Index / Main View

Reddit is a unique challenge unlike some websites because it is very content focused — as such, some trending web design techniques such as increasing white space and using thinner fonts actually undermine the main use of Reddit, which is to deliver post after post after post. I established a color scheme and card-style theme inspired by Google’s Material Design guidelines to both update the site into a more modern look without sacrificing content. The main blue theme is neutral and soothing, and a color theme was built up from that with varying shades of blue and grey as well as a healthy orange punch for the upvote color. The main content of each page is displayed on a raised box, similar to Google’s flatty Card design. The z-index height of the boxes is emphasized by its shadow as well as it’s placement as it overlaps a little bit with the header using a negative margin. I also used strongly rounded corners for these boxes, however, to emulate the curves of Reddit’s logo. I moved the top menu, which shows the user’s subscribed reddits and some key filters, to the side, so that it’s more spaced out and easier to navigate. Tabs along the top of the main content card allow the user to filter the posts in different ways clearly and quickly. I changed the up and down vote arrows into boxes for a cleaner, sleeker voting experience. The post metadata, including time, author, and subreddit, is also made inline so that each post reads like a normal sentence, and so that each post is clean and simple, without too much vertical cluttering.

Thread View

I decided to start with the left-sidebar by making sure it didn’t look too cluttered so the user can have no problem finding the tabs. I also made the font a little bigger so that any user can easily see what they are looking for without getting overwhelmed with so much text. The main Reddit title is centered to the left because that is where people normally start reading and I thought it would appropriate to place it there. The color selection was chosen to make the page stand out a little more because I felt that the main website didn’t really have a color that stood out a lot. I chose to structure the comments in the center of the page in order to demonstrate what the page was mainly about. To make it easier for the user to read through the comments, I made sure to add a soft blue color so that the difference in comments can be noted but that it also doesn’t take away from the rest of the page. I did a similar thing with the text that specifies the time and person that posted by changing the font color to a light gray so that the user can know it’s not a comment but its information that is available but not necessarily very important. There are other texts in the page that are also light gray and it’s basically for the same reason. On the right-hand side I chose to use different colors to distinguish the different links and important information. The user name color was chosen so that it can stand out a little bit more than the rest of the black font and so that it can also be easier to find. The ‘posting rules’ was placed in the bottom right because it’s there to inform the user of the rules but at the same time I didn’t want to make it the main focus.

Search View

By now the base design and color scheme of the site has already been explained, so I’ll explain design decisions specific to the search view page. First, I removed the search section and changed it into a single search bar since the all the other sections were results (subreddits, posts) of the search, whereas the search bar itself was not. Consequently, I add a big bordered box at the top of the page to make a clear search bar and padded it with sufficient spacing so that it was clear that it was not part of the results. I changed the fat subreddit results into just two lines, to follow our trend of trying to keep results concise and easy to scroll through. The tiny hard-to-read-and-click subscribe bar was changed into a big green (somehow, green means subscribe) square S button, making it very easy and friendly to subscribe. Next to it, you can now directly input a query and search the subreddit rather than having to click a link which redirects you to a search. In the description, it highlights blue (meant to be colored as a hyperlink) as you hover over it so that you know you can click it. The details containing the number of subscribers and age of the subreddit is in light grey, as to mimic the way posts are designed on our site. The posts below are the same as most of the rest of the site, hovering over as blue for upvotes and red for downvotes, and hovering the text as blue as a hyperlink color so you can click the exact post. The users’ names are also clickable and underline as you hover over them, so you can check out the user profiles of the people who last posted.