In terms of the application snapchat, I would love to go ahead and say that I was very excited to see that our final project would be applying the skills that we have learned within this course to better this application. My reason for passion would be due to the fact that I have been an avid user of snapchat since its release in 2011. I have seen the stages of transition within this application from start to present and I would like to confidently say that I have some good ideas on what I could change for the better when applying useability for this software.

Stage 1: Empathize

- Conduct user testing
  - Survey users in the most popular group of users (high school to college) and anyone outside that range on the app with the goal to find out what is the most common unwanted features within the application.
  - Gather results from a large sample size and begin brainstorming on how to fix these usability issues.

For this initial stage of design change I would have to conduct multiple surveys for users with the goal of learning the best possible version of the application. I would gather a large sample size of frequent users and gather a list of the most common unwanted features within snapchat.

Stage 2: Define

When creating the persona of my ideal candidate for who I will be sending my surveys out too, I had to do some research. After obtaining critical data to my study I was able to learn that the most consistent userbase of people who frequent snapchat is high school students to college students. 73% of 18–24 year old's use Snapchat. 47% of 25–30 year old's use Snapchat. That is a large margin of younger people who take advantage of this app.

Stage 3: Define

After obtaining this information I will then send out the survey to this age demographic in order to then obtain which features I will have to work on. I would sift through the results of my user survey testing and ultimately find out what features within snapchat do the users find the most annoying or obsolete. After I obtain the list of features, I would then start to brainstorm ideas on how to most effectively attack these problems and change them for the betterment in the most productive way possible. With this

information I was able to understand that the most consistent flaws that users have pointed out to me was Error Prevention, Help and Documentation, Match between System and Real World, Recognition rather than Recall, Help Users with Errors and Flexibility/Efficiency of Use.

Stage 4: Prototype

After narrowing down what I needed to change within the design of the application, I was able to brainstorm solutions that I think will better the useability of snapchat as a whole.

H5-2: Error Prevention

There's nothing that stops you from posting a snap you meant to send to a friend to your story. Adding in an "Are you sure you want to post this to your story?" window can help stop the accidental post to your story.
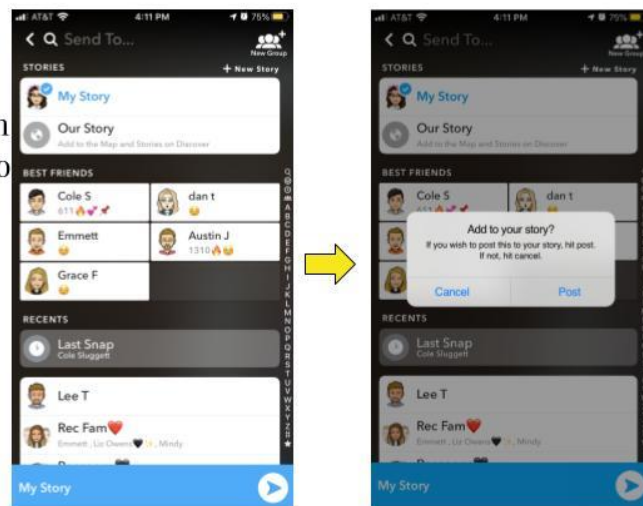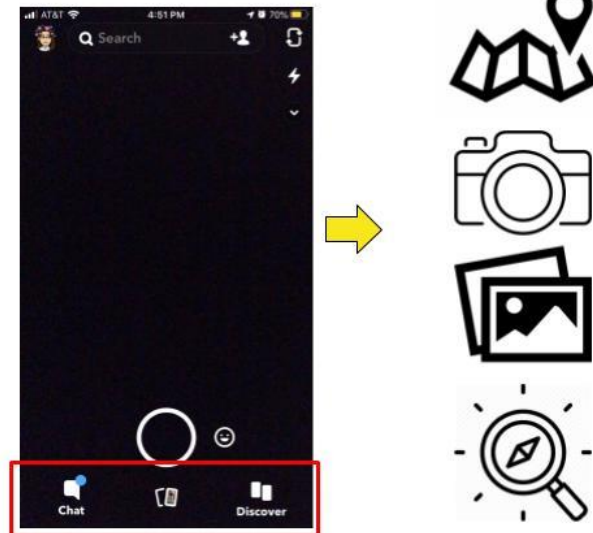

H10-3: Help and Documentation

- The current settings menu is messy and long, making it hard to find the help documentation.
- Shorten it up by Simplifying the menu.
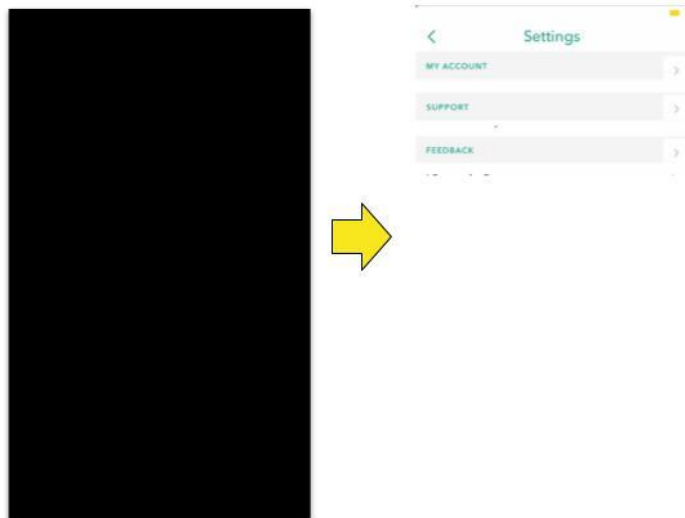
H2-1: Match between System and Real World

- The bottom menu bar can be a bit confusing for new users.
- Changing the bottom menu bar to have the four new icons would be less confusing to new users.


H6-2: Recognition rather than Recall

- When opening the app it immediately brings the user to their front camera. Navigation is tricky because you need to swipe right, left, down or up to get to the other windows without prompt on which is which.
- Add small instruction to let user know which direction of swiping leads to.
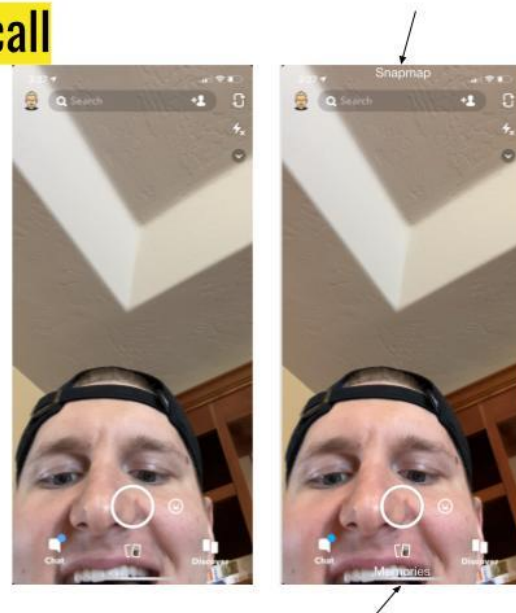
Help Users With Errors

- Severity: 3
- Group chats within every other major messaging app (Imessage, GroupMe, etc) allows the creator of a group chat to remove people from that chat, snapchat does not have this feature. If you accidentally add the wrong person you cannot remove them unless they leave by choice.
- Add a "Remove Members" button
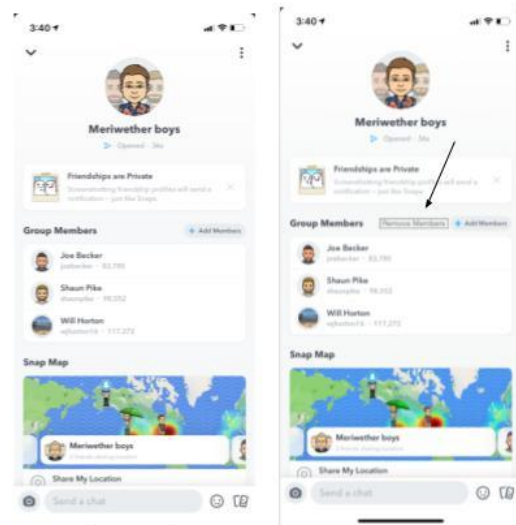
Flexibility/Efficiency of Use

- Severity: 2
- The system for a users QR friend code looks nice but is tricky to obtain. You must go to your profile, then click on your bitmoji character. This can cause confusion to even experienced users.
- Solution: Add a message around the white space to indicate that a user has to click here to obtain their QR code.
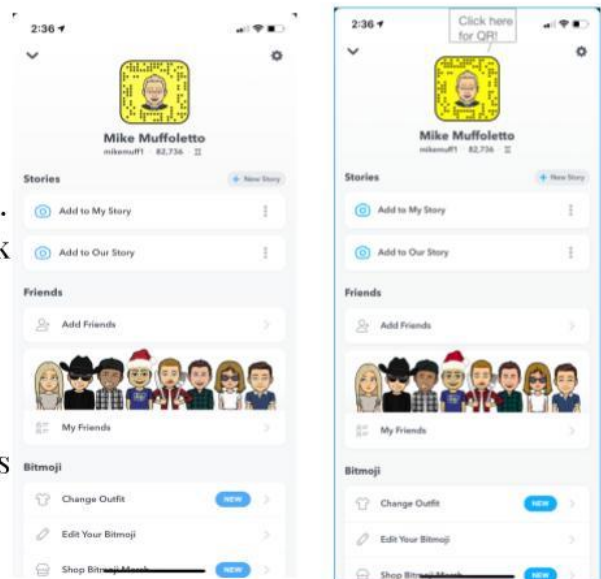
Stage 5: Test

- Conduct user testing
  - Survey users in the most popular group of users (high school to college) and anyone outside that range on the app before the changes.
  - Survey users in the most popular group of users (high school to college) and anyone outside that range on the app after the changes.
    - Compare what they like on the new app, to what they didn't like on the new app and what they missed on the old app.

Finally, I would revisit the users who I surveyed in the beginning and ask them which version (before and after) they liked more. I overall had a blast with this project, and I enjoyed putting ideas that I have had in my brain throughout the many years of using this application into something productive.

Thank you for the great semester!!!