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1. Quora (https://www.quora.com)

Introduction :

Quora is a *social question-and-answer (Q&A) platform* where users can ask questions on virtually any topic and receive answers from the community. It aims to *grow and share the world's collective intelligence* by connecting people who have knowledge with those seeking it. The platform also includes features like topic feeds, spaces, and AI-driven tools like *Poe*.

- Users can ask questions, write answers, comment, and engage with experts worldwide.
- As of 2025, Quora serves *hundreds of millions of monthly visitors* and supports *multiple languages*.

Brief History :

Founders

- Adam D'Angelo – Co-founder and CEO; former CTO & VP of Engineering at Facebook.
- Charlie Cheever – Co-founder; former Facebook engineer, also worked at Amazon.

History & Growth

- Founded: June 25, 2009 in *Mountain View, California, USA*.
- Public Launch: June 21, 2010.
- The name "Quora" reflects its purpose — *Questions or Answers*.
- Early growth was fueled by exclusive beta testing, high-quality content, and investment rounds (including Series A and B).

- Over the years, Quora introduced features like blogging, full-text search, multilingual support, advertising, and AI tools (e.g., *Poe* launched in 2023)

Technology used :

Quora's tech stack combines modern backend, frontend, and infrastructure tools to deliver its content:

Backend & Infrastructure

- Programming languages: Primarily *Python* and *C++*.
- Uses web servers and scalable technologies (e.g., *Nginx*, *HAProxy*).
- Databases like *MySQL* and cloud hosts (e.g., *Amazon EC2*) support the backend.

Frontend & Delivery

- Built with standard web technologies like *HTML5*, *CSS*, and *JavaScript*.
- Uses AJAX for smoother interactions (e.g., updating content without full page reloads).
- Integrates with CDN and other content tools for performance.

AI & Machine Learning

- Quora uses algorithms to rank answers and detect duplicates.
- The Poe platform aggregates multiple AI models (e.g., ChatGPT, Claude, Gemini) to enhance interaction and content generation.

Role of Design in Success :

The well-organized digital workflow has reduced human dependency, paperwork, and processing delays. By digitizing appointments, payments, and verification processes, the portal has minimized crowding at passport offices and improved accountability. The structured interface enables millions of users to access services independently, making the portal a successful example of how

traditional government systems can be modernized through technology.

Drawbacks :

As Quora's user base grew, a large amount of low-quality and irrelevant content appeared on the platform. Its automated moderation system is often criticized for being inconsistent, sometimes allowing harmful content while wrongly flagging genuine posts. In 2018, Quora faced a major security breach that affected around 100 million user accounts, raising privacy concerns. The platform also provides no public API and limits content export, making data analysis and reuse difficult. Increased monetization through ads and paid features has reduced user experience for many, and some users feel Quora promotes clickbait or low-value questions. Overall, community engagement quality is perceived to have declined due to spam, bots, and unhelpful answers..

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2. Epic Games (https://www.epicgames.com)

Introduction :

Epic Games is an American video game and software company best known for developing popular games like Fortnite, Unreal Tournament, and for creating the Unreal Engine, a widely used game development platform. The Epic Games website also hosts the Epic Games Store, a digital marketplace for games and software.

Brief History :

- Epic Games was founded in **1991** by **Tim Sweeney**.
- The company was originally named **Potomac Computer Systems**, later renamed **Epic MegaGames**, and finally **Epic Games**.
- It started with PC games and gained major success with the **Unreal Engine**, which became a key product for game developers worldwide.

- In 2018, Epic launched the **Epic Games Store**, competing with platforms like Steam.

Technologies used :

- Backend technologies include C++, Python, and cloud-based infrastructure.
- The Unreal Engine is built using advanced graphics technologies and real-time rendering systems.
- Uses cloud services for game distribution, multiplayer services, and updates.
- Frontend technologies include HTML, CSS, JavaScript, and modern web frameworks.
- Strong use of AI and physics engines within Unreal Engine for realistic gameplay and simulations.

Role of Design in Success :

- The Epic Games website has a clean and gaming-focused interface that highlights featured games and free offers.
- Unreal Engine's design tools are user-friendly, helping developers create high-quality games efficiently.
- Regular free game promotions and clear navigation improve user engagement.
- Visual design and performance optimization play a major role in attracting both gamers and developers.

Drawbacks :

Content and Platform Issues

- Epic Games Store has fewer community features compared to competitors like Steam.
- Limited user reviews and social interaction tools.

Privacy and Security Concerns

- Epic has faced criticism over data privacy practices and account security issues in the past.

Limited Data Access

. No public API for store data, making analysis and third-party

3. MyGov Portal (https://www.mygov.in/)

Introduction :

MyGov is the official citizen engagement platform of the Government of India developed under the Digital India initiative. It allows citizens to actively participate in governance by contributing ideas, opinions, and feedback on public policies and national programs. The platform promotes transparency, collaboration, and democratic involvement through online discussions, polls, surveys, tasks, and awareness campaigns.

Brief History :

Launched in 2014, MyGov was created to build a digital bridge between the government and citizens. The goal was to move beyond one-way communication and introduce a participatory model where people could directly interact with policymakers. Over the years, MyGov has been used to support major national campaigns such as Swachh Bharat, Digital India, and COVID-19 awareness programs.

Website and App Design :

The MyGov portal follows an interactive, content-driven, and community-oriented design. The homepage highlights ongoing campaigns, discussion forums, tasks, and engagement opportunities. Multimedia content, multilingual support, and social sharing tools enhance accessibility and outreach.
Navigation is campaign-based, allowing users to browse by themes, ministries, or initiatives. The design encourages exploration, contribution, and continuous engagement rather than transactional use.

Role of Design in Success :

The interactive interface motivates citizen participation and builds awareness about government programs. Its structured campaign modules make large-scale public engagement manageable and

measurable, supporting the government's transparency and outreach goals.

Drawbacks :

1. The impact of citizen contributions is not always clearly communicated.
2. High content volume can overwhelm users.
3. Engagement is higher among digitally skilled populations.
4. Long-term participation often declines.
5. Navigation can feel crowded at times.

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4. GeeksforGeeks (https://www.geeksforgeeks.org)

Introduction :

GeeksforGeeks is an Indian educational technology website focused on **computer science, programming, and software engineering**. It provides tutorials, coding problems, interview preparation material, and articles for students and professionals.

Brief History :

- GeeksforGeeks was founded in 2009 by Sandeep Jain, a former employee of Amazon and Microsoft.
- The platform started as a personal blog to help students understand data structures and algorithms.
- Over time, it grew into one of the most popular learning platforms for computer science in India and globally.
- It now offers courses, certifications, coding contests, and job preparation resources

Website and App Design :

- Backend technologies mainly include Java, Python, and C++.
- Databases such as MySQL are used for content and user data management.

- Frontend technologies include HTML, CSS, JavaScript, and modern frameworks.
- Uses cloud infrastructure to handle high traffic and scalability.
- Algorithms are used to recommend articles and coding problems based on user interests.

Role of Design in Success :

- Simple and content-focused design helps users quickly find tutorials and problems.
- Well-organized categories for topics like DSA, web development, and competitive programming**.**

Drawbacks :

- Content Quality Issues
- Some articles contain outdated information or minor errors.
- Quality varies because content is contributed by many authors.
- Limited Moderation
- User-submitted articles are not always thoroughly reviewed.
- Limited Data Access
- No public API for accessing problems or articles.

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5. Unstop (https://www.unstop.com/)

Introduction :

Unstop is an Indian career and talent engagement platform that connects students, freshers, and professionals with companies, startups, and universities. It is mainly used for hiring through competitions, hackathons, internships, jobs, quizzes, and events.

Brief History :

- Unstop was founded in 2019 by Ankit Aggarwal.

- It was earlier known as Dare2Compete and was later rebranded to Unstop.
- The platform was created to make hiring and skill discovery more practical and merit-based.
- Over time, Unstop partnered with top companies, colleges, and organizations for recruitment and learning initiatives.

Technologies Used :

- Backend technologies include Java, Python, and Node.js.
- Databases such as MySQL and NoSQL are used for handling user and event data.
- Frontend technologies include HTML, CSS, JavaScript, and modern frameworks like React.
- Cloud infrastructure is used for scalability and performance.
- Uses algorithms for candidate ranking, recommendation, and skill matching.

Role of Design in Success :

- Clean and professional interface makes navigation easy for students and recruiters.
- Well-structured dashboards for jobs, competitions, and internships improve usability.
- Mobile-friendly design increases accessibility for users.

Drawbacks :

- Some users report repetitive or low-quality opportunities.
- Not all listings provide detailed selection criteria.
- Selection process is very slow.
- Highly popular for students but not for professionals

Sr. No	Website URL	Purpose of Website	Things liked in website	Things disliked in website	Overall evaluation
1	https://www.quora.com	Knowledge-sharing platform for asking questions and getting answers from people worldwide.	Wide range of topics, expert answers, easy to use interface.	Low-quality content, excessive ads, moderation issues.	**Good**
2	https://www.epicgames.com	Platform for gaming, game downloads, and Unreal Engine development tools.	Free games offers, high-quality games, Unreal Engine support.	Limited community features, launcher performance issues.	**Good**
3	https://www.mygov.in/	Citizen engagement platform for polls, discussions, surveys, and government initiatives.	Encourages public participation, awareness campaigns, interactive design.	Impact not clearly visible, content overload.	**Good**
4	https://www.geeksforgeeks.com	Learning platform for programming, computer science, and interview preparation.	Easy explanations, coding practice problems, beginner-friendly content..	Too many ads, some outdated or repetitive content..	**Good**
5	https://www.unstop.com/	Career platform for jobs, internships, competitions, and hiring challenges.	Centralized opportunities, skill-based hiring, student-friendly platform.	Unclear selection process, many paid features.	**Good**