

1. Understand

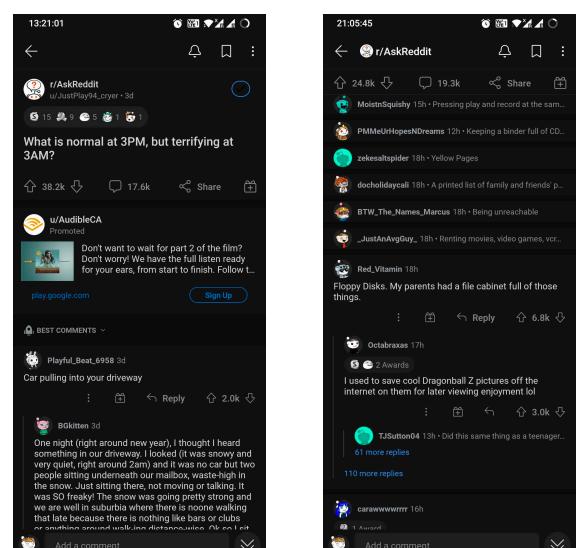
1. What is the core value prop of your product? How do users currently experience that core value prop repeatedly?
2. What is the natural frequency of your core product?
3. Do you have other sub products? What is their natural frequency like?
4. What is the best engagement framework for your product?

What is Reddit and a Few Stats maybe?

Reddit - aka the Front Page of the Internet. It is a social media that contains communities (sub reddis) for any and every topics. Users signup with a anonymous username, mention their interests and that's it. They are now open to the world of endless possibilities (to be read as endless scrolling, lurking and commenting) Like any other social media, it contains posts (made by the users of reddit), where people can vote (like - dislike), comment and share. The comments section gets a special mention because they are gold. Any user be it causal - core - power (we'll get to defining them in a bit) will engage in the comment section. Here's a sample:

Just to give you a glimpse of what reddit looks like, here's what you would typically see

In this screen you see something called r/AskReddit that is the subReddit/community. “What is normal at 3PM, but terrifying at



“3AM” is the post, you see a couple of icons here, they are awards. Other reddit users have awarded this post.
24.8k upvotes, 19.3k comments

I did get sucked into the comment rabbit hole myself.

And turns out getting sucked into the comment section and the reddit rabbit hole is a thing.

But wait... why are people doing that

The reason why people come to reddit is this,
CVP - Access to the quality content and the right kind of community

How is Reddit delivering this Value Prop:
Refreshing feed, communities for all topics, exclusive communities, moderated communities, Popular section (contains all popular posts, most awarded, upvoted)

How do users experience this Value prop:
Every time a user opens their app they are greeted with a homepage filled with trending content from the communities (aka sub Reddits) they are subscribed to. Along with this reddit provides a “Popular” section, which contains the most upvoted and most awarded and relevant (based on location)

The more time a user spends on Reddit, the more value they derive of it.

So are people spending more time on reddit?

Lets look at their Natural frequency

Reddit is similar to apps like Instagram, Twitter, Hackernews

So the Casual users do a - Weekly maybe once or twice; Core - Daily; Power - Daily

Stats time

source

Reddit DAU - 52 Million

Sub Products - Reddit Premium, gives you no Ads and access to a premium community - r/lounge. It sure feels premium though, here's a glimpse (couldn't get the mobile image)



The more time you spend on reddit, the more value you derive out of it. *Depth* alert.

Taking a step back, what all can you do on reddit exactly?

Viewing, Voting, Commenting, Rewarding, Sharing, Saving and Creating posts, creating communities, Moderating are the actions

that any user is capable of performing on Reddit.

Following the natural next question from you, So what makes someone an active user for reddit

Possible Actions that constitute to Active Behaviour

1. Lurking - Viewing a post (time spent on a post) even without liking or commenting or rewarding would also make the user an Active user
2. Interacting with a post - Liking a Post, Commenting, Sharing, Creating
3. Interacting with community - commenting, chatting, moderating

Essentially, Engaging with a post would make a user an Active one. Duh.

Segmentation

Segmenting users based on value they provide to the platform

Casual - Uses 2-3 times a Week, Provides value by viewing, liking and commenting posts. Casual users mostly lurk they don't comment regularly either.

Core - Uses one a day at least, spends about 7 hours a week.

Provides value by commenting, awarding, reading, liking and creating content

Core is not going to perform creating content and awarding on a frequent basis

Power - Uses more than once a day, there are days when usage is greater than 2 hours. Provides value by creating quality content that has been carefully crafted (for these users finesse > finishing), moderating communities, commenting on posts, awarding posts, reading and liking posts

Power Pro Max - Moderates multiple communities + all things Power

“Casual - Core - Power Theek h par Kahn h ye log aur kaha se aate h ye log.”

ICP Based

| A Questions | ICP1 Rahul | ICP2 Harini |
|--|--|--|
| 1 ASL + Karma | 25 M Gurgaon; 3K | 30 F Bangalore; <1K |
| 2 Profession | Tech Product Manager | Design Manager |
| 3 Since when have you been using Reddit | About 10 Years now | About 3-4 Years |
| 4 How did you get to know about it? | WoM from college & also found via Search | WoM |
| 5 What do you primarily use it for? | Read up about something specific in programming, investments, wallstreetbeets, Tech finance world events, Updates on News, advice and memes | I came to reddit as it is has all the OG content and I a few communities |
| 6 How often do you use it for? and When do you use reddit? | 20-30 Mins daily. Early Morning and at Work breaks | ~15 minutes daily. Work breaks and Typically before sleeping. |
| 7 How did you receive the core value prop | I found my community. I was able to achieve something that I am proud of now as I had this community where I was regularly posting updates about my personal growth | I found the origin of most of the memes that showed up in Instagram, stuff on reddit showed up there 3-4 days later. I also found a few communities that I really like |
| 8 Which subreddits (communities) do you hangout at? | programming, investments, wallstreetbeets, progresspics, news | howTo, 2xindia, Bangalore, Indian skin care addicts. Oddly satisfying, nextfuckinglevel, mildlyinfruriating, askreddit |
| 9 What actions do you do on reddit? | Posts (Text + media), Comments, Votes | Lurks, Votes. Rarely comments |
| 10 What do you like about reddit? | Its anonymous, organised ("unlike insta"), all sorts of communities, Quality content. data on trends. | "all the memes originate from Reddit and I want OG content". Communities |
| 11 What other apps do you use? | Insta (Lurker here), Coin, Vault, Snapchat, Kite, Inshorts, LinkedIn, Spotify | Insta, Spotify, Netflix, Snapchat |
| 12 Anything else you would like to say? | "I use Reddit via Sync, I hate the Reddit native mobile app for its terrible experience" "In insta, influencers preach and we buy, but on Reddit the advice is backed by data" | "Reddit samaj mein nahi aaya". "Pehle didnt know I could do so much on reddit" I am careful about using reddit, as I don't know them. I keep myself away from them |

Couldn't find a power user to interview, so I spent time scrolling reddit ;) and stalking users that qualify as power users. Here's a brief

How would a Power User look like?

Power users contribute a ton of value to the network.

Someone who is deriving a lot of value from Reddit and importantly Providing a lot of value. Spends a lot of time on it. Uses more features than what casual/core use, repeatedly.

1 hour+ usage per day.

Carefully creates content (text+media) checks for errors, doesn't randomly submit.

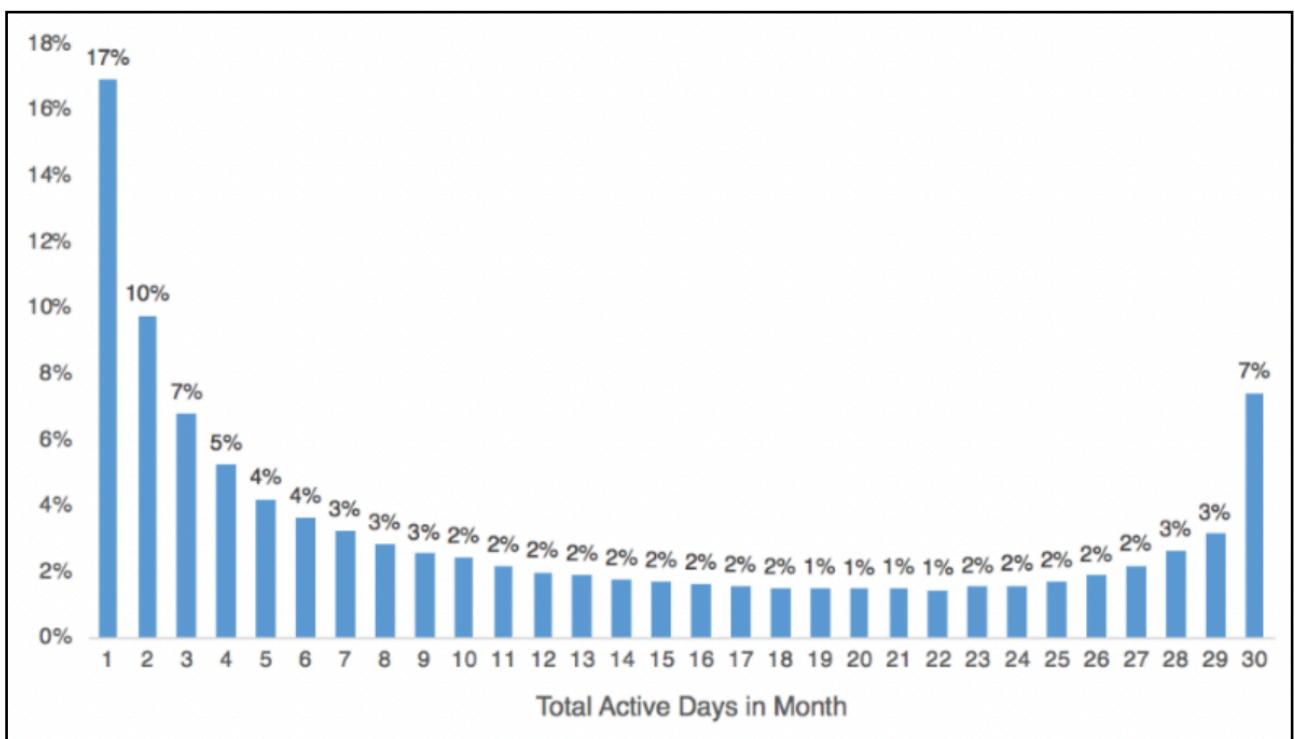
active in community channels (reads, votes, comments, shares) and chats, manages communities, hosts sessions, recognises usernames, others recognise power user by their username. Purchases and actively gives awards.

Refers reddit to others. Doesn't spend much time on other apps. Uses reddit on web and mobile both.

Karma 10K+.

That's all about Reddit Folks. Now lets improve it.

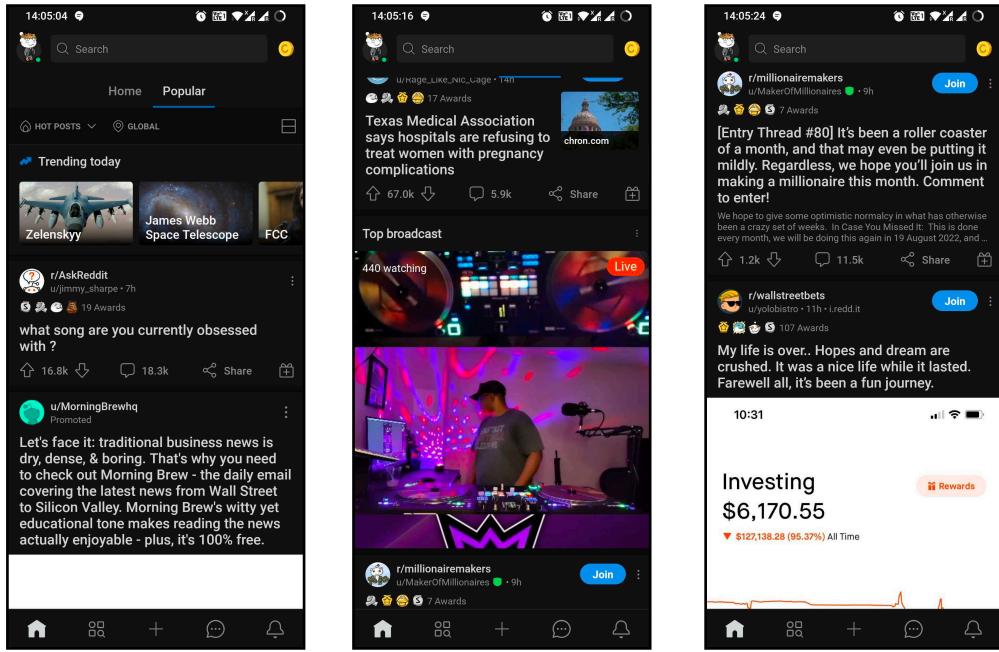
For a social product like Reddit, the usage pattern looks like below. This is called a Smile Graph, Y axis contains total number of users. A sample from the graph here says 17% of the total users are active only on one day. So when it comes to our Casual - Core - Power definition. The Power is at the right end. The Core is mid way to right. And the Casual is ... well you get the idea. Now the goal of engagement is to get a graph that Smiles more. Lets get to it.



Product Hook

Hook 1

Reddit's home screen looks like this



The moment anyone lands here they do feel lost, the users in their early days actually find it difficult to navigate across.

Problem Statement - Reddit is overwhelming for Beginners. It has a lot to offer and users don't get the CVP smoothly. It is overwhelming and intimidating. It affects in both Engagement (casual unable to become core) and Churn (Casuals losing interest, not finding a point)

Goal - convert Casual to Core

Current ways how the casuals navigate this - friends handholding them onto communities. Searching online and finding things by search intent of Use case. Rabbit Hole-ing

What does Reddit want: CVP is experienced by the Casual.
Solution: Progressive Disclosure Onboarding Experience

Flow: Install - sign up - capture Interests - Slowly unlock features the way tinder does - Comment Karma, Awards, Post Karma... etc

Metrics to Track:

Starts joining more communities, spending more time on posts,
How many of the newly installed Users convert from Casual to Core and how soon

North Stars that get affected: WAU, MAU, Revenue (Ads)

Hook 2

Problem Statement - Reddit is overwhelming and people feel lost not know what to do after a point of time, .

Current ways of solving - Asking friends what to follow, what is good, what isn't. Following Insta and FB pages on interesting subReddits.

Goal - Casual to Core

Solution:

Inspired from twitter Lists; Reddit Lists, A feed of specific interest subs that users can follow.

Execution: FB posts/Insta posts that already have these curated content can embed the RedditList link. If users subscribe to the list through FB/Insta, reddit can award the list creator with more karma or awards.

Benefit: 2 Way street = More creation of Lists as the same users are posting in social media & more engagement (lurkers, commenters, creators)

Success Metric: Users subscribing to Lists, Users engaging with posts from Lists

North Stars that get affected: WAU, MAU, Revenue (Ads)

Engagement Campaigns

For Casual to Core

| | A Campaign 1 | A Notes |
|----|---|--|
| 1 | User Type | Casual |
| 2 | About the Current User Type | Just views, likes posts regularly. Comments on posts rarely. |
| 3 | Frequency of Usage | Twice or thrice max weekly |
| 4 | About the Future User Type (i.e., What we want this user to become) | Provides value by creating content, commenting, awarding, reading/viewing and liking |
| 5 | Goal of the campaign | Convert Casual user to Core user |
| 6 | Mode of Delivery | Push notifications & email |
| 7 | Pitch/Content | You have a free award that is going to expire in 5 hours, give it your favorite post in r/memes |
| 8 | Why is this going to be effective? | Upon giving awards to a post, the OP usually thanks the user. That creates an investment loop and triggers reciprocation. |
| 9 | Offer | Award, Reddit coins |
| 10 | Frequency and Timing | Complementing the usage pattern of the user. If they typically use the app on Mondays and Fridays (say), pushing this message on Wednesday |
| 11 | Success Metric | Awarding a post |
| | | |
| 2 | About the Current User Type | Commenting, awarding, reading and liking. Rarely Creates content |
| 3 | Frequency of Usage | Once a day |
| 4 | About the Future User Type (i.e., What we want this user to become) | Creating content often. Moderating communities. Commenting and awarding more posts |
| 5 | Goal of the campaign | Convert Core user to Power user |
| 6 | Mode of Delivery | Push notifications & in-app messages |
| 7 | Pitch | r/Pics can use some good content, would you like to help? |
| 8 | Why is this going to be effective? | Nudging users by extending a hand, lowering the stakes and actually asking the user for help. Asking user to take a photo is easier than asking them to write or put a video |
| 9 | Frequency and Timing | Inactive on App |
| 10 | Success Metric | Key Action - Photo upload to r/Pics |

| A Campaign 4 | | Notes |
|--------------|---|--|
| 1 | User Type | Power |
| 2 | About the Current User Type | Creates quality content that has been carefully crafted (for these users finesse > finishing), moderating communities, commenting on posts, awarding posts, reading and liking posts |
| 3 | Frequency of Usage | Multiple times a day |
| 4 | About the Future User Type (i.e., What we want this user to become) | Driving Reddit's PR |
| 5 | Goal of the campaign | Power up the Power User. Make them the voice of the brand |
| 6 | Mode of Delivery | In-app messages only |

| A Campaign 2 | | Notes |
|--------------|---|--|
| 1 | User Type | Casual |
| 2 | About the Current User Type | Just views, likes posts regularly. Comments on posts rarely. |
| 3 | Frequency of Usage | Twice or thrice max weekly |
| 4 | About the Future User Type (i.e., What we want this user to become) | Provides value by creating content, commenting, awarding, reading/viewing and liking |
| 5 | Goal of the campaign | Convert Casual user to Core user |
| 6 | Mode of Delivery | Push notifications & in-app messages |
| 7 | Pitch | You are less than 2 posts away from getting into the 100 karma club |
| 8 | Why is this going to be effective? | Exclusivity. Getting Karma isn't easy and currently the platform doesn't explain how to obtain. So in-app messaging would be effective that promotes more creation |
| 9 | Frequency and Timing | While the Casual user is using the app, them getting a message would be effective, as they are likely to comment/make a post then. |
| 10 | Success Metric | Key Action - Commenting or Posting |

For Core to Power

For Power Up

For Hooks

Hook 1

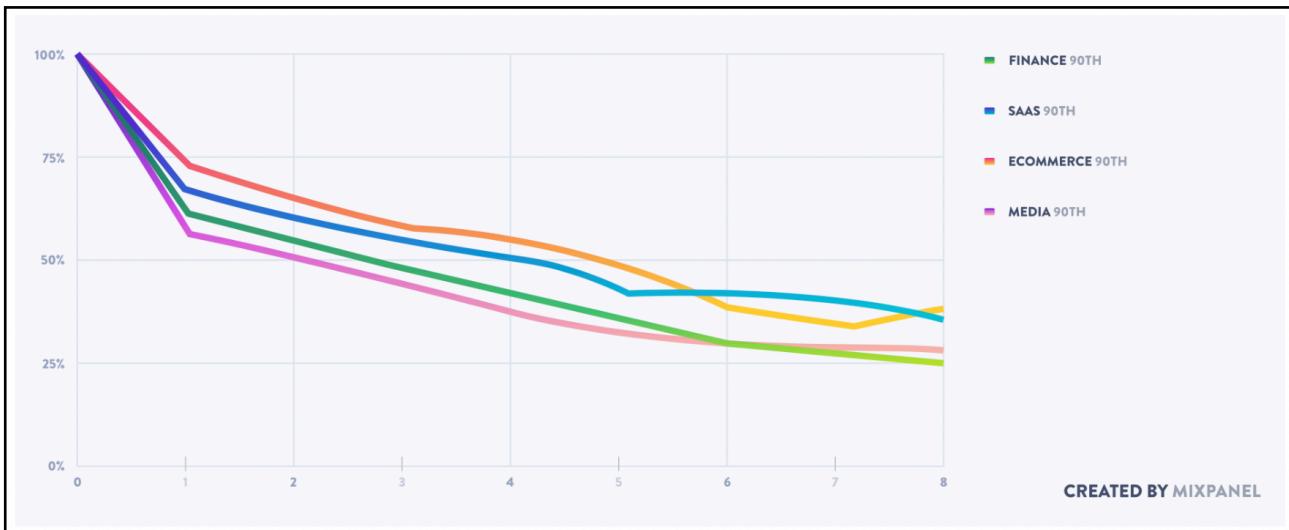
| A Campaign 4 | | Notes |
|--------------|---|--|
| 1 | User Type | Casual |
| 2 | About the Current User Type | Just views, likes posts regularly. Comments on posts rarely. |
| 3 | Frequency of Usage | Twice or thrice max weekly |
| 4 | About the Future User Type (i.e., What we want this user to become) | Provides value by creating content, commenting, awarding, reading/viewing and liking |
| 5 | Goal of the campaign | Convert Casual user to Core user |
| 6 | Mode of Delivery | Push notifications & email |
| 7 | What is the campaign | NA |
| 8 | Why is this going to be effective? | Highly Hook 1 specific, progressive disclosure, lesser cognitive load, will not feel overloaded. Smooth experience |
| 9 | Frequency and Timing | NA |
| 10 | Success Metric | NA |

<This is more of an onboarding fix, but surely does effect engagement and retention hence mentioning it here>

Hook 2

| A Campaign 4 | | Notes |
|--------------|---|--|
| 1 | User Type | Casual |
| 2 | About the Current User Type | Just views, likes posts regularly. Comments on posts rarely. |
| 3 | Frequency of Usage | Twice or thrice max weekly |
| 4 | About the Future User Type (i.e., What we want this user to become) | Provides value by creating content, commenting, awarding, reading/viewing and liking |
| 5 | Goal of the campaign | Convert Casual user to Core user |
| 6 | Mode of Delivery | Push notifications & email |
| 7 | What is the campaign | " Subscribe to Reddit Lists and get a front row ticket to the OG content from the OGs! " |
| 8 | Why is this going to be effective? | Exclusivity. |
| 9 | Frequency and Timing | D7 D10, i.e., when the user activity drops a bit after week 1 |
| 10 | Success Metric | Users subscribing to Lists, Users spending more time and interacting with posts from Lists |

Engage karliya abi bachaoege kaise? Matlab?



Taking Reddit as a typical social media 25% is what is left after 8 Weeks.

So... who stayed?

Those who found the Core Value prop of course, Cores and Powers for sure, casuals are on the fence at the moment. The ones who stayed are those are constantly deriving value from Reddit, even via just lurking.

Did Reddit reinitiate with them when they are at Risk?

Reddit reaches out to them timely, gives mobile, in-app and email notifications. CTR of those might be high.

Any features that are mainly responsible for not leaving? Apart from the CVP of course.

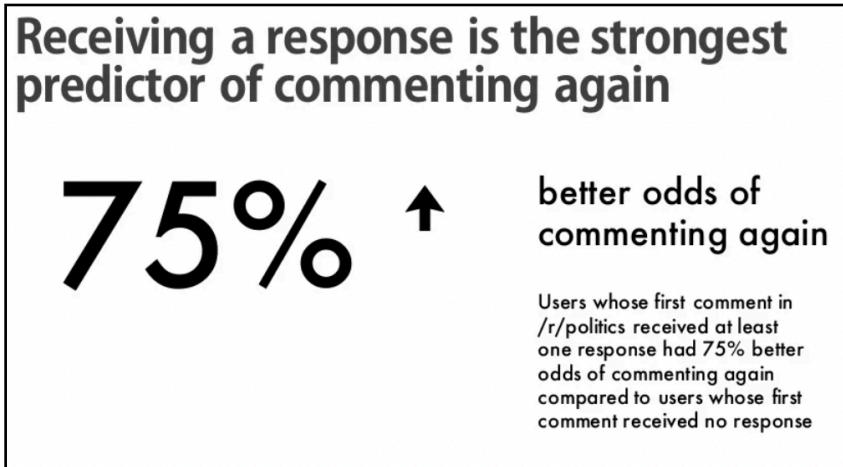
Awards. Upon receiving a Gold Award, users get access to an exclusive community for an entire month. Its called r/lounge. Exclusivity is surely one.

Karma.

Moderation of Subs.

Reddit Premium. Offers no Ads and Exclusivity.

So why do people leave? (Asking the real questions)



Apart from this stat, this is *Why Churn* occurs

1. Got too Toxic because of the community [Powers and Cores],
[involuntary]
2. Getting Banned [involuntary]
3. No time anymore, life took over [involuntary]
4. Users getting downvoted by the Hive mind that Reddit is.
[involuntary]
5. Experienced primarily by the Power users - subReddit / Community moderators not being fair [involuntary]
6. At Risk, Core users that created content did not receive enough upvotes. Lesser incentive to create moving ahead.
[involuntary but fixable]
7. Casuals don't get to the CVP [involuntary but fixable]
8. Too much waste of time, not being productive in life [Cores, Powers, and Casuals] voluntary
9. Got Addicted and is getting distracted too much because of internal and external triggers [lets not solve this problem]

Okay that seems to be a lot of reasons, anyway to find out if they are about to leave? Sure. We can look at a few ...

Negative Actions:

1. Leave subReddits
2. Spending lesser time
3. For power, lesser creations, comments, not awarding nor buying awards
4. For cores, lesser comments
5. For casuals, lesser lurking
6. Ratings

How do we get them back?

Resurrection Campaign

For the Risk, who went from Power to Core.

| | | |
|---|--------------------------|---|
| 1 | Segmentation | Targeting those who went from Power to Core |
| 2 | Why did they go to Risk? | These users added value to the platform by creating content, commenting regularly, and even moderated communities. They are now at Risk because Reddit is consuming too much time in their lives and is affecting other areas. They are now conscious of this fact. |
| 3 | Pitch | "Control your Reddit usage. We want you to have a good time while you are using the app and otherwise too :D, click here to control how much time you wish to spend on Reddit, we can give you in-app reminders, Love from Snoo " Snoo is the reddit mascot |
| 4 | Offer | Giving users their time back. It's better for the platform as that would although reduce the Power from being Power it would at least stop them from leaving the platform entirely. |
| 5 | Frequency | 1. When a user deletes their mobile app, via email. Con: Info that deletion happened doesn't occur immediately. 2. When there is inactivity, via email. Con: It's hard to know the reason for the inactivity. 3. When Negative Actions are triggered. [Leave Subreddits], Con: Its hard to know the reason for inactivity |
| 6 | Success Metric | Applies time control and continues using. Sometimes occasionally bypasses time control, and maybe permanently bypasses it |

For the At Risk who went from Core to Casual

| | A Name | Notes |
|---|-----------------------|---|
| 1 | Segmentation | Targeting those who went from Core to Casual |
| 2 | Why are they at Risk? | These users have created content but did not receive enough upvotes. So they are now lesser inclined to create and find comfort in lurking and commenting. They have a lesser incentive to create moving ahead. |
| 3 | Pitch | From reddit stats, similar to every other social media, there are ideal times where a post gets traction. Reddit has the potential data to suggest a user as to when to create a post in a given subreddit. Pitch: "Psst... r/pics can really use a photo right now" |
| 4 | Offer | Social capital. Awards, comments, votes, Karma |
| 5 | Frequency | Couple of times 3-4 to build a habit, Ideal timing is determined by Reddit's ML algorithms |
| 6 | Success Metric | 1. Key Action. i.e., the user clicks on the notification and uploads a picture then when prompted 2. Core metric: When the user is posting content on their own, we know that we succeeded |

For the churned, those who are no longer doing any core actions or even deleted the app.

Power; Core; Casual;

For Casual:

Opportunity - If there is High activity in communities user is unaware of, even if user is not part of. Such as r/Bangalore, r/news, r/world

Risk - User might feel this is spam, invasion of privacy, annoyance

Pitch: “ This is trending in news and bangalore, you might wanted to be updated with the trend ”

Success Metric: Starts follows more communities and is an active user. Becomes Casual -> Core. Time spent increases. Posts consumed increases.

For Core & Power:

Reddit mobile app experience is unbelievably bad. Apps like **Apollo, Sync** which are Reddit clients. These Apps provide superior experience and features compared to the regular app, such as Navigation, simpler interactions, has native features support such as touchID. So what is constantly observed is the migration of users from Reddit native apps to better experience providers like Apollo and Sync, a lesson for Reddit to up their UX for retention.

Reason to pursue this although it is high effort for Reddit: Users of reddit are still deriving value (consuming) and providing value (creating) to the platform but not via Reddit's native app, this directly effects the revenue reddit generates from its highly engaged users.

Followed by a campaign:

UX improvement campaigns- “ *Our mobile UX is bad.* But that is the past. Here’s what a few of Redditors have to say about us now...

<insert User testimonials like> “Reddit’s new UX is soooooo much better”

Send this via email.

When to send the email - Apollo and other apps will request reddit for auth when you sign up with them, this is a trigger for reddit that the end user is using Apollo, say, to access Reddit. So sending a mail whenever the UX of reddit is ready

Success metric: Starts using Reddit native

Fin.

Special Mention:

Thank you for taking your time to discuss/ideate with me
Aarman, Ambar, Ashwin, Apoorva, Avinash, Dharmesh, Jeevika,
Saarthak, Priyam, Rohit, Shradha, Suraj,

References & Sources:

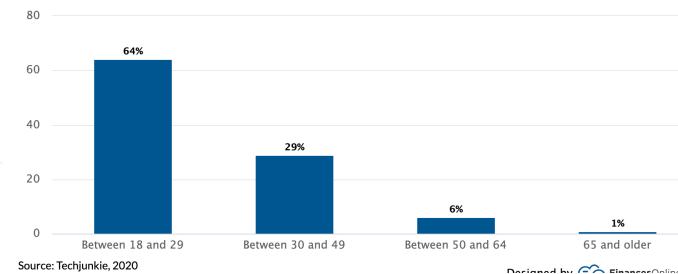
To the uninitiated, [Reddit](#) looks like a mess -- text links, comment threads, points, upvotes, downvotes. At best, posts seem contextless -- at worst, totally random.

But spend some quality time with "The Front Page of the Internet," and you'll find it's an essential resource, a self-correcting marketplace of ideas that's nearly impervious to marketers.

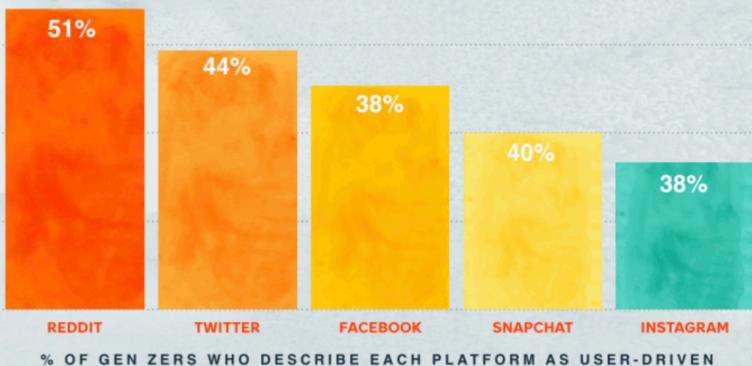
Why Gen Z Loves Reddit

In a recent survey, 51% of Gen Z respondents said that they were attracted to the user-driven nature of Reddit**. Simply put, it's *real people* talking about *real things*.

"I love being able to see posts from real people who are genuine and helpful. I follow communities that can offer advice and guidance that I may need in certain areas of my life." — Male 18-24 "There are no big influencers on Reddit and therefore I know when someone is talking about something it is because they are truly passionate about it." — Female 18-24



Gen Zers are drawn to the user-driven nature of communities



<https://www.redditinc.com/blog/gen-z-on-reddit/>
<https://www.quora.com/What-are-some-ways-to-be-a-Reddit-power-user>