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Video presentation link - <https://youtu.be/gXoic0x1WqE>



Product Dissection for Snapchat

Company Overview:

Snapchat, launched in 2011 by Evan Spiegel, Bobby Murphy, and Reggie Brown, has evolved into a prominent multimedia messaging app. Known for its ephemeral nature, Snapchat allows users to share photos, videos, and messages that disappear after being viewed. With features like Stories, Discover, and Augmented Reality (AR) lenses, Snapchat has carved its niche in the social media landscape, engaging primarily with a younger demographic.

Product Dissection and Real-World Problems Solved by Snapchat:

Snapchat addresses several real-world challenges through its innovative features, fostering creativity, authentic communication, and a sense of immediacy.

Problem: Fear of Permanence in Sharing:

- Snapchat's Solution: Disappearing Content
 - Snapchat mitigates the fear of permanent online presence by introducing the concept of disappearing content. Photos and videos sent through private messages or posted as Stories vanish after being viewed, creating a sense of privacy and reducing social pressure.

Problem: Staged and Filtered Images:

- Snapchat's Solution: Authenticity Through Filters
 - Snapchat's unique filters and lenses allow users to enhance their photos creatively. While other platforms may encourage staged perfection, Snapchat embraces playfulness and authenticity by offering a wide array of filters that users can apply to express their mood or creativity.

Problem: Information Overload:

- Snapchat's Solution: Stories for Time-Ordered Updates
 - Snapchat tackles information overload by organising content into Stories. Users can post a sequence of photos or videos that tell a narrative. This feature streamlines content consumption, providing a chronological feed that is both immersive and easy to follow.

Problem: Monotonous Communication:

- Snapchat's Solution: Multimedia Messaging with AR
 - Snapchat redefines communication by incorporating multimedia elements. Users can send images, videos, and messages overlaid with Augmented Reality (AR) effects. This not only adds excitement to conversations but also introduces a new form of expression beyond traditional text-based communication.

Case Study: Real-World Problems and Snapchat's Innovative Solutions***Problem 1: Fear of Permanence in Sharing*****Real-World Challenge:**

In an era of persistent digital footprints, individuals often hesitate to share personal moments due to the fear of permanent online presence and potential consequences.

Snapchat's Solution:

Snapchat acknowledges this concern by introducing ephemeral content. Users can send photos, videos, or messages that disappear after being viewed, creating a sense of privacy and encouraging users to share candid moments without the fear of long-term repercussions.

Problem 2: Staged and Filtered Images**Real-World Challenge:**

Traditional social media platforms often perpetuate an unrealistic standard of perfection, with users carefully curating their images to present an idealised version of their lives.

Snapchat's Solution:

Snapchat disrupts this trend by offering a diverse range of filters and lenses. These tools allow users to enhance their photos with playful overlays, fostering authenticity and self-expression. Users can showcase their creativity without the pressure of maintaining a polished online persona.

Problem 3: Information Overload

Real-World Challenge:

The constant influx of content on social media platforms can lead to information overload, making it challenging for users to keep up with updates from friends and influencers.

Snapchat's Solution:

Snapchat introduces the Stories feature, allowing users to share a sequence of photos and videos that form a narrative. This time-ordered format simplifies content consumption, offering a chronological feed that is engaging and easy to follow, reducing the cognitive load on users.

Problem 4: Monotonous Communication

Real-World Challenge:

Traditional text-based communication can sometimes feel monotonous, limiting the expressive potential of digital interactions.

Snapchat's Solution:

Snapchat revolutionises communication by enabling multimedia messaging with AR effects. Users can send images and videos overlaid with AR lenses, adding a dynamic and expressive layer to their conversations. This not only enhances communication but also provides a novel way for users to convey emotions and experiences.

Top Features of Snapchat:

Disappearing Content:

- Users can send photos, videos, and messages that disappear after being viewed.

Filters and Lenses:

- A wide variety of filters and AR lenses for creative expression in photos and videos.

Stories:

- Users can share a sequence of photos and videos that form a narrative and disappear after 24 hours.

Discover:

- A platform for publishers and creators to share content, including articles, videos, and news.

Snap Map:

- Allows users to share their location with friends in real-time on a map.

Memories:

- A feature that lets users save their favourite Snaps and Stories for later viewing.

Schema Description:

The schema for Snapchat involves key entities that capture the essence of its functionality, emphasising user interactions, multimedia content, and platform features.

User Entity:

- UserID (Primary Key): A unique identifier for each user.
- Username: The chosen username for the user's account.
- SnapScore: A measure of a user's activity and engagement on the platform.

Snaps Entity:

- SnapID (Primary Key): A unique identifier for each Snap.
- UserID (Foreign Key referencing User Entity): The user who created the Snap.
- Content: (longBlob)The multimedia content of the Snap (photo, video, or message).
- Disappearing_Date: The date and time when the Snap disappears.

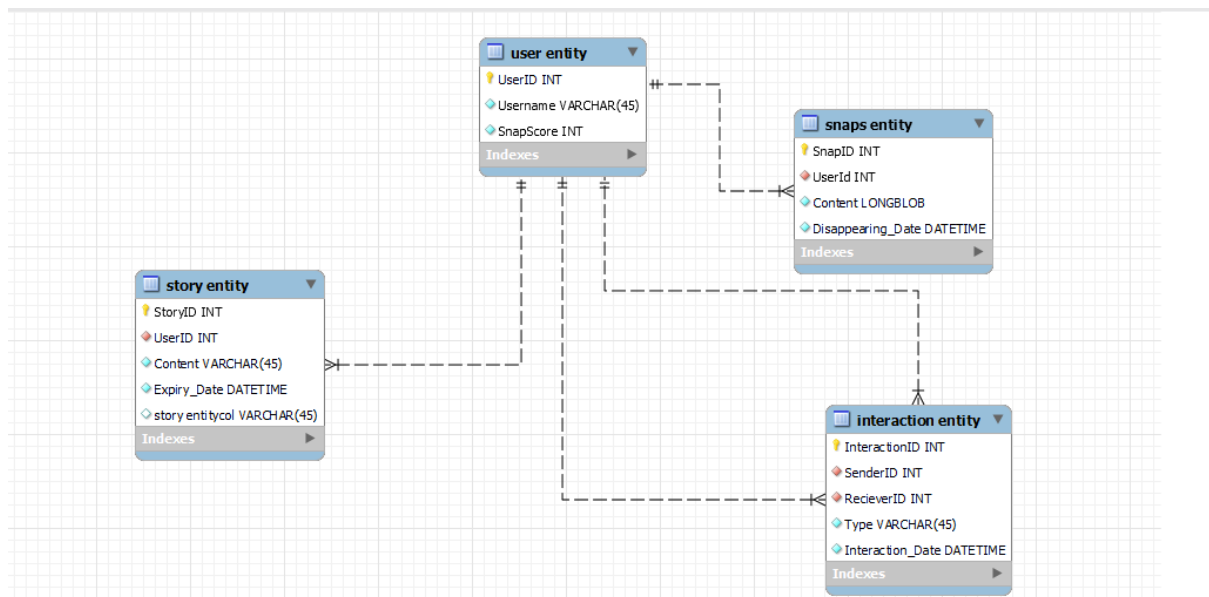
Story Entity:

- StoryID (Primary Key): A unique identifier for each Story.
- UserID (Foreign Key referencing User Entity): The user who created the Story.
- Content: The sequence of multimedia content forming the Story.
- Expiry_Date: The date and time when the Story disappears.

Interaction Entity:

- InteractionID (Primary Key): A unique identifier for each interaction.
- SenderID (Foreign Key referencing User Entity): The user sending the interaction.
- ReceiverID (Foreign Key referencing User Entity): The user receiving the interaction.
- Type: The type of interaction (message, Snap, etc.).
- Interaction_Date: The date and time of the interaction.

ER Diagram:



Conclusion:

Snapchat's schema is intricately designed to capture the dynamic nature of user interactions and multimedia content. Through ephemeral messaging, diverse filters, and interactive features like Stories, Snapchat successfully addresses real-world challenges, providing a platform that prioritises authenticity, creativity, and immediate connections. The platform's innovative approach to communication and content sharing has contributed to its popularity, especially among younger demographics.

Thank you for reaching end 😊