



# BACKGROUND

## INTRODUCTION

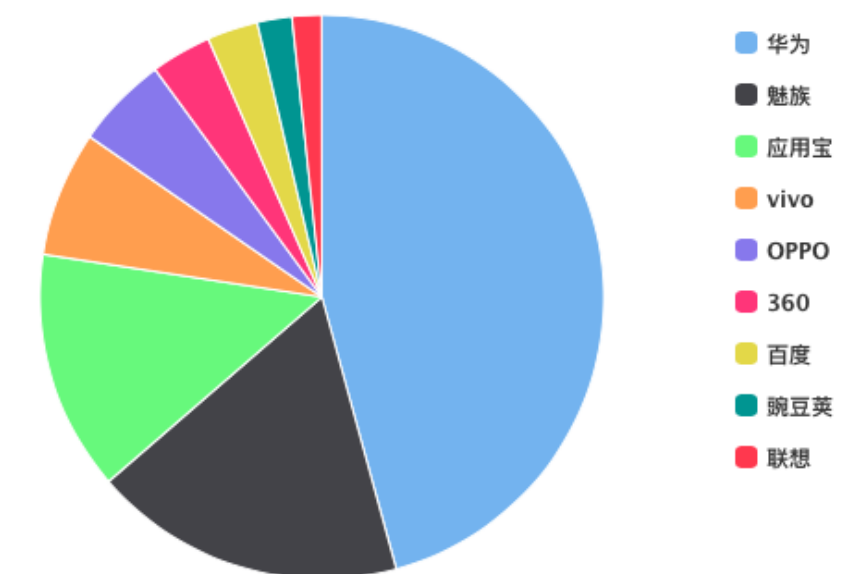
Zhihu is a Chinese famous **online Q&A community app** launched in 2011. Users **share** their knowledge, experience and opinions with each other and discuss some questions they are interested in. They can also **follow** the users who have the same interests with themselves and interact with them. Besides these fundamental functionalities, Zhihu launched other modules like **Zhihu Live** and **Zhihu Class** to expand the business.

By Nov13<sup>th</sup> of 2018, the downloads of Zhihu in Android app market is about **520 million** (Chan Master, 2018), which keeps the top 10 rank in social app in recent one year. The amount of users is still increasing.



总下载量:

515,640,394





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I did a survey about user experience of Zhihu by using online questionnaire. 260 people are involved in and 229 of them have used Zhihu (229/260). When asking about the user quality, only 35% people chose generally satisfied or totally satisfied. And 48% for the Q&A quality.

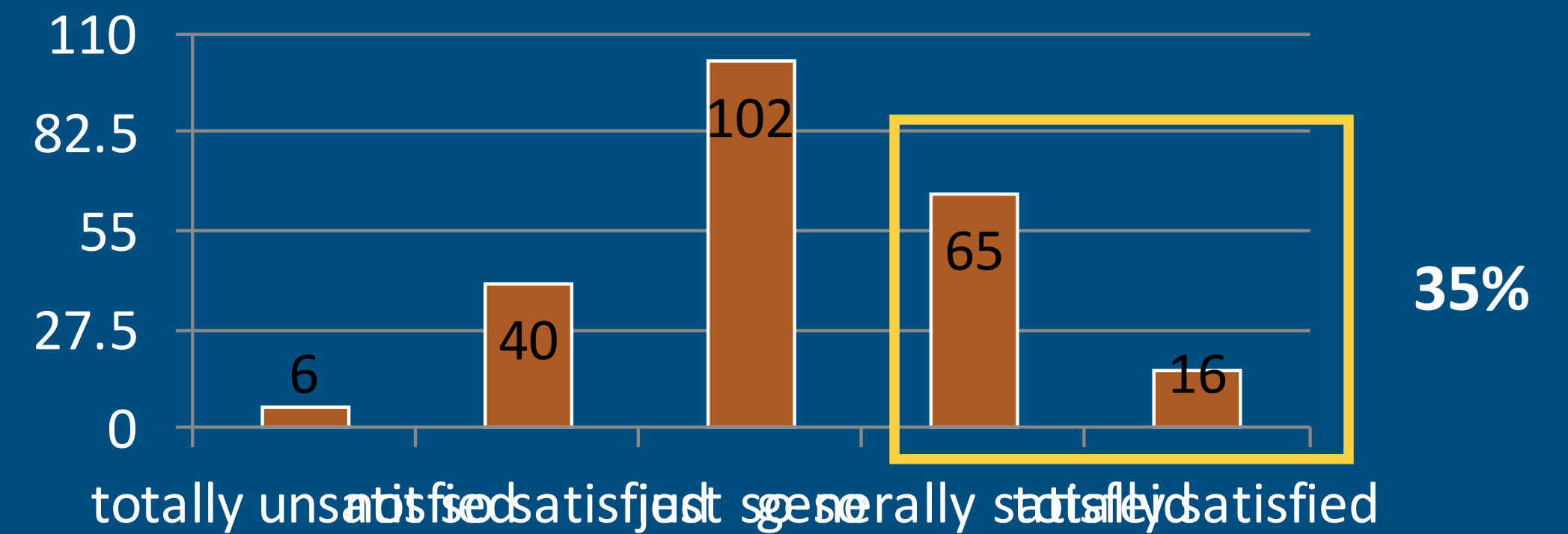


FIGURE 1 SURVEY ABOUT USER QUALITY

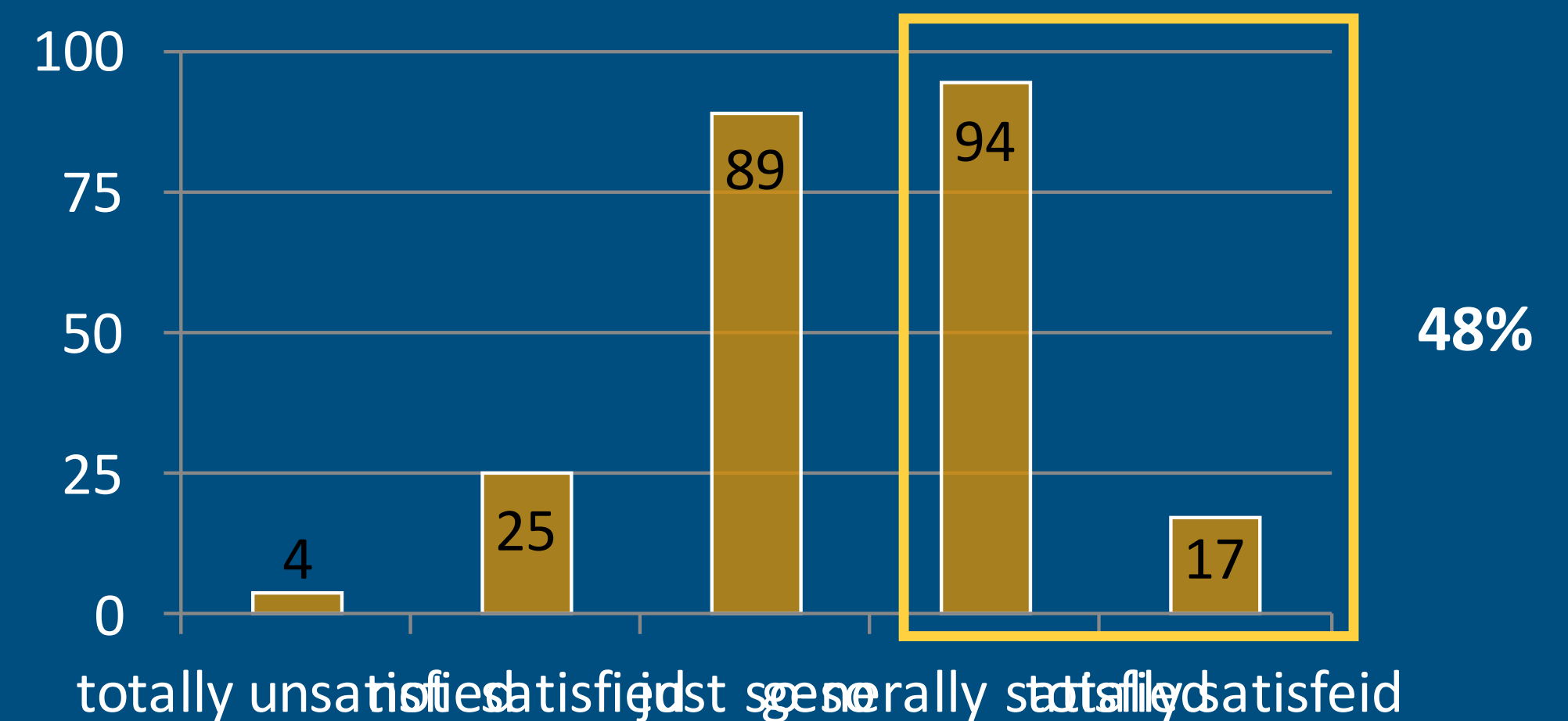


FIGURE 2 SURVEY ABOUT Q&A QUALITY