Snapchat Design Document

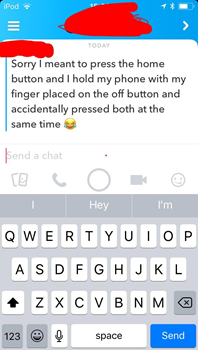
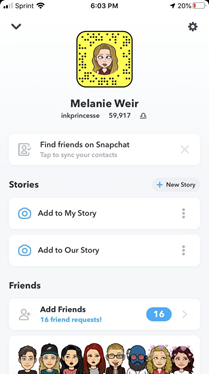
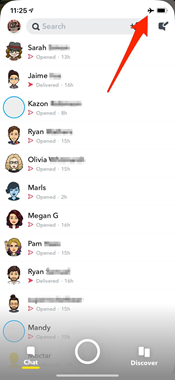
**Application**

Description:

The app currently allows you to talk to people and automatically gets rid of messages. This is inline with the idea of keeping track of what people are currently up to. You can friend people and check their location if they allow you to see. You can also check the news and see what popular celebrities are up to as well. There are many other social functions as well.

The primary interaction of snapchat includes the ability to talk to friends through voice, video call, or message, Keep up with current news, View the stories of friends and people you follow.

Screenshots of Different Snapchat Screens:



Problem(s):

Should have the ability to make messages not delete. There needs to be more onboarding for new users after their first time using the app. My prototype redesign focuses on making the options in chat more streamlined. It also tries to make the app more intuitive for a new user. If a person is talking to someone they have to swipe right and then left twice to see the general location of their friends. This can be very annoying for someone who wants to see where the friend they are currently talking to is located. My prototype makes the process of finding a friend’s location quicker and easier.

Typically a conversation in snapchat will go like this.

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| 1. Have a conversation like any other messaging app. |  | 3. Saved messages will be highlighted gray. |  |
| 2. Hold down a line in the conversation and select Save in Chat to explicitly save it. |  | 4. When people leave the app and come back all the messages that were not highlighted are now gone. Depending on your settings this can be 24 hours after both people leave the chat or immediately. |  |

This can become very tedious. There needs to be an option for people to automatically save every message in certain chats. For example, in this conversation with my mother I would want to save the entire conversation at all times. On the contrary in conversations with my friends I don’t want any messages saved. Many users experience fatigue from holding down every button and save every message individually.

**Research**

Scenarios:

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| Scenario 1: | User is trying to have a group conversation. |
| Practical Goal: | User receives a message from a mutual contact and replies to it in a group chat. |
| Environment: | A Mobile phone connected to the internet |
| User: | Teens or older that value social connections and keeping up to date with the current ongoings of their friend groups. |
| A user receives a notification that someone sent them a message. They press the notification and get sent to the app screen. | |
| They go to the app, and swipe left. They swipe left on the new chat message at the top. They hold down each paragraph of the message to save it. They type out a message and send it. The user has to save their own message too. | |

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| Scenario 2: | User is trying to see the location of mutual friends. |
| Practical Goal: | User is trying to find out how far away friends are from their house. |
| Environment: | Mobile phone connected to the internet with location settings on and accessible. |
| User: | Teens or older that are comfortable with friends knowing the location in which they last opened the app. |
| A user opens the app and their friend’s location is turned on. Their friend has opened the app recently and their location is properly updated. | |
| User swipes left three times to get to the map. User must zoom out until they see their friend’s “bitmoji” avatar. If the friend has their location on, the user is able to see where their friend is on a map. | |

**Redesign**

Solution:

* + 1. In the conversation settings, there should be an option to never clear conversations. This would make it very easy for people to use. Alternatively there should also be a drag and select option for users to save multiple messages easily. For example holding down over a message and dragging down until the last message in a group they want saved. Similar to a click+highlight function on a computer. This would help maintain flow and allow users to build behavioral patterns that are much more convenient for them to use.

Wireframes:<https://96ai3j.axshare.com/>

ORIGINAL MOCK WIREFRAME:

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| Simply go to the conversation settings in snapchat and click on the Delete Chats… setting. |  |
| This will open up the popup window. You can select when chats should be set to delete. When you click Never messages will never delete. |  |
| You can also drag and highlight messages to save. This mechanic will be easy for users to use do to their mind map of computer functions. Many people already use this function to highlight text on mobile as well. |  |

NEW WIREFRAME:

Chat features:

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| When the user approaches Snapchat’s chat feature they are met with a lot of options. They can immediately see the prompt at the bottom telling them what to do. |  |
| The user can type in a message. The user’s eyes should then be drawn to the bright yellow send button. This is called *fixation or saccades* in User Interaction. Mostly everything else in the page is dull which draws more importance to this button. The user can then press the button or user’s who are more tech savvy can simply press enter to send the message. |  |
| New user’s to the chat won’t be aware that messages will disappear after 24 hours on a chat unless saved. This is snapchat’s main feature. It is in line with their theme of keeping everything current and up to date. If the user wants to see messages from beforehand they need to save it. |  |
| New user’s won’t know that you can click and hold a message to save it. Luckily there is a big save button on the top right that allows them to save messages from today. The save image is of a floppy disk and people can use their *mental models* to recognize that this image equals save. |  |
| When the user clicks on the image the save button will invert colors dramatically. This is imperative to *user feedback*, the user clicked something and was aware that their action triggered a reaction.  A message will also pop up to further indicate that their message is saved. In the future I would update the prototype so that the user can unsave certain messages.The saved message is a very obvious *signifier* for those who don’t understand that highlighting a message means it’s saved. |  |

The + button:

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| A user may also want to interact with their friend in different ways. The user should recognize the + button as a sign for more. This is part of the *mental model* they have formed over years of interacting with different UI. |  |
| I also *chunked* the + button close to the emoji button so people can understand that this allows them to interact with their friend in a different way similar to what functionality emoji’s allow. |  |
| If the user hovers over the plus button, the button will turn dark grey. This is part of user feedback. It is an *affordance* made so that the user can interact with this button. |  |
| I made it so that the different buttons spring out of the + sign. I wanted to make my prototype  *visceral* appealing and I hope that the “springyness” of this animation gave that effect. |  |
| The + sign turns into a - sign as a clear *signifire* that this closes the menu. Although it happens quickly the plus sign will flip over the - sign as if they were opposite sides of a coin. The - sign also turns dark grey when hovered over. It is purposely a lighter shade of grey than the + sign to encourage users to interact with the new buttons instead. I would hope the user would *selectively pay attention* to the new buttons and ignore the - sign unless necessary. |  |
| The buttons are also arranged in a *visual hierarchy* from most used feature to least used. The user just pressed the plus button so their finger is closer to the bottom. This is why the hierarchy is from bottom to top. People use photos the most, and games the least on Snapchat. |  |
| The different buttons bring up different menus. User’s can assume which buttons will bring up certain menus due to their *mental models* and the iconography of the buttons. |  |

Location page:

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| When they press the location button user’s are automatically sent to a map focused on their friends location. In original snapchat the location would focus on yourself. It is accurate to assume most user’s know where they are and are more interested in their friend’s location. |  |
| Their friend location has an image of their profile picture which is an *affordance* that allows the user to understand that this is their friend’s location. The indicator is also shaped like a pin on a map which draws attention to this specific area of the map.  Hovering over the symbol also makes it turn grey which is part of portraying *feedback* to the user. |  |
| The location menu now tells you how far away a person is from you.  It also tells you if they recently updated a story at their last location. For example someone may only care about the part of someone's story when they are at a party instead of what they ate for breakfast that morning.  This would streamline looking through someone's story. Overall it helps with the *user’s engagement flow.* |  |
| There is a button that glows bright and then dark to draw attention to itself. This is another example of *fixation.* The button leads a user back to their chat. It is also the same symbol as the send chat button. Through having similar icons we are building up the user’s *mental model* and understanding of what symbol means message in the app. |  |

**Retrospective**

Summary of feedback:

The feedback for my prototype was overall positive with a few suggestions here and there. 5 people rated the redsign’s usability with a 5 and 4 people rated it a 4. I think my notes did not communicate what exact problem I was trying to solve to people unfamiliar with the app. 7 people thought the redesign was communicated well, but in replicating snapchat’s many features in the prototype, I believe I did not clearly allow my peers to understand what part of the original design I attempted to fix. Everyone more or less understood who the app’s target audience was with varying levels of specificity. A handful of people pointed out that the app’s major audience are teens and young people who care about the many features the app has to offer.

Many people appreciated the + button for more snapchat settings. Although never explicitly said, people felt that it streamlined certain processes and helped with the *user's engagement flow*. Overall people appreciated the *affordances* throughout the app that led user’s to interact with the prototype intuitively. People liked how some symbols on the prototype better represented their function than the original snapchat design. They were clear *signifiers* for which buttons had certain functionality. People were split on the button size. I personally chose to make the buttons bigger because my brother has a visual disability and often complains about the size of UI in games. It would be way too over scoped if I tried to add in an *accessibility* setting that would change the size of buttons so I defaulted them to be bigger than normal. On mobile a bigger button makes it easier for people to click on. I had hoped that this would evoke positive *behavioral design* as opposed to the buttons being small and the user clicked on the wrong thing. Someone commented on why the emoji button was left out. There are 3 types of emojis in Snapchat, regular emojis, bitmoji (with the user’s avatar) and stickers(like gifs). I wanted to make the emoji button function similar to the plus button, but realized I would be overscoping if I tried to portray that. Overall feedback was largely positive!

Plan for next iteration:

On things to improve people wished that the save function had more customization to it. To this comment I definitely agree and it was something I wanted to implement myself. However Axure is very limited in it’s capabilities. I realized this when I tried to replicate a message log. This required me to do some advanced customization in Axure to work, to which I’m even surprised I was able to pull off. For this prototype I would try to have checkboxes to show that you can save and unsave certain messages. This will communicate clearly to the user what the redesign is for. I will admit I was a little fixated on making it so that you can type a message and it gets added to the message log. The other thing people would improve is color, but surprisingly Snapchat’s original color scheme is similarly dull, so in trying to match the redesign palette to the original my prototype also appeared visually unsaturated. Hopeful this will allow the prototype to have a *visceral design*.

If given more time I would update the color palette so that it is more vibrant and appealing to look at. I would change the messages to checkboxes in exchange for not being able to type a message and add it to the list. I would also make it so the emoji button works and the three different types of emojis are displayed. I would also edit my notes to make it clearer what the redesign purpose is. On the location screen I would add a bitmoji avatar instead of a pale pink snapchat emoji. I would also like to play around with the Axure map setting to add in an actual map to the prototype.

Overall I’m really pleased with how my prototype turned out and I was excited to apply this semester’s knowledge about UI/UX and interactive design in a hand-on method!