

# Assignment 1 – Good and Bad Design

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## New Reddit vs. Old Reddit



Reddit is a social news gathering, content rating, and discussion website.

The site had been around since 2005 and counts with over 330 million users worldwide, as of today. Registered members can submit any type of content, which is then voted up (*upvoted*) or down (*downvoted*) by other members. The content is organized by subject into user-created boards, called *subreddits*, which cover a vast variety of topics such as politics, movies, science, books, pets, and sports.

# The Old Reddit

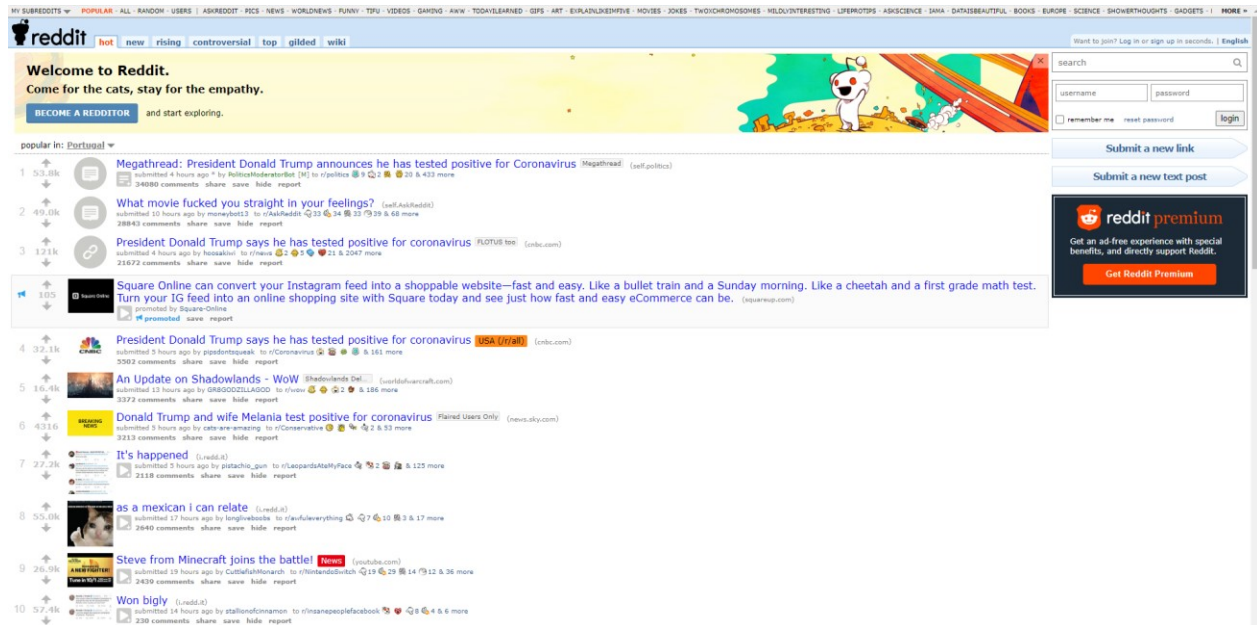


Image 1 – Old Reddit’s main page. Zoom in for a better look.

For this assignment, I will be using the old Reddit as the example of a bad user interface design. Note: I do not think Reddit’s interface was ever bad, but I do think the old interface could have gone through a lot of improvement.

The image above was Reddit’s main page. The first thing the users saw, before they ever visited the platform, was a clutter of misplaced features and topics.

**Objective:** Get the user to register in the site.

## Bad Aspects of the old Reddit:

- The first thing the user will notice are the 11 chunks of information that occupy the large majority of the screen. I find that this can be overwhelming for a new user, especially one who never heard of Reddit before. Perhaps the page was designed this way in order to show the user what Reddit is all about, but they could have achieved the same effect by showing only a few topics;

- On the right corner, the website shows the unregistered users two buttons that resemble arrows, saying: “Submit a new link” and “Submit a new text post”. If the users click on one of these buttons, they are redirected to a pop-up which asks them to register in the platform before they post something. These buttons are, therefore, useless, and should only appear to registered users;
- The search bar is almost hidden on the top right corner. It looks a lot like the text boxes that are used for users to log into the website. My suggestion would be to put the search bar right below the “Welcome to Reddit” banner, in a way that would make it visible for everyone, including newcomers;
- Above the website’s logo, there is a thin, gray bar that shows the most popular *subreddits* in the platform. Why is it there? Perhaps not to clutter the screen? It could have worked, but the screen is already cluttered. In order to improve the new user’s experience, the bar could be moved elsewhere so that the user can browse the site by choosing a *subreddit* of their interest;

## My take on the old Reddit:

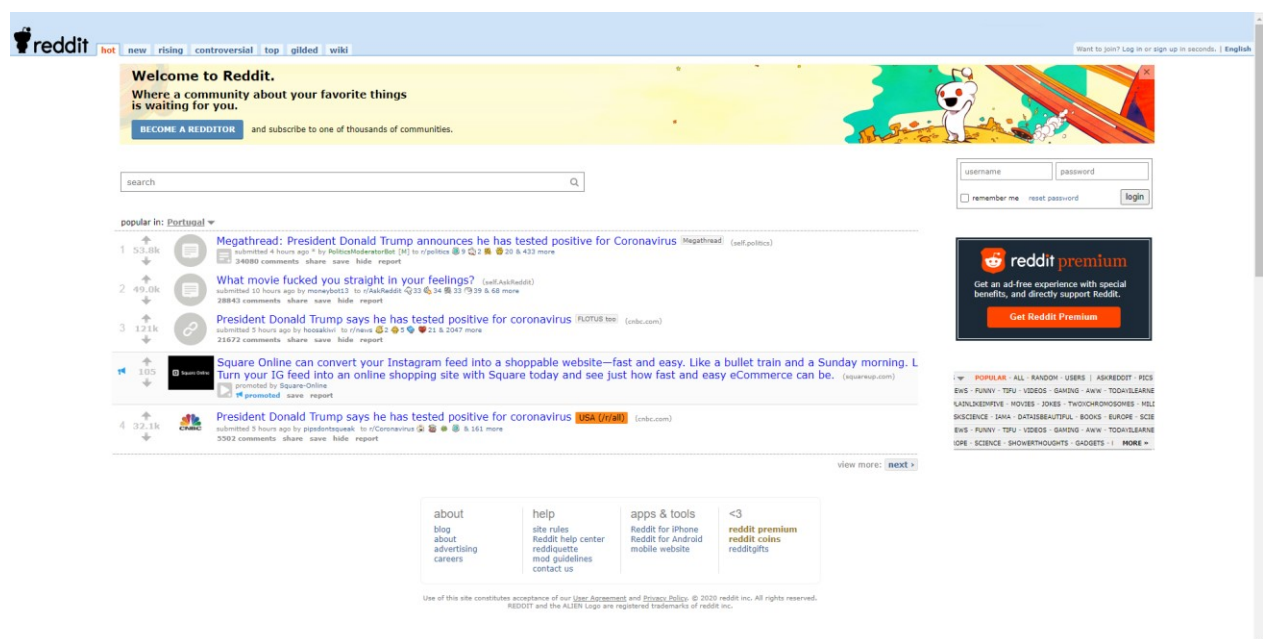


Image 2 – My take on the old Reddit’s main page. Zoom in for a better look.

# The New Reddit

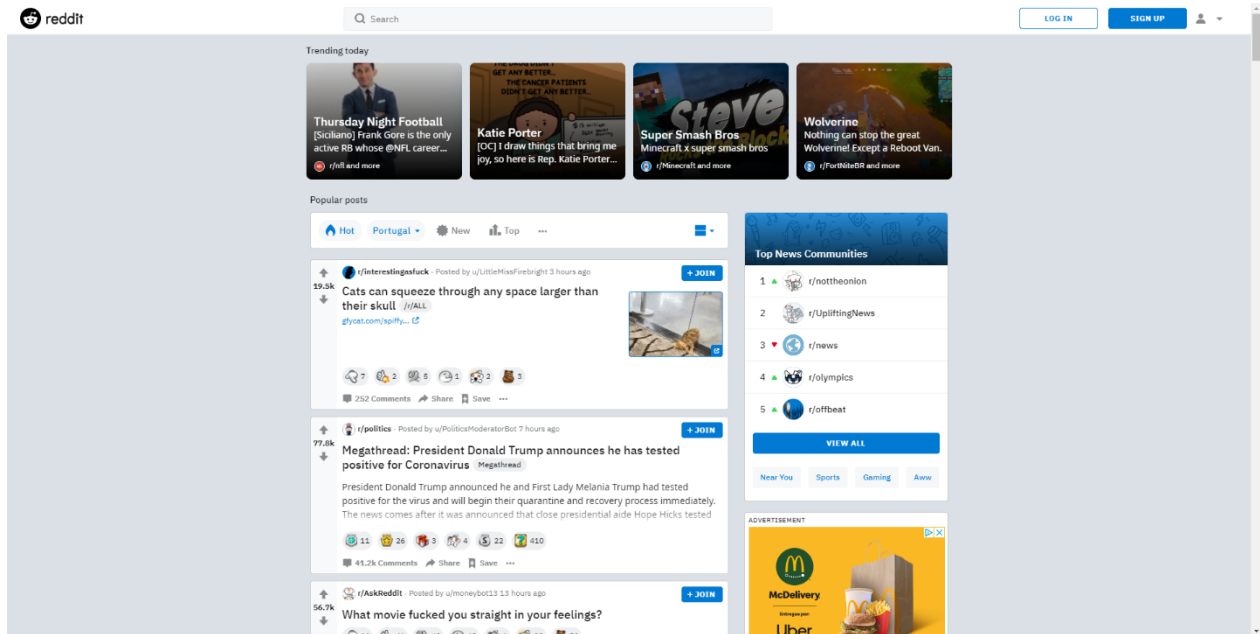


Image 3 – New Reddit’s main page. Zoom in for a better look.

The new Reddit is much more appealing.

There is a better use of imagery and each of the topics are divided into their own separate card. The new design takes a more minimalist approach, showing only what is relevant for the new user.

**Objective:** Get the user to register in the site.

**Good Aspects of the new Reddit:**

- The first thing the user will notice are the 4 cards below “Trending Today”. The use of thumbnails manages to capture the user’s attention faster, and therefore creates a more pleasurable experience. It’s a good improvement on the old Reddit, as it’s not so overwhelming to the user;
- Information is all centered. The website no longer feels cluttered, and the users can focus their eyes on a single point of the screen.

- The search bar, the “Log In” button, and the “Sign Up” button, no longer look alike. Everything is much more visible.
- Each of the cards has little icons on the bottom corner, which are called rewards. By looking at the rewards, the user can have a feel for the type of reactions emanated by the post.
- There is a night mode.

## For more experienced users:

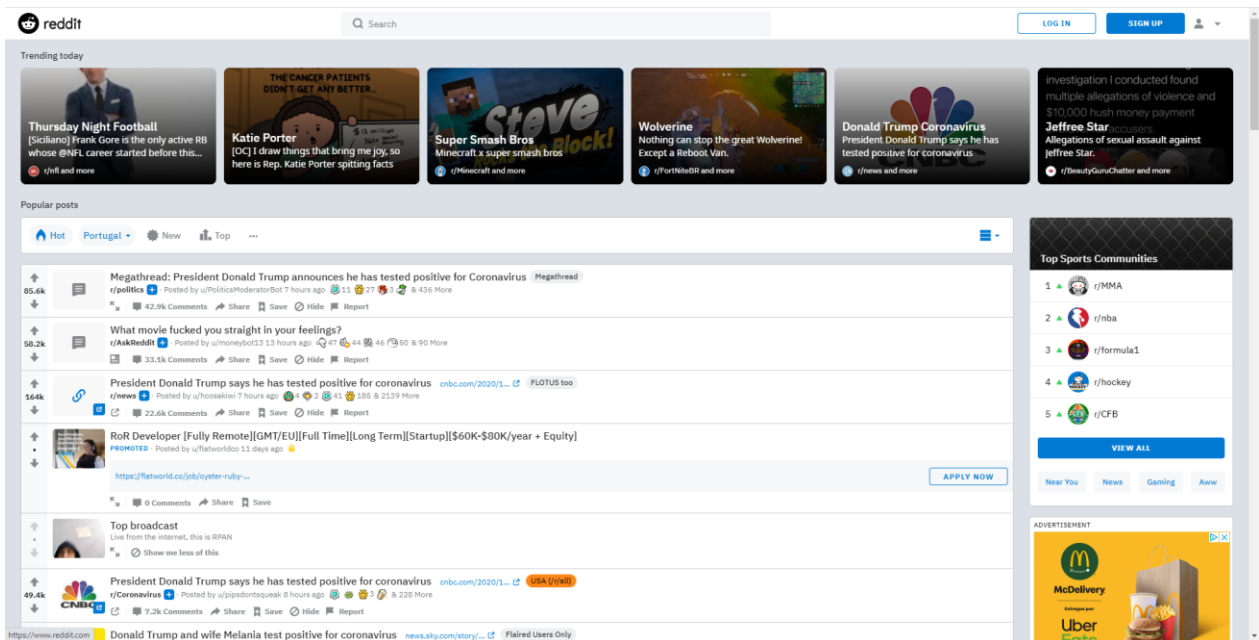


Image 4 – New Reddit’s main page in Classic view. Zoom in for a better look.

Reddit offers a Classic view for the users who miss how the site used to look. Even though the old version is still available, this feature demonstrates the user’s feedback is always heard and appreciated.

It’s still quite an improvement when compared to the old interface, though.