Reddit Project Write Up – Hayley Carter, Jessica Ji, Eli Lipsitz

For our redesign of Reddit, we tried to maintain the website’s stylistic simplicity while creating a more intuitive, user-friendly and polished look for each of the three main pages. We decided to have the top bar and side bars remain the template for the homepage, search page, and thread page as easy navigation for viewers. We gave greater importance to the search aspect of the Reddit by putting the search bar at the top-center of the page, and made a large general “Submit a Post” button to encourage users to submit posts, as Reddit almost completely depends on user generated content. We also made Subreddit categories in the left sidebar to emphasize Subreddits for the user, since that is how Reddit’s content is organized.

Instead of Reddit’s original homepage layout of links, our new homepage design organizes posts as cards, with sizeable image previews when available. By making content previews, we hope to increase users’ interest in posts and encourage them to click on them. Each card only shows the title, subreddit, and author of the post to prevent an overload of information onto the user while they’re browsing the homepage.

We kept the colors of the website fairly neutral to offset the newly increased number of images that would be showing up on the page as image previews. To keep in line with the Reddit brand, we used red accents within button hovers etc. The search page also features a card layout with one column of subreddit results and two columns of post results, with the posts done in the same format as the homepage posts. Because each Reddit post has so much information in it, we tried to clearly emphasize the most important aspects of the post (i.e. image, title, subreddit, author) and deemphasize less immediately important information (i.e. submission time, share buttons) through typography. We also used letter spacing to make some titles and headings easier to read.