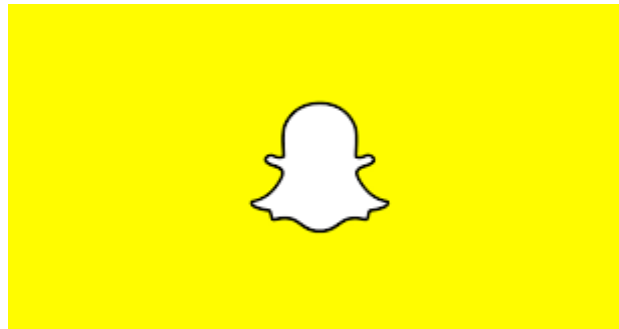


INNOVATION OBITUARY – SNAPCHAT.



Today we gather to mourn the death of SnapChat, the once viral image messaging app that was found in virtually every teenagers smartphone.

In its hey-day, Snapchat was known as the pioneer of the “see it before its gone” type of Image sharing. It also was the first on the scene of selfie modification using funny and goofy filters, allowed users to add augmented reality “Stickers” into any picture and share their “Snap Stories” via a series of chronological images. It was all the rage for a point of time, especially among millennials.

So what lead to its death? It allowed its competitors like Facebook to simply copy their best features like stickers, stories and live video stream. Facebook, with its acquisition of popular image sharing platform Instagram, had a far larger user base, who soon found no real need to download and use snapchat specifically. Facebook had a better integration of its features, allowing users to share their “Snap stories” seamlessly across Whatsapp, Instagram and Facebook Timeline.

Simply put, Facebook was the louder and bigger dog in the yard. It sent notifications to users for things like their friends sharing live videos, had a marketplace feature which allowed users to sell their items directly on all of Facebook . Snapchat with fewer push notifcations, tried to label itself as a Camera company rather than a social network and failed as a result.

RIP SnapChat. It was fun while it lasted. If only you had decided to growth-hack and a be a little more ambitious about expanding the functionality of the app, you wouldn’t have become the Ghost in your logo.