Areas for improvement on the app based on the interview inferences

Poor search results

- We notice that all the users have trouble with the search bar.
- The search engine is notorious for being bad at finding what the users are looking for, usually providing access to unrelated subreddits and links that misdirects the users.
- Some users use convuluted and unnecessary steps to work around this issue.

Lack of Proper Contrast

- In dark mode, the 'Search' and 'Create post' bar do not have enough visual contrast to be noticeable. This forces the user to strain their eyes to be able to understand what is written.
- The lack of consistency in the discover page frustrates a lot of users.

Lack of External consistency

- Reddit does not try to maintain external consistency with its competitors.
- It forces its users to recall rather than recognise with unfamiliar terminologies and icons which increases cognitive load on the users.

Lack of good moderation

- There is a lack of a proper filtering system when displaying triggering or graphic content to the user.
- This could affect the mental health of the users negetively.
- The app needs to be more inclusive of users, and consider the diversity of the users they have on the platform

Lack of users digital wellbeing system

Lack of a proper screen restriction system to ensure that the user does not spend more time than previously stipulated, and this way the app does not chew into the users productivity.

Misleading Ads disguised to look like posts

- The adds are very hard to differentiate from regular threads. This must have been an intentional design choice. They must have known that making the results look the same as regular posts.
- They must have also know that users would click on them without having any intention to view the ad. They even have the comments and votes button.
- But this is often frustrating for the user as it hinders the user's task. Hence, this can cause unnecessary cognitive load.
- The only differences are the "Promoted" text. The action button is a recent addition.

Clutter

- The overwhelming amount of information under the comments section and the lack of proper categorisation often frustrates and confuses not just new users, but the experienced users alike.
- Some organisation and better catagorization of the different posts could enhance their experience with the app

Lack of Internal consistency

- The diversity , changes in the layout and in the placement of content on different pages of the app can be very confusing and frustrating for users and can lead to the user spending more time trying to figure out the system the app follows.

Lack of good moderation

- There is a lack of a proper filtering system when displaying triggering or graphic content to the user.
- This could effect the mental health of the users negetively.
- The app needs to be more inclusive of users, and consider the diversity of the users they have on the platform

Lack of efficient video player

Trying to open a video in reddit takes the user to a bad video player that imitates the UI of Tik-Tok, loading short videos. This approach leads to the user having to make unnecessary clicks, once the user has to open the video player. They are forced to go to the next post, then minimize the video player, and then go to the next post.