WebOccult

TECHNOLOGIES

Feature Listing of Snapchat
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Abstract

Snapchat is a popular messaging app that lets users exchange pictures and videos (called snaps) that are meant to disappear after they're viewed. It's advertised as a "new type of camera" because the essential function is to take a picture or video, add filters, lenses or other effects and share them with friends.

Mission

Snapchat's mission statement is "we believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate. Our products empower people to express themselves, live in the moment, learn about the world, and have fun together." The statements comprise the following main points:

1. Encouraging sharing
2. Promoting global conversation

Vision

Snapchat is yet to publicly state its vision. Despite this, the recent advancements in its app is an indication that it looks ***"to transform the world of camera communication through interactive features."***

1. AUTHENTICATION

Sign Up

- Enter first name and last name.
- Tap Sign Up and Accept
- Enter your Birthday
- Create a username
- Snapchat will suggest available usernames if the one you choose is not available
- Create a Password
- Enter your Email address
- Enter your Phone number
- Enter Verification code

Log In

- Enter Username or Email
- Use Phone number instead of Username or Email
- Enter Password
- Forgot Password
- Log In

2. SNAP MANAGEMENT

Swipe left for the <u>Chat Screen</u>.
Swipe right for the <u>Stories Screen</u>.
Swipe up for the <u>Memories Screen</u>.
Swipe down for the <u>Search Screen</u>.

2.1 Camera

Camera screen is the home screen.
Camera settings like flash, switch between front or back-facing camera, set a self-timer, adjust the focus settings, and add a grid to
your camera screen for more accurate Snapping.

2.2 Edit Snap

- **Caption :** Add text, complete with bold, italics, or underline styles. You can also use the @ symbol to mention friends in your Snaps.

- **Doodle :** Snapchat's drawing tool. You can change the colour and size of your brush or tap the heart icon to draw with emojis.

- **Stickers :** Add stickers, gif, emojis and bitmoji from the Snapchat library.

- **Scissors :** You can select just about any part of a Snap to turn it into a sticker you can use on your current Snap or save for the future.

- **Music :** Tap the music icon to add the hottest jams to your Snap. You can browse by playlists, search for specific artists or songs, and edit the music snippet you want on your Snap.

- **Link :** Tap this icon to enter the URL of any webpage. When your friend views your Snap, they can swipe up to find the linked webpage.

- **Crop :** Tap this to crop and zoom in or out of your Snap.

- **Timer :** Select the amount of time that your Snap will be viewable upto 10 seconds. Or, choose the infinity symbol to let your friends view the Snap for as long as they like.

- **Filters :** Filters contain further options like Timeline, Sounds, Multi snap, Timer, Focus, Grid.

2.3 Filters

- Snapchat provides a wide range of filters, also known as lenses.
- Few filters or lenses are already suggested
- New filters or lenses are updated frequently
- Lenses can be browsed online

2.4 Memories

- Snap - all snaps
- Stories - all stories
- Camera Roll - photos from gallery
- My Eyes Only - hide snaps to a personal vault

2.5 Snapstreak

Snapstreak tracks how many consecutive days you and a friend share Snaps. You'll see a flame emoji next to your friend's name, with a number indicating how many days you've kept the Streak going.

3. STORIES MANAGEMENT

3.1 Our Stories

- Take a snap
- Edit a snap
- Save to camera roll
- Send to personal chat
- Share on my story
- Edit story visibility option
- Add snap story to the Snap map
- Story stays for 24 hours
- Receive replies
- Watch views
- Add to memories
- Delete a story

3.2 Friends Stories

- View story
- Send a message
- Send a bitmoji
- Send photo from gallery
- Send snap
- Remix snap
- Report snap
- Story notification option

3.3 Subscriptions

Watch stories of people with public profiles. You can subscribe to their profile.

3.4 Discover

Discover is a Snapchat screen where brands share Stories with the app's large audience. Perfect for businesses, publishers, and content creators looking to increase engagement and build brand awareness.
You can view, share and subscribe to the content.

4. SNAPCODE MANAGEMENT

- Share Snapcode
- Save to Camera Roll
- Share My Profile Link
- Send Username To
- Change Selfie

5. FRIENDSHIP MANAGEMENT

5.1 Find Friends

- Find friend through search bar
- Find friend through snapchat QR

5.2 Added Me

- Displays list of friend requests
- Accept the friend request
- Cancel the friend request
- Open their profile
- View more button to display the entire list

5.3 Quick Add

- Sync All mobile contacts
- Displays a list of contacts on snapchat to add them
- Display a list of contacts not on snapchat to share invite
- Hidden from Quick Add display list of snapchatters that have been hidden from Quick Add
- Ignored from Quick Add displays list of snapchatters ignored from Added Me

5.4 Recently Added

Displays the list of recently added snapchatters
Click on the name and can send snap, chat, audio call, video call, share their profile to someone and block or remove from the friend list.

5.5 Manage Friendships

- Search bar to find a friend from list
- Display Best Friends list
- Alphabetical order wise list of friends
- View recently added list

5.6 Customise Best Friend Emojis

Friend emojis options on the basis of the conversation and snap streak like Super BFF, BFF, Besties, BFs, Mutual Besties, Mutual BFs and Snapstreak.
It will appear besides the friend's name on the messaging list.
Reset button to reset all the custom emoji with friends.

6. BITMOJI MANAGEMENT

6.1 Edit Avatar

Edit the bitmoji - skin, hair colour, eye shape, eyelashes, nose, jaw, cheek lines, mouth, body type, makeup, glasses, headwear and wide range of outfits.

6.2 Pose and Background

Select the background from the list.
Select the pose for how your bitmoji will appear.

6.3 Change Selfie

Choose a bitmoji selfie from the list that will appear on your profile picture in Snapchat.
It has different bitmoji selfies possessing different reactions.

6.4 Shop Bitmoji Merch

Shop Bitmoji Merch has a Snap store that sells various items
It displays a list of items with their name, image, pricing, selling status and product details.
It contains a shopping cart and allows you to review orders.

7. PROFILE MANAGEMENT

7.1 User Profile

- Edit name but not username
- Tap on Snapcode
- Display Snap score - snaps sent and snap received
- Display Zodiac sign - tap to know more
- Edit bitmoji avatar
- Change bitmoji pose and background
- Add a story
- Add story to Spotlight
- Add story to Snap Map
- View Spotlight favourites list
- Make profile public
- Add friends and manage friendships
- Buy Snap token and send it to your favourite creator
- Share location on Snap Map
- Create a Cameo by take a selfie or selecting photo from camera roll
- Displays joining date on Snapchat
- Public profiles shows Subscriber count

7.2 Friend Profile

- Display friend's Bitmoji and Name
- Displays Custom emoji stating level of connectivity
- Displays friend's Snap score
- Displays friend's Zodiac sign
- Check Astrological Compatibility
- Send a snap
- Send a message
- Initiate audio call
- Initiate video call
- View friend's public profile
- Share your live location through Snap map
- Saved in chat displays saved snaps
- Chat Attachments displays links and addresses in chat
- Charms feature include BFs, Friend's Birthstone, Astrological Sign and Snap heroes. Tap on each to learn more.
- Displays the time since both are friends

8. GEOMAP

- Share your location - Enable or Skip
- Explore shows trending snaps at different locations on map
- My Bitmoji shows your location on map
- Places shows popular, favourites and visited places list.
- Friends shows location of all friends on map
- Ghost mode - friends can't see your location on map
- Suggest a place add your suggestions to a place by name, category and address.

9. SPOTLIGHT

Spotlight is a feature on Snapchat that shows the most entertaining 60-second videos created by users in a dedicated section.
It includes :

- Search bar
- Like button
- Subscribe button
- Share button
- Display the used sound
- Display the used filter
- Display hashtags
- Golden star appears for verified profile
- Open the profile
- Report Snap
- I don't like option

10.   CHAT MANAGEMENT

10.1 Message

- Initiate a audio call
- Initiate a video call
- Send a message
- Send a snap from camera
- Send a snap from camera roll or memories
- Record and send audio
- Send emojis - recently used emojis, bitmoji, edit image, stickers, favourite sticker list, regular emojis

10.2 New Chat

- Search friend through search bar
- Search friend through Alphabetical order list
- Displays Best friend and Recents for easy selection
- Send a message
- Reply to the snap sent
- Chat button to drop a message

10.3 New Call

- Search friend through search bar
- Search friend through Alphabetical order list
- Displays Best friend and Recents for easy selection
- Send a message
- Reply to the snap sent
- Start Call button to call a selected friend

10.4 New Group Chat

- Name the group
- Search friends from the search bar
- Select friends from the list
- Chat button to drop a group message

10.5 New Group Call

- Name the call group
- Search friends from the search bar
- Select friends from the list
- Start Call button to drop a group message

10.6 Best Friends

Displays the list of Best Friends on the basis of snap streak score and chatting count.

10.7 Recents

Displays the list of Recently communicated friends to easily send a snap or chat with them.

11. SCANNING

11.1 Try fun face lenses :

It provides various lens options related to the user's scene that can be used as a filter to click a picture.

11.2 Discover more with scan :

- Discover a song
- Solve a maths problem
- Identify a dog's breed
- Identify a plant
- Identify a car
- Find product health facts

11.3 Requirements :

- Move closer to the music
- Clean your camera lens
- Reposition your camera
- Use brighter lighting

12. SETTINGS

12.1 My Account

- Edit Name, Birthday, Mobile Number, Email, Password, Bitmoji.
- Enable Two-factor Authentication
- View Connected Apps
- Enable or disable Notifications
- Learn more about Apps from snap
- Change Language
- Enable Voice Scan

12.2 Public profile settings

- Change private profile to public profile
- Add snaps and spotlights to the profile
- Enable showing subscriber count
- Delete Public profile

12.3 Additional Settings

- Visibility to connect me
- Visibility to story
- Visibility to quick add
- Visibility to my location
- Memories - save, autosave and backup
- Lenses - clear local or all lens data
- Customised Emojis - list and reset option
- Ads - Preferences, Interests and Autofill settings
- Data server - reduce snapchat mobile data usage

12.4 Privacy

- Clear Conversation
- Clear Search History
- Contact Syncing
- Allow access Permissions for camera, location and contact syncing.

12.5 Feedback

- I spotted a bug
- I have a suggestion
- Made for me panel
- Shake to report

12.6 More Information

- Privacy policy
- Safety Centre
- Terms of service
- Other legal

12. 7 Account Actions

- Clear cache
- Clear My Cameos Selfie
- Clear Scan History
- Clear Voice Scan History
- Blocked accounts
- Saved Login Info
- Log Out

Public Profile and Creator Account Features

- Add Photo, Bio, Description, Location, Stories and Lenses to your Public Profile
- Snapchatters can Subscribe you
- Displays your Subscriber count
- View Public Story, Lens, and Audience Insights
- Add to a Public Story separate from My Story
- Add a Website and Public Email to your Public Profile
- Have a Chat button on your Public Profile
- Snapchatters can turn on Story Notifications
- Enable Public Story Replies & Quoting

Business Account

Setting up a Snapchat Business account allows you to do more within the platform. It lets you access more features that will support your marketing strategy.

For example, a few of the features you can access with a Snapchat Business account include:

- Advertising on Snapchat through its Ads Manager.
- Age-targeting your custom creations to reach your desired audience.
- Location-targeting your custom creations to reach an audience in a specific area.

Web Application

1. **Authentication**

   - Log in
     - Enter Username or Email
     - Enter Password
     - Forgot Password
     - Login button

   - Sign in
     - Enter Contact Number
     - Continue
     - Send link

2. **Main Page**

   - Menu
     - Logout

   - My Snapcode
     - Snapcode
     - Download Snapcode
     - Get New code
       - Proceed
       - Cancel

   - My Data
     - Data available in-app
     - Data available for download
       - Submit Request

   - Ads Manager
     - Link to Business account

- On-demand Geofilters
  - Create new Filters
  - Create new Lenses

- Change Password
  - Current Password
  - New Password
  - Confirm Password
  - Robot
  - Change Password

- Unlock Account
  - Locked account information
  - Unlock Request button

- Delete Account
  - Username
  - Password
  - Delete button

- Manage Apps
  - Bitmoji

- Manage Devices
  - List of devices linked to account