

Duolingo x Iovine and Young

Innovator's Forum Prompts · Fall 2026

At Duolingo, we believe strongly in learning by doing. Our interactive lessons combine learning science and motivation to optimize learning. We offer over 100 courses teaching 40+ languages, and each one brings you a new way to connect with the people and cultures you care about, [all for free!](#)

We've recently expanded beyond languages into new subjects including [Chess](#), Music, and Math. We're innovators in using technology to teach and even developed our own approach: [The Duolingo Method](#).



We're obsessed with raising the bar and regularly [evaluate the efficacy](#) of our content. When we find gaps, we build new features to close them: in 2023 we launched an in-app short-form podcast, [DuoRadio](#), to better teach listening — the prerequisite skill for speaking.

A large part of this delightful experience is driven by our cast of world characters - familiar faces you see in your lessons - across our app and brand. Our characters are

your teachers, friends, and study partners throughout the wide range of learning experiences on Duolingo.



Some of Duolingo's Characters (from L to R): Zari, Lin, Oscar, Duo, Vikram, and Bea

PROMPT 1:

How we learn is changing, and so are the tools we learn with — textbooks, laptops, and now AI are all part of the mix. How might we continue to make learning fun and effective?

Teach Me Something — Installation Concept

Design a physical installation that teaches a visitor something in 10 minutes or less — without a teacher present. Your installation is the teacher.

- Pick your subject
 - Choose something you (as a team) genuinely want to teach. It can be niche, playful, or serious — ideally using an existing language or subject from Duolingo.
 - Our 'Top 9' language courses: English, Spanish, French, German, Italian, Portuguese, Japanese, Korean, Chinese.
 - Our 'New Subjects' courses: Chess, Music, Math
- Apply the 'Duolingo Method'
 - Think about what makes learning sticky: bite-sized steps, instant feedback, low-stakes repetition, a sense of momentum and progress. Translate those mechanics into a physical, spatial experience.
 - You can have digital elements, if needed!
- Bring your generation's lens

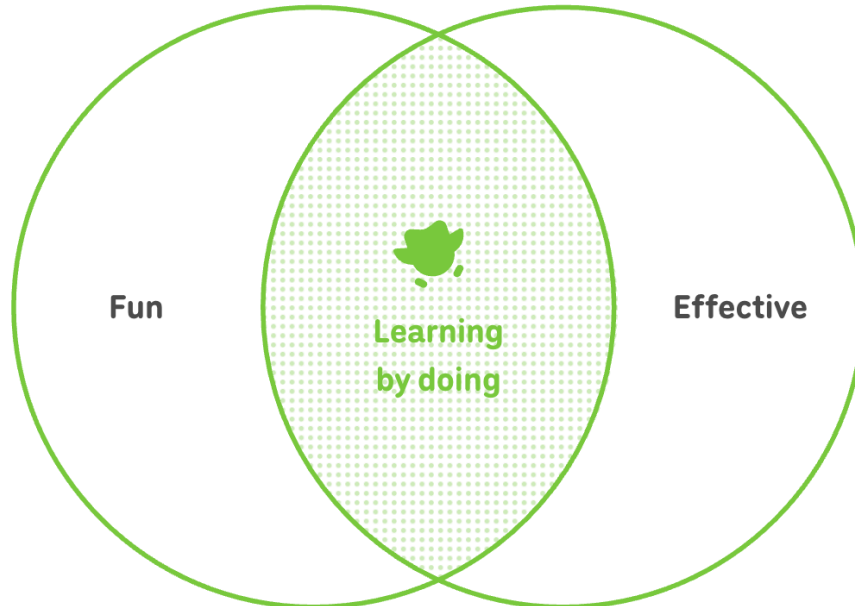
- Articulate how Gen Z/Gen Alpha actually learns, plays, and pays attention.

Your proposal must address:

1. What you're teaching and why you chose it,
2. How the installation teaches aka the 'mechanism',
3. The journey of how a visitor moves through the space: where they enter, how they learn, how they know they're 'done' and what they walk away with.

Consider the following for inspiration:

- [Duo's Taqueria](#) – discounted tacos for practicing Spanish!
- [DuoMart](#) – physical installation in Japan, modeled after Japanese storefronts.
- Two Bit Circus (in LA) – reimagining a 'STEAM' carnival!



PROMPT 2:

Duolingo's characters are an important part of our lessons.

- In [DuoRadio](#), characters act as hosts of their own podcast, telling you stories in a new language and quizzing you throughout.
- In [Adventures](#), you play as a character in a role-playing exercise, helping other characters, speaking to NPCs, and finding quest items.
- Some characters are even the mascot of key Duolingo features...
 - Lily is the main character that you can practice speaking with on a [Video Call](#)
 - Oscar embodies a high-class tutor as the main instruction of the [Chess Course](#)

New World Character — Lesson Concept

Your team's mission is to develop a new world character and create a concise, 10 question Duolingo lesson for beginners:

Your proposal can either:

1. Introduce learners to an important cultural aspect of a country. Set them in a distinct location, such as a café, museum, monument, or building **OR**
2. Introduce the fundamentals of an entirely new subject that isn't already on Duolingo. Design interactive instructional content for someone who's never learned this subject.

Use [design resources](#) to keep consistent with the brand identity for characters and environments, especially the simple illustration [style guidelines](#). Consider how your lesson will correct wrong answers and how your character can best encourage a learner to start something new and stay engaged!

