

Lab 2

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Application Name: Xiaohongshu

Xiaohongshu, also known as RED, is a content sharing and e-commerce platform. As of July 2019, Xiaohongshu had over 300 million registered users, with 70% of the users born after 1990s (or Generation Z), 80% of the users are female. The number of monthly active users is over 85 million. The app allows users and influencers to post and share product reviews, travel blogs and lifestyle stories via short videos and photos. Xiaohongshu also operates RED Mall, which sells international products to Chinese users.

Task 1:

The male users don't get better User Experience because most of the content was female dominated, such as cosmetics and beauty, fashion, food, travel, reading, fitness, and childcare. The male users usually can't find the content they want, such as common entertainment, game, sports, etc.

Xiaohongshu mainly provides young female with a community platform that can share 18 topics such as skin care and beauty, fashion wear, celebrities, etc. Its main page has three categories: *Follow*, *Explore*, and *Nearby*. Its default category is *Explore*, where it provides different users different content suggestions according to the user's browsing history. At the same time, it provides content services for users who don't have clear shopping goals to help them make shopping decisions and develop consumer demand.



Main Page

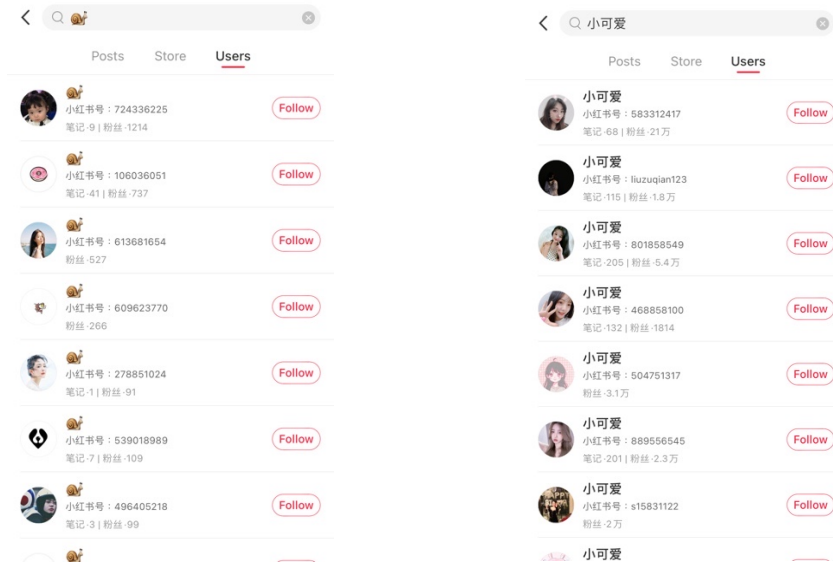


A Post

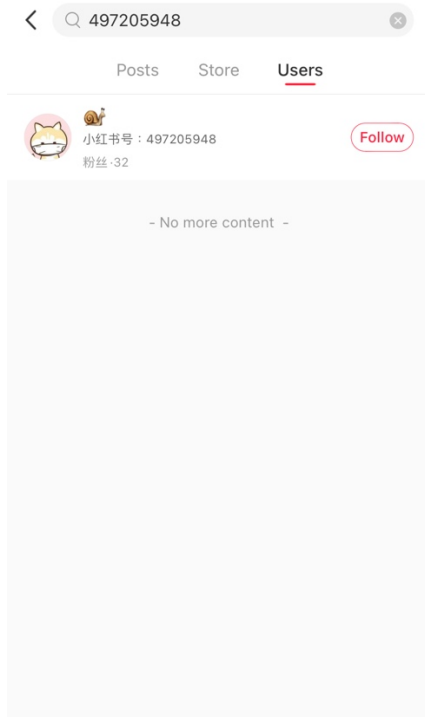
As a community e-commerce and full-featured platform, it has the potential to develop male-user market if it has a more diverse perspective.

Task 2:

Multiple people have the same username on Xiaohongshu. As a result, users cannot be searched quickly and accurately by their usernames.



Hundreds of users are sharing a same username. It takes time to search users just by their usernames. However, every user has a unique number. When people search a user by the Number ID, the user will come up quickly, so what makes everyone unique to others is the Number ID. If people don't have the Number ID of a user, it is quick difficult to find the user on Xiaohongshu.



Task 3:

The majority of users are Chinese, so most of the content were created in Chinese. The platform does not have a translation tool that can help non-Chinese users to understand the content. Compare to another social media platform, Instagram has a translation tool for all languages.

49,241 likes

ping7446 年初二 🍊
祝你們快樂一整年 🍷
這桌年菜花了好多時間和心血準備
(亞歷要好好感謝老師呀 😊)

話說亞歷的反應讓我好意外
他一直跟我說，他覺得自己像在台灣一樣，覺得像在阿
嬤家
(亞歷真的很有台灣魂)
沒想到我飄出阿嬤味了 😊

49,241 likes

ping7446 🍊 wishes you a happy th day of the year
🍷 has spent a lot of time and hard work preparing
this table year (Alex has to thank the teacher 😊) by
saying that Alex's reaction made me so surprised he
kept telling me , he feels like he's in Taiwan, he feels
like he's at Grandma's house (Alex really has a
Taiwanese soul) I didn't think I'm going to have a
good taste of grandma 😊 because I want to take a
picture first and start eating, brother I can't get

It is a snapshot from Instagram.

Xiaohongshu has higher unity of user population. As a result, it has lost the potential to develop as an international social media application as Facebook, Instagram, etc.