# reddit rework

Team 3 - Andrew Culbertson, Clarissa Fields
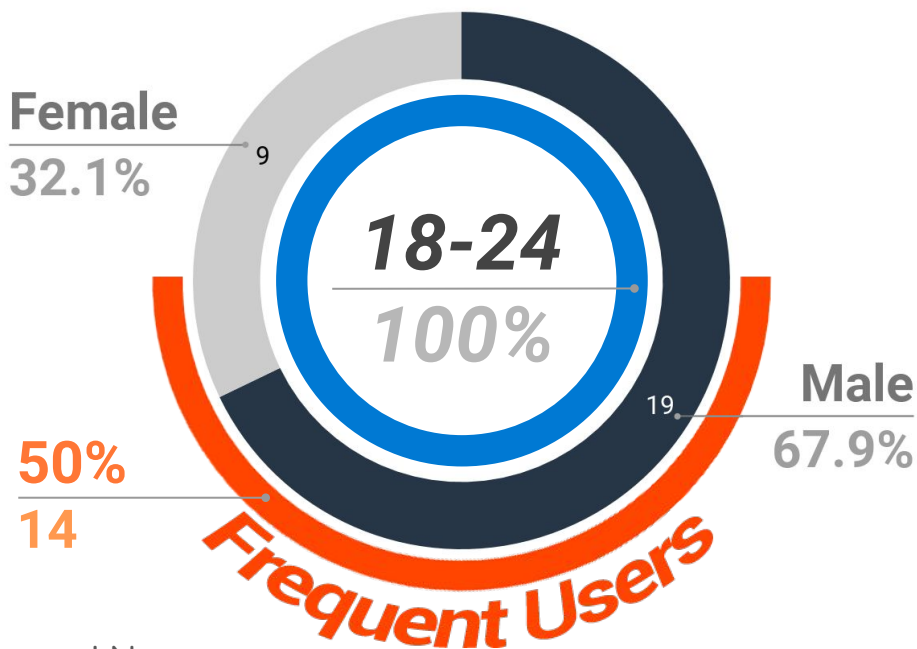*Hunter Moore, Qiyuan Li, Cayley Quinn*

Competitive and Market Review

- Analysis of Competitors
- Rating Systems
  - Reddit = Variant of Trend
- User Interface
  - Reddit = More Crowded
- Content Offered
  - Reddit = News Aggregation
- Typical User Base
  - Sample user = Young Men

competitors

4chan

digg

Q

9

t

VOAT

analagous
services

downstream , & upstream
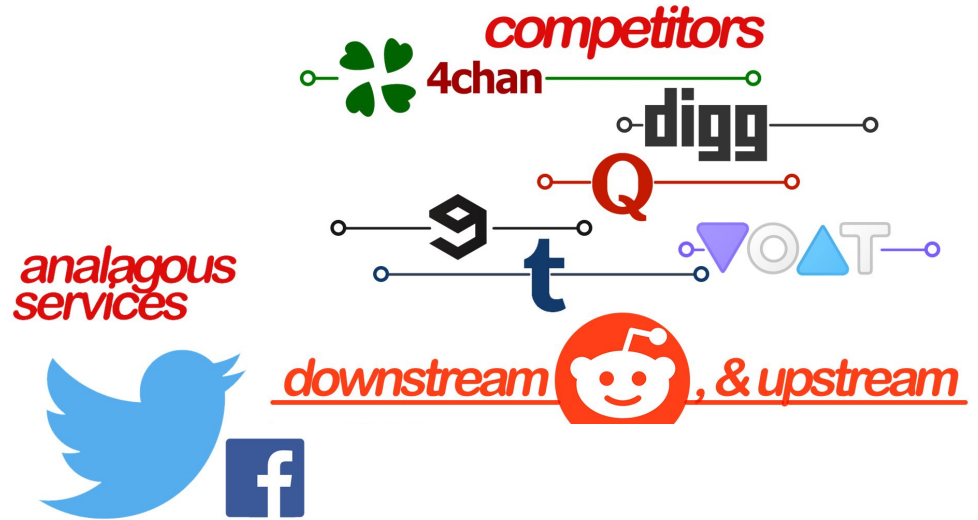
Survey Results

- **User Group**
  - Majority (68%) Male, 18-24
- **High Frequency**
  - Daily and/or 2-3 times per week
    - Vs. Monthly and so on
  - 50/50 on usage of similar sites
  - Experienced users

- **Feelings on New vs. Old Reddit**
  - Generally-neutral Old ; Positively-swayed New
  - Felt the new could still use more work
  - **Not likely to recommend it**
    - How can we improve the rework?

Female
32.1%
9

18-24
100%

Male
67.9%
19

50%
14

Frequent Users

Feature Analysis

| Old Reddit		New Reddit
	Visibility of system status	
	Match between system and the real world	🔴
	User control and freedom	🔴
🔴	Consistency and standards	🔴
	Error prevention	
🔴	Recognition rather than recall	🔴
	Flexibility and efficiency of use	🔴
	Aesthetic and minimalist design	🔴
🔴	Help users recognize, diagnose, and recover from errors	🔴
🔴	Help and documentation	🔴

Usability Testing

- Sample User Group
  - User 1 - Total Novice
  - User 2 - Reddit Mobile User, Desktop Novice
- Tasks
  - Task 1
    - Login into an account given to participant
    - Disable E-Mail Notifications
  - Task 2
    - Sorting by upvotes/downvotes
  - Task 3
    - Create a post and give it a tag
- Terminology and rating system caused inefficiencies and confusion.

Data Analysis + Visualization
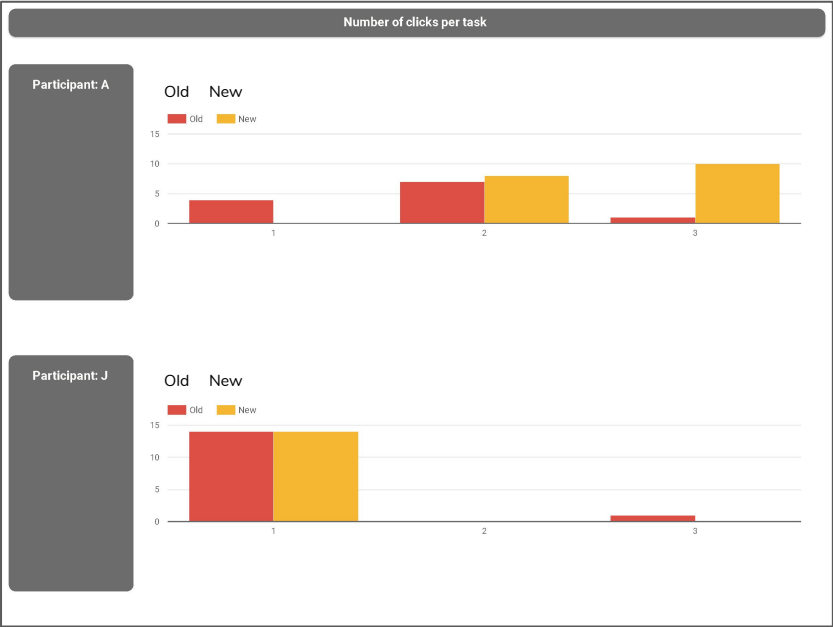
Number of clicks per task by each participant.
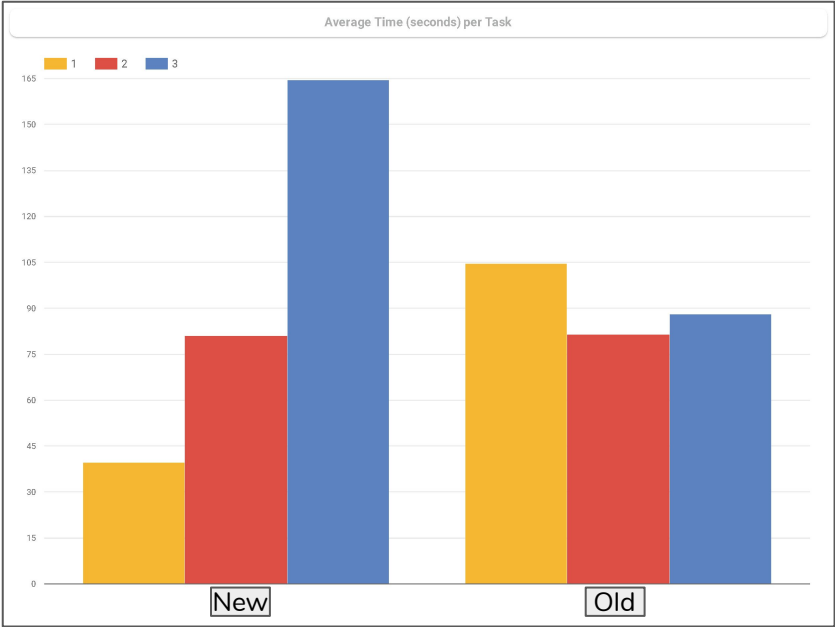
Average time spent on each task by version.

Meet Reggie Upshaw

- Sophomore, 19, Transfer
- Lives in a Chicago suburb.
- Reggie has never used Reddit before attending Purdue.
- He needs a platform where he can find information about the campus, classes, and other areas related to Purdue.
- He finds the terminology on Reddit confusing, as he is used to Twitter.

The Root of the Problem

- **Terminology is confusing to novice users**
  - "Community", "SubReddit", "Tags"
   - *Hashtags*

- **Ranking / Filtering systems also confusing**
  - Upvotes and Downvotes
  - How "Rating" is displayed

- **Certain visual layout choices could be improved/clarified**

On the fourth day of Smashmas, Sakurai gave to me... Ultimate
r/smashbros · Posted by u/digikun 7 hours ago
1.6k
174 Comments   Share   Save   Give Award   Hide   Report

Our Solution

- "Help" feature for new users
  - Gives missing information
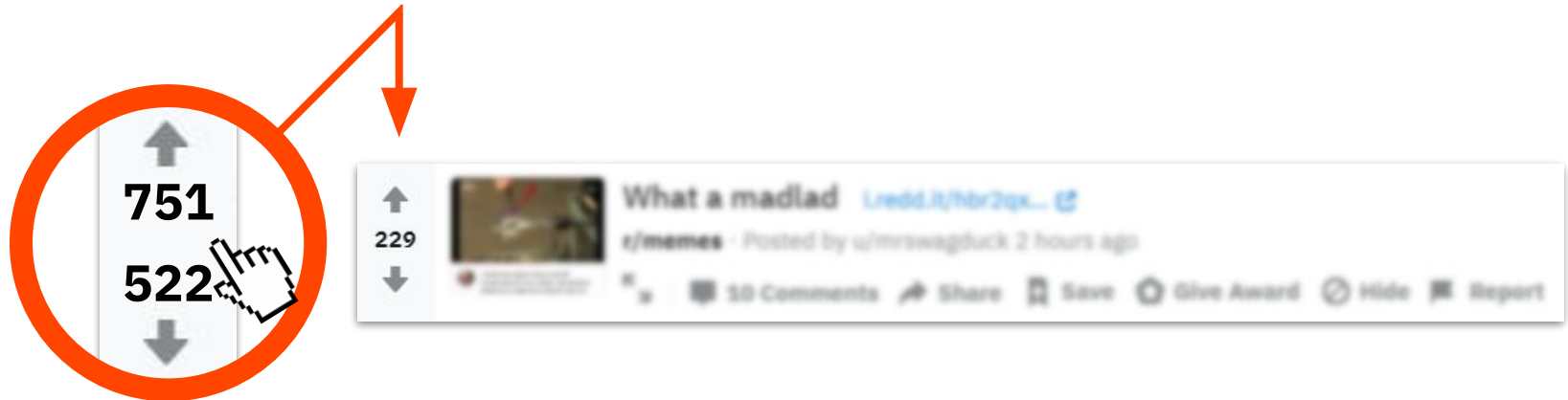- Streamlined Filters
  - Removing excess
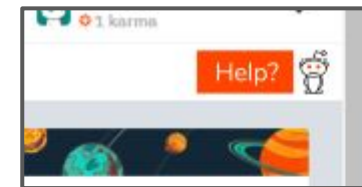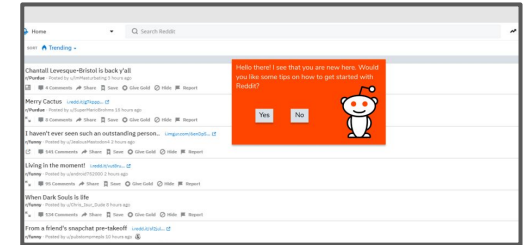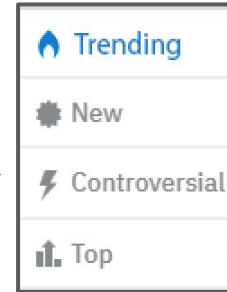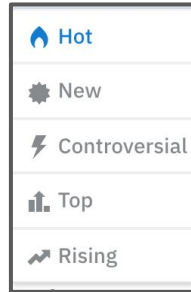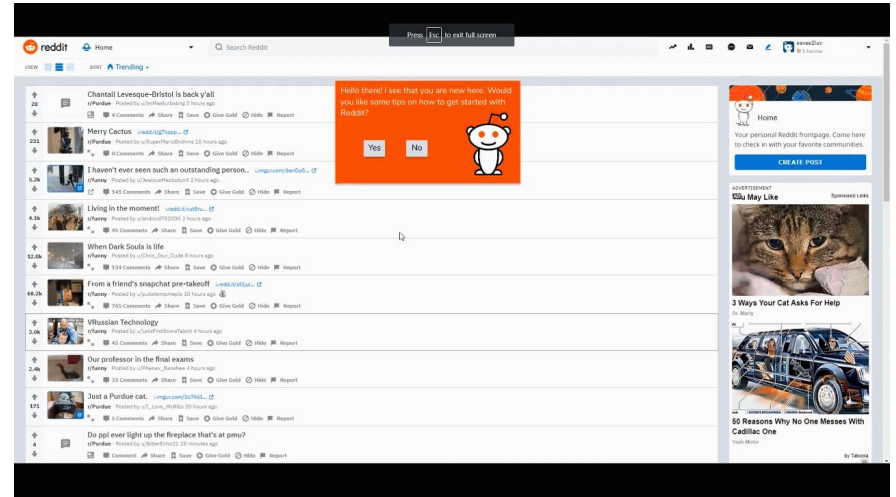
Follow-Up User Feedback

- Liked the help feature
  - "Would have immediately used it on my first attempt"
  - Liked that it immediately explained terminology
- Positive reactions to New Reddit being the foundation
  - Consistent with reactions from first User Feedback session
- Some notes that rating system could still use improvement
  - Variance from trending ratings systems
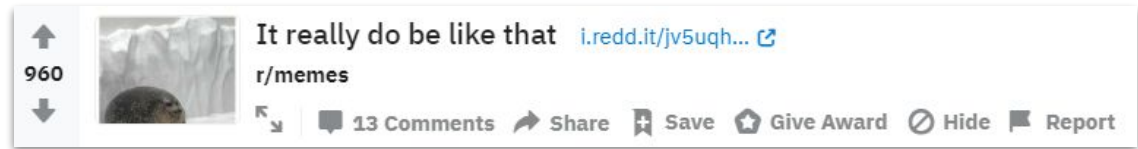
Future Plans

- Address further organization issues
- Continue gathering feedback
- Add function for when you hover over upvotes and downvotes it displays the number.

751

522

229

What a madlad   i.redd.it/hbr2qx...

r/memes · Posted by u/mrswagduck 2 hours ago

10 Comments   Share   Save   Give Award   Hide   Report

Thanks for Listening

Any Questions?