

Duolingo Onboarding User Flow

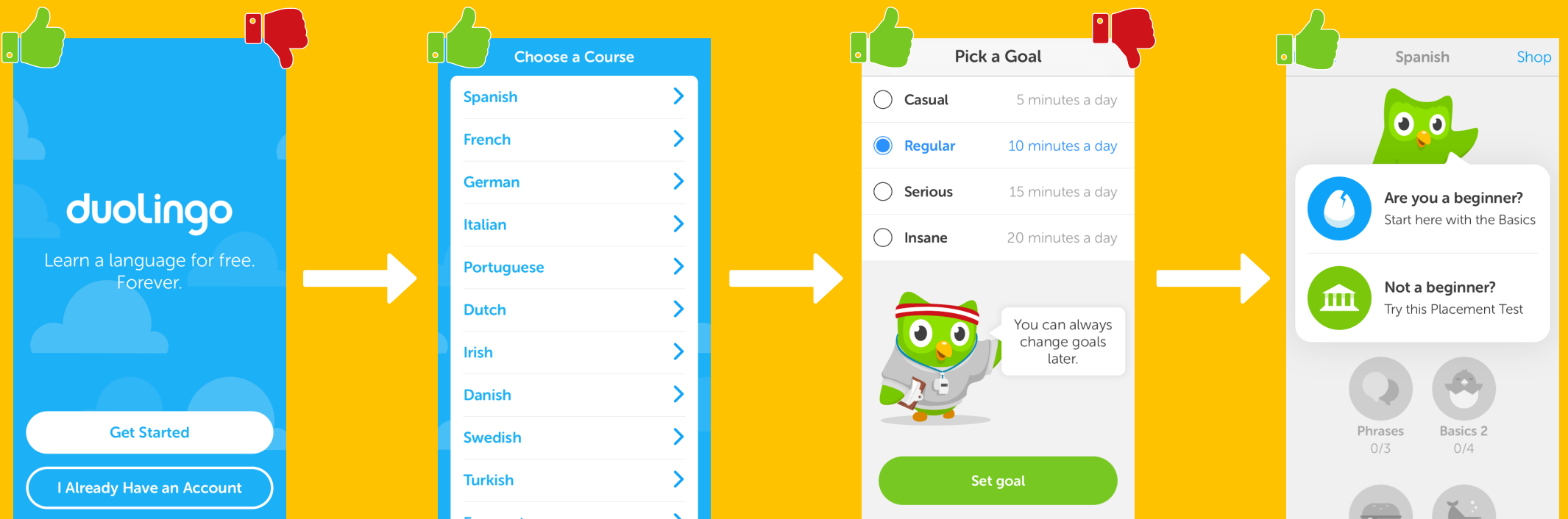
Setup This is where the designer tries to convince the user that the application is worth using.



The app has a clever and well designed app icon. It clearly tells the value of the app and draws you in with it being "free".

The app page looks professionally designed and has great reviews.

Introduction This is where the designer shows how to use the application.



As soon as you open the app a notification screen pops up asking about notifications. This is disturbing considering we have not used the app yet.

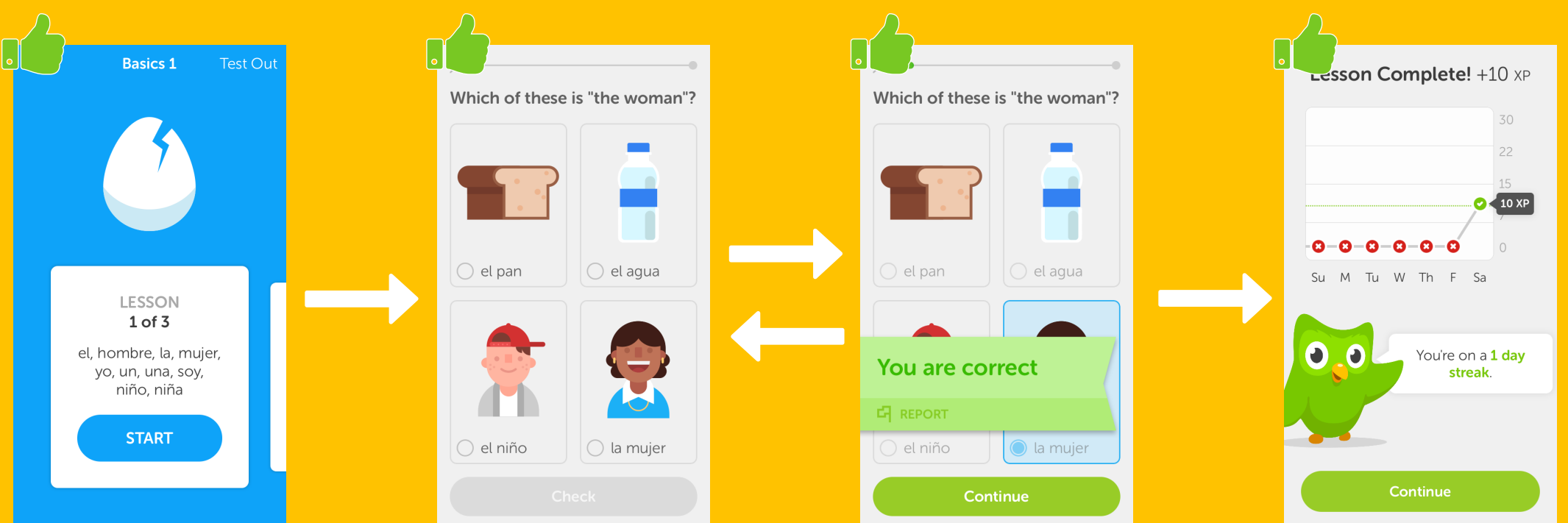
The home screen is nice in that you don't have to log in to get started.

Here user are presented with many options for languages you can learn in order of popularity. It is very easy for users to understand and choose a language.

On this screen the language is a bit unclear. It asks you to pick a goal and then lists types of users. Casual regular, etc are not goals.

Despite this, setting your "goal" is easy and intuitive for users.

It gives options for advanced users to jump ahead in their learning by taking a placement test.



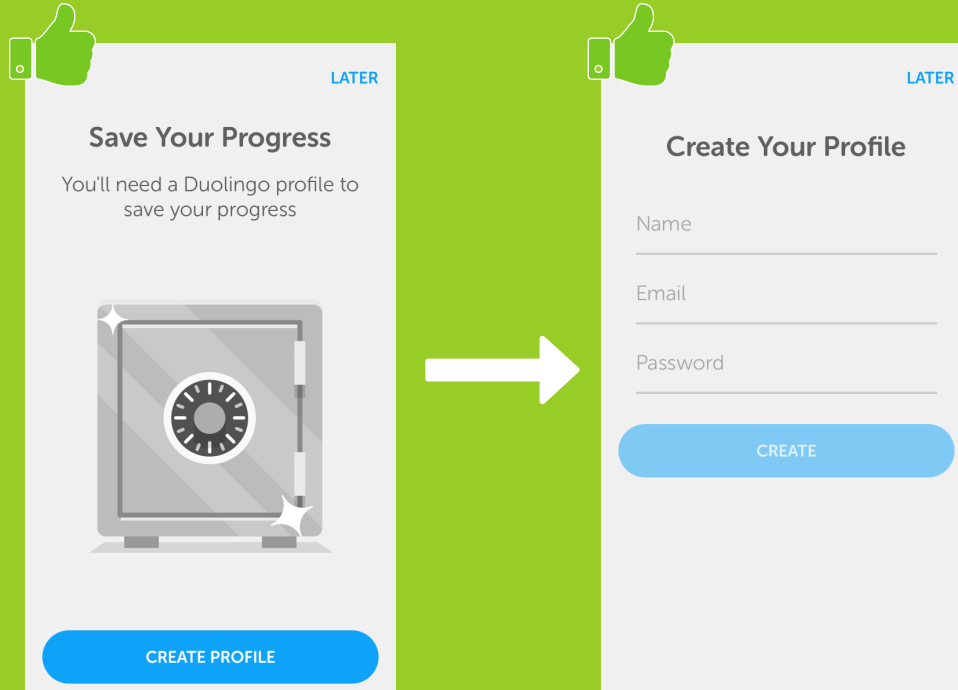
Jumps right into the lesson. You can try before you buy.

They teach you how to use the app by throwing you right in and allowing you to use it. Understanding how to use the app is made clear without a lot of directions.

They make the lessons for beginners really easy. As a result you receive positive reinforcement which makes you want to continue.

More positive reinforcement! It shows your progress and makes you want to achieve more.

Registration This is where the designer asks the user to supply personal information and commit to something.



After completing your first lesson you are informed that you won't be able to save your progress without registering. What user wouldn't want to save their progress? It also gives you the option to register later.

The registration form is very simple. After filling out the information it takes you right back to your lessons.

However, it doesn't give you any feedback after clicking "Create". You just have to trust the account was created and wonder what the next steps are. Hint*: There are none, which is nice.