Language learning

15 languages

Subscription model
Our languages

**L1**
9 Display languages
- American English
- British English
- French
- German
- Italian

**L2**
15 Learning languages
- English
- German
- Spanish
- Italian
- French
- Portuguese
- Swedish
- Turkish
- Dutch
- Polish
- Indonesian
- Norwegian
- Danish
- Russian
- Spanish (Latin America)
Enable real-life conversations

Empower learners for conversations in the real world

73% of our customers feel set for a real-life conversation after 5 hours with Babbel
Product impressions

Landing Pages
Speak the language like you’ve always wanted to
I want to learn
Spanish
Start learning now

Signup/Login Flow
Welcome back,
mpedruzzl@babbel.com
Password
Login

Product Tour
Welcome back,
mpedruzzl@babbel.com
Speak with confidence
Get talking from lesson one, with conversation-based learning.
Choose a language
Already a Babbel user? Log In

Price Page
Test value!
12 months, save 20%
€5.99/m
€71.84 charged annually
3 months
€9.99/m
€29.77 charged every 3 months
1 month
€12.99/m
€32.97 charged every month

20-day money-back guarantee
Just write to customer service within 20 days, for a full refund.
Product impressions

Learning Path & Learning Activity

Hola, Helga
Find lessons and reviews, chosen for you.

Make it stick!
Review your words and phrases, new and old.

My progress
Scores: 1023/4
Pre-intermediate Course 1
1/2 lessons completed
See all lessons

My activity

Learning something new makes a fluent you!

Recommended lesson
A ticket, please.

Goal Setting

My goal is challenging
Frequent lessons and reviews

Recommended for you
8 activities per week

Set your goal

Learning reminders

Build your learning schedule

What time?
04:30 PM

How often?
3 times per week
Product impressions

Lesson Trainers

Speak David's part in the conversation
David is on holiday in Granada and tries to use his Spanish skills in a small shop...

Hola! Hello!

Hola, ¿cuánto cuesta eso? Hello, how much does that cost?

Review Vocabulary

Podcasts

Games

E.10 Sam, Ted, and the Zombie Apocalypse

对她

对她

对她

对她
We are Babbel

750 people in Berlin & NYC
(and counting...)

60+ nationalities
Product Development
Build the right thing.

Build the thing right.
What good is a well-engineered solution to a problem no one has?
What good is a solution that addresses your users’ problems but is broken or does not scale?
Build the right thing.

Build the thing right.
This is hard!
Product Development at Babbel
What we do to (hopefully) build the right thing.
What we do to (hopefully) build the thing right.
Reading material on the subject
Define what success looks like.
Create alignment.
Objectives and Key Results
The OKR framework was created by Intel’s management team in the ‘70s.

Former Intel employee John Doerr brought it to Google in early 2000’s.

Google and many other companies have been using it successfully since.
Objective
Where do we want to go?

Key Results
How do we know we’re getting there?
Choose stretch goals!
"There isn't any chance we can accomplish this."

"It's not impossible, but it's unlikely to happen."

"I see this as going either way. It's 50-50."

"I see a 70% chance to reach this goal. This is challenging!"

"I'm 100% sure, we will reach this. This is easy!"
Examples from Babbel

**O1: Babbel inspires me to spend more of my time learning.**

- KR1: x% increase in learning minutes per subscriber
- KR2: y% increase in free learning minutes per lead
- KR3: z% of learners using 3+ learning experiences

**O1: Learners recognize their progress early in their journey**

- KR1: Increase average lesson completion rate in Week 1 by 20%
- KR2: Increase the share of users who start at least 2 activities in Week 1 by 20%
Wait a minute!

There are a lot of hidden hypotheses.
Dual-track agile
We generate hypotheses from:

- customer feedback
- domain expertise
- user interviews
- competitor analysis
- market research
- ...
We **validate** hypotheses through:

- qualitative interviews
- quantitative testing
low-fidelity prototypes

high-fidelity prototypes

production software
Self-organized teams
A self-organized team has the **autonomy** to choose **how to** accomplish their work, rather than being instructed by others external to the team.
Autonomy in decision-making

**Self-managed**

**Why?**
- external

**What?**
- external

**How?**
- external

**Self-organized**

**Why?**
- external

**What?**
- external

**How?**
- team

**Self-directed**

**Why?**
- external

**What?**
- external

**How?**
- team
Why?
C-level

Time spent learning correlates with learning success. We aim to increase the learning minutes per user.

What?
Product Group

User problem: Users don’t recognize they are making progress. They quit using Babbel early. We aim to increase their activity in their first week.

How?
Team

Hypothesis: Acknowledging & celebrating small wins early in the learning journey will motivate learners to be more active in their first week.

Solution: Rewarding users with badges that acknowledge critical first steps in their journey.
Empower the team!
Prune dependencies.
Knowledge

Skills

Tech
The team that I currently serve

- Product Manager
- Engineering Manager
- Product Designer
- Android Engineer
- Instructional Designer
- Android Engineer
- QA Analyst
- iOS Engineer
- Test Automation Engineer
- iOS Engineer
- Backend Engineer
- Backend Engineer
- Backend Engineer
- Web Frontend Engineer
- Web Frontend Engineer
- Product Designer
- Product Manager
Being the only iOS engineer on a team can be lonely...
iOS Chapter

code review, pair programming, x-team decisions, mentoring, ...
One Single Page Application ...
One Single Page Application ...

... but many features built and maintained by different teams.
Code stewardship & Inner-sourcing
We nominate one of the teams to be the **steward** for the codebase.
The steward team has the **responsibility** to

establish service-level agreements (SLAs) with consumers & ensure SLAs are met and component is healthy

set the component up for inner-sourcing & review other team’s pull requests to this component

serve on-call (24x7 where necessary)
The steward team has the **authority** to

- veto changes that go against their responsibilities
- choose tooling that enables them to fulfill their responsibilities
- set and enforce coding standards
Inner-sourcing applies best practices from open-source development within an organization.

- actively invite contributions
- provide access to all development artefacts
- evaluate them only based on value & quality
- open, asynchronous communication
Architectural Decision Records
Some decisions have **far-reaching** or **long-lasting** impact (or both).
For such decisions, we compile **Architectural Decision Records**, which are reviewed by all affected teams.

- **problem to be solved**
- **feasible options, each with pros and cons**
- **decision**
Architectural Decision Records

make well-informed decisions &
document them for yourself and others
Team A

Team B

Team C

Team D

Team E

Why?
C-level

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AD-21: Dynamic Learning Path

Team A

Team B

Team C

Team D

Team E

Contact

1. Team lead:
   Sample contact information and role

2. Technical assistance:
   Sample contact information and role

3. Learning materials:
   Sample contact information and role
None of this is trivial ...

Why?
C-level
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Hypothesis: Acknowledging & celebrating small wins early in the learning journey will motivate learners to be more active in their first week.
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AD-21: Dynamic Learning Path

- Team A
- Team B
- Team C
- Team D
- Team E

Contact

Preparation of tasks & schedule
- Goals: The initial goal is to familiarize with the content and learn the basics in 2023.
- Implementation: The teacher will prepare the content and provide feedback to the students in the first week.
- Consideration: The feedback will be given on a weekly basis, and the teacher will provide additional learning materials as needed.

Evaluation of tasks & content
- Format: The format of the evaluation will be a combination of written tests and practical assignments.
- Criteria: The criteria for evaluation will be based on the level of understanding and the ability to apply the concepts learned.

Practical assignments & feedback
- Tasks: The practical assignments will be designed to reinforce the theoretical concepts and provide hands-on experience.
- Evaluation: The evaluation of the practical assignments will be on a scale of 1 to 5, with 5 being the highest.
Internal teams (e.g., Infrastructure team, Office management) can contribute to Company OKRs only indirectly.

**Why?**
Time spent learning correlates with learning success. We aim to increase the learning minutes per user.

**What?**
**User problem:** Users don’t recognize they are making progress. They quit using Babbel early. We aim to increase their activity in their first week.

**How?**
**Hypothesis:** Acknowledging & celebrating small wins early in the learning journey will motivate learners to be more active in their first week.

**Solution:** Rewarding users with badges that acknowledge critical first steps in their journey.

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**AD-21: Dynamic Learning Path**

- **Create:** 8/4/20
- **Share:** 8/7/20
- **Status:** 8/14/20
- **Revised:** 8/21/20

**Objective:**
Dynamic Learning Paths provide a highly tailored, personalized learning experience.

**Steps**
1. Select the learning path based on the user’s needs.
2. Evaluate user progress and adapt the path accordingly.
3. Provide feedback and adjust the path to optimize learning.

**Validation**
The effectiveness of the learning paths is measured through user feedback, engagement rates, and completion rates. Regular updates ensure continuous improvement.
Discovery work is difficult to synchronize with delivery cycles (e.g., Scrum sprints).
The term “Autonomy” is under defined and overused. It’s a spectrum and difficult to calibrate on an organizational scale.
Variance in capacity or tech debt on the different platforms can lead to parallel working streams within a single team.
Stewardship can be perceived as a burden, especially when the work is difficult to align with the team’s OKRs.
Sometimes it’s not straightforward if a decision is “worth” the effort to collaboratively compile an ADR.
None of this is trivial ...  

... but we’re learning!
Visit our tech blog bytes.babbel.com to read more about how we’re building Babbel.
[1] re:Work - Set Goals With OKRs

[2] Anthony Murphy - Alignment through OKR’s and Hypotheses

[3] Jeff Patton - Dual Track Development is not Duel Track


[6] GitHub - An Introduction to Innersource

[7] Christian Requena - From Documentation to Empowerment

[8] Gregor Hohpe - Your Most Important Architecture Decisions Might Be The Ones You Didn't Know You Made