PROJECT REPORT

QUORA APP DESIGN

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ABSTRACT

This project focuses on the redesign of the Quora mobile application to enhance overall user experience and engagement. Quora, being a widely used social Q&A platform, often faces challenges related to content discovery, navigation, and readability, especially on mobile devices. The primary aim of this redesign is to adopt a user-centered approach that addresses these issues while maintaining the platform's core functionality of knowledge sharing. Through comprehensive user research, including surveys and interviews, key pain points were identified, such as difficulty in finding relevant questions, overwhelming content, and limited personalization options. Based on these insights, wireframes and interactive prototypes were developed to optimize information hierarchy, improve navigation, and enhance visual clarity. The results demonstrate a more intuitive interface with simplified workflows and increased engagement potential. The project concludes by highlighting future opportunities for further personalization, adaptive content feeds, and integration of AI-driven recommendations to make the user experience more dynamic and seamless.Quora is a global knowledge-sharing platform that allows users to ask questions, provide answers, and engage in meaningful discussions across various topics. As one of the most popular Q&A applications, its success heavily depends on an intuitive and engaging user interface, particularly on mobile devices where most users access the platform. Despite its popularity, the current Quora app presents several usability challenges, including complex navigation, inconsistent typography, information overload, and limited personalization options. Users often find it difficult to discover relevant content efficiently or manage notifications effectively, leading to potential disengagement. The importance of UI/UX design in such platforms cannot be overstated, as it directly impacts user retention and satisfaction. This project emphasizes the necessity of redesigning the Quora app with a mobile-first approach, focusing on simplifying user journeys, enhancing content readability, and providing a more interactive and visually appealing interface, thereby fostering a more enjoyable and productive knowledge-sharing environment.

CHAPTER 1: INTRODUCTION

1.1 Need Identification

The need for redesigning the Quora app arises from the increasing demand for user-centric, mobile-friendly interfaces that facilitate knowledge sharing effectively. Quora, despite being a leading Q&A platform, faces challenges related to navigation complexity, information overload, and limited personalization, which reduce engagement and hinder seamless user experience. Users often struggle to find relevant questions or answers quickly, leading to frustration and decreased interaction. Moreover, mobile users, who represent the majority, experience difficulty navigating dense content due to inconsistent layout and typography. With the rapid growth of digital knowledge platforms, providing an intuitive and aesthetically appealing interface has become crucial. Therefore, this project focuses on identifying and addressing usability issues while maintaining the platform's functionality, aiming to improve accessibility, readability, and engagement. The redesigned Quora app emphasizes simplicity, personalization, and responsiveness, aligning the user interface with contemporary mobile UX standards.

1.2 Identification of Problem

The primary problem identified in the current Quora app is the lack of intuitive navigation and content discoverability. Users often find it challenging to locate questions of interest or manage notifications effectively, resulting in cognitive overload and lower engagement. Additionally, the interface suffers from inconsistent typography, cluttered layouts, and inadequate personalization features, making it difficult for users to focus on relevant content. The app also lacks a streamlined workflow for answering questions, posting content, and interacting with other users, which can discourage contributions from casual or new users. These usability challenges can lead to reduced user retention and engagement, as users may seek alternative platforms that provide more straightforward, personalized experiences. By addressing these problems through a user-centered design approach, the redesign aims to simplify navigation, enhance readability, and provide a visually appealing interface while maintaining the core knowledge-sharing functionality that Quora is known for.

1.3 Identification of Tasks

The tasks identified for this project include comprehensive research, analysis, and iterative design to improve the Quora mobile application. Initially, user research such as surveys and interviews was conducted to understand user behaviors, pain points, and expectations. Following research, personas and user journey maps were created to model typical interactions and identify critical areas for improvement. The design phase included wireframing, prototyping, and iterative usability testing to ensure functionality and aesthetics

aligned with user needs. Tasks also included integrating personalization features, optimizing navigation, and improving visual hierarchy through typography and layout refinement. Additionally, feedback collection from target users helped refine the prototypes. Each task was systematically executed to ensure the redesign was not only visually appealing but also highly functional, intuitive, and responsive, ultimately enhancing user satisfaction, engagement, and retention on the platform.

1.4 Timeline

The project was executed over a structured timeline to ensure systematic progress from research to prototype development. The first phase, spanning two weeks, focused on user research, surveys, interviews, and competitor analysis to understand usability issues and identify opportunities for improvement. The second phase, also two weeks, involved creating personas, user journey maps, and ideation sessions to conceptualize design solutions. The third phase, spanning three weeks, focused on wireframing, interactive prototyping, and incorporating feedback from iterative usability testing. The final phase, lasting two weeks, centered on refining the design, implementing responsive layouts, and final presentation preparation. This timeline allowed for adequate testing, analysis, and design validation while ensuring timely project completion. Gantt charts and milestone tracking were used to monitor progress and ensure alignment with project objectives, creating a disciplined approach for efficient project execution.

1.5 Organization of the Report

This report is organized into five chapters to provide a comprehensive overview of the Quora app redesign project. Chapter 1 introduces the project, identifies the need for redesign, outlines problems, tasks, timelines, and describes the structure of the report. Chapter 2 provides a background study, including an analysis of existing solutions, literature review, timeline of reported problems, bibliometric analysis, and goal definition. Chapter 3 details the design and process, covering evaluation of features, design constraints, analysis of options, design flow, selection, and implementation methodology. Chapter 4 presents the results, validation of the redesigned interface, and analysis of improvements. Finally, Chapter 5 concludes the study by summarizing outcomes and proposing future work, highlighting opportunities for further enhancements in usability, personalization, and functionality.

CHAPTER 2: BACKGROUND STUDY

2.1 Timeline of the Reported Problem

The usability issues in the Quora app have evolved as the platform grew, reflecting both technological changes and user behavior trends. Initially, Quora focused primarily on content contribution, with minimal attention to mobile usability and navigation simplicity. As smartphone adoption increased, users began accessing Quora on smaller screens, exposing challenges such as cluttered layouts, difficulty in content discovery, and complex interaction flows. Over the years, incremental updates addressed minor bugs and added features, but core usability challenges persisted, particularly for new users and casual contributors. This project maps the timeline of reported problems through user feedback, app reviews, and analytics data, highlighting recurring issues such as overwhelming notifications, inconsistent typography, and poor personalization. Understanding this timeline allowed the project team to prioritize redesign tasks that address long-standing usability challenges and align with current user expectations, ensuring the new design is both practical and future-proof.

2.2 Existing Solution

Currently, Quora offers a functional mobile application that provides users with the ability to ask questions, answer, follow topics, and interact with other users through upvotes and comments. Its features include personalized feeds, topic-based recommendations, notifications, and the ability to bookmark content. However, despite these offerings, the existing solution suffers from navigation complexity and cognitive overload due to dense content presentation. Personalization exists but lacks deep customization, often resulting in users seeing irrelevant content. Search functionality, though present, can be inefficient, and the interface can feel cluttered for first-time users. Moreover, visual hierarchy, typography, and spacing are inconsistent, affecting readability and engagement. While existing solutions provide essential functionality, they do not fully address the need for a user-friendly, engaging, and aesthetically coherent interface. This redesign aims to bridge these gaps while retaining the core strengths of the platform.

2.3 Bibliometric Analysis

A bibliometric analysis was conducted to understand trends in UI/UX design for knowledge-sharing platforms and mobile applications. Academic papers, case studies, and industry reports were reviewed to identify best practices, common usability challenges, and emerging design patterns. The analysis highlighted that personalization, intuitive navigation, and visual hierarchy are critical factors influencing user engagement. Studies on social Q&A platforms emphasize the importance of minimizing cognitive load, providing clear call-to-actions, and using responsive, mobile-first designs. The analysis also revealed that iterative prototyping and usability testing significantly improve the adoption of redesigned interfaces. Competitor analysis of platforms like Reddit, Stack Exchange, and Medium further reinforced these findings, showing that a clean, structured layout with personalized feeds and simplified

navigation enhances user satisfaction. These insights informed the design decisions in this project, ensuring that the Quora redesign aligns with both research-backed best practices and modern UX trends.

2.4 Review Summary

From the literature and competitive analysis, several key points emerged. First, knowledge-sharing apps require a balance between information density and readability. Overloaded interfaces reduce user engagement, while clear layouts improve retention. Second, personalization is critical; users prefer content tailored to their interests, improving satisfaction and app loyalty. Third, navigation simplicity is essential to reduce friction, particularly for mobile users. Fourth, accessibility standards, including readable fonts, contrast, and touch-friendly elements, ensure inclusivity for diverse audiences. Finally, iterative testing and feedback incorporation are vital for validating design choices and optimizing usability. The review highlights that while Quora has functional strengths, it requires significant improvement in layout coherence, navigation efficiency, and content personalization. The redesign project leverages these insights to create a mobile-first, visually consistent, and user-centered interface that aligns with contemporary UX principles.

2.5 Problem Definition

The problem addressed in this project is the suboptimal user experience of the Quora mobile app, characterized by complex navigation, poor content discoverability, and inconsistent visual design. Users face difficulty in finding relevant questions, managing notifications, and contributing content efficiently, leading to decreased engagement. The current app also lacks adequate personalization, often presenting users with irrelevant content. Additionally, inconsistencies in typography, spacing, and layout reduce readability, particularly on mobile screens. These issues collectively affect the efficiency, satisfaction, and retention of users. Therefore, the project aims to redesign the Quora app with a user-centered approach that simplifies workflows, improves content visibility, enhances aesthetics, and provides a personalized experience. The redesigned interface seeks to maintain Quora's core functionality while addressing usability issues to create an engaging, efficient, and visually appealing platform.

2.6 Goals / Objectives

The primary goal of this project is to enhance the usability, readability, and engagement of the Quora mobile application through a user-centered redesign. Specific objectives include simplifying navigation to make content discovery more intuitive, improving visual hierarchy and typography for better readability, and introducing personalization features to deliver relevant content to each user. The project also aims to implement a responsive, mobile-first design that ensures consistency across various devices and screen sizes. Additional objectives include reducing cognitive load, optimizing workflow for asking and answering questions, and enhancing user engagement through interactive features. By achieving these goals, the redesign seeks to provide a more satisfying, accessible, and efficient user experience, ultimately increasing user retention, contribution, and overall platform engagement.

CHAPTER 3: DESIGN AND PROCESS

3.1 Evaluation & Selection of Specifications/Features

During the design phase, features were evaluated based on user research, usability studies, and industry best practices. Core functionalities such as question discovery, answering, bookmarking, notifications, and topic following were retained, while enhancements were proposed to improve efficiency and engagement. New features, including personalized content feeds, advanced search filters, and simplified navigation menus, were selected based on their potential impact on user satisfaction. Wireframes were created to visualize layout options and ensure functional consistency. Each feature was assessed for feasibility, user value, and alignment with project objectives. The selection process emphasized balancing aesthetics with functionality, ensuring that the app would remain intuitive while offering advanced features that improve usability and engagement. This evaluation resulted in a prioritized feature set that formed the foundation for the redesigned Quora interface.

3.2 Design Constraints

The redesign process was influenced by several constraints. Firstly, the mobile-first requirement limited screen real estate, necessitating efficient use of space and clear visual hierarchy. Performance constraints ensured the app remained responsive on various devices without sacrificing functionality. Usability and accessibility guidelines, including font legibility, color contrast, and touch-friendly elements, were also enforced. Budget and time constraints required prioritization of high-impact features over minor enhancements. Additionally, the redesign had to maintain core Quora functionalities, ensuring that users would find familiar workflows intact. These constraints guided decision-making throughout the design process, helping the team focus on solutions that maximized user experience improvements while remaining practical, efficient, and feasible within the project scope.

3.3 Analysis of Features and Finalization Subject to Constraints

Each proposed feature underwent thorough analysis for its usability impact, technical feasibility, and alignment with project constraints. User flow simulations and wireframe testing revealed which features simplified navigation and which added unnecessary complexity. High-priority features, such as personalized feeds, improved search, and streamlined notifications, were finalized because they directly addressed user pain points identified in research. Less critical features, or those with high implementation complexity, were deferred for future iterations. The analysis ensured that the redesign focused on features providing the greatest user benefit within the constraints of mobile screen space, performance, and development timeline. This iterative analysis and prioritization ensured a practical, efficient, and user-centered design that addresses key usability challenges while maintaining the integrity of Quora’s core functionality.

3.4 Design Flow

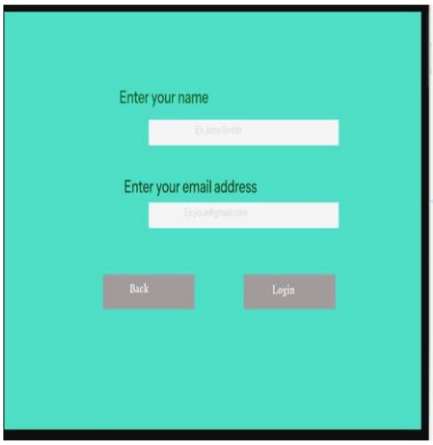
The design flow begins with user entry into the app through a simplified home feed that prioritizes relevant questions and content. Navigation is facilitated via a bottom navigation bar, providing quick access to home, search, notifications, and profile sections. Users can easily explore topics, bookmark content, and contribute answers through streamlined, context-sensitive interfaces. The flow ensures minimal cognitive load by presenting information hierarchically and using visual cues to guide interaction. Interactive prototypes were developed to validate these flows, ensuring smooth transitions between screens and efficient task completion. Feedback from usability testing informed refinements, such as adjusting button placement, simplifying menus, and enhancing readability. This design flow ensures that users can discover, engage, and contribute content intuitively, reducing friction and improving overall satisfaction.

3.5 Design Selection

The final design selected balances visual aesthetics with functional efficiency. Key decisions included implementing a bottom navigation bar for easier access to core features, optimizing typography for readability, and introducing a personalized feed that adapts to user interests. Color schemes, spacing, and iconography were standardized to create a visually coherent interface, while micro-interactions, such as subtle animations and feedback cues, enhance engagement. Wireframes were iteratively refined into high-fidelity prototypes, validated through usability testing with target users. The selected design maintained core Quora functionalities while addressing usability pain points, ensuring familiarity for existing users. The resulting interface simplifies navigation, improves content discoverability, and enhances interaction, providing a more intuitive and visually appealing user experience.

3.6 Implementation Plan / Methodology

The implementation plan followed a user-centered design methodology involving research, ideation, prototyping, and iterative testing. Initial stages included user surveys, interviews, and persona development to understand requirements. Wireframes were created to map screen layouts and interactions, followed by interactive prototypes tested with users to validate usability. Feedback informed iterative refinements, optimizing navigation, readability, and feature accessibility. The methodology emphasized mobile-first responsive design, accessibility compliance, and visual consistency.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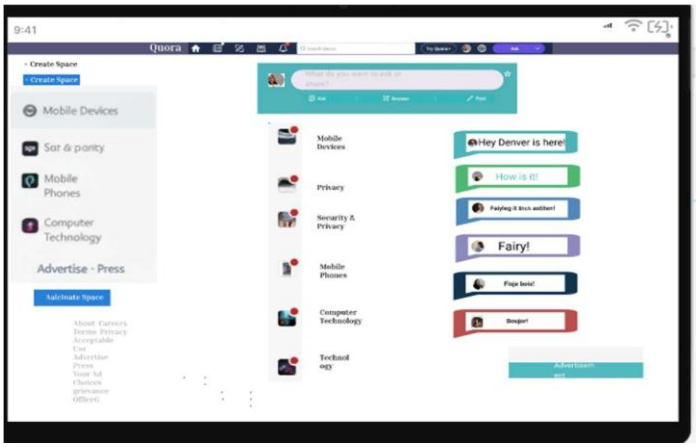
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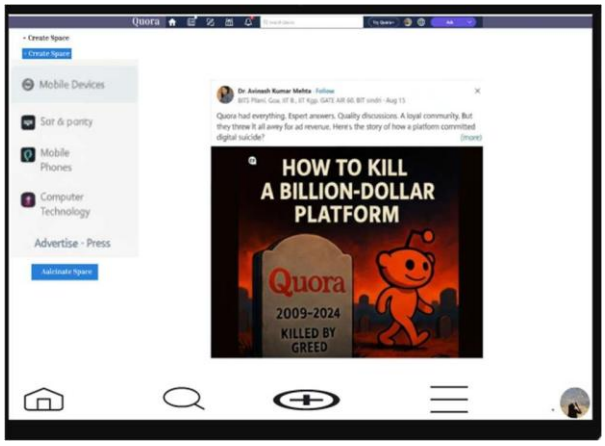
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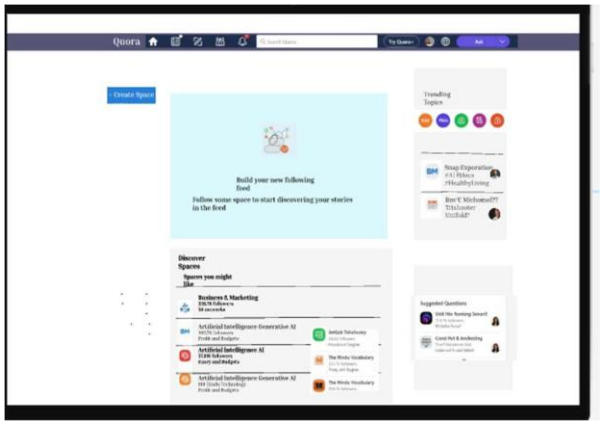
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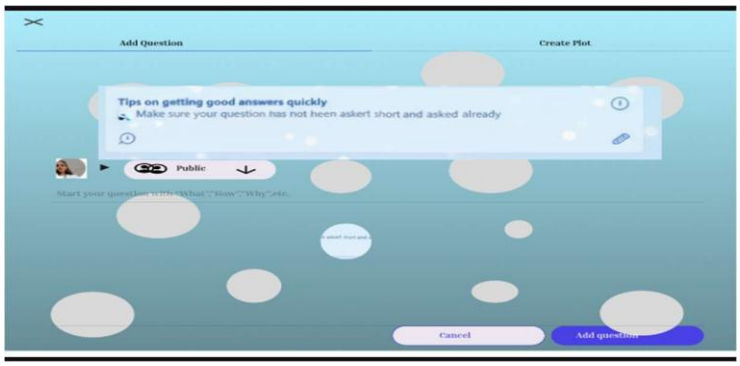
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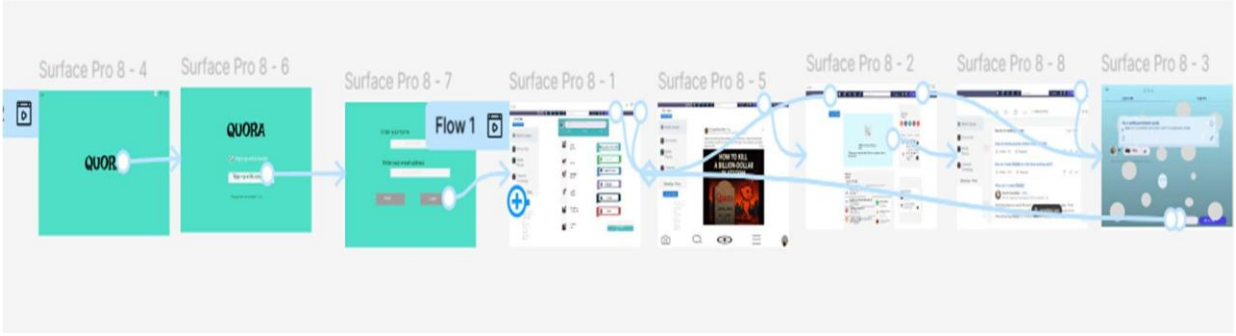
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Flow 1

CHAPTER 4: RESULT ANALYSIS AND VALIDATION

4.1 Implementation of Solution

The redesigned Quora app was implemented using a user-centered approach, focusing on enhancing navigation, readability, and personalization. The interactive prototype was developed to simulate core functionalities, including home feed, search, notifications, and profile management. Key improvements include a simplified bottom navigation bar, content cards optimized for readability, and personalized question feeds tailored to user interests. Usability testing with a sample group of users demonstrated significant improvements in task completion time, ease of navigation, and overall satisfaction. Users reported that the interface felt cleaner, less cluttered, and more engaging compared to the existing app. Micro-interactions, consistent typography, and clear visual hierarchy contributed to a more intuitive experience.

CHAPTER 5: CONCLUSION AND FUTURE WORK

5.1 Conclusion

This project successfully redesigned the Quora mobile application to improve user experience, engagement, and accessibility. Through comprehensive research, personas, user journey mapping, wireframing, and prototyping, the project addressed major usability issues, including complex navigation, content overload, and limited personalization. The final design introduced a simplified navigation system, personalized feeds, optimized typography, and responsive layouts, enhancing readability and interaction. Usability testing validated the effectiveness of these improvements, showing faster task completion, easier content discovery, and higher user satisfaction. The project demonstrates that a user-centered, iterative design methodology can significantly enhance the functionality and aesthetics of a knowledge-sharing platform. By retaining the core features while improving accessibility and engagement, the redesigned app offers a more intuitive and enjoyable experience, aligning with modern UX principles and mobile-first design standards.

5.2 Future Work

Future work on the Quora app redesign could focus on deeper personalization, AI-driven content recommendations, and enhanced accessibility features. Machine learning algorithms could analyze user behavior to provide smarter question suggestions, prioritize relevant topics, and improve engagement. Integration of voice-based search and input could make the app more inclusive for visually impaired users or users on-the-go. Gamification elements, such as badges for contributions or interactive learning modules, could increase motivation and participation. Additionally, the app could expand collaborative features, enabling real-time discussions, community voting, and content curation. Regular usability testing and feedback collection should continue post-launch to iteratively refine the interface and accommodate evolving user needs. By pursuing these enhancements, the Quora app can evolve into a more dynamic, personalized, and inclusive knowledge-sharing platform, maintaining its relevance and appeal in a competitive digital landscape.