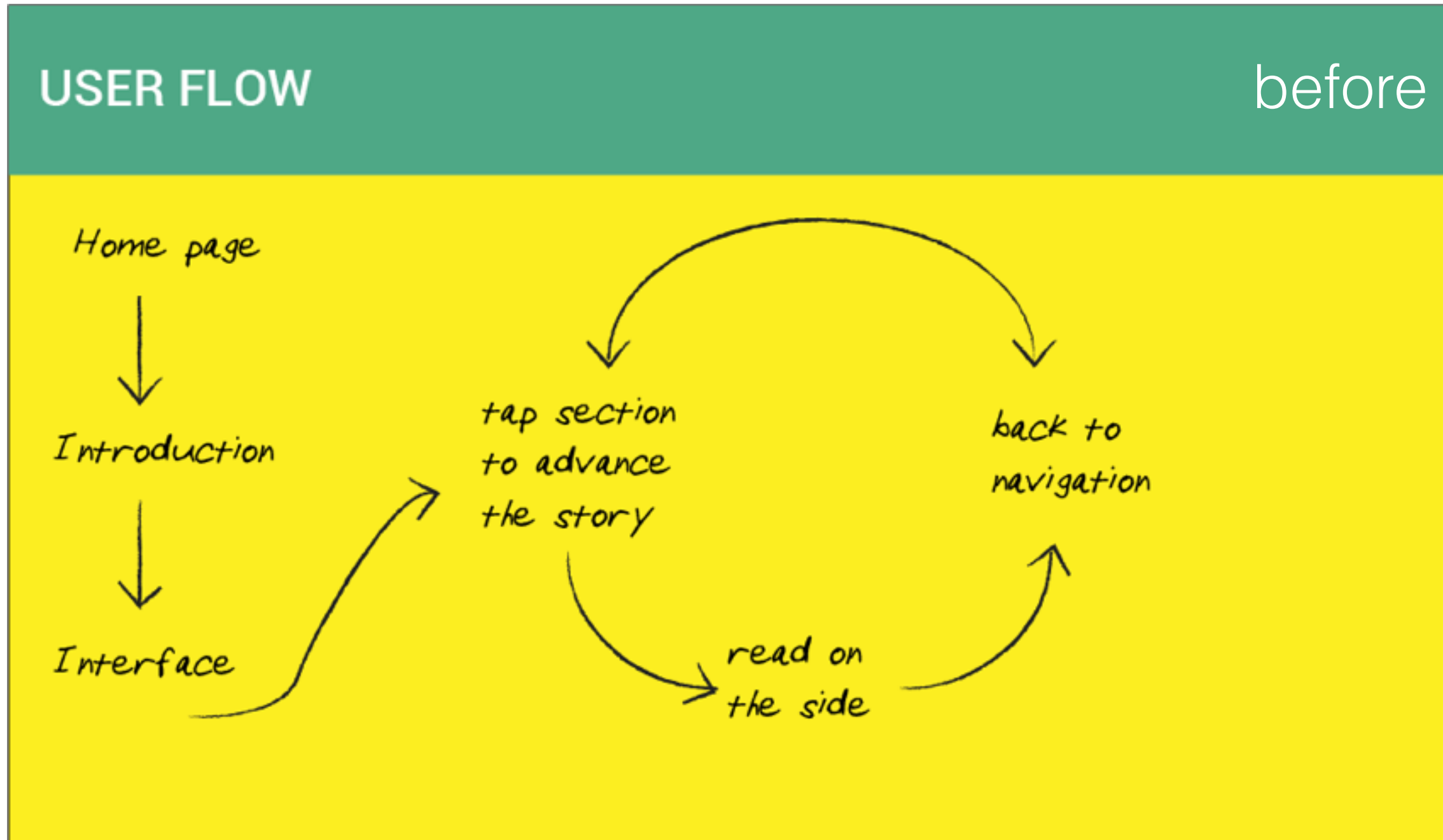# The Making of Snapchat

Gurman Bhatia

the story

The fastest growing social media app had no revenue model until January 2015. As Snapchat starts thinking of revenue, here is the journey of Snapchat, in Snaps.
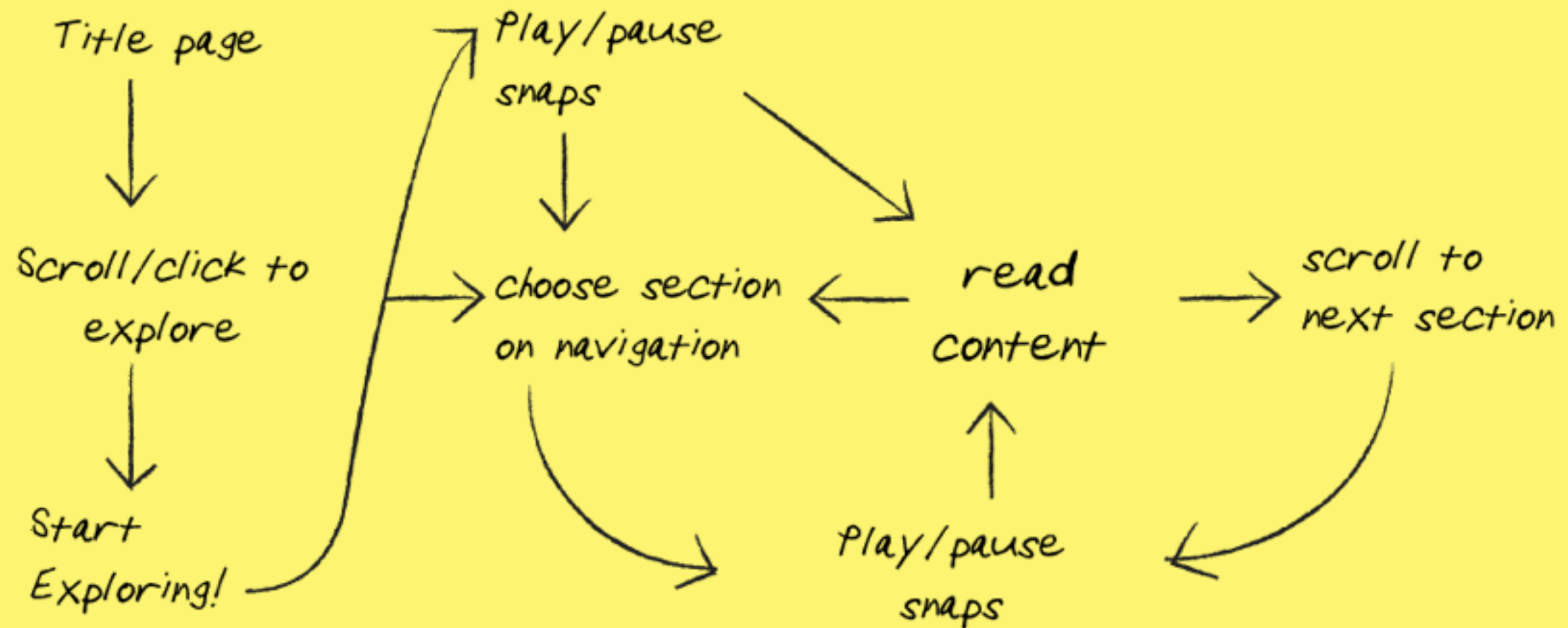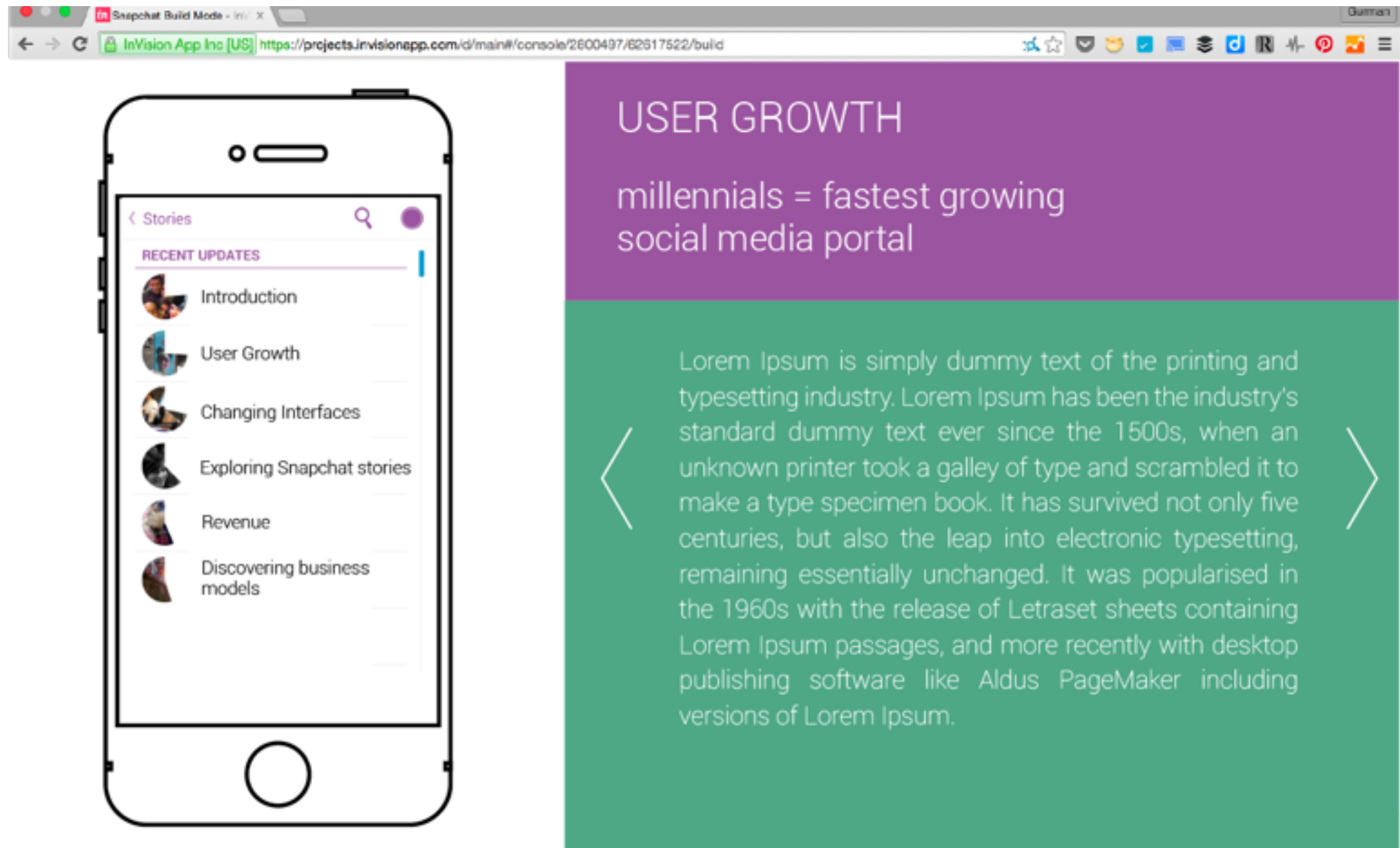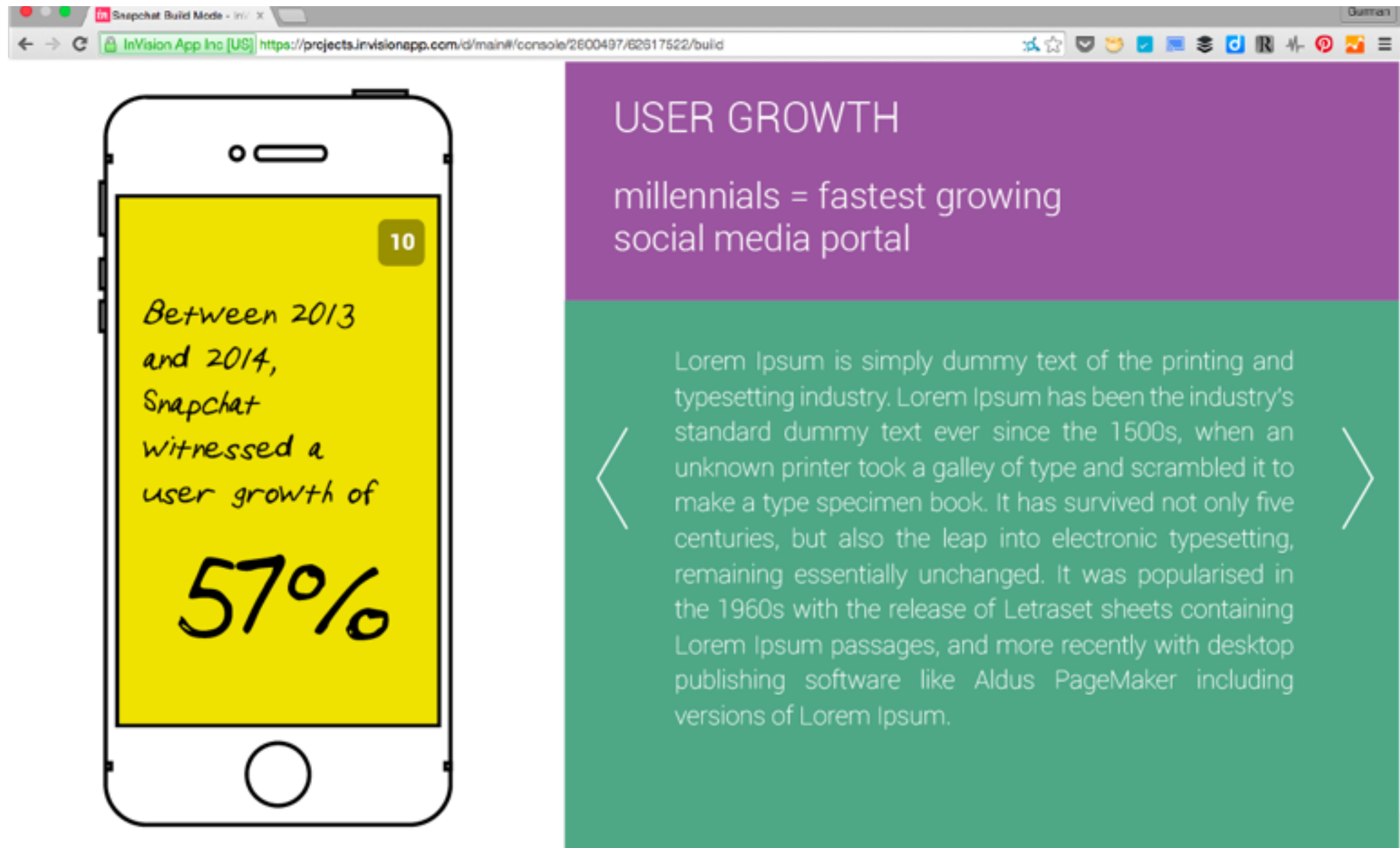
User Flow

User Flow

Wireframes

Desktop v1

Desktop v1
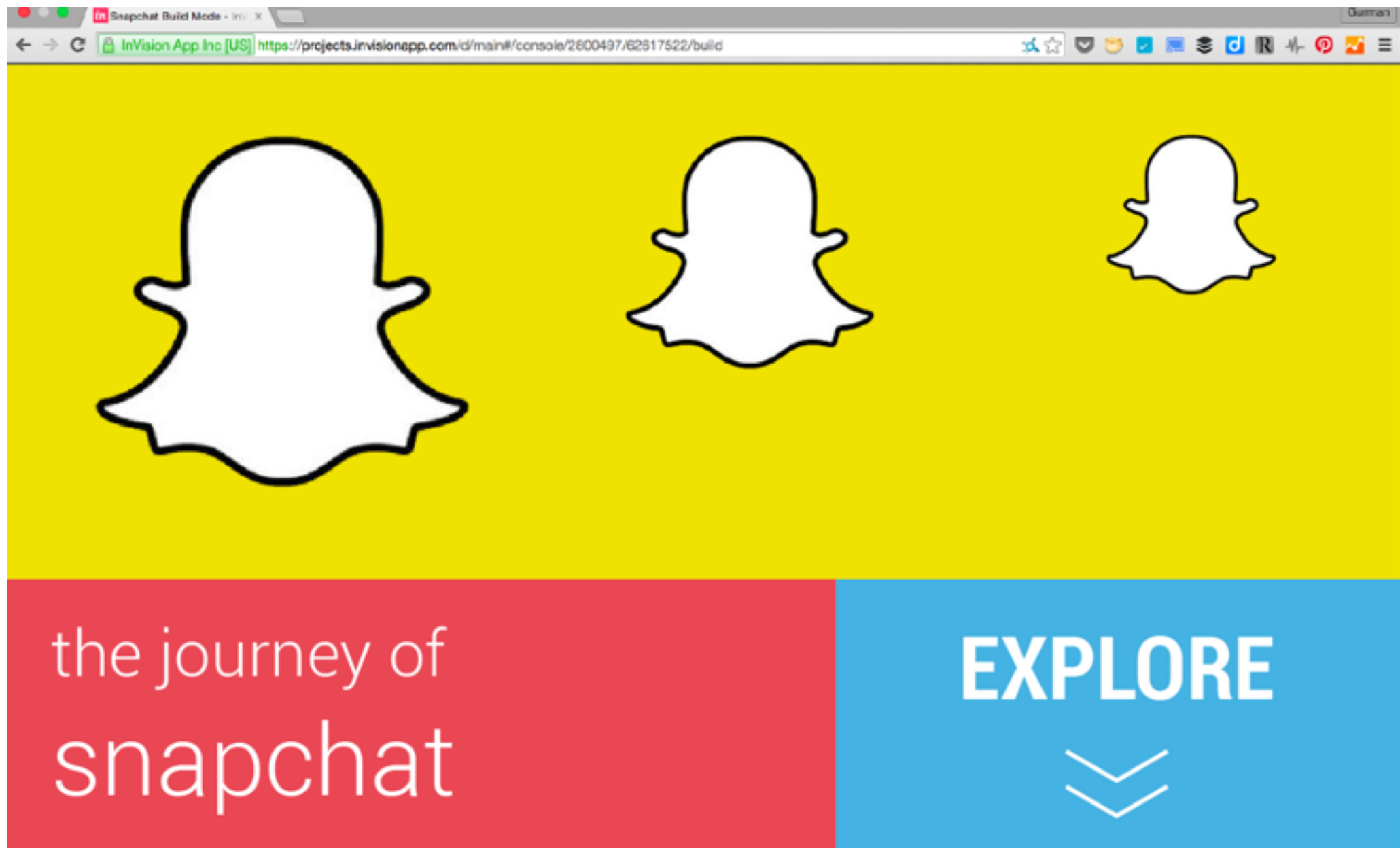
Desktop v2

Desktop v3
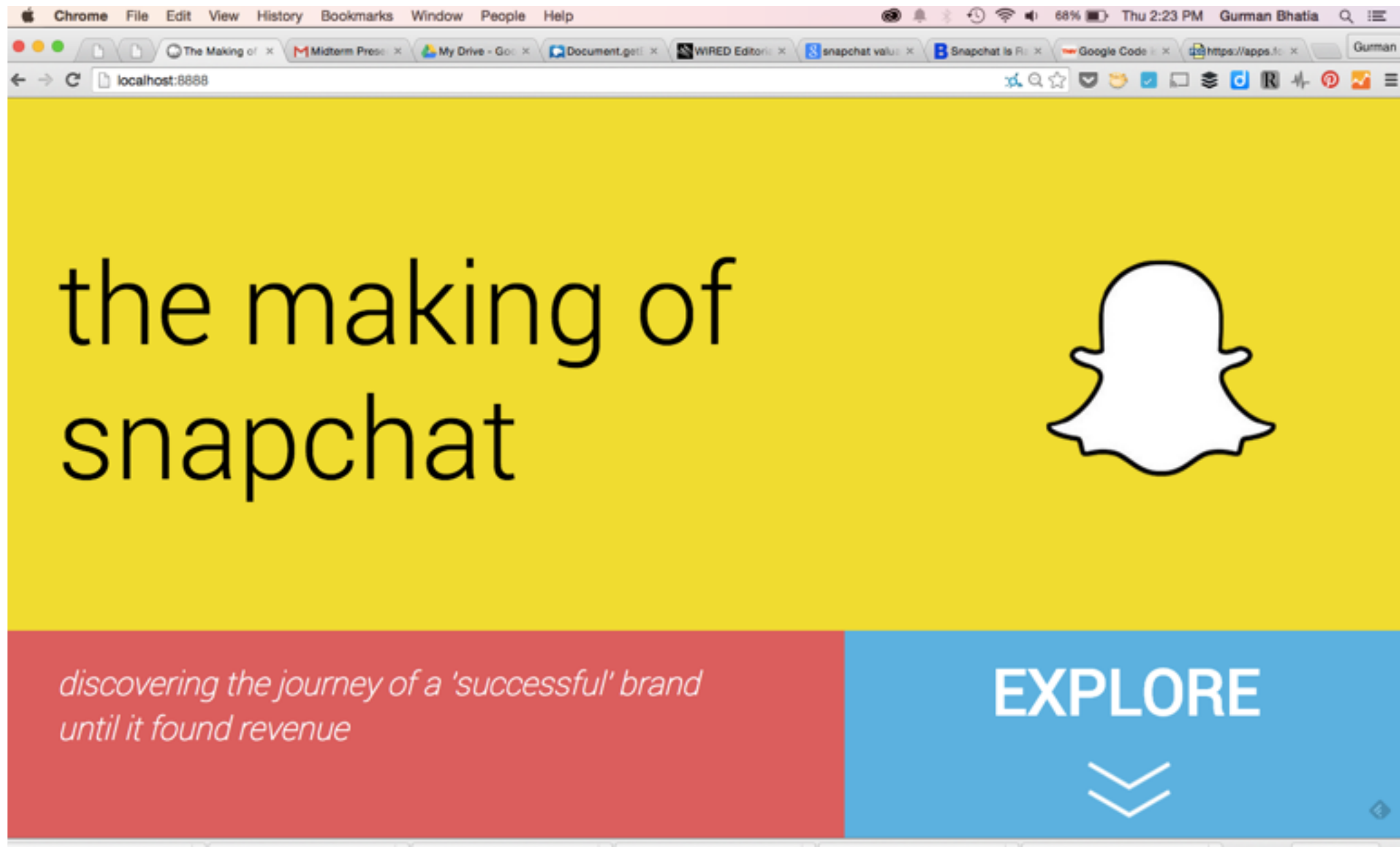
Final version

Final version

the journey of
snapchat

EXPLORE

Introduction

User Growth

Changing Interfaces

Exploring Snapchat stories

Revenue

Discovering business
models
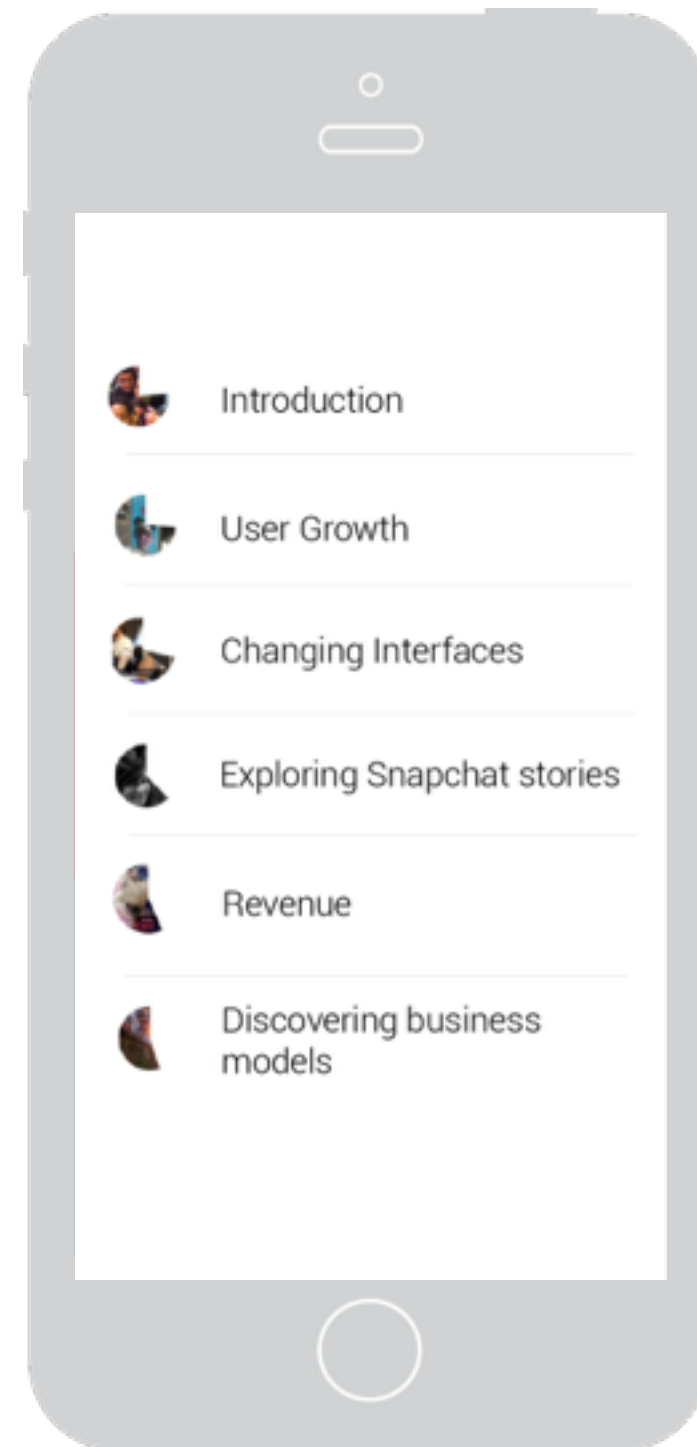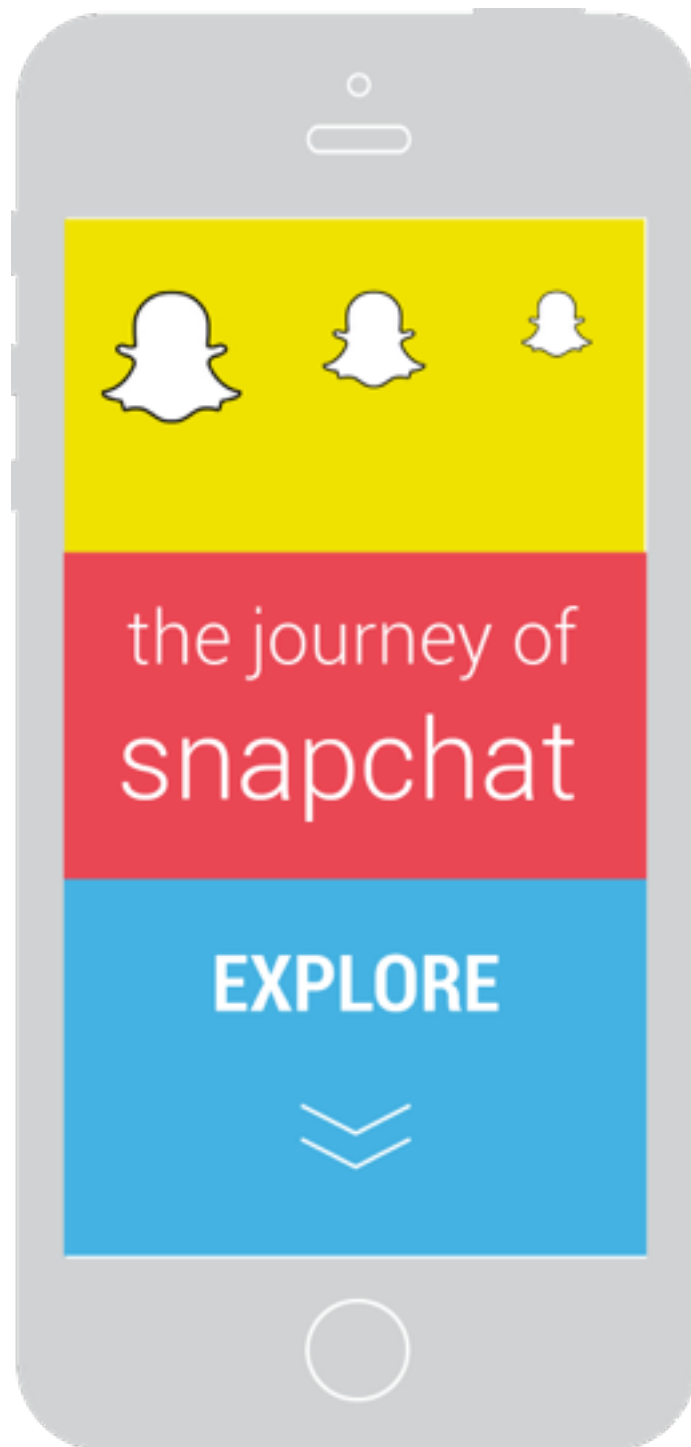
Mobile v1

Mobile v1

Mobile v2