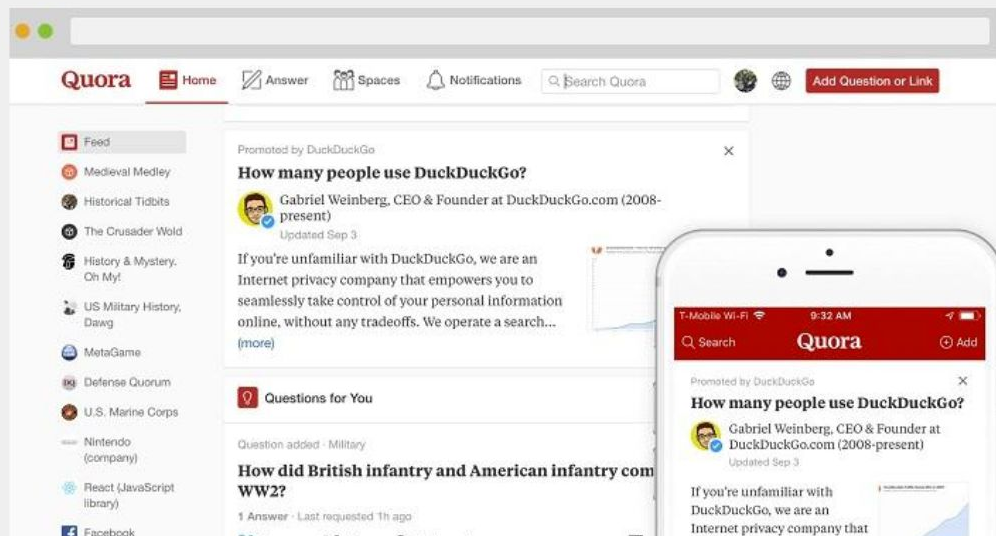


Quora

A Look into making it even Better!!



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HelloPM Cohort 8

25 April 2022
New Delhi

Questions

- 01** What is the definition of improvement? or What is the key objective behind this improvement? (eg- improving user engagement, increasing retention, increasing user base etc.)
- 02** What is wrong with the current user engagement? Any decline? (assuming the key issue we are focussing on is - user engagement)
- 03** Which region or country is the target?
- 04** Which platform are we focussing on - mobile or web? iOS or Android?

In the following slides we will be highlighting the assumptions considered.



Mission

- 01** To share and grow the world's knowledge - connect the people who have knowledge to the people who need it!
- 02** The heart of Quora is questions - it is a place where you can ask questions that matter to you.
- 03** The answers come from people who really understand the issues and have first-hand knowledge, people who have been there and done that.



Positioning

What's the Current Solution?

- Bridge between people who have questions and people who have answers
- Knowledge base of professional/ personal queries & answers
- Communities of like minded people

What Can Make it Better?

- Faster resolution to a user's queries - real-time answers
- Easier & a more relevant way of searching
- Consumption of content could be made easier





Name

Ridhima

Sagarika

Anirudh

User Persona

Active/ Power User

Casual User

Celebrity

Age

30 years old

21 years old

52 years old

Location

Bangalore

New Delhi

Mumbai

Occupation

Technical Consultant

College Student

Author

We will be focussing on Sagarika as our Persona to drill down to the problems and identify probable solutions



Ridhima



Sagarika



Anirudh

Personality

Tech savvy

Tech Savvy

Non Tech Savvy

User Persona Description

Uses quora on a regular basis, asks and answers questions, looks out for solution directly on the website

Seldom uses quora, rarely/doesn't post any content on, however, does read or go through the content, if ends up landing there.

A known author who basically has a huge amount of following on quora.

Topic of Interests

Work related, Travelling, Shopping

Sports and recreational activities, Movies

Indoor activities and reading

Pain Points

User Persona - Casual User (Sagarika)

Why -

- %age of casual users higher than active users
- gives us an opportunity to convert casual users into power users
- Since, active users are already using quora regularly, they have found some value in the product

1. **Why Quora** - not clear on the USP of using Quora over other mediums such as Google, Wiki, Medium etc.
2. **Confusing & cluttered** - Not very intuitive to comprehend; seeking a better way to search for answer or questions
3. **Authenticity** - Users don't know how to determine the authenticity of the information/answer
4. **No variable reward** - Users lack an incentive to ask questions and engage with other people's content

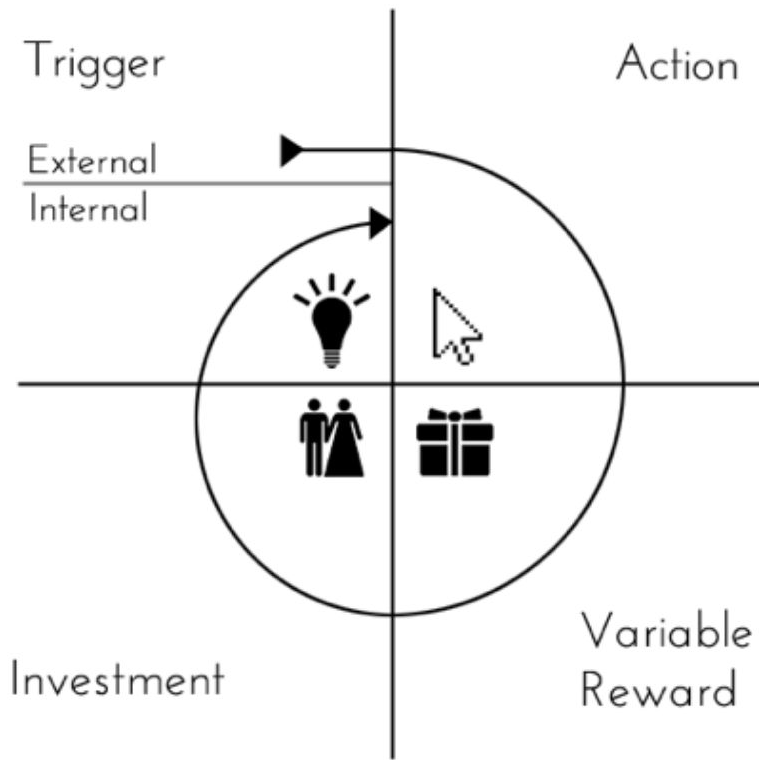


Quora

Solution Method

Since our goal is to convert a casual user into a power user, we would use the hook model to convert the external triggers into internal so that next time the user has any question, they directly visit Quora over visiting Google/ Wiki

The Hook



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External Trigger

Quora hyperlink on Google

Action

User clicks on the link and lands up on the Quora page relevant to the question

Investment

1. The user gets the query resolved faster than google search
2. Quora now becomes easier to consume with one-on-one connect + Audio answers + summary
3. Therefore the user will spend more time on the platform - which is the investment
4. The user will from next time directly come to Quora for queries and thus will become a power user - **Internal Trigger**

Variable Rewards

1. Most upvoted answers on top
2. Verified tag against validated answers (Power user/Celebrity verified)
3. Summary of all the answers
4. Audio of answers - easy + faster consumption
5. One-time connect with a celebrity /power user for the answer
 - more allowed if you answer/post questions regularly



Quora

Prioritisation of Solutions

1 being the lowest, 5 being the highest

Solution	Impact	Effort	Priority
Most upvoted answers on top	Low	Low	P1
Validated answers	Low	Low	P2
Summary of all the answers	Medium	Medium	P4
Audio of answers	Medium	Medium	P5
One-on-one with a celebrity /power user	High	Medium	P3



Success Metrics

Solution	Success Metrics
Most upvoted answers on top	<p><u>Goal: User should be able to search faster</u></p> <ul style="list-style-type: none">• Measure the %page change scroll of the customer before ending search• Change in # of answers read
Validated answers	<p><u>Goal: User should be able to end their search on the verified answer</u></p> <ul style="list-style-type: none">• %age of search(es) ending on verified answer
One-on-one with a celebrity /power user	<p><u>Goal: Increase engagement of Casual users</u></p> <ul style="list-style-type: none">• %age of repeat users of this service• Increase in no. of questions posted by casual users post using this service
Overall	<p><u>Goal: Convert casual to power users</u></p> <ul style="list-style-type: none">• Change in %age/ number of Casual users turning into Power users <p>»</p>

Mansi Gupta

Thank You
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