

# UX Audit Notes - Group 5 - COM 421

The Snapchat application has several UI issues including privacy, navigation, and advertisements. In order to further understand these issues, we conducted research using a survey along with an observational study of individuals completing several tasks in the application.

For the survey, we reached out to friends to fill out our Google form since a majority of the Snapchat audience is teens/young adults around our age. The survey consists of 7 likert-scale questions and 2 open response questions. For the observational study, a set of a few users were assigned different tasks such as navigating to the filters page or watching through a whole 'news' story.

Pre-survey research:

- lots of people complaining about ads, some privacy concerns as well.

Survey Notes:

- Mostly issues with the advertisements
- Additionally some "My AI" complaints

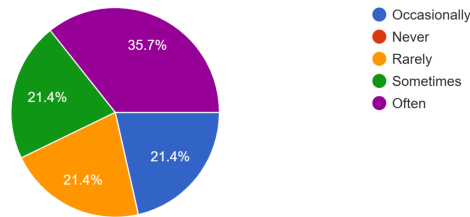
Observations while observing people using the app:

- 2 subjects observed using Snapchat
- Neither subject seemed to have any difficulty navigating through the app
- Subject 1
  - Was particularly annoyed with how a sponsored story popped up after viewing a friend's story
  - Did not like how advertisements show up while looking through the explore tab
- Subject 2
  - Seemed to share the same opinions on advertisements as Subject 1
  - Did not like the My AI that shows up in the chat tab
- Both subjects seemed annoyed with how they could only replay snaps just once

Survey Results:

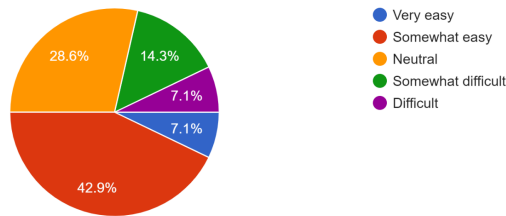
How often do you use Snapchat?

14 responses



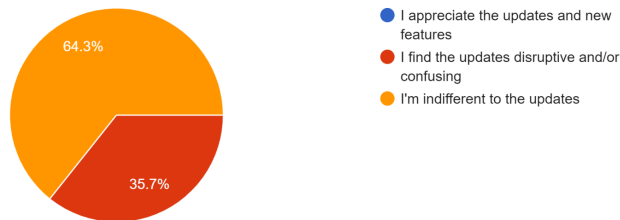
How would you rate the ease of navigating through Snapchat's various features (e.g. Stories, Discover, Chat)?

14 responses



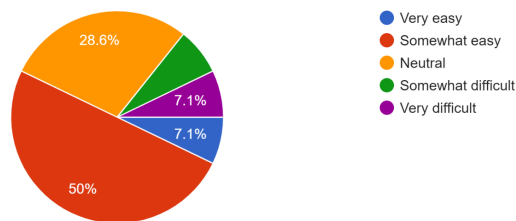
How do you feel about Snapchat's frequent updates to its user interface?

14 responses

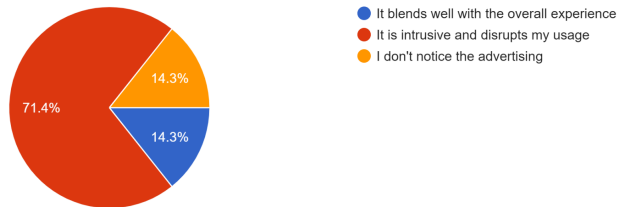


When a new feature or design is introduced on Snapchat, how easy or difficult do you find learning how to use it?

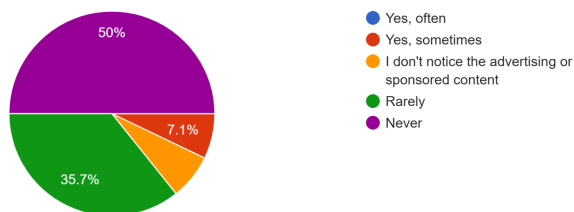
14 responses



How do you feel about Snapchat's integration of advertisements?  
14 responses



Do you ever feel inclined to interact with any advertisements or sponsored content on Snapchat?  
14 responses



What features of Snapchat and its interface do you like?

it's visually aesthetic

texting

I like being able to put photos from my camera roll in my memories

Communicating with friends

the fact that snaps disappear unless saved

photo and video sharing and filters

What features of Snapchat and its interface do you dislike?

I hate the My AI pinned to the top of my snaps

sponsored stories

I don't like that I can't put videos more than 10 sec from the camera roll into my memories

Advertisements

everything else

ads, snap ai, snap map, everyone leaving me on read, the tiktok knockoff portion