

# Improving Reddit User Experience



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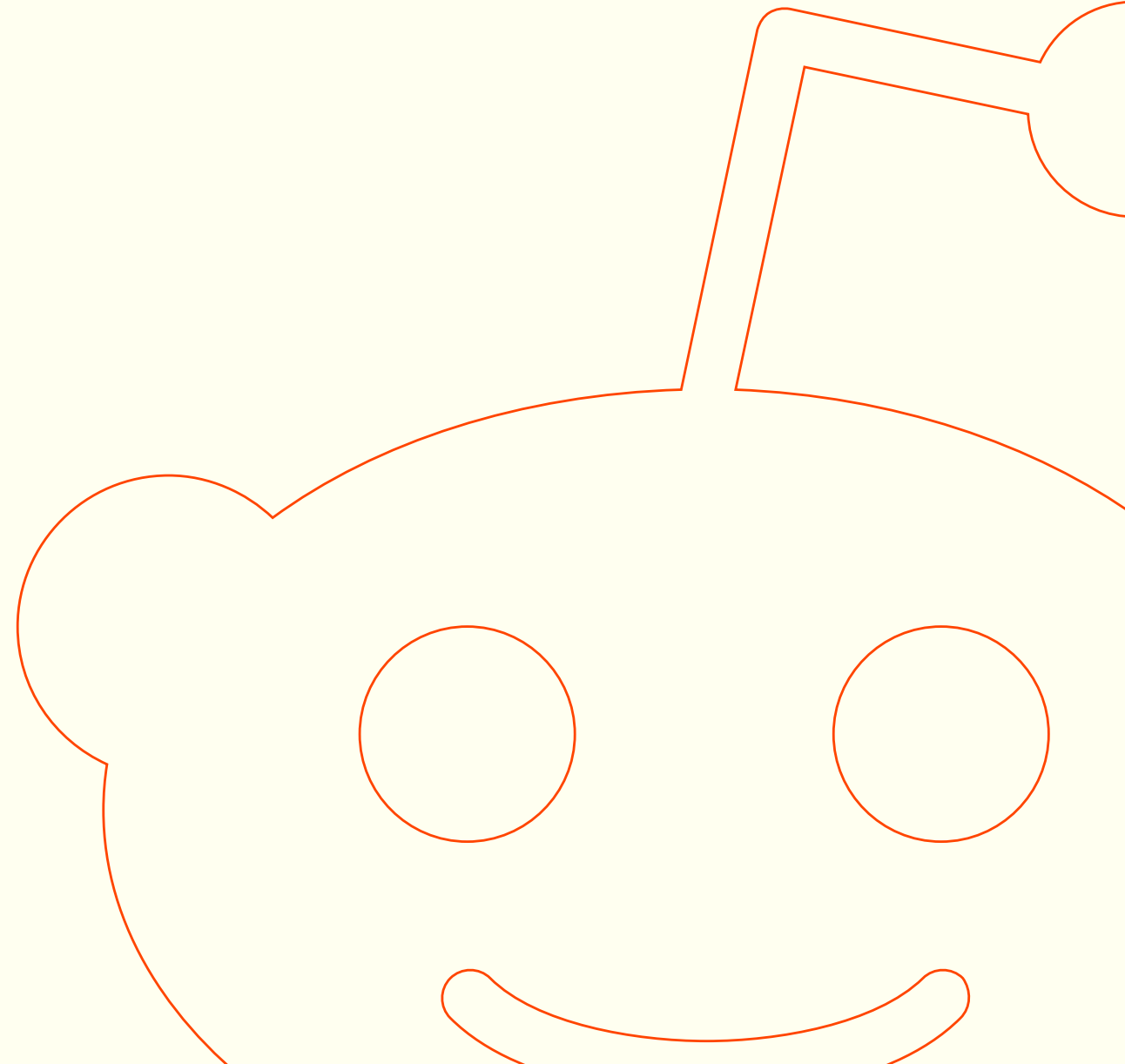
- Converge and Make Choices
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# 1. Recap



## About Reddit

- Social aggregation and discussion platform,
- Launched on June 23, '05
- Used by 52M+ daily users

## Functionalities

- Thread content browsing
- Voting and comments
- Reddit avatars
- Awards

## Understanding

- *What the product is,*
- *Who the users are*

*Is essential before diving into the design thinking process*

## Our Assumptions

New users feel overwhelmed due to

- Information overload
- Lack of onboarding structure

## Secondary Research

Primary insights:

- Used for meme-related content,
- UI inconsistency is a common complaint

## Interview Questions

- What social media platforms do you use regularly? (*General*)
- How did you first hear about Reddit? (*Specific*)
- .....

# 1. Recap

Insights

Reddiquette Rebel

*"This feels male dominated, I'm not sure my voice is welcome"*

Visual Voyager

*"I'd rather just use Instagram or TikTok"*

Comment Cryptid

*"I feel like I need to be an expert to say anything on this platform"*

What we learnt after

- *Synthesizing Design Opportunities*
- *Derived from User Interviews and Collected Observations*

Want

Welcome nature

Reel like content

Representation

Increase activity

Improved search Feature

HMW...

Simplify the onboarding and accessibility process?

Enhance visual content support?

Increase inclusivity?

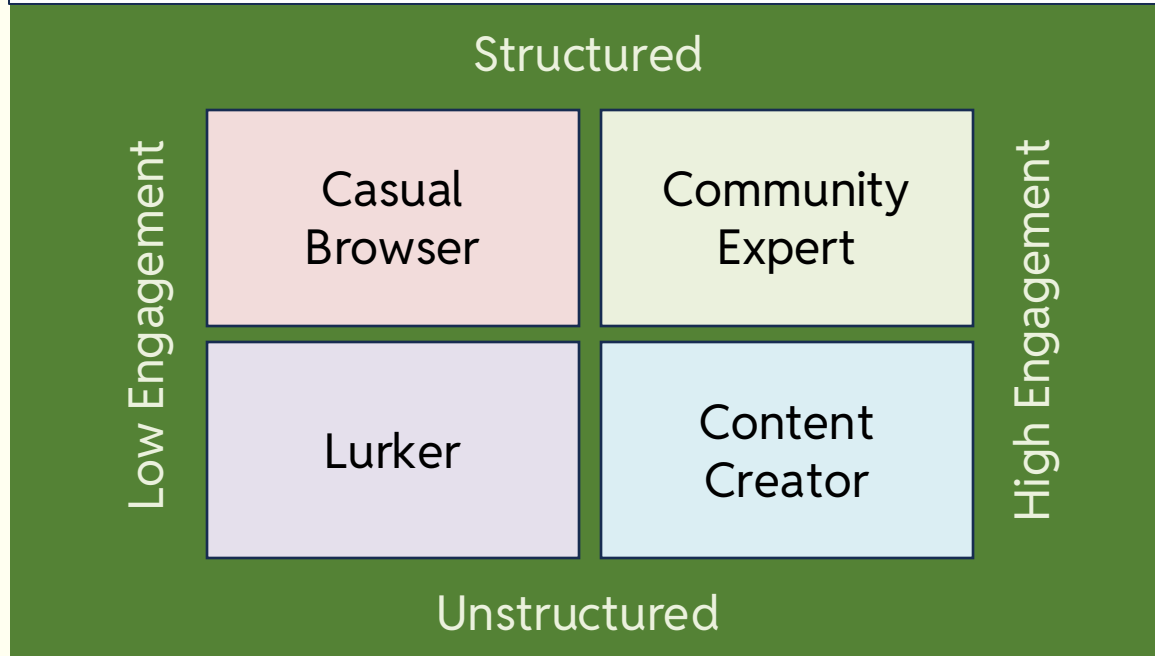
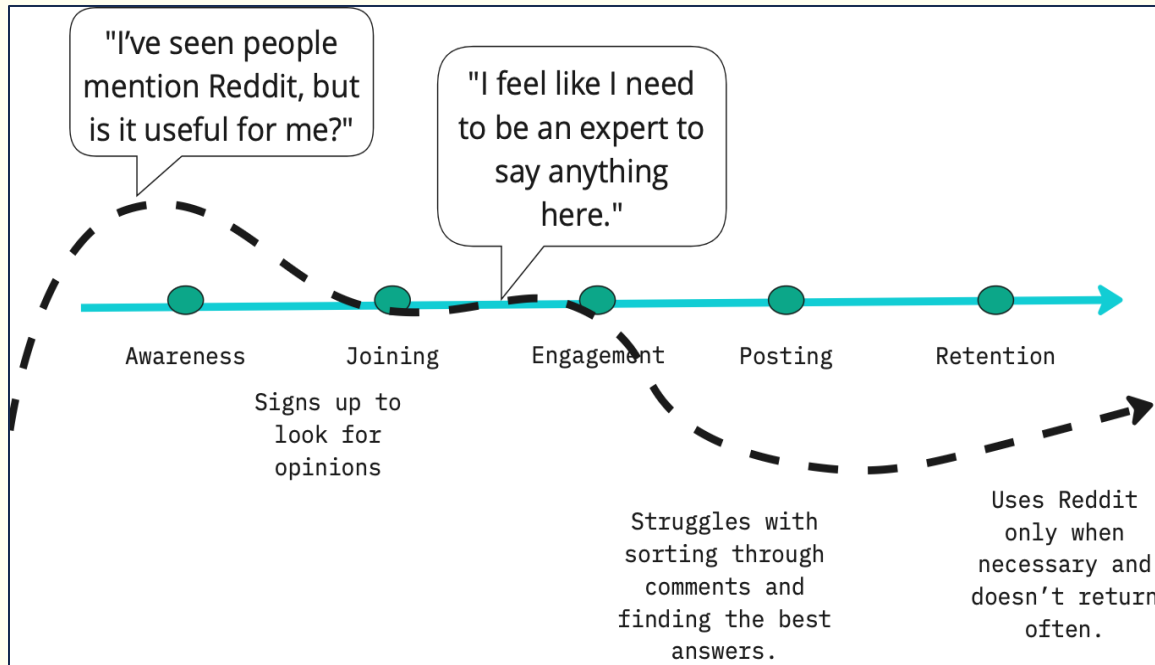
Increase activity from lurkers and casual users?

Improve the search experience to find relevant content faster?

# 1. Recap

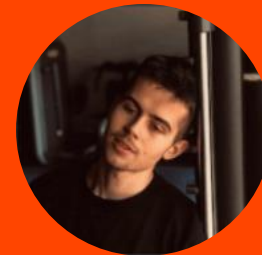
## What we learnt after

- *Developing personas*
- *Journey Maps*



### Reddiquette Rebel

- *Uses Reddit mainly for research*
- *Finds the app "unwelcoming"*



### Visual Voyager

- *Prefers visual over text*
- *"It doesn't seem put together"*



### Comment Cryptid

- *"Reddit Opinion... feels real"*
- *Uses "only when necessary"*

## 2. Ideate

### Creative Matrix

Persona	Onboarding	Inclusivity	Discovery	Participation	Safety
<b>Reddiquette Rebel</b>	Personalize content and simplify steps	Recommend safe communities	Safe Mode + previews	Reward first posts	Safer search + tone previews
<b>Visual Voyager</b>	Visual guides	Show moderation signals	Filter by media type	Comment ideas + small wins	Reply control
<b>Comment Cryptid</b>	Gamified walkthrough	Accessible features and safer spaces	Smart, curated feed	Emoji replies + digests	Mod activity visibility

#### What we learnt after

- *Defining some Design Principles*
- *Iterative Brainstorming*



## 2. Ideate

What we learnt after

- Defining some Design Principles
- Iterative Brainstorming

### How Might We.....

create a more **engaging** and immersive experience that **encourages** diverse users to explore further, and discover more value?

No idea is a bad idea

HMW engage users to stay on reddit & not navigate away.

↓ No-mail

Known steel  
INI

Cherzy

Reddit

helpful, expert back

Commified approach  
(when user opens reddit)  
daily trends  
Content Creator

All moderation  
\*Reddit Search Engine  
\*Reddit Reviews bar

Reddit Vesse (have virtual space VR)

Industry adoption

Brainnot encourage  
Solve puzzles/to exit  
Quiz

Reddit phones  
Reddit-voice assist  
life alert

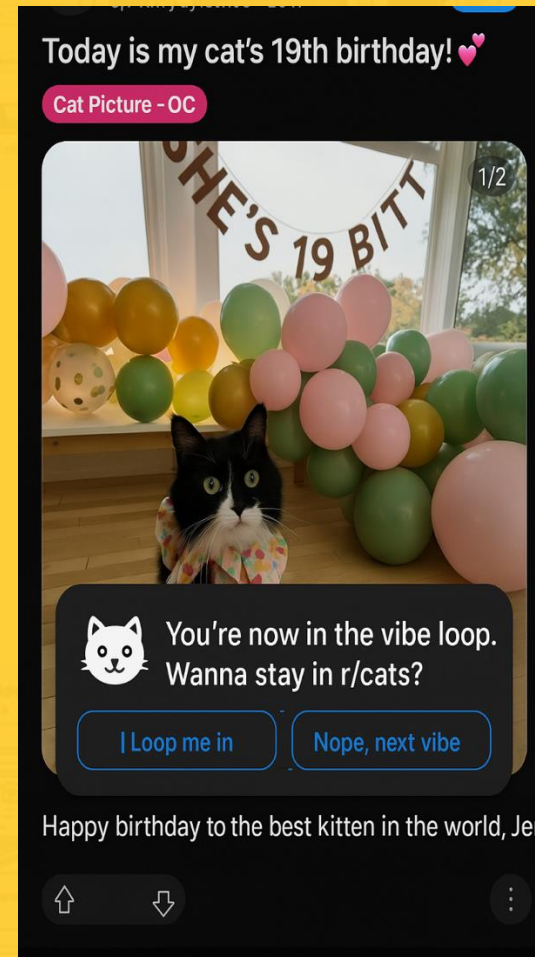
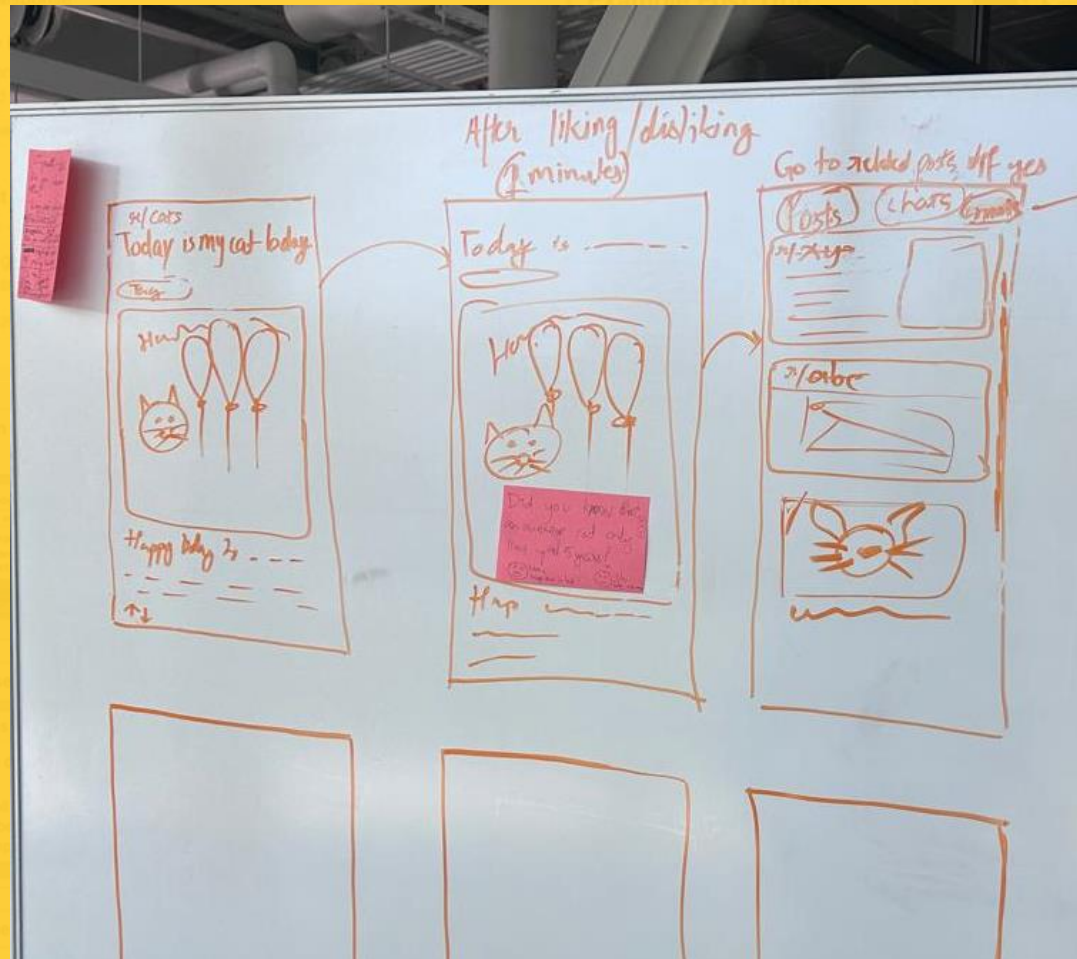
Add a feature  
where test posts can be  
integrated with API now making  
& for brainstorming

## 2. Ideate

### Vibe Loop

What we vis. after

- Storyboarding,
- Sketches &
- Lo-Fi Prototypes



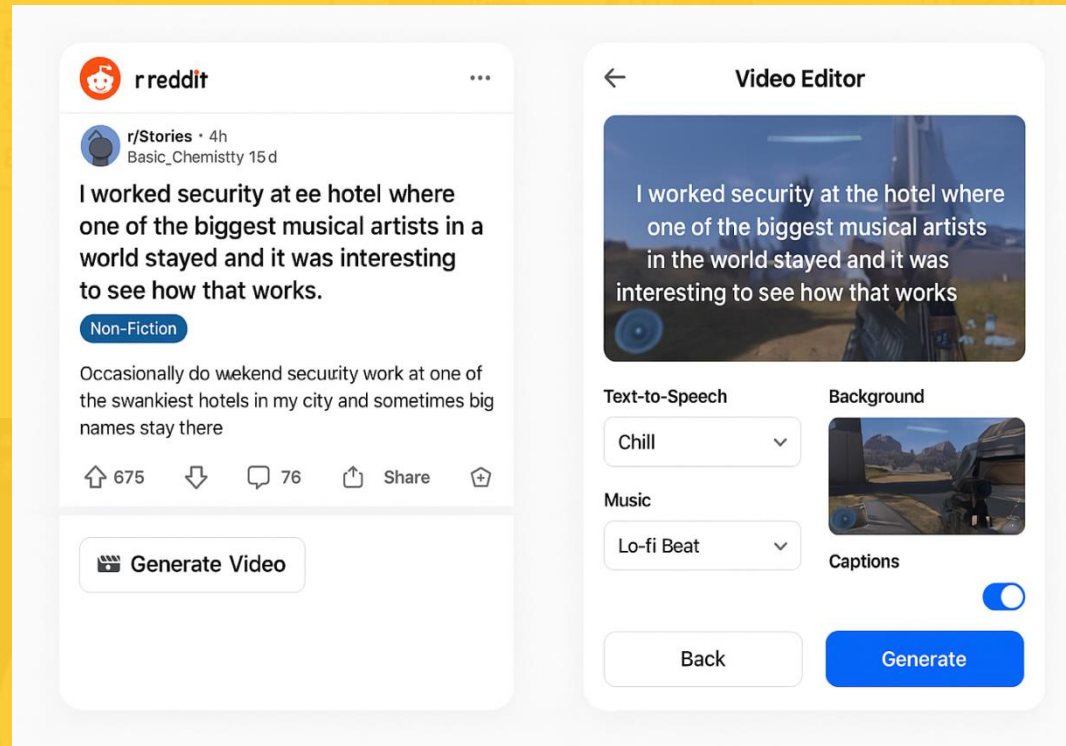
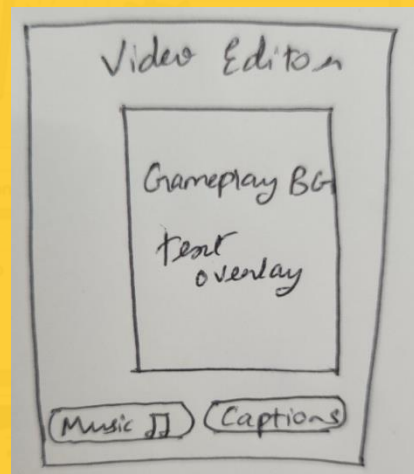
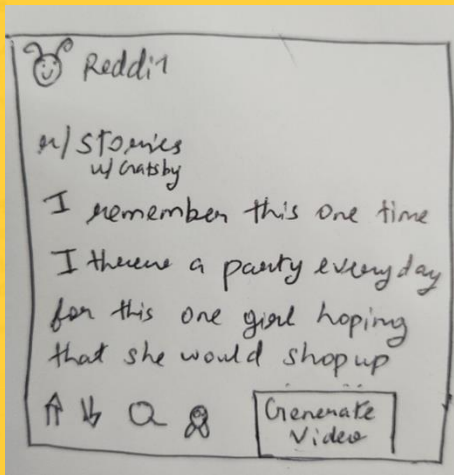


## 2. Ideate

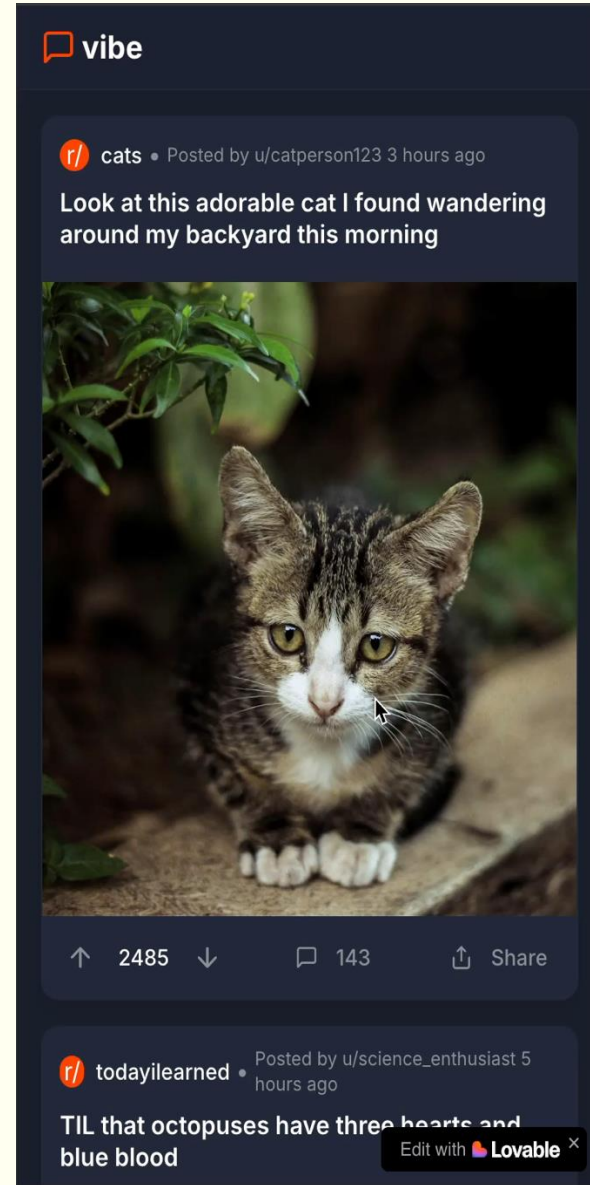
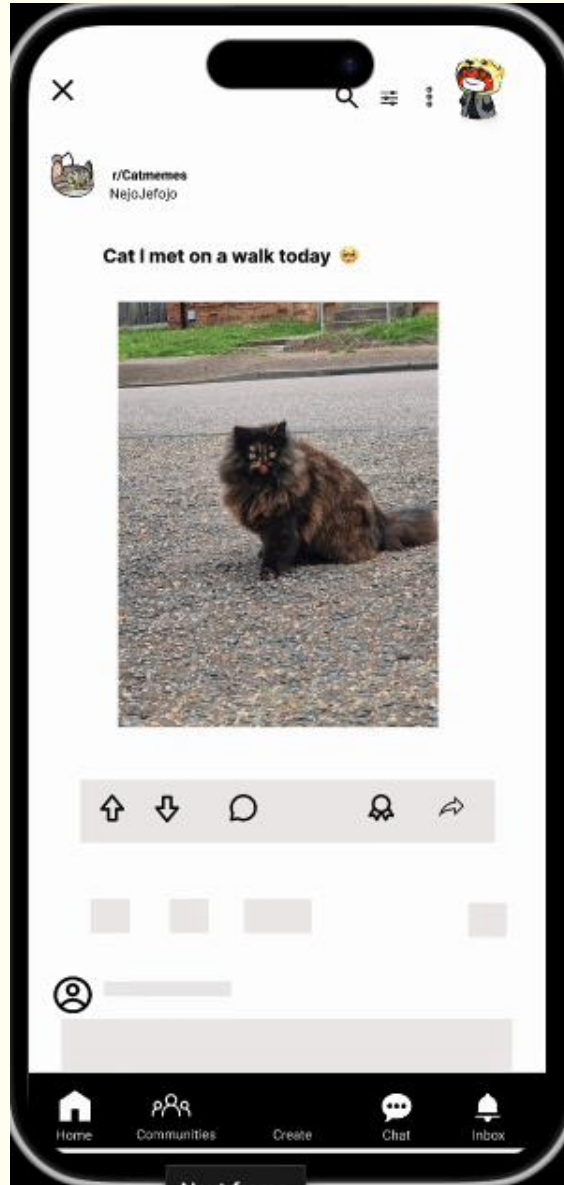
What we vis. after

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### Brainrot Generator



## Vibe Loop

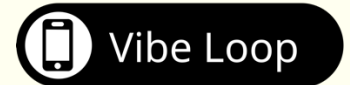


## 3. Prototype

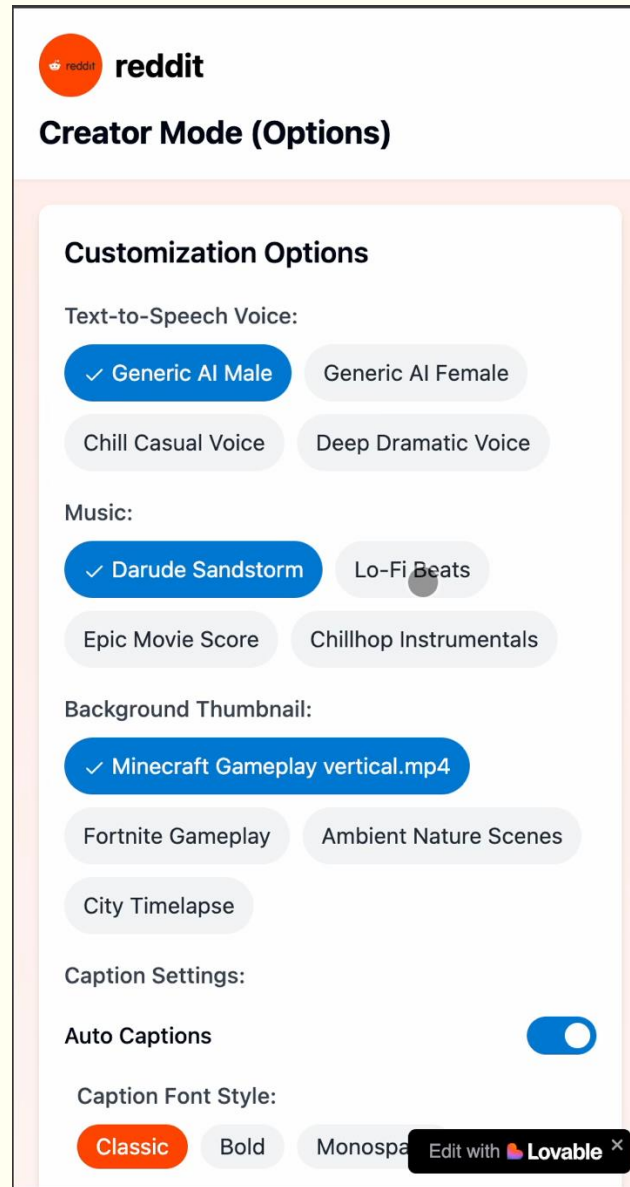
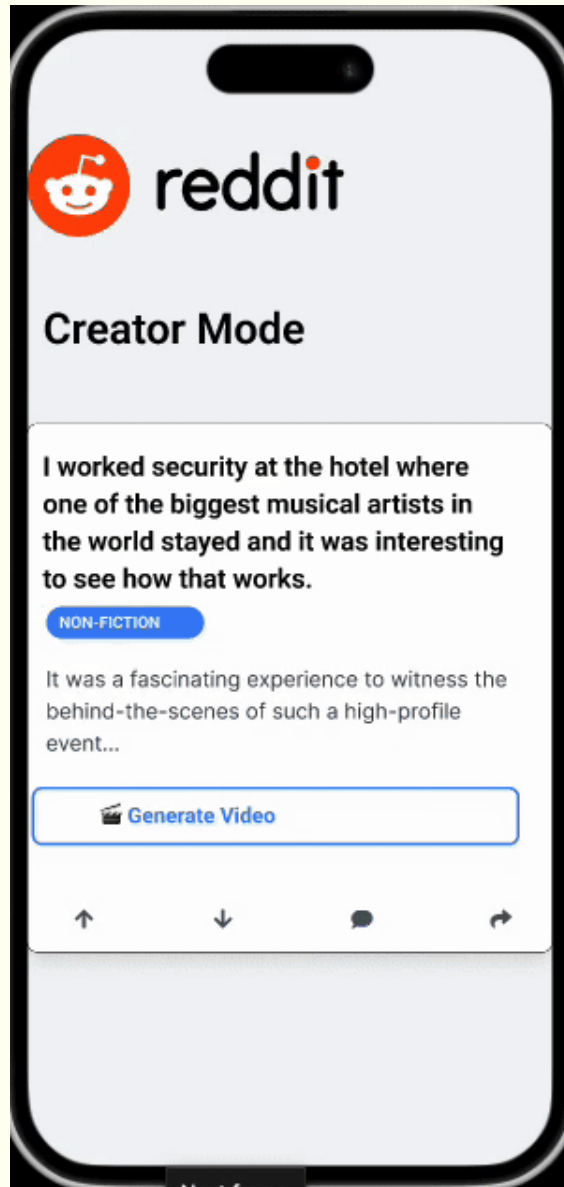
What we made after

- *Generating Figma and*
- *AI prototype*

(P9)



# Brainrot Generator



## 3. Prototype

What we made after

- *Generating Figma and*
- *AI prototype*

(P9)



# 4. Feedback

## What we did well

"Is like Minecraft, gonna keep me engaged"

**Ethan,**  
On  
Brainrot Generator increasing  
**encouragement** to use app

"It is nice – my feed is not compromised – I like that. I like cat content for some time. Tomorrow I may not. It's a good option"

**Vasudha,**  
On  
how Vibe Loop **does not use historical data** hence **promoting anonymity** better than Reddit's current approach

"Letting people generate own posts"

**Ethan,**  
On  
Brainrot Generator helping create new types of content making Reddit **more accessible** for all types of users

"If reddit did this I wouldn't go to TikTok to edit"

**Ryan,**  
On  
Brainrot Generator

## What could be better

"Popup should be smaller and less interrupting"

**Ryan,**  
On how we could  
replace vibe loop popup with icon  
and limiting popup to only new users

"Option to not have it"

**Vasudha,**  
On how we could  
add the features under account settings for users to opt out in case if they are not interested

"Save settings as preset and use for other posts"

**Ethan,**  
On saving presets for Brainrot Generator in case the user wants to re-use it

"Prototype is buggy"

**Vasudha,**  
Our prototype was, in fact, buggy

# 4. Feedback

## Insights

The new features added make the users feel more **encouraged** to use Reddit

The new features help create new type of content which is quite beneficial not only for existing users but also for users from diverse backgrounds making Reddit more **accessible**.

Most of the users felt that these new features could be available in settings for them to **opt in or out** based on their preferences

The feature like Vibe loop can promote better **anonymity** compared to the current feed which monitors user's past behavior data to show relevant content which seems contradictory to Reddit's main objective of being an anonymous platform



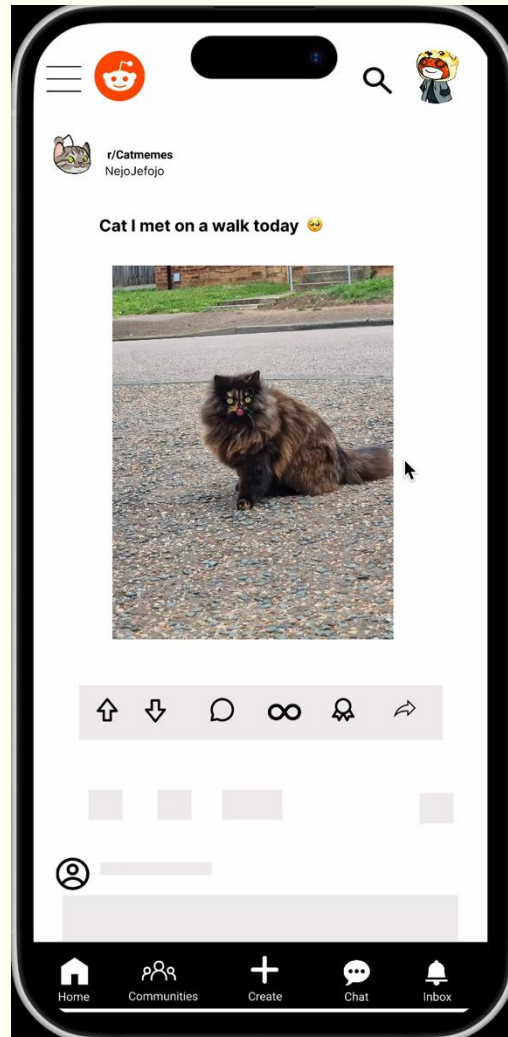
# 4. Feedback

## Iteration is key

"Option to not have it"

**Vasudha,**

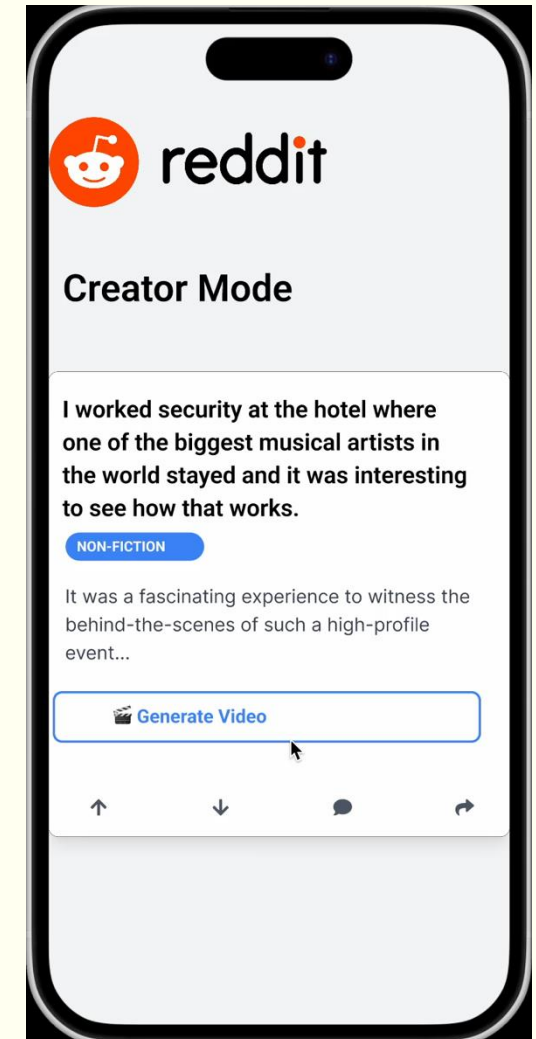
*On how we could  
add the features under account  
settings for users to opt out in case  
if they are not interested*



"It would be good to have a tutorial to explain the Creator Mode so that users become familiar with the features"

**Vasudha,**

*On how we could  
add the features under account  
settings for users to opt out in case  
if they are not interested*



# 4. Feedback

## Specific Feedback

- Inconsistent Layout
- Too much text

## General Feedback

- Lengthy Presentation
- Grammatical errors
- Unclear HMWs

**“A lesson for one is a lesson for all”**

***The power of shared human experience***

# 5. Takeaway

“Start simple-sketching ideas on paper helps teams see the big picture before diving into details“

*Jeremy Samuel*

“Good design finds a middle ground between what users want and what the business needs“

*Nikhil Katta*

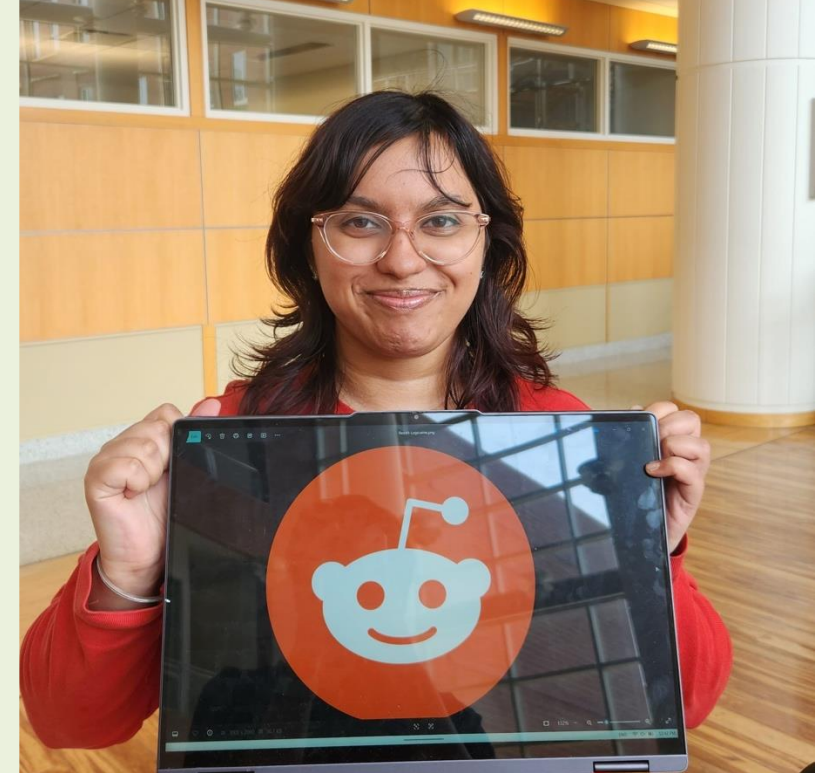
“You don’t need to a 100% fit for a role, just be willing to learn“

*Manas Tokale*

“Consider the whole system and how everything connects, not just one part“

*Rashmika Koller*





**THANK YOU!**

