Usability Audit

reddit

Overview

1. Social Content Platform

Reddit is an online social platform where users discover, share, and discuss content such as news, opinions, images, and links, all created and shared by its community members.

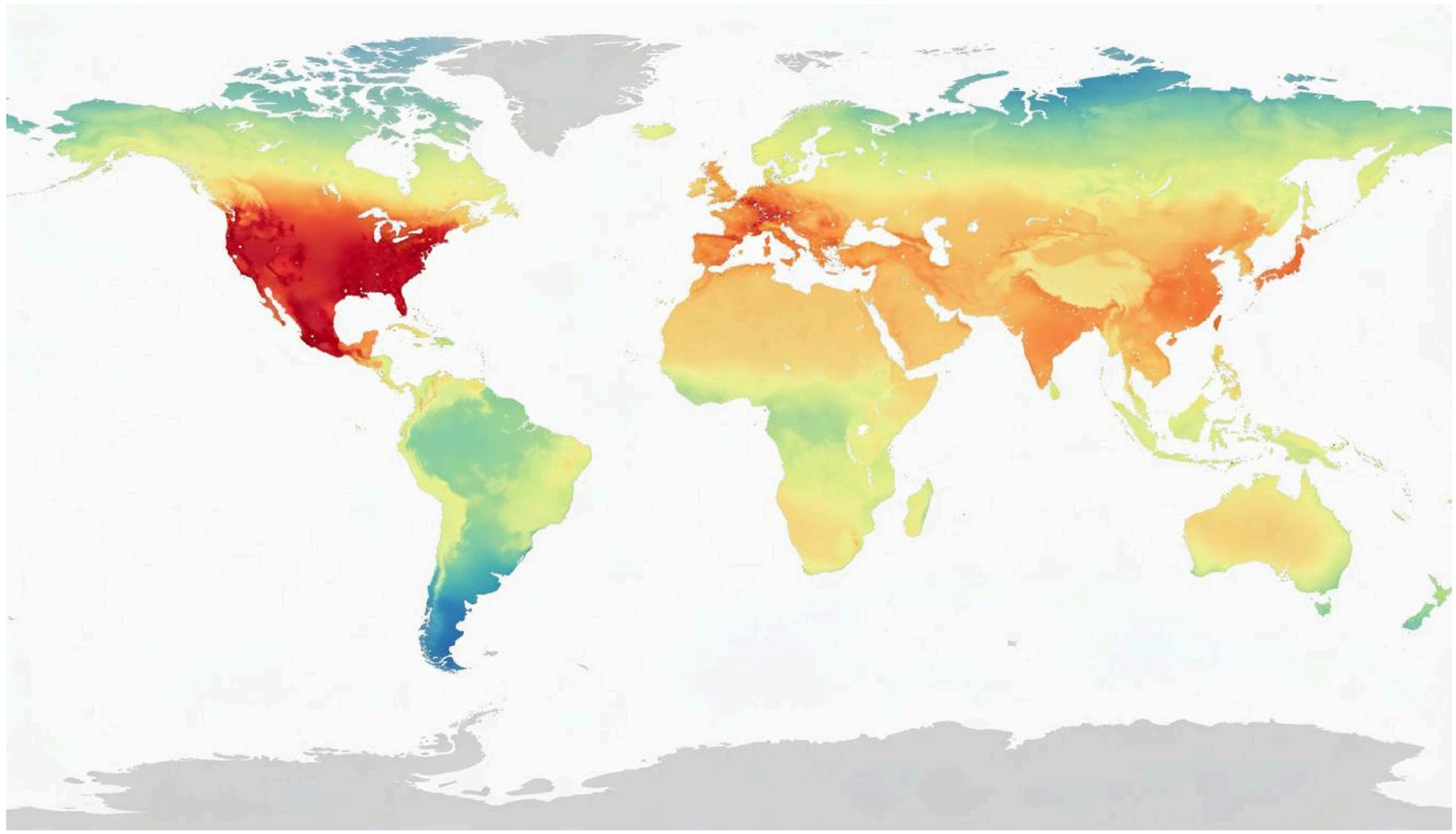
2. Community-Driven Curation

Reddit is an online social platform where users discover, share, and discuss content such as news, opinions, images, and links, all created and shared by its community members.

3. Organized into Subreddits

Posts are grouped into user-created communities called subreddits, each dedicated to a specific topic, interest, or theme, allowing users to explore content based on their preferences.

User Demographics



Heat map of reddit users around the world

50M +

Daily unique active visitors

34 Mins

Average time spent on app per day

100k+

Active Communities

50B+

Views each month

Males

56%

Females

44%

Mobile

73%

PC

27%

Age Demographics

28%

35 - 49 year old

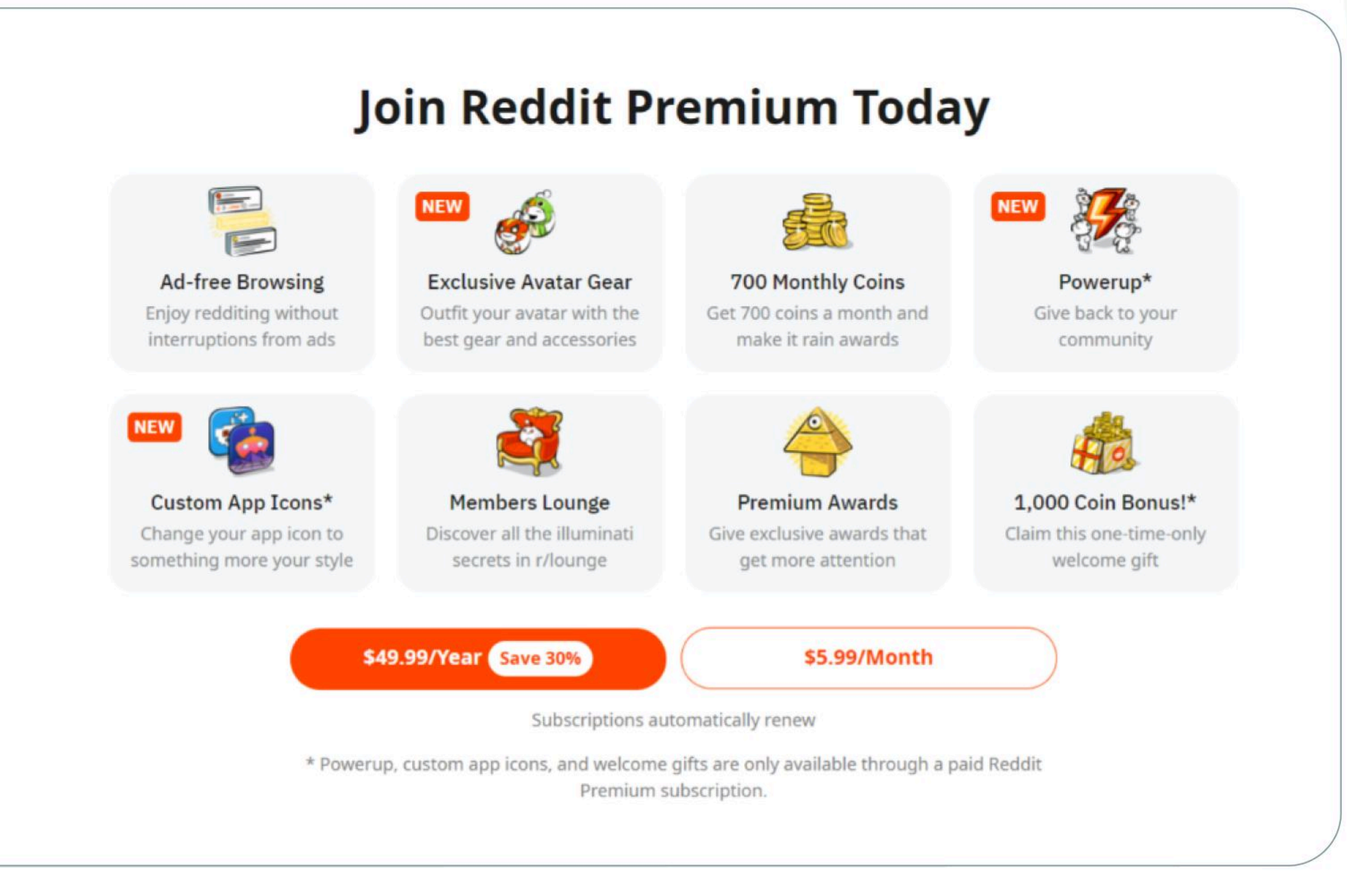
58%

18 - 34 year old

19%

45 - 65 year old

Business Model



Reddit Ads:

In 2nd of 2021, Reddit generated 100 million U.S. dollars in ad revenue. That is a 192 percent increase compared to the same period a year earlier.

Reddit Premium Subscription:

It is an ad-free experience with 700 free monthly coins and other perks. It costs $49.99 annually.

Reddit Coins:

These are virtual goods in bundles that can be gifted to other Reddit users for posts or comments for their contributions and good content. This also includes access to the r/lounge. It is an exclusive subreddit group of Premium members only.

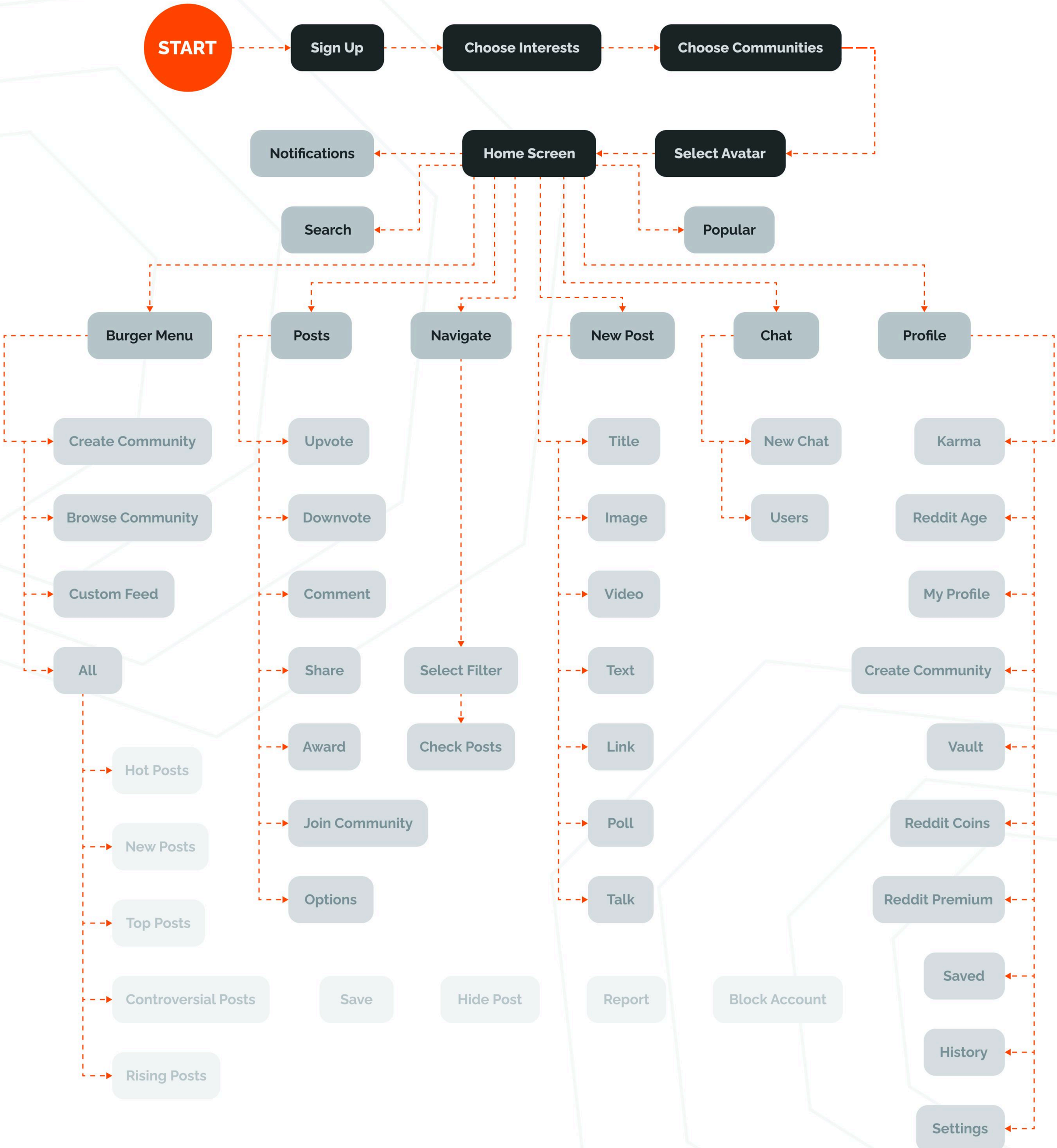
Goal Parameter and Weights

Goal Parameters	Weights					
	0	1	2	3	4	5
Learnability ~ 2.7 (Average)						
1. Findability: options / data / information should be visible / easy to find				✓		
2. User should take less time to learn: (e.g. in < 10 minutes, in < 2 hours practice, in < 2nd attempt)				✓		
3. User should learn to use the product on their own					✓	
4. Product should be internally consistent					✓	
5. Product should be consistent with other products, older methods / past habits of the user			✓			
6. New version should be consistent with the earlier version		✓				
7. User should remember / retain critical, but infrequent tasks			✓			
Speed of use 3.2 (Average)						
8. User must be able to do the primary task / the most frequent tasks quickly, easily, at all times				✓		
9. User should be able to navigate quickly and easily			✓			
10. Product should not load user's memory / product should not put cognitive load on a user			✓			
11. Flexibility: user should control the sequence of tasks	✓					
12. User should be able to complete frequent / critical tasks in specific time / no. of steps / in less efforts				✓		
13. Product should be personalised for the user (automatically)					✓	
14. Product should be localised for specific market segments						✓
15. A user should be able to customise the product for herself					✓	

Ease of use 1.5 (						
16. Product should clearly communicate its conceptual model					✓	
17. Intuitiveness: User should be able to predict the next step / task			✓			
18. No entry barrier: user must be able to complete critical first tasks			✓			
19. User should not need to do unnecessary tasks	✓					
20. Product should automate routine tasks / minimise user task load	✓					
21. Product should be always on, always accessible		✓				
Ease of communication 4.5						
22. Information architecture: Information should be well aggregated, well categorised, well presented						✓
23. Communication should be clear / user should easily understand text, visuals					✓	
Error-free use 1.25						
24. Product should give good feedback / display its current status			✓			
25. Product should not induce errors		✓				
26. Product should tolerate user's errors / forgiving interface / should prevent errors		✓				
27. Product should help user recover from errors / help users troubleshoot problems		✓				
Subjective satisfaction 4						
28. User should feel in control of the product / behavioural appeal					✓	
29. User should feel emotionally engaged with product / brand / product should be fun / reflective appeal						✓
User should find the product aesthetically appealing / product should have a visceral appeal				✓		
Other product goals						
User should protect their identity while using product						✓
Data security of users			✓			

Average: 2.9 - **"Balanced"**

Information Architecture



User Testing Participants

Aman Jain
25, Delhi, India

Education
B.Tech in CSE

Reddit Experience
Recent User

Exposure to competetion
Quora, StackOverflow

Dhruv Singh
22, Gujrat, India

Education
B.Arch

Reddit Experience
Rare user

Exposure to competetion
Quora, Pinterest

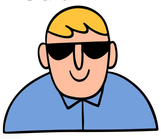
Maisha Patel
25, Gujrat, India

Education
BFA

Reddit Experience
1st time user

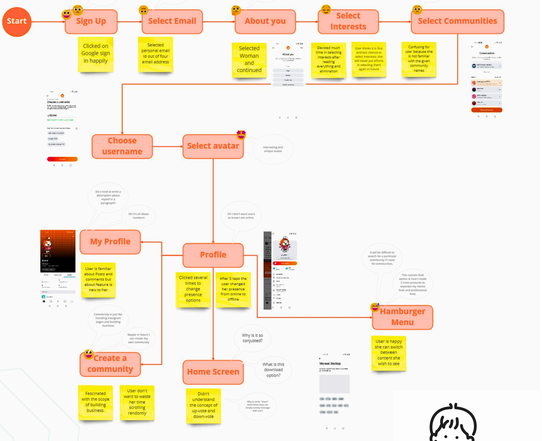
Exposure to competetion
None

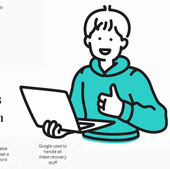
Testing and Thinking Aloud



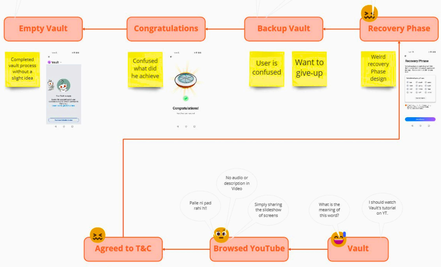
User Test #1
Aman Jain

User Test #2
Maisha Patel





User Test #3
Dhruv Singh



TASK 1 :create a post

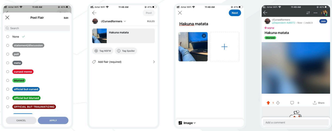
4 min 20 sec

OBSERVATIONS

- It took the user a while to select the post category
- The title and caption filling was fast as the user knew exactly what to post.
- The user took a while to find the community he needs to post to as he has lots in his list.
- The concept of Flair is still alien to the user and he does not bother with its selection.
- He glanced thoug the community rules very quickly as he knew what he was looking for.
- He reviewed the posted content instantly and was frustrated that his media files were under processing.

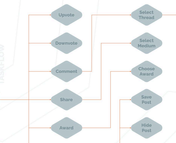
INFERENCES

- The post category also confuses recent users.
- The post editing and selection feature is well executed.
- The search option is ineffective.
- Flair seems an unnecessary feature in the platform, ans its not having the desired effect on it's audience.
- The post content processing annoys the users.



TASK 2 :interact with a post

10 min 14 sec

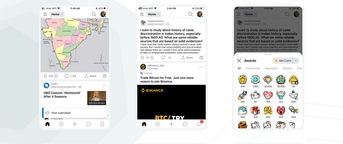


OBSERVATIONS

- Users were able to do all the tasks almost indefatiganeously
- They did not complained regarding any hurdles at all.
- Recent users took a while to complete the report post flow.
- All of them appreciated the app interface design, especially the award iconography
- The frequent user did not complaint anything.

INFERENCES

- All these tasks were very straightforward and simple
- They fit the existing mental model of social media apps.
- Report screen has multiple options which increases the cognitive load on the users.
- Award giving flow is fairly well illustrated with animated iconography.
- The whole platform is well gamified.
- The loyal users were very biased towards the product.


Home
r/bestofredditorupdates
u/BestOfRedditorUpdates
Post subreddit
Other r/ Subreddits
Post
Comments
Share
I want to study about history of caste system in India and how it was practised before 1950 AD. What are caste rebels and how they were treated by society? Caste rebels were called caste outcastes and were treated as untouchables. Untouchability was a social evil in which people were considered impure and were treated as outcastes. Untouchables were not allowed to enter temples or public places or use public wells or roads. Untouchables were also called Dalits. Dalits were not allowed to enter temples