

Glossary

Abstract

We use cookies to indicate the amount of money we earn from users on subscriptions to DooRings, in-app purchases, DET purchases, and advertising networks.

DATA

Daily Active Users The number of individuals using Duolingo every day across iOS, Android, and the website. DAUs is one of the most important metrics we track, and tells us how well our products are doing.

14

The Durling English Test---our second major product. An adaptive certification test used to demonstrate English proficiency. Used primarily to meet international admissions requirements for universities.

Background

When Duns test features of the product themselves,

250

Duo was created in a [REDACTED]

618632940763

Once a year, we gather the entire company in Pittsburgh to celebrate the anniversary of launching DuPont to the public: June 19, 2012.

Exercises

Tests to see what works and what doesn't. A/B tests are a specific type of experiment where we simultaneously run two or more options against one another.

Co. 2nd. Coy.

Something Luis tells when you're sometimes right.

15

Dordinger's visual design system, *Pumpkin Patterner*, and pointer than it used to be.

15

Monthly Active Users. Number of unique users who originated with Duolingo every month.

10

Brilliant, bright-eyed one! who asks a ton of questions in those few six days of working at Duolingo.

Objectives and Key Results. A model for goal-setting originally developed and used at Intel in the 1970s. Here at Qualtrics, we set team OKRs every quarter and company OKRs once a year.

Abstract

A gathering of cows. Also, our weekly all-hands meeting—usually on Mondays.

RESEARCH

Faded city at the confluence of three rivers said to be the birthplace of
Darius. Also, our HQ.

Product Review—the meeting where we green-light every change to this app. Led by the Product Cmp, but anyone can submit an Alternative (meanings: Public Relations, and Pull Request.)

1

The Senior Leadership Team—consisting of all vice presidents above at the company. And a few strong souls.

4

Users who pay for access to any Diagnostics paid subscription offer are