[PRELIMINARY ANALYSIS](https://content.byui.edu/file/816e09fb-0d85-4d4c-8266-afc4a8b57778/1/Ponder/471.02.Milestone.html)

Each team is selecting two competitors' interfaces to conduct a preliminary UX analysis. Each team will focus on analyzing all components of the interaction framework and all of the variables of usability. In order to conduct this UX analysis, please complete the form below. Complete this form a ***second time*** for the ***second competitor***.

Competitor Name: Snapchat

Website link: https://www.snapchat.com/

# Interaction Framework

Gulf of Evaluation

|  |  |
| --- | --- |
| **Presentation** | |
| *Success(es)* | *Failure(s)* |
| * Simplicity * map | * massive stuffs * ‘spotlight’ button(stories button is kind of similar) * Main screen was Camera |

|  |  |
| --- | --- |
| **Perception** | |
| *Success(es)* | *Failure(s)* |
| * Clearly visible * Good touching |  |

|  |  |
| --- | --- |
| **Interpretation** | |
| *Success(es)* | *Failure(s)* |
| * Automatic making character * Nothing is left to interpretation |  |

|  |  |
| --- | --- |
| **Evaluation** | |
| *Success(es)* | *Failure(s)* |
| * Good chat process * Good to share friends’ location(sometimes?) | * The app is for influencers * Use limited functions |

Gulf of Execution

|  |  |
| --- | --- |
| **Goal** | |
| *Success(es)* | *Failure(s)* |
| * Chat * Showing own videos(?) to people | * Massive functions |

|  |  |
| --- | --- |
| **Intention** | |
| *Success(es)* | *Failure(s)* |
|  |  |

|  |  |
| --- | --- |
| **Specify Sequence** | |
| *Success(es)* | *Failure(s)* |
|  |  |

|  |  |
| --- | --- |
| **Execute Sequence** | |
| *Success(es)* | *Failure(s)* |
|  |  |

# 

# Variables of Usability

|  |  |  |
| --- | --- | --- |
| *Component* | *Score(*[*2 to -2*](https://byui.instructure.com/courses/182124/files/81176052?module_item_id=23627394)*)* | *Explanation* |
| Efficiency |  |  |
| Learnability |  |  |
| Familiarity |  |  |
| Simplicity |  |  |
| Mapping |  |  |
| Motivation |  |  |
| Trust |  |  |
| Visibility |  |  |

**Summary:**