CS 360 Mobile Architecture Programming

Module 1

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**1. Describe the Design and Purpose of Snapchat:**

**Primary Function:**  
Snapchat is a multimedia messaging app designed primarily for sharing photos and videos that are available for a short period (usually 24 hours). The app enables users to send disappearing snaps, create stories, and engage with content through a variety of creative filters and lenses.

**Design Philosophy:**  
Snapchat’s design focuses on spontaneity, creativity, and privacy. The user interface is streamlined to prioritize ease of use, with large icons and gestures for quick navigation. It’s a highly interactive app, with emphasis on visual communication. The use of disappearing content encourages authentic and ephemeral sharing.

**2. Identify the Overarching Goal of Snapchat:**

**Goal:**  
The overarching goal of Snapchat is to provide users with a quick, creative, and ephemeral way to communicate visually. By offering features like self-destructing messages and creative filters, the app aims to encourage frequent and casual sharing among friends, while protecting users' privacy.

**Design Contribution:**  
The app’s features like ephemeral messages, disappearing Snaps, and the Stories section contribute to this goal by allowing users to share moments in a more private and less permanent way. The addition of Snap Maps, lenses, and filters enhances creativity, keeping users engaged.

**3. Identify User Needs Addressed by Snapchat:**

**User Needs:**

1. **Privacy in Communication:**  
   Snapchat addresses the need for more private, temporary communication by offering disappearing messages and content.

*How it supports this need:*  
The app’s signature feature, Snapchats that disappear after being viewed, ensures that users’ shared moments aren’t stored permanently.

1. **Expressing Creativity:**  
   Snapchat fulfills the need for users to express themselves creatively through interactive filters, lenses, stickers, and Bitmoji integration.

*How it supports this need:*  
Users can apply various creative lenses and filters to their photos and videos, which gives them the freedom to add their own artistic touch to their shared content.

1. **Social Connection:**  
   Snapchat helps users stay connected with friends by offering real-time chatting, Stories, and group conversations.

*How it supports this need:*  
The Stories feature allows users to share daily updates, which are viewable by friends for 24 hours, ensuring constant connection through visual content.

**4. Discuss Specific Features Tailored to Meet User Needs:**

**Key Features:**

1. **Snapchat Stories:**  
   Users can create a series of Snaps that are available for 24 hours. This feature caters to users who want to share moments throughout the day without cluttering their friends' feeds with permanent posts.
2. **Filters & Lenses:**  
   Creative filters allow users to enhance their Snaps with artistic effects, which appeal to users looking for fun, playful ways to interact with their friends.
3. **Snap Map:**  
   Snap Map allows users to share their location with friends or see the location of others. This feature supports users’ needs for real-time social interaction and connection.
4. **Chat Feature:**  
   Snapchat’s chat feature allows users to send messages that disappear after being viewed, supporting a more private communication style.

**5. Explain What User Information Would Be Useful for App Developers:**

**Data & Insights Needed:**

1. **User Engagement:**  
   Data on which features users interact with most (like Stories, filters, etc.) could help Snapchat enhance or refine existing features.
2. **User Behavior:**  
   Insights on when users are most active, how long they engage with the app, and the type of content they create would help optimize the app’s design and features.
3. **Privacy Preferences:**  
   Understanding users' comfort level with sharing location data, images, and personal information could lead to more personalized privacy settings.

**How This Data Can Inform App Design:**  
By analyzing user data and preferences, Snapchat could introduce better user-tailored features, such as more personalized filters or improved privacy features to cater to different user segments.

A screenshot of a phone

AI-generated content may be incorrect.