

Usability Testing

Old Reddit (<https://old.reddit.com>)

Product Description

Reddit is an American social news aggregation, web content rating, and discussion website. Registered members submit content to the site such as links, text posts, images, and videos, which are then voted up or down by other members.

- Wikipedia (<https://en.wikipedia.org/wiki/Reddit>)

Reddit is divided into 'subreddits', communities on the website focused on one particular topic, where every post is related to that topic.

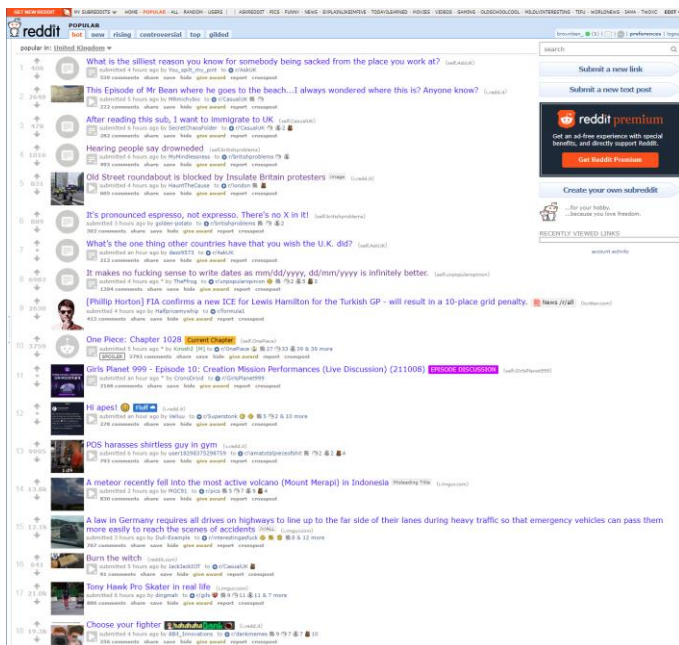


Figure 1: Main page of Reddit, paginated scroll.

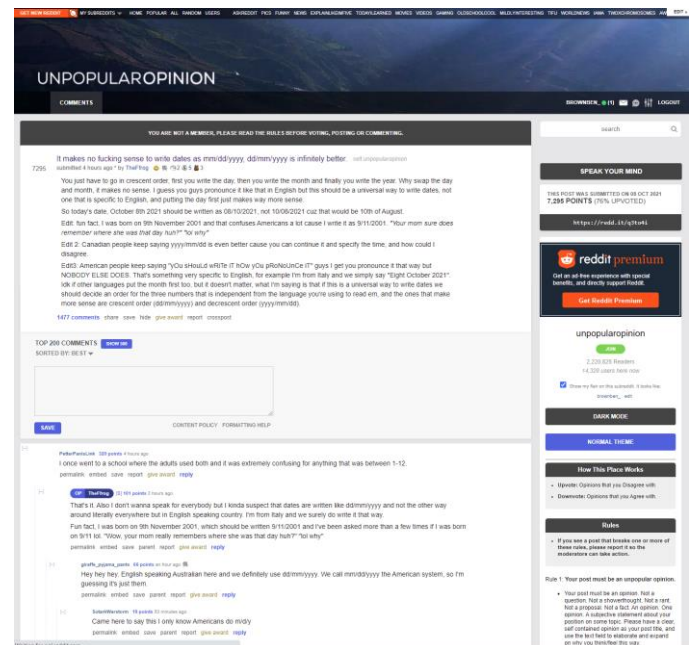


Figure 2: A text post in the /r/unpopularopinion subreddit.

Identified Issues (Master List):

1. Hard to tell where you are - 'home' is a tiny text at the top
 - #1: Visibility of system status
2. Hard to tell separate items apart
 - #5: Error prevention
3. Hard to find content which is relevant to you without prior knowledge of navigation
 - #4: Consistency and standards (external)
4. 'Gilded' posts, karma - new users wouldn't understand this
 - #2: Match between real-world and system
5. Each subreddit's individual UI breaks internal consistency
 - #4: Consistency and standards (internal)
6. Documentation - specific word usage to even find it: 'wiki' may not be understandable to new users
 - #10: Help and documentation, #2: Match between real-world and system
7. Messaging icons don't distinguish their use
 - #2: Match between real-world and system
8. Inconsistent verb usage - where are those 'subscribe' and 'unsubscribe' buttons?

click the [subscribe](#) or [unsubscribe](#) buttons to choose which subreddits appear on the home feed.

[join](#) [r/Home: Home](#)

Everything home related: interior design, home improvement, architecture.

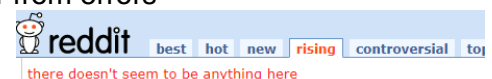
33,765 subscribers, a community for 12 years
[report](#)

[leave](#) [r/AskReddit: Ask Reddit...](#)

[r/AskReddit](#) is the place to ask and answer thought-provoking questions.

33,738,665 subscribers, a community for 13 years
[report](#)

- - #4: Consistency and standards (internal)
9. No 'cancel' options anywhere when creating posts/subreddits
 - #3: User control and freedom
 10. All links are very small
 - #6: Recognition rather than recall
 11. Logical stuff isn't grouped together (e.g., login is split by the search bar)
 - #6: Recognition rather than recall
 12. Colour contrast doesn't meet accessibility guidelines
 - #1: Visibility of system status
 13. Since there are a lot of links, users could easily find themselves on the wrong page and the only obvious button to get out would be the home button which isn't that that useful if the user has gone through multiple pages to get there (also some destructive actions have no undo e.g. clearing recent posts)
 - #3: User control and freedom
 14. The site is not minimalist - a lot of text on one visible page
 - #8: Aesthetic and minimalist design
 15. Structure not similar to other social media, so it is harder to learn for new users
 - #4: Consistency and standards (external)
 16. Error message once logged in and no content added, but no instructions on how to get the content
 - #9: Help users recognize, diagnose, and recover from errors
 17. Lack of whitespace
 - #8: Aesthetic and minimalist design



Heuristic Evaluation of Reddit's Usability Problems																		Evaluators
Evie																		
Karlis																		
Ben																		
Tariq																		
Robbie																		
Ewan																		
	7	8	2	3	9	10	11	12	16	17	6	1	4	5	13	14	15	
	Visibility of problem																	