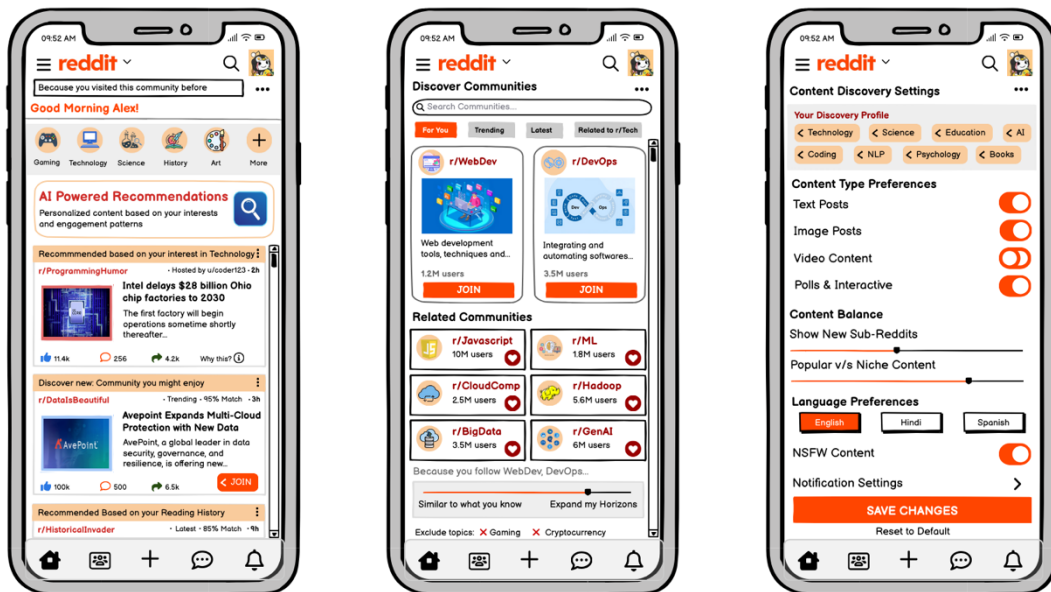


Balsamiq Wireframe of Reddit's 4 Prioritized Features

Feature 1- AI Powered Content Discovery



Description & Context:

This wireframe presents a dynamic dashboard that leverages artificial intelligence to curate and recommend content. The interface displays trending topics, relevant discussions, and personalized search options. Using AI ensures that users can overcome content overload by quickly finding the discussions most relevant to their interests.

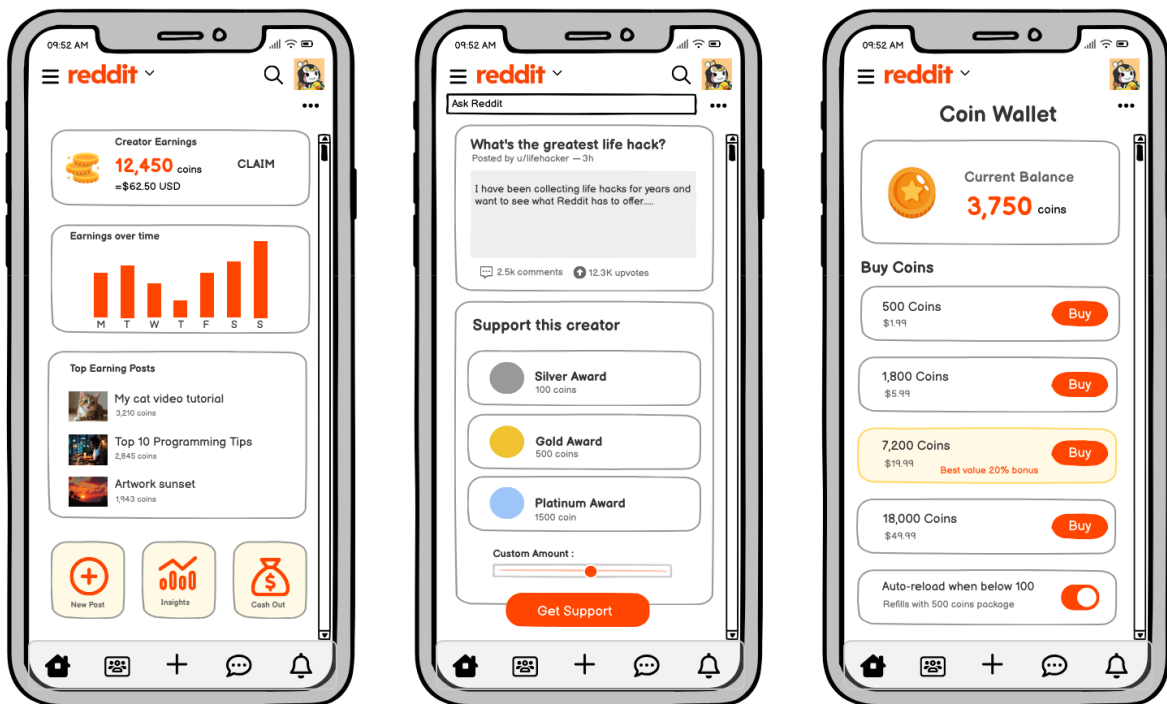
Motivation & Core Drivers:

- **User-Centric Focus:** Empowers users to easily discover and engage with content.
- **Data-Driven Personalization:** Utilizes AI algorithms to analyze user behavior and preferences.
- **Engagement Optimization:** Aims to boost time-on-platform and overall interaction through curated, high-quality content.

Transition:

Users are prompted to tap on content segments or search results, which then lead to a deeper dive into individual posts or related content categories, setting the stage for further interaction with monetization and personalization features.

Feature 2- Reddit Coins 2.0



Description & Context:

This screen focuses on the monetization aspect for content creators by showcasing Reddit Coins 2.0—a revamped token-based system enabling direct micropayments and revenue generation. The wireframe includes graphical representations (charts/graphs) of earnings, a transaction list, and interactive controls for managing coin balances.

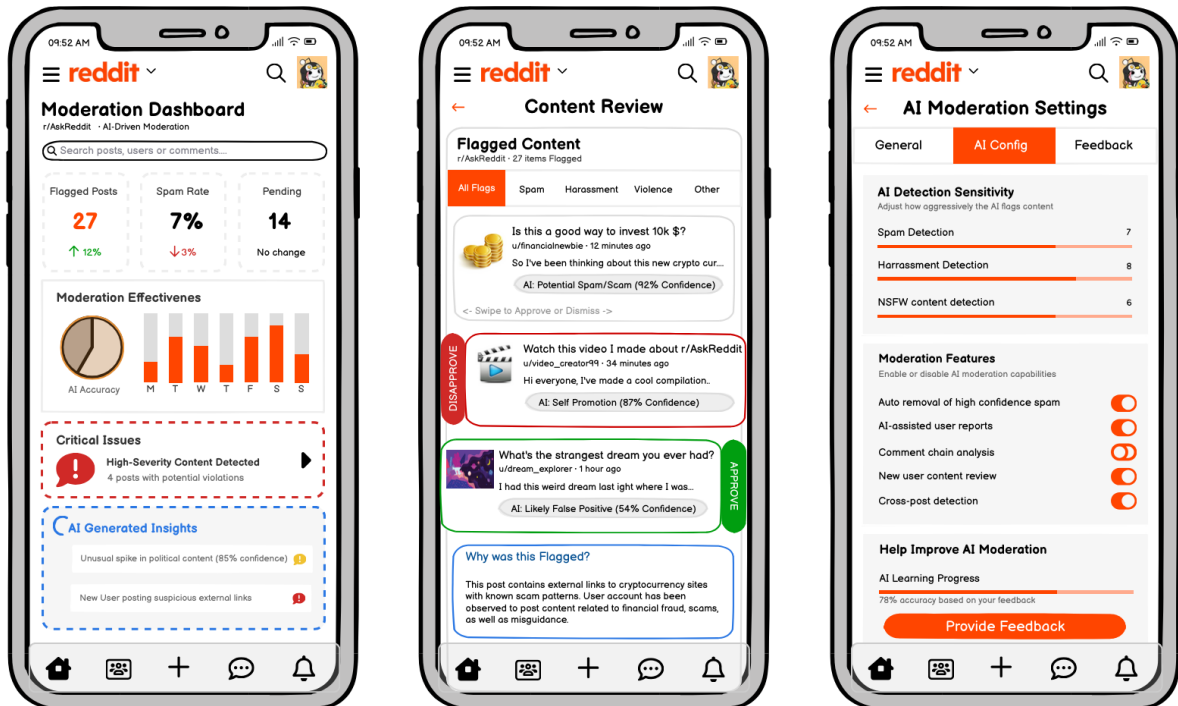
Motivation & Core Drivers:

- **Empowering Creators:** Provides creators with a transparent, in-platform mechanism to earn revenue.
- **Revenue Expansion:** Addresses the need for direct monetization channels, reducing reliance on external platforms.
- **Actionable Insights:** Displays real-time data and analytics to inform creators of their financial performance and guide strategic decisions.

Transition:

Clear call-to-action buttons (e.g., “View Transactions” or “Request Withdrawal”) allow users to navigate into detailed financial management. This transition smoothly leads to the moderation and quality assurance section, where content quality directly impacts monetization.

Feature 3- AI Assistant Moderation



Description & Context:

The moderation screen uses AI assistance to help moderators manage and review flagged content. This wireframe features a list or card-based layout of flagged items, with interactive swipe gestures for quick decisions (approve, dismiss, or flag for further review). Tooltips and visual indicators provide context about why content was flagged.

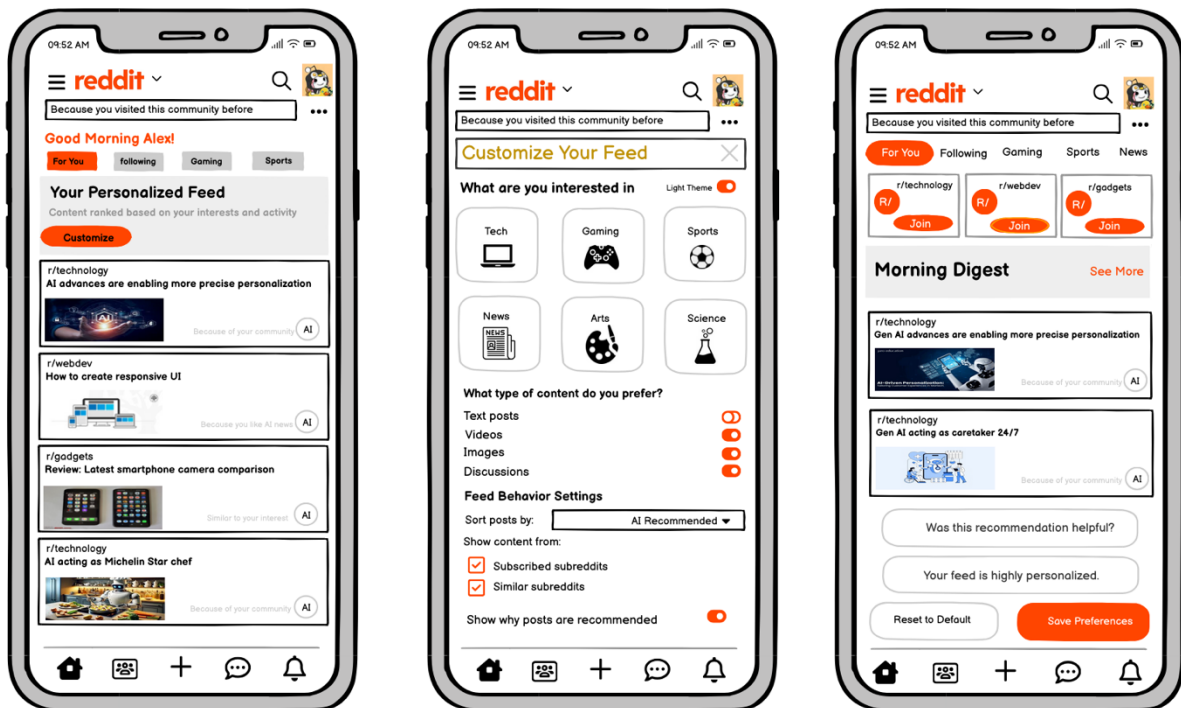
Motivation & Core Drivers:

- **Quality Assurance:** Ensures that content remains high quality and community standards are upheld.
- **Operational Efficiency:** Reduces manual workload by integrating AI to prioritize and suggest actions.
- **Feedback Loop:** Allows moderators to refine AI accuracy through real-time input and adjustments, thereby continuously improving the system.

Transition:

Once a moderator acts on a flagged item, the decision is instantly reflected in updated dashboard metrics. This feedback feeds back into overall content discovery and personalization efforts, completing the quality control loop.

Feature 4- Smart Personalization Feed



Description & Context:

This wireframe provides a highly tailored content feed that adapts dynamically to each user's interests and behaviors. It features interactive cards, personalized recommendations, and a layout that highlights content relevance. The design emphasizes clarity and easy navigation, ensuring that users quickly find content that resonates with them.

Motivation & Core Drivers:

- **Enhanced Engagement:** Improves user retention by delivering a customized content experience.
- **Adaptive Algorithms:** Leverages AI to continuously update and refine the feed based on real-time user interactions.
- **Competitive Differentiation:** Aligns with DPM goals to keep the platform relevant and sticky by ensuring each user sees content that matters to them.

Transition:

Users can tap on a personalized content card to view full details, comment, or share—thus moving back to the discovery dashboard for further exploration. This cyclical navigation reinforces the integrated ecosystem where discovery, monetization, moderation, and personalization drive platform success.

Overall DPM & User Flow Integration

Strategic DPM Alignment:

Each wireframe embodies key DPM principles:

- **Data-Driven Decisions:** AI-powered features across discovery, monetization, and moderation ensure that product evolution is based on real user behavior.
- **User-Centric Design:** The user journey is designed to reduce friction and increase engagement at every step.
- **Iterative Feedback:** Seamless transitions and interactive elements allow continuous refinement, ensuring the product remains responsive to both user needs and business goals.

Seamless Transition Flow:

- **Start at AI-Powered Content Discovery:** Users begin at a central hub that introduces them to trending and personalized content.
- **Move to Monetization (Reddit Coins 2.0):** Creators who are engaged with content can access financial metrics and manage their revenue streams.
- **Shift to AI Assistant Moderation:** Moderators then ensure the quality of content, leveraging AI to handle flagged items swiftly.
- **Conclude with Smart Personalization Feed:** Finally, users experience a refined feed that adapts to their evolving interests, looping back into content discovery—ensuring a continuous, interconnected cycle that supports Reddit's growth and user satisfaction.