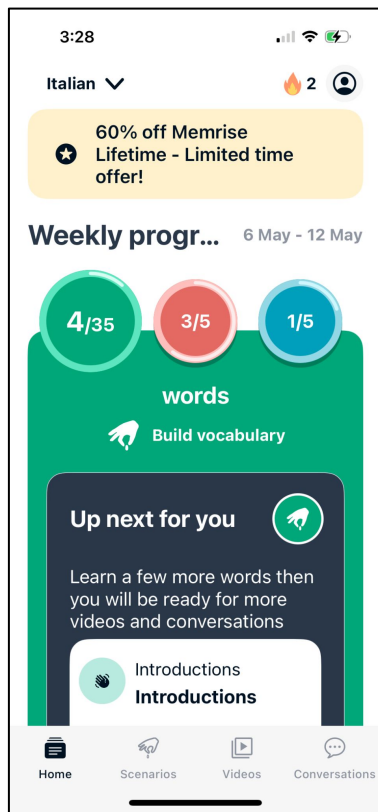
Positive

- Onboarding includes a conversational video and written conversation to assess user's learning plan
- Learning reminders assist users in scheduling daily learning sessions
- Progress displayed with quantifiable numbers
- Categorized learning - vocabulary, listening, speaking/writing with AI
- Opportunities to review and practice vocabularies
- Video and written conversation suggestions based on vocabularies learned

Negative

- Most topics require payment
 - Less in-depth vocabulary learning
 - Decreases user retention

Memrise - Screenshots



Summary

User Experience Design (UXD): “Improve utility, ease of use, and efficiency in a user’s interaction with a product” (CareerFoundry)

- Duolingo effectively supports vocabulary and language learning goals. Ease of use depends on user engagement with gamification and social features.
- Rosetta Stone focuses on the goal of vocabulary learning. However, it lacks personalization and user interface design, which impacts user experience of the app.
- Memrise possesses ease of use and efficiency in users’ interaction with the app. It falls short in vocabulary learning due to many lessons requiring payment, unlike its free alternatives.