

Statistics from questionnaire

question	totally unsatisfied(1)	not so satisfied(2)	just so-so(3)	generally satisfied(4)	totally satisfied(5)	average score
satisfaction of Live function	1.3%	7.5%	56.8%	27.9%	6.5%	3.31
satisfaction of Class function	3.5%	7.9%	68.6%	16%	4%	3.09
satisfaction of Thoughts function	3.1%	10.5%	61.1%	18.3%	7%	3.16
satisfaction of Bookstore function	1.8%	10%	60.3%	22.7%	5.2%	3.2
satisfaction of quantity&quality of KOLs in Zhihu	3.1%	13.3%	48%	27.5%	8.3%	3.25

4 PROPOSITION

REDESIGN APP

Why launch a new app instead of improve Zhihu itself?

1. Zhihu has complete the conversion from professional knowledge field to all kinds of information platform. People can get an easier access to Zhihu which means the number of users will grow and brings more traffic. More traffic, more profits. Maybe it's Zhihu's strategy, even though the content quality is descending, Zhihu still does not want to lose the users who are more interested in things like gossip and love affair.
2. Zhihu Pro is actually the **flanker brand** of Zhihu (a bit like the relationship between Taobao and Tmall). They are all doing business of online Q&A but they have different emphasis.

Why design Zhihu Pro since it has already launched Zhihu Daily?

1. Zhihu Daily and Zhihu Pro have **different value proposition**.
2. In app store, Zhihu Daily identifies itself as a **news app**, it only posts 8 to 9 articles everyday for users to read passively rather than choosing and searching for what they want to read on their own. The main feature of Zhihu Daily is offline download and information feed.
3. Zhihu Pro **focuses on online Q&A**, has intrinsic difference from Zhihu Daily. However, the common point for both of them is the high-quality content.