Hi Callum,

Please see my feedback below –

Discovery page:

1. Padding Reduction at the Bottom of Cards: To optimize screen real estate and achieve a more visually balanced layout, it is recommended to decrease the padding between the content of the cards and the bottom edge. This adjustment will create a more compact design while maintaining the necessary breathing space.
2. Background Removal and Lowercasing of "Likes": To maintain a consistent and modern typographic style, our UX expert suggests removing any background element behind the likes count on the cards. Additionally, they recommend using lowercase letters for the word "likes." These changes will contribute to a cleaner and more streamlined appearance.
3. Alignment of Likes with Info Detail: To enhance the visual hierarchy and overall alignment, aligning the likes count with the accompanying information details on the cards is advised. This adjustment will result in a more organized and visually pleasing layout, improving the overall user experience.
4. Removal of "View" Button for Post Access: To simplify the user interface and streamline the navigation, our UX expert proposes removing the "View" button that allows users to access the full post from the discovery page. Instead, it is suggested to make the entire card clickable, enabling users to navigate to the post by clicking anywhere on the card.
5. Use of Light Grey Colours for Tags: For an aesthetically pleasing design and reduced visual distractions, our colleague suggests utilizing light grey colours for the tags on the discovery page, replacing the current blue. This adjustment will create a more subdued and harmonious colour palette, allowing the primary content to stand out effectively.

Post page:

1. Replacement of "Likes" with an Icon: To declutter the interface and provide a more intuitive representation of the likes feature, our UX expert suggests using an icon instead of the word "likes." This change will not only reduce visual noise but also enhance the overall visual appeal of the likes count.
2. Proper Alignment of Tags: It is recommended to ensure the proper alignment of tags on the post page. This adjustment will improve visual consistency, making the tags appear more organized and visually pleasing. Aligning the tags correctly contributes to a polished and professional design.
3. Correct Alignment of Comments: Like the tags, the UX expert advises aligning the comments section properly. By ensuring the visual alignment of comments with each other, readability will be improved, creating a more organized and cohesive layout. Proper alignment helps users navigate and engage with the comments more effectively.
4. Styling Update for the Comment Input Box: Our colleague suggests considering the comment input box style used on platforms like YouTube as an example. By emulating a style that users are already familiar with, we can enhance the user experience and make the comment input box more intuitive and visually appealing. Adopting a familiar style brings a sense of comfort to users.
5. Alignment of Comments with Comment Input Box: To establish a visually aligned layout, it is recommended to align the comments with the comment input box. This alignment will clearly indicate the relationship between the comments and the input box, resulting in a more balanced and cohesive design.
6. Addition of Padding between Info and Tags: To improve the visual separation and enhance the overall aesthetics, our colleague suggests adding some padding between the information section and the tags on the post page. This adjustment creates a pleasant spacing between these elements, resulting in a more visually pleasing layout.

Create post page:

1. Width Reduction by 66%: To create a more compact and visually appealing form, it is recommended to reduce the width of the post creation form by 66%. This adjustment will optimize the use of screen space, ensuring a better utilization of the available real estate and improving the overall user experience.
2. Centre Alignment of the Post Creation Form: To achieve a balanced and cantered appearance, it is advised to align the post creation form at the centre of the page. This alignment will enhance the visual aesthetics, making it easier for users to focus on the form and input their content.
3. Validation - Use a Red Badge with White Text: When there are validation errors in the form, such as missing required fields, it is recommended to indicate them using a red badge with white text. This visual cue will effectively highlight the errors to users, helping them identify and rectify any issues encountered during the form submission process.
4. Spacing Between Fields: To improve readability and create a more organized layout, it is suggested to add appropriate spacing between the fields in the post creation form. This spacing will enhance the distinction between different input sections, making it easier for users to navigate and understand the form's structure.

With the above feedback, below are screenshots of the before and after pages where the feedback was given. Most suggestions centre on maximising screen space, achieving visual harmony, upholding consistency, and enhancing user experience overall.

**Landing Page**

Before

Graphical user interface, application, Teams

Description automatically generated

After

A screenshot of a computer

Description automatically generated

**Create Post Page**

Before

Graphical user interface, application, Teams

Description automatically generated

After

A screenshot of a computer

Description automatically generated

**Profile Page**

Before

Graphical user interface, application, Teams

Description automatically generated

After

A screenshot of a computer

Description automatically generated