

User Persona Scenario

My User persona: John H. Mathews

- Middle age (30's)
- College education
- Professional or casual attire
- Single or family

Emotions

- Curiosity
- Enjoyment
- Fulfilment
- Engagement

Actions

- Deciding what sub reddit's to subscribe to
- Logging in / Logging out
- Contributing by commenting
- Contributing by creating sub reddit
- Contributing by moderating

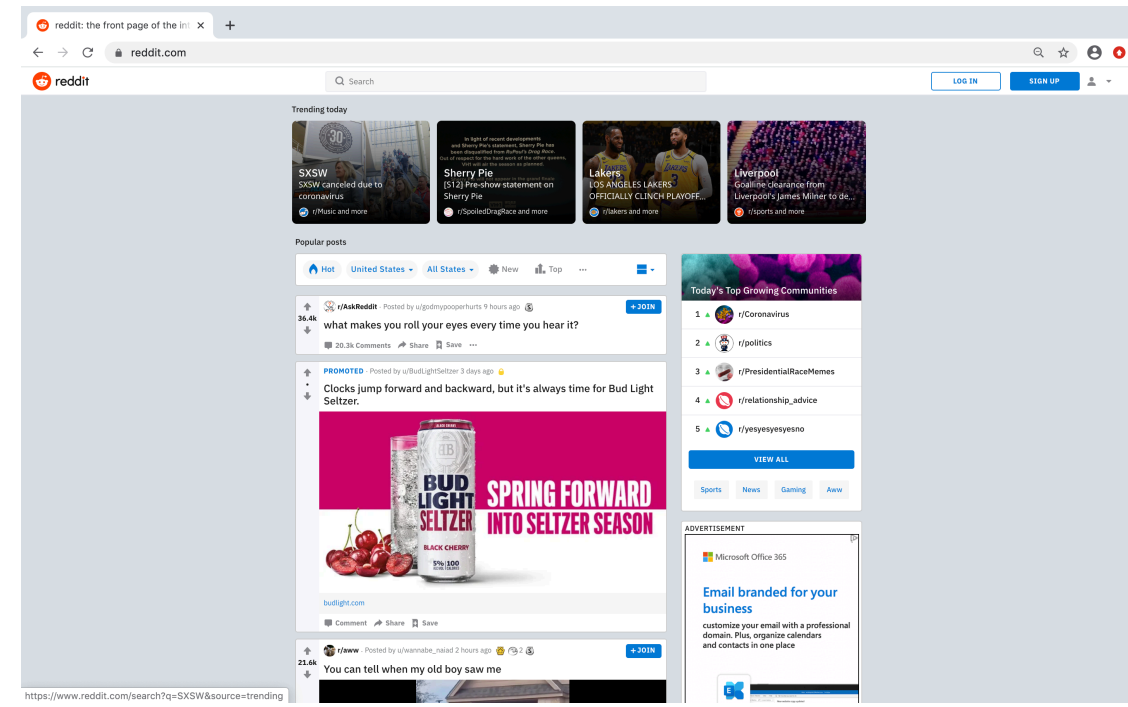
Thoughts

Reddit makes this user feel like he is gaining something from this experience. He feels engaged and that he is learning as he explores reddit.

Logged Out

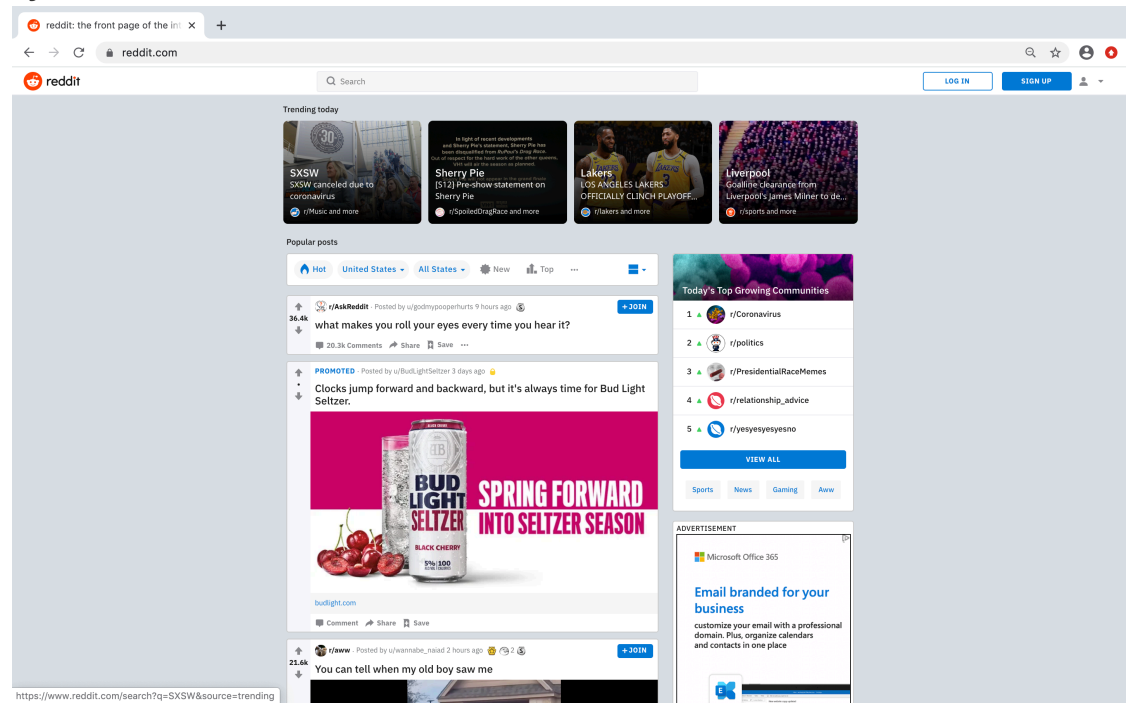
Reddit Homepage

The logged out state allows you to explore reddit without customization options.



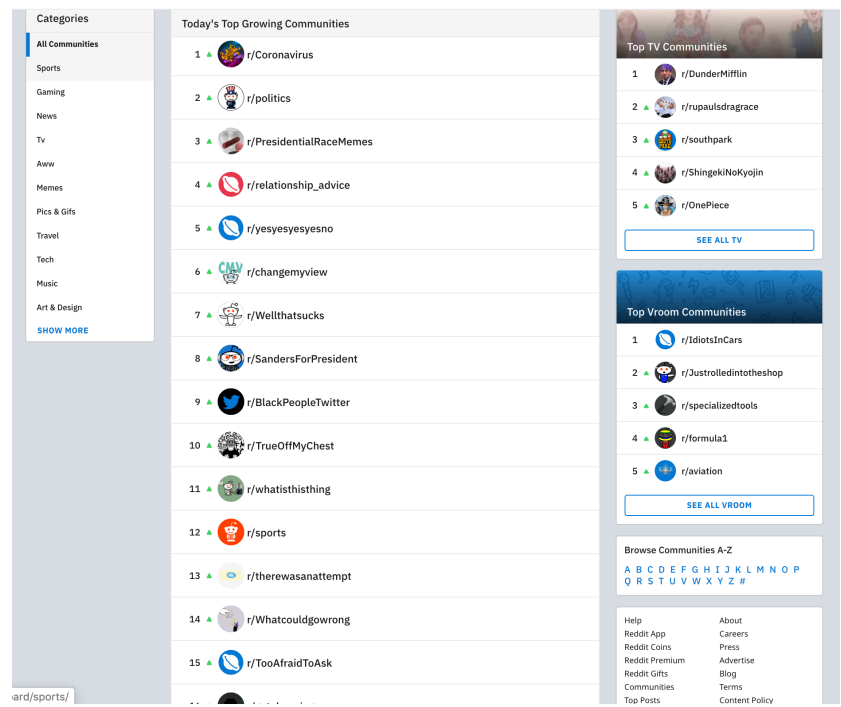
Exploration

Subreddits are randomized or sorted by popularity, you can search for subreddits but none of your preferences will be saved and you cannot subscribe to any sub reddit.



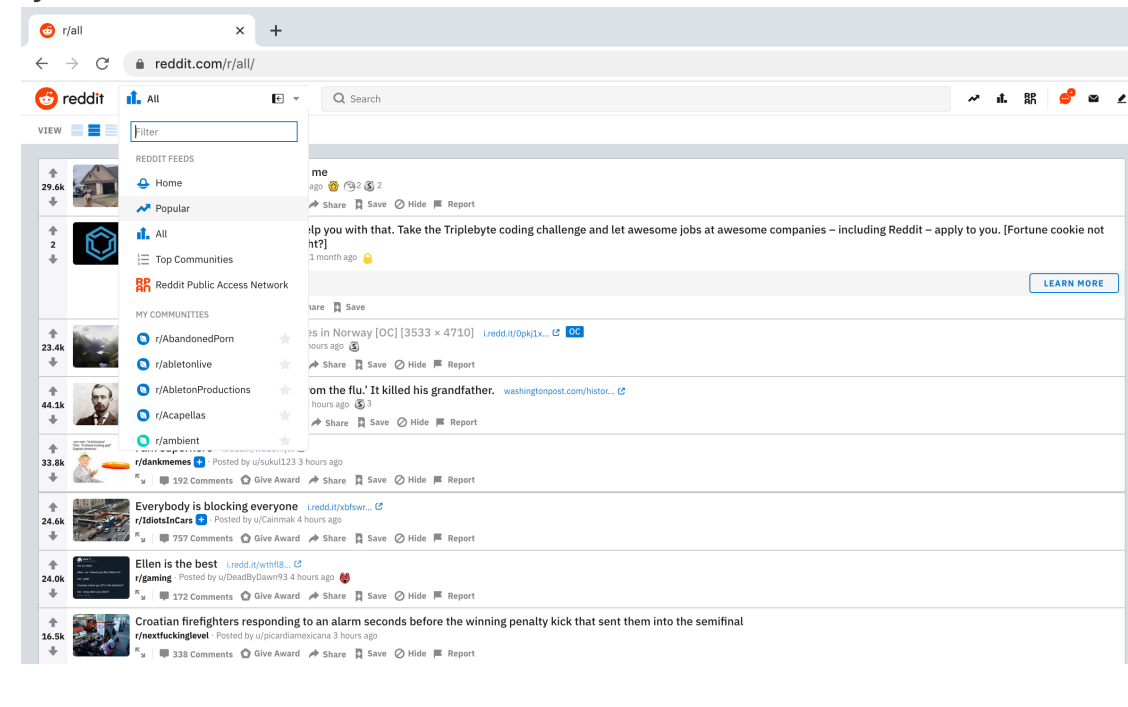
Customized Exploration

Your experience is customized as you continue to subscribe to different sub reddit's and different suggestions are offered based on your current subscriptions.



Reddit Homepage

The logged in state allows you to explore reddit with customization options and catered content with content options tailored to you.



Logged In

Opportunities for improvements

- The Ui is clunky and can become overwhelming for users.
- Suggested sub reddit's should be more prominent in order to automate the exploration process.
- Forum structures could use better design. Comments can get lost in the current forums if a specific post becomes popular.

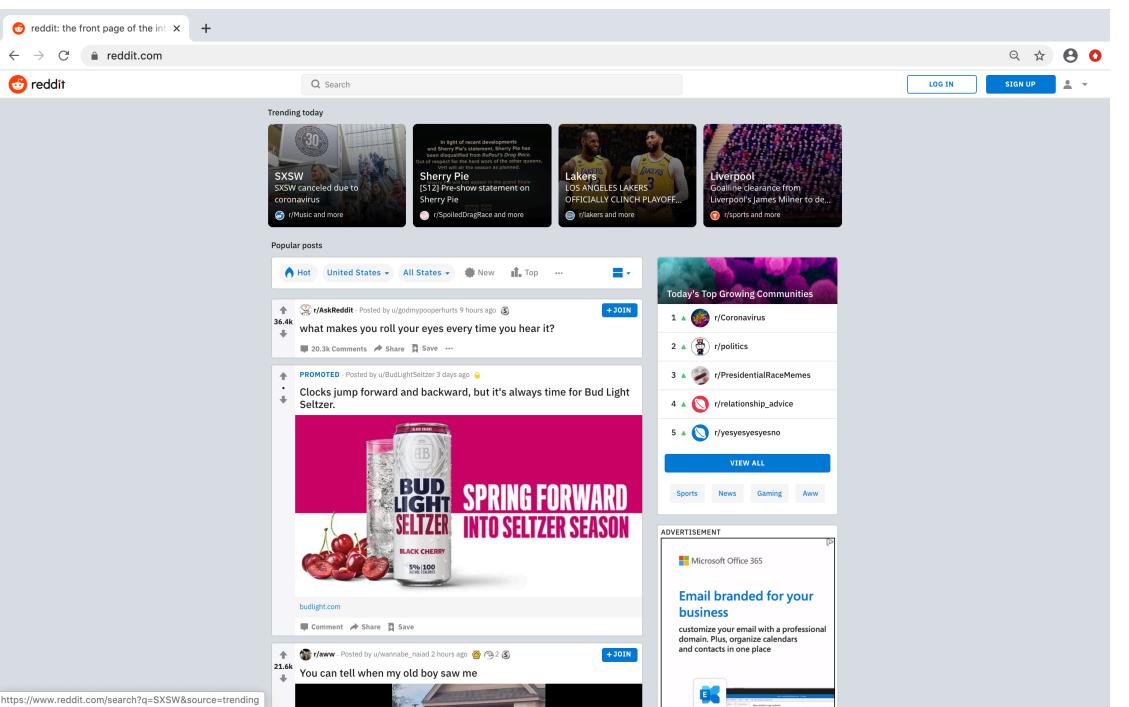
Internal ownership

Overall, using reddit is a great experience. While the UI can be clunky and overwhelming, the site allows for people to create communities of common interests. It is a very open system and democratic in nature, although not without its downfalls.

Journey Start

Reddit Homepage

Using reddit to enjoy content user like and explore and find new contest that interest the user.

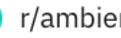



Sub Reddit List


Customized Exploration


John's sub reddit's are organized by favorites for easy access. Suggestions are offered based on your current subscriptions and you are able to give and receive awards based on your conversations with community members in different sub reddit's.


- FAVORITES


 r/ambient





 r/Atlanta





 r/EliteDangerous





 r/Showerthoughts





 r/space





 r/StarWarsBattlefront





 r/StarWarsLeaks





 r/virtualreality



 r/wavepool



 r/worldnews


- MY COMMUNITIES

Account - Preferences

Customized Exploration

You have account preferences and history. The user settings page allows for customization as well as user info review and privacy options.

