

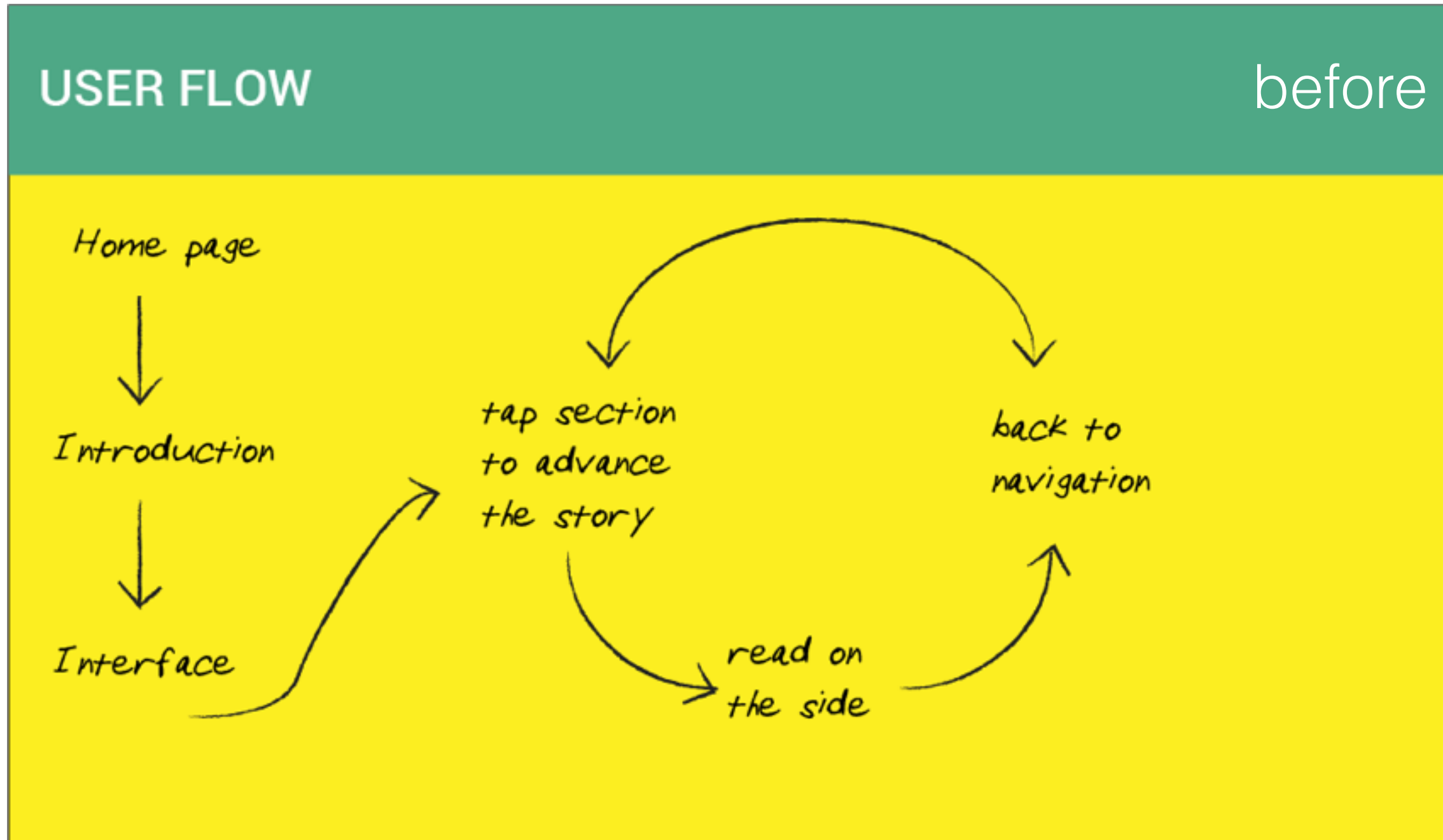
The Making of Snapchat

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.

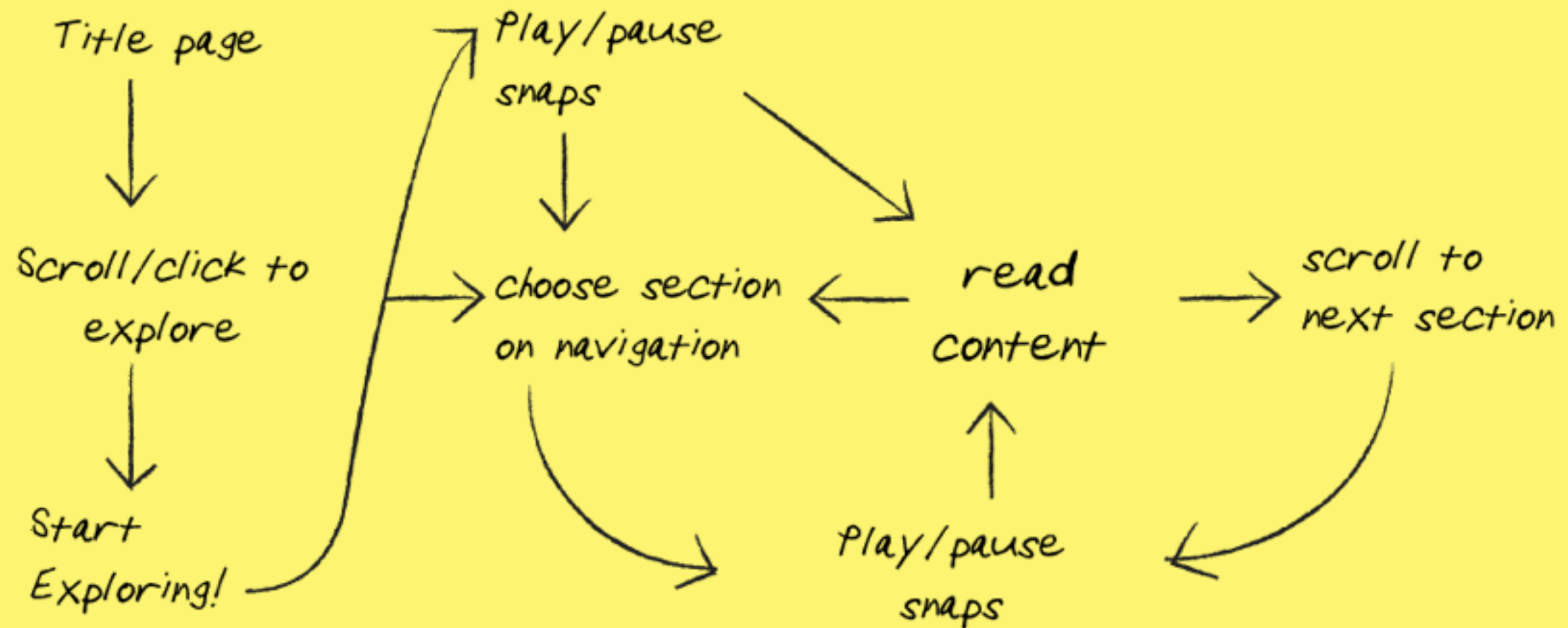
User Flow



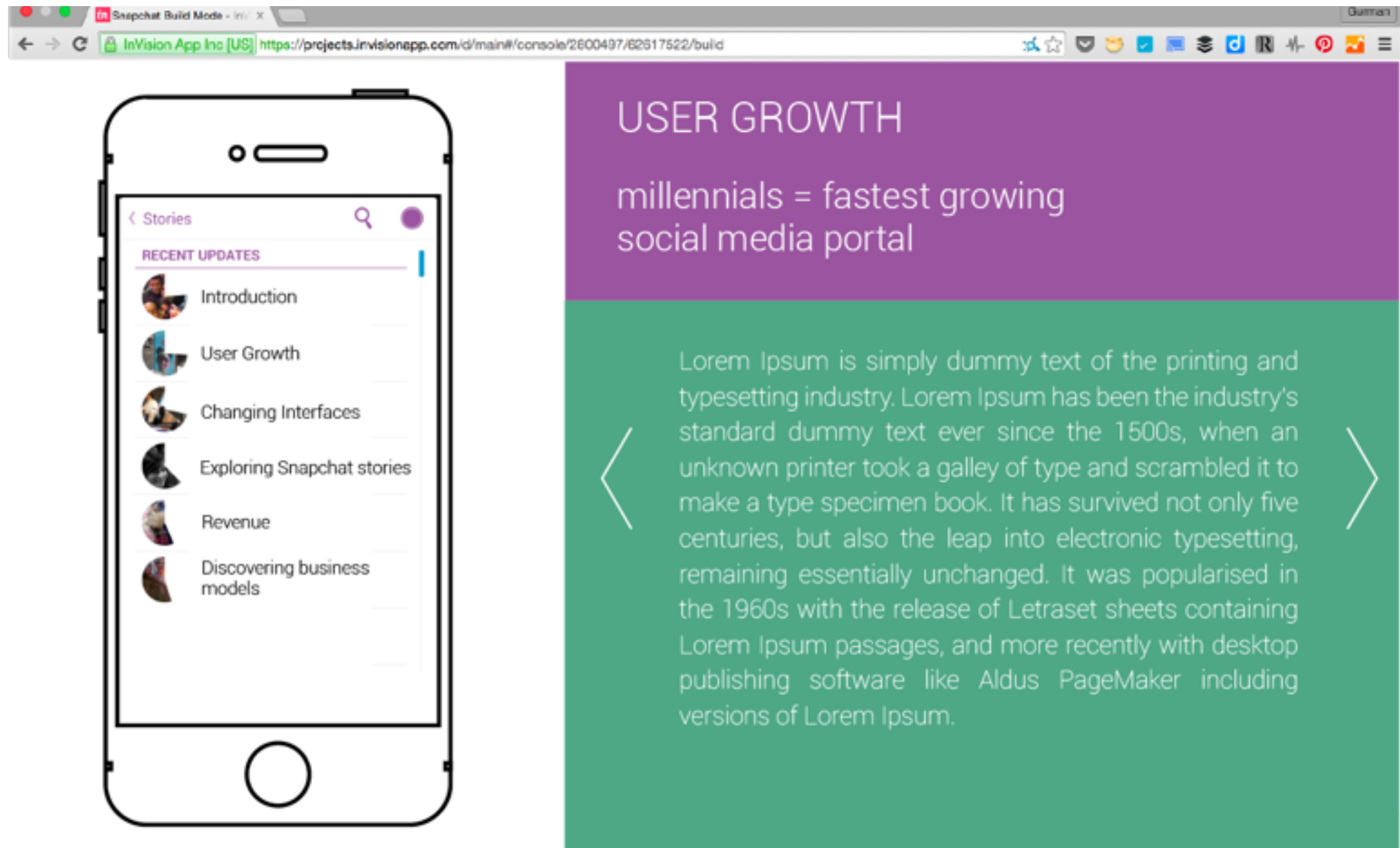
User Flow

USER FLOW

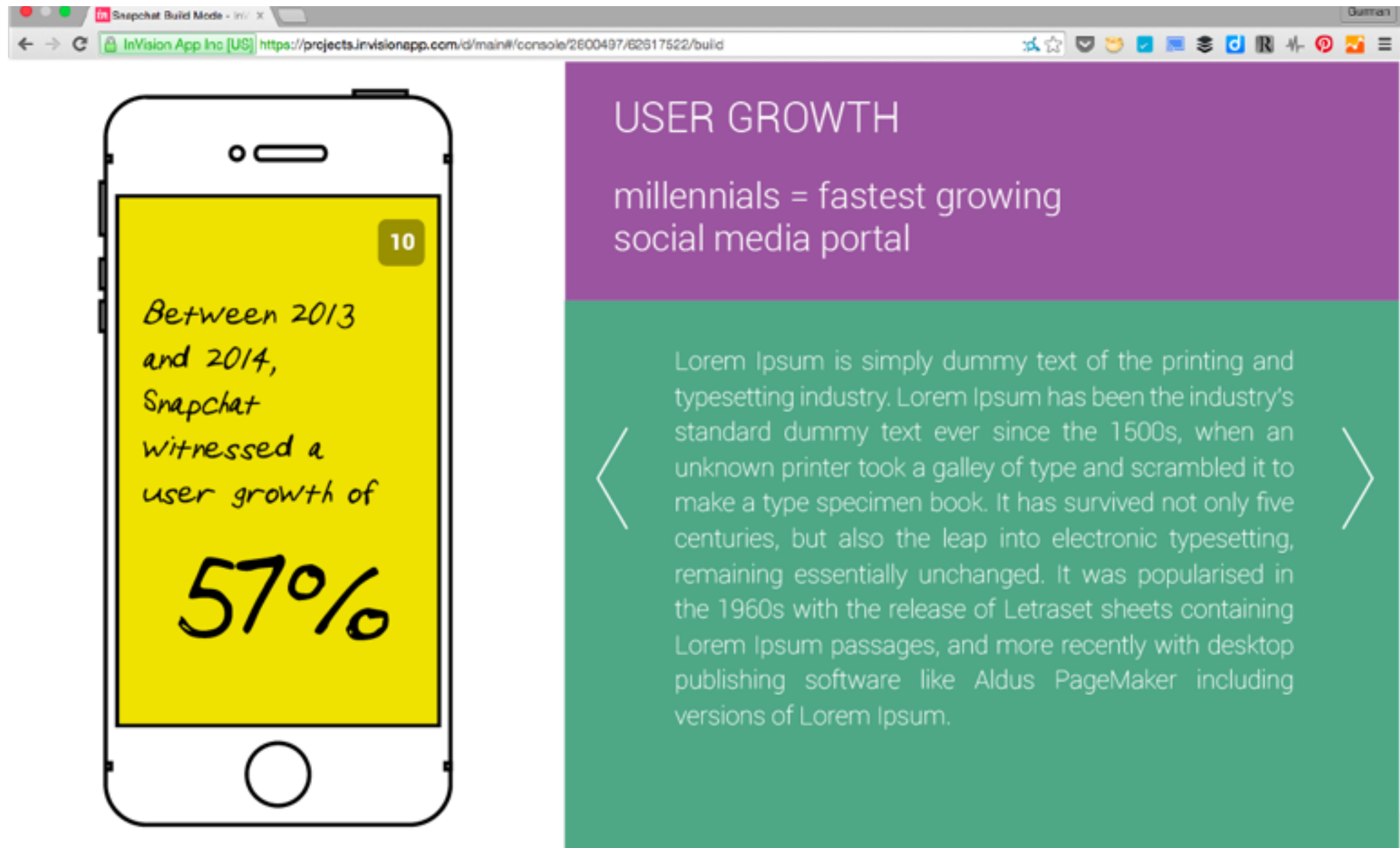
after



Wireframes



Desktop v1



Desktop v1

USER GROWTH

millennials = fastest growing social media portal

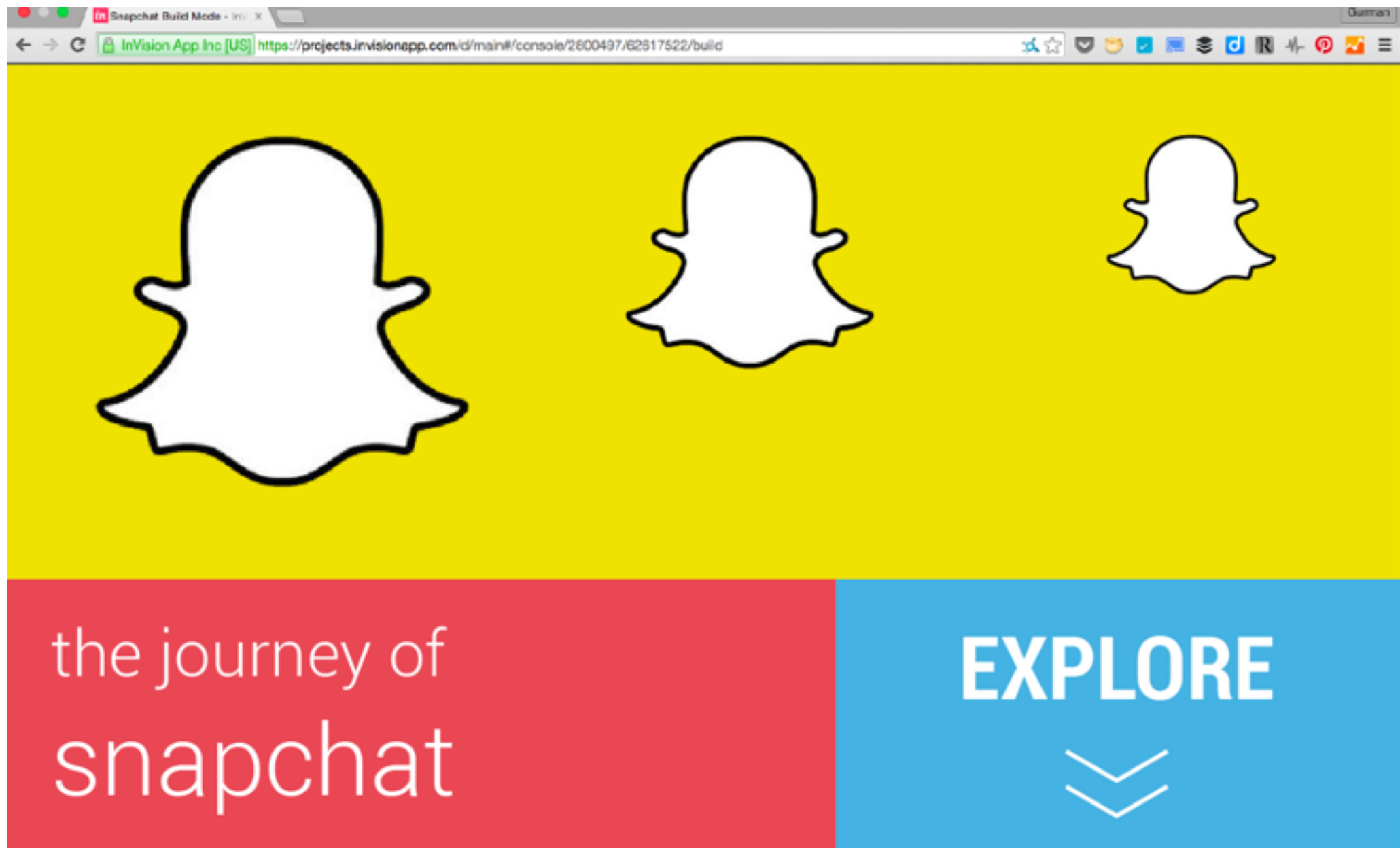
10

*Between 2013 and
2014, Snapchat
witnessed a user
growth of*

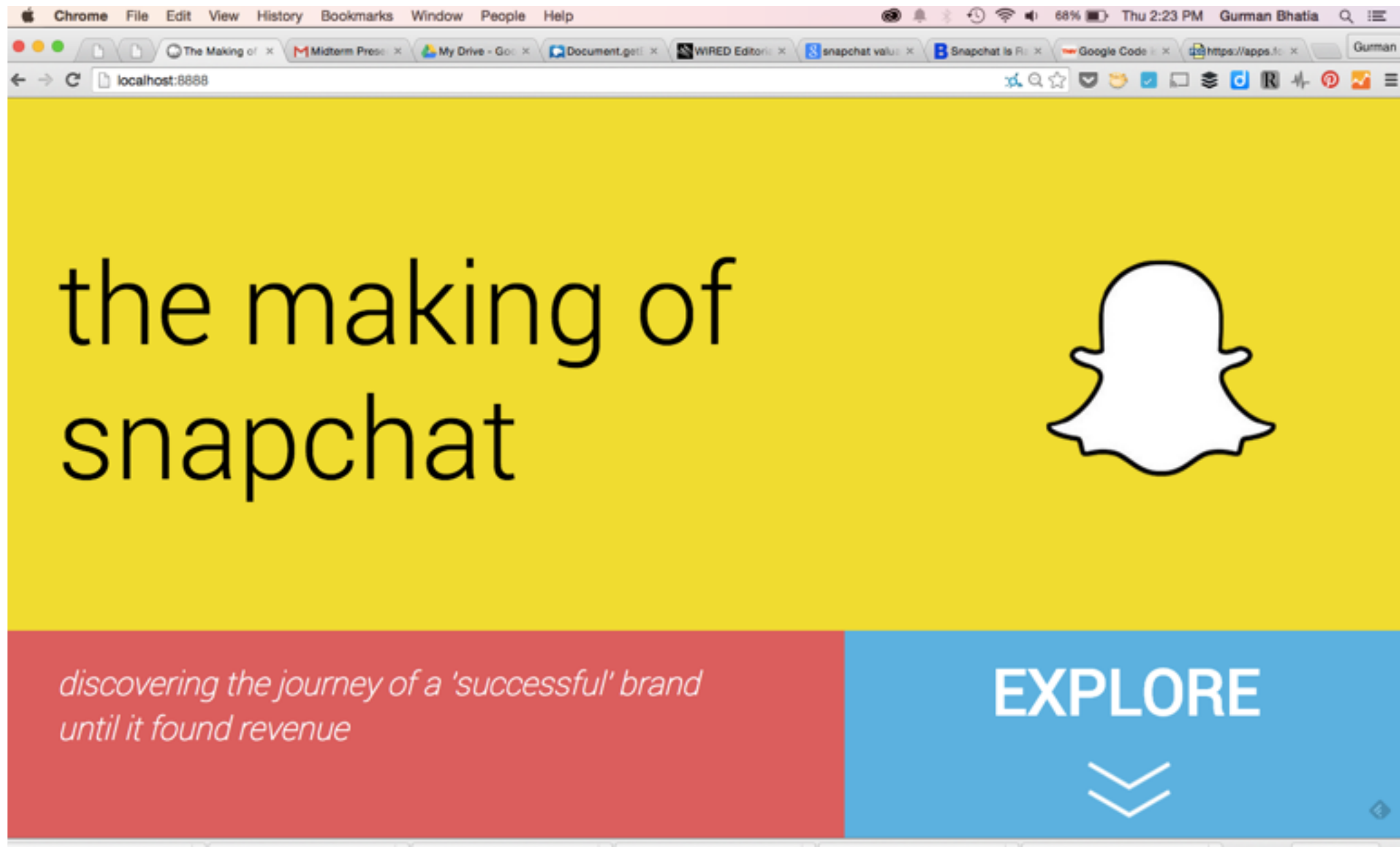
57%

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more

Desktop v2



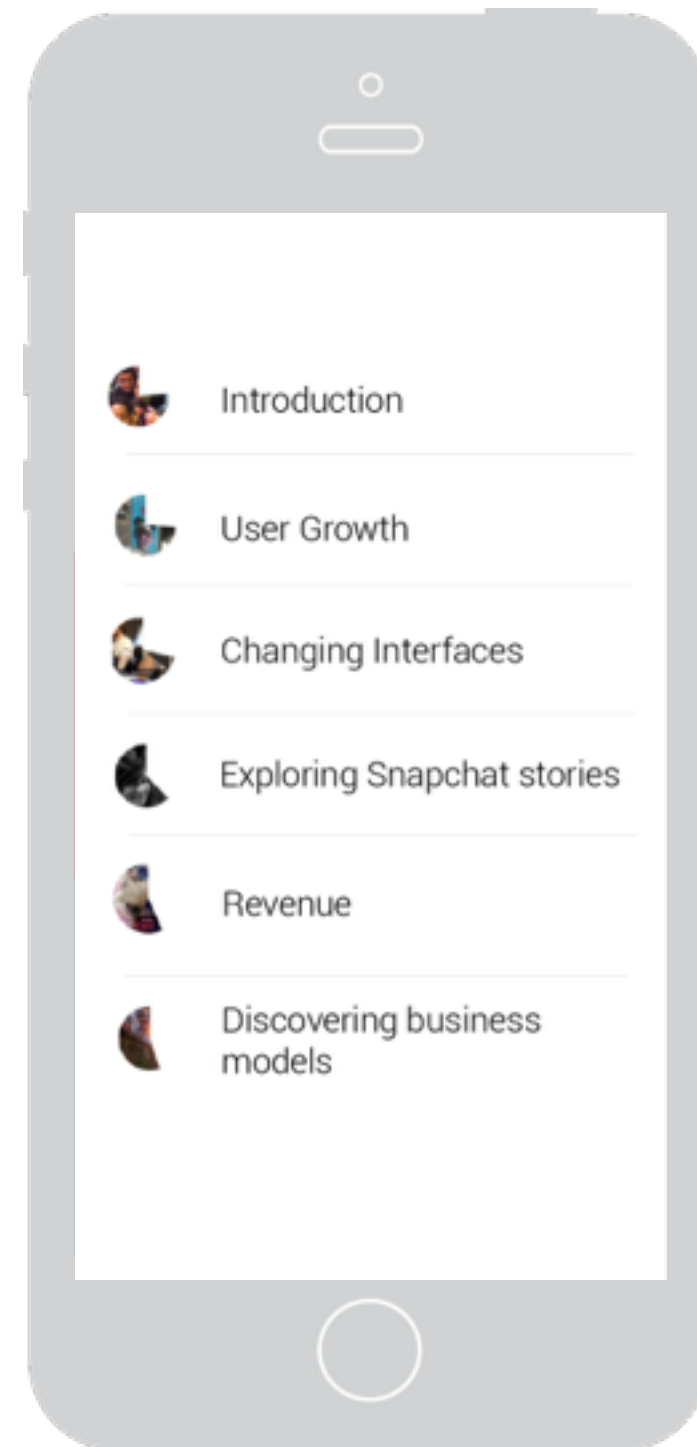
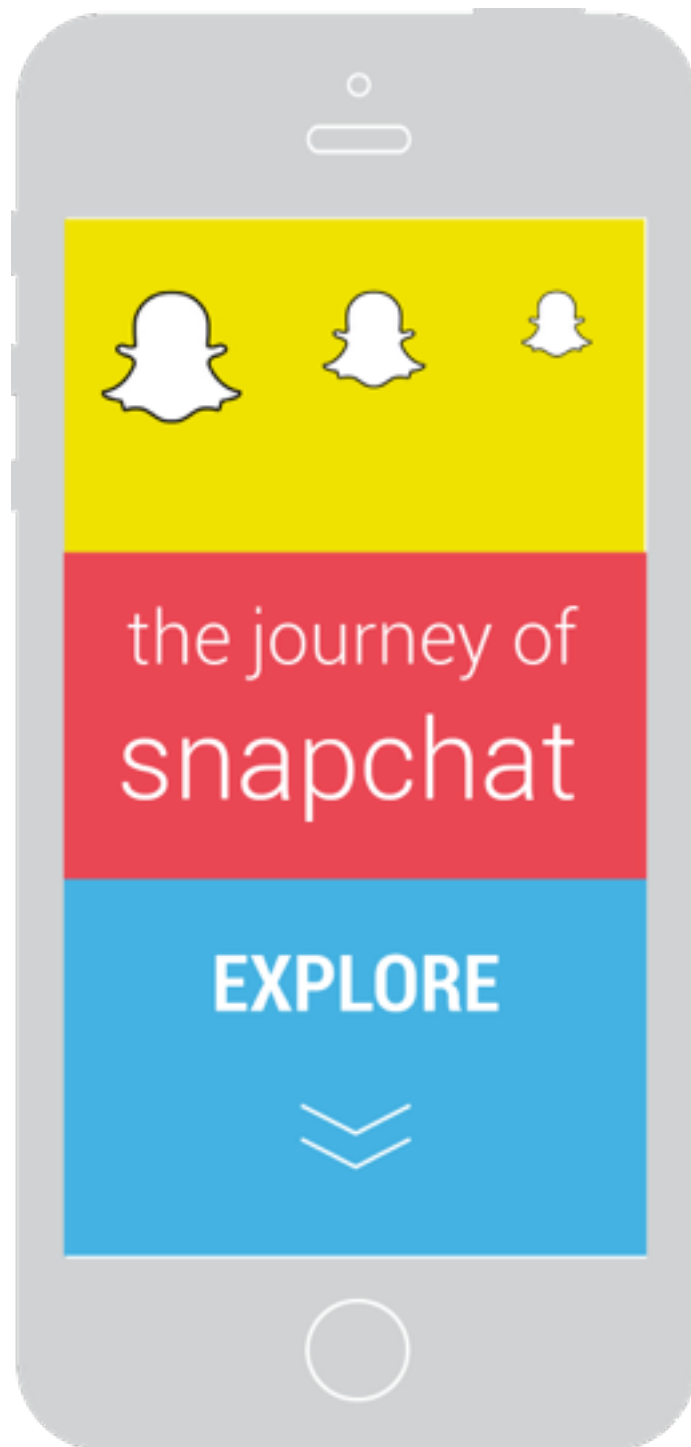
Desktop v3



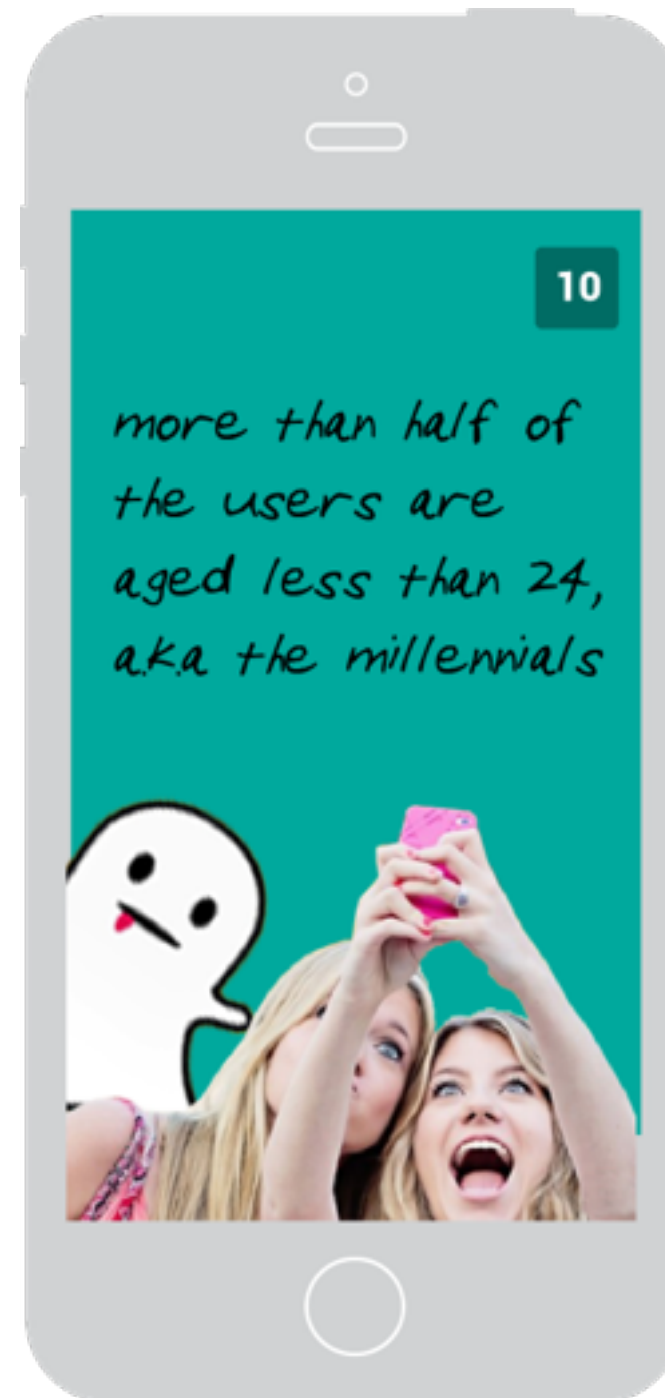
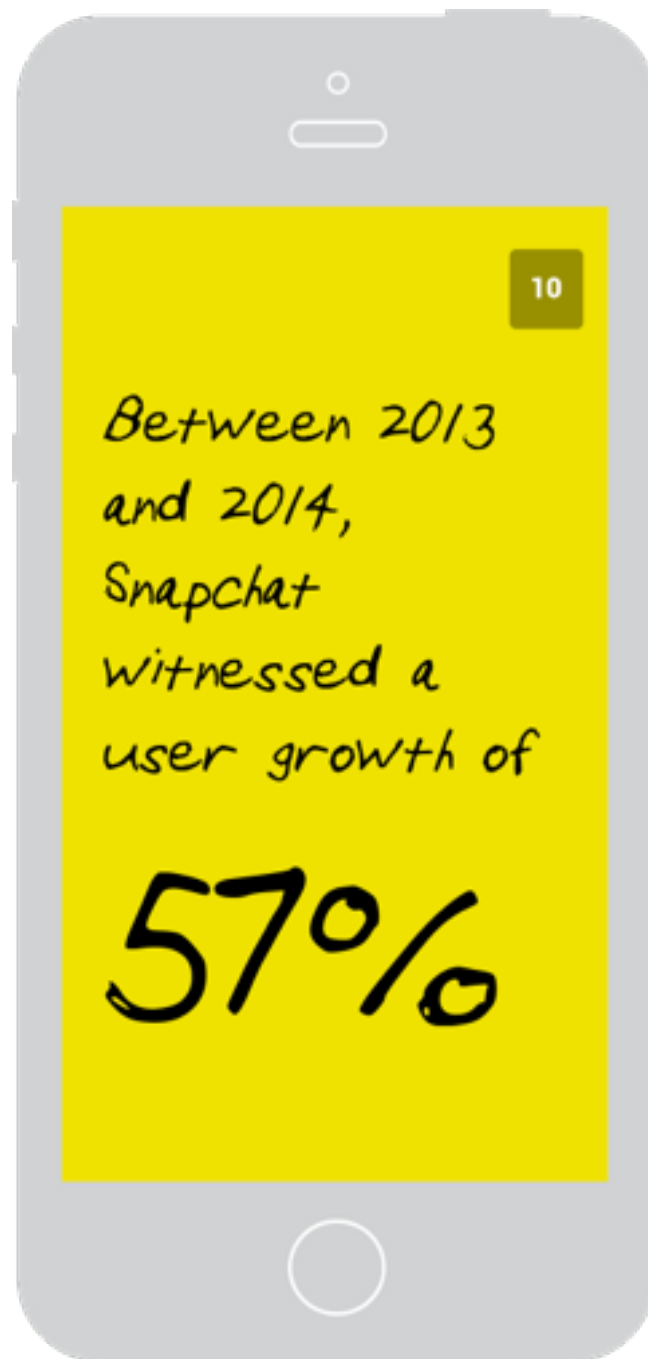
Final version



Final version



Mobile v1



Mobile v1



Mobile v2