



ISSUES

INTRODUCTION

Nowadays, Zhihu becomes increasingly like Weibo. **The quality of content is falling.** More and more low-quality questions appear and the answers of these questions are sometimes not relevant. For example, some users just want to post their selfies on the platform, discuss the gossip, or even worse, some people post erotic articles to catch people's eyes. Though the civilian trend makes people from different educated degrees all get access to this app, the descending content quality causes **disappointment of the initial users** who focus on more professional fields rather than just watching the fun.





OBJECTIVE

INTRODUCTION

1. Rebuild brand reputation
2. Improve content quality
3. Raise the quality of users and user's stickiness