Assignment 4

Re-designing Snapchat using Balsamiq

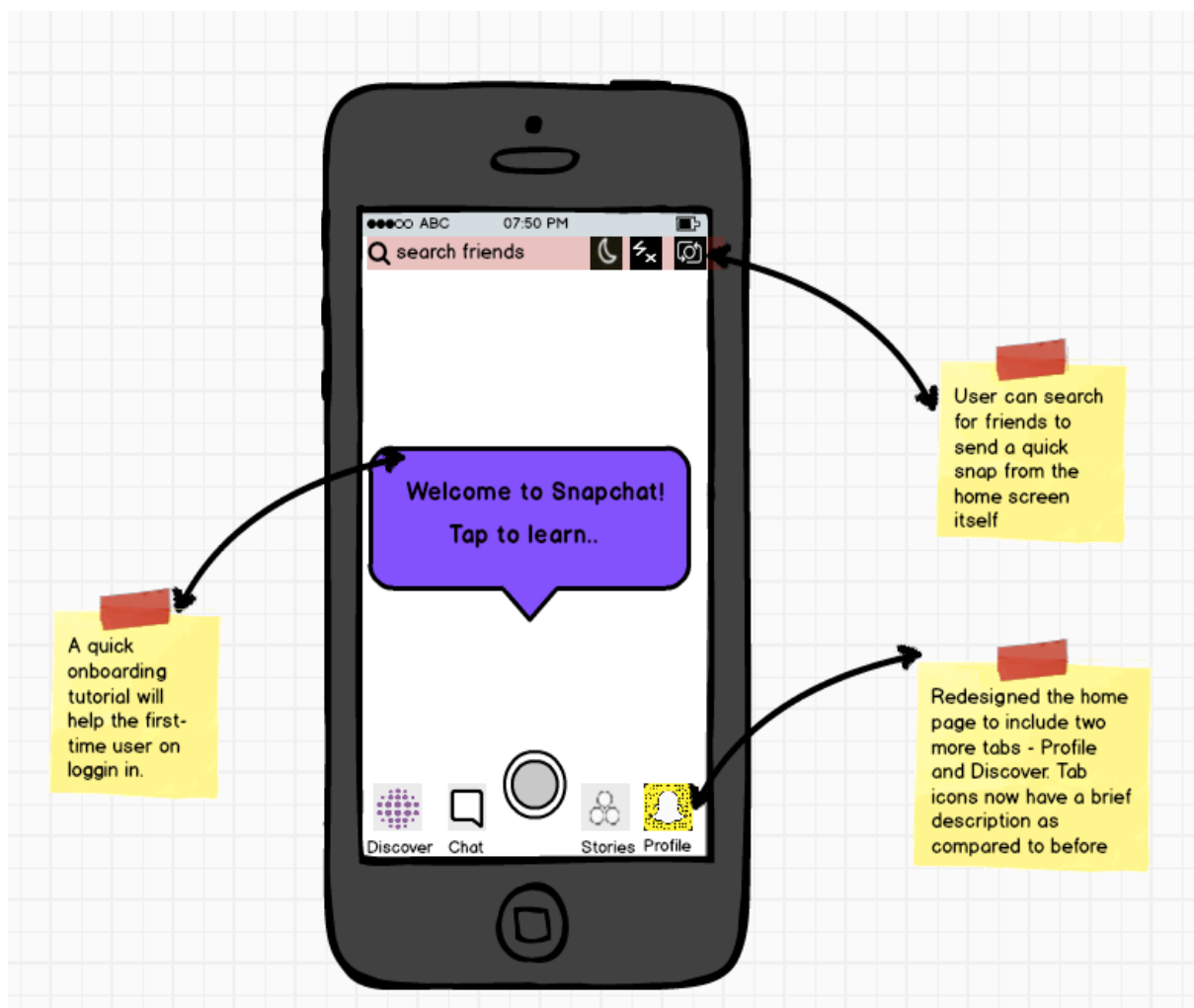**- Vega Shetty**
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Snapchat is often seen as a mobile application that caters to teenagers . However, the UI/ UX has often been a talking point since it doesn't follow the traditional norms and conventions.
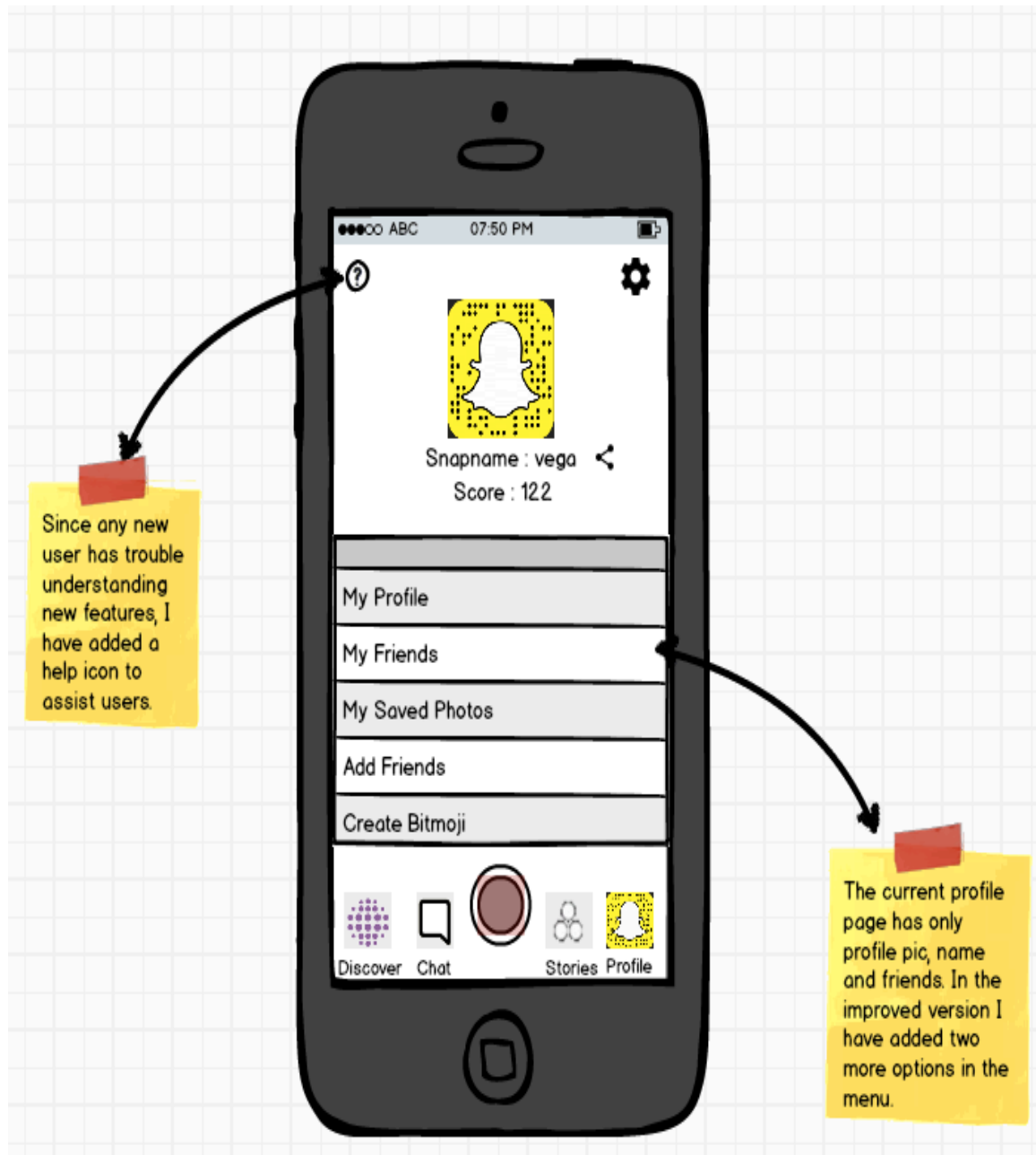
Below I have provided a quick redesign of the existing application using Balsamiq. Balsamiq Mockups is a rapid wireframing tool that helps you reproduce the experience of sketching on a whiteboard, but using a computer. Provides version control, easy collaboration and easy feedback system.
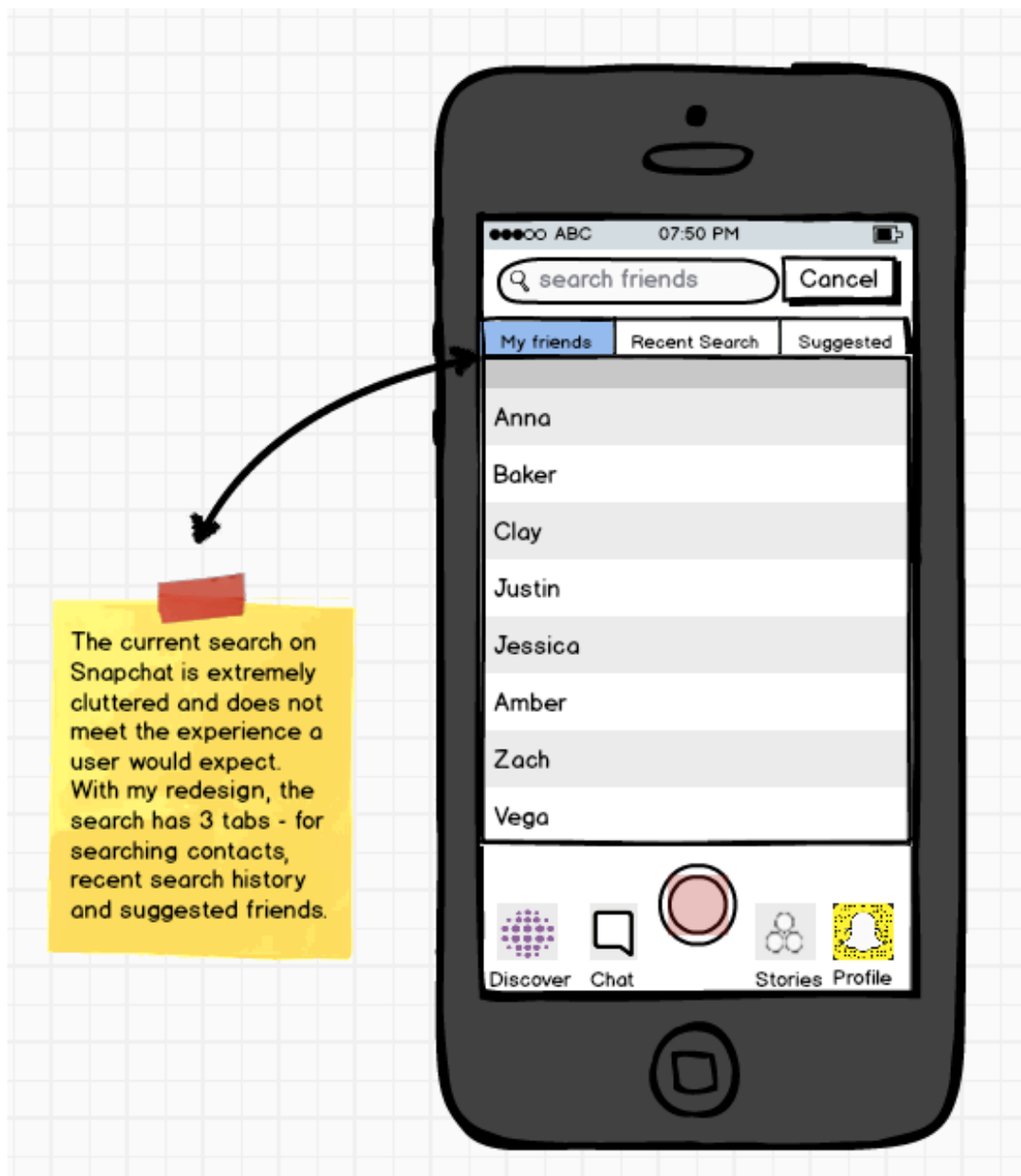
1) Snapchat home

2) Snapchat Profile

The current profile page has only profile pic, name and friends. In the improved version I have added two more options in the menu as well as a help icon to assist users with the app features. Also, a share icon to send your snapname to friends via social media.
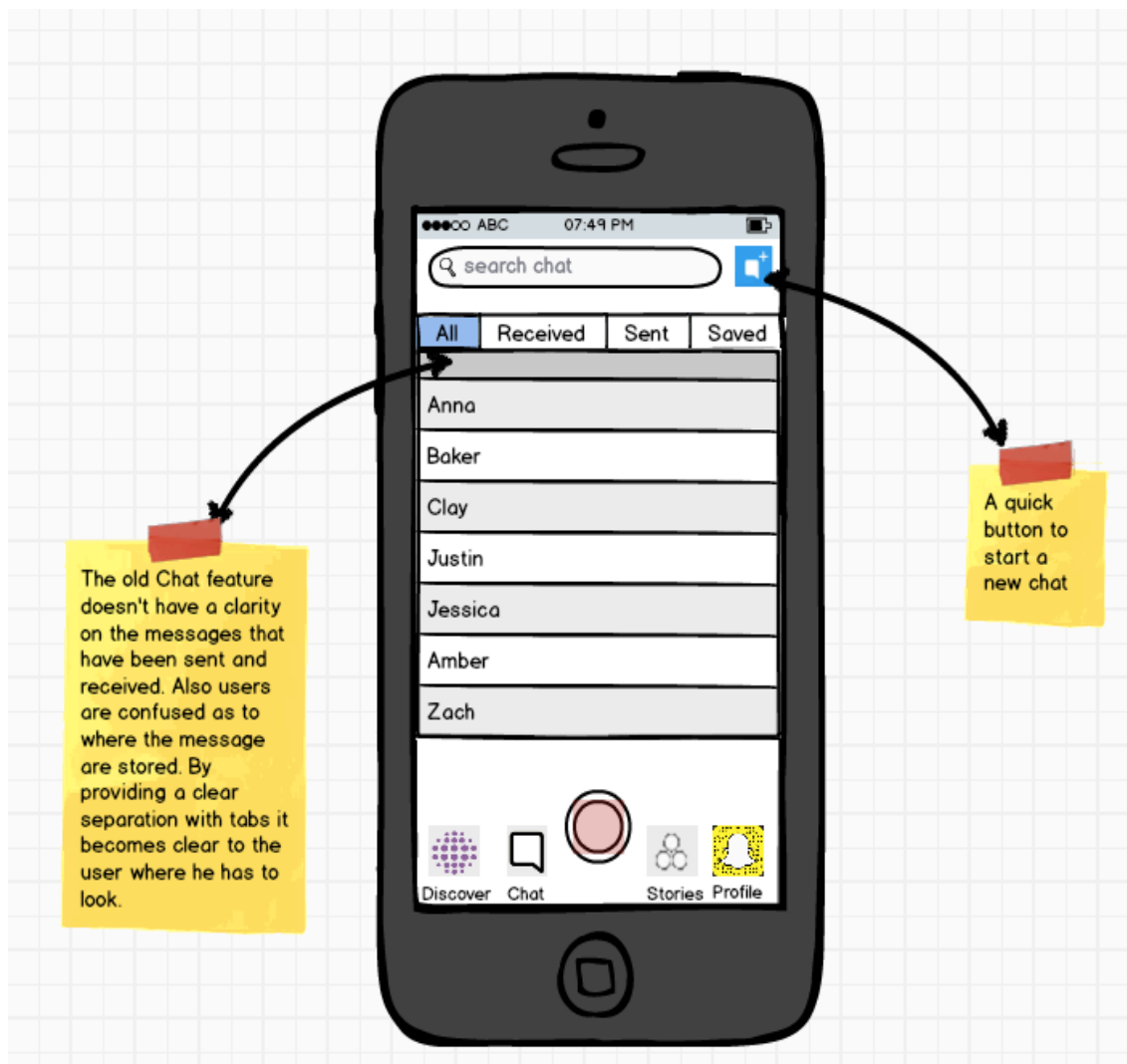

Since any new user has trouble understanding new features, I have added a help icon to assist users.

The current profile page has only profile pic, name and friends. In the improved version I have added two more options in the menu.

3) Snapchat Search

The current search on Snapchat is extremely cluttered and does not meet the experience a user would expect. With my redesign, the search has 3 tabs - for searching contacts, recent search history and suggested friends.
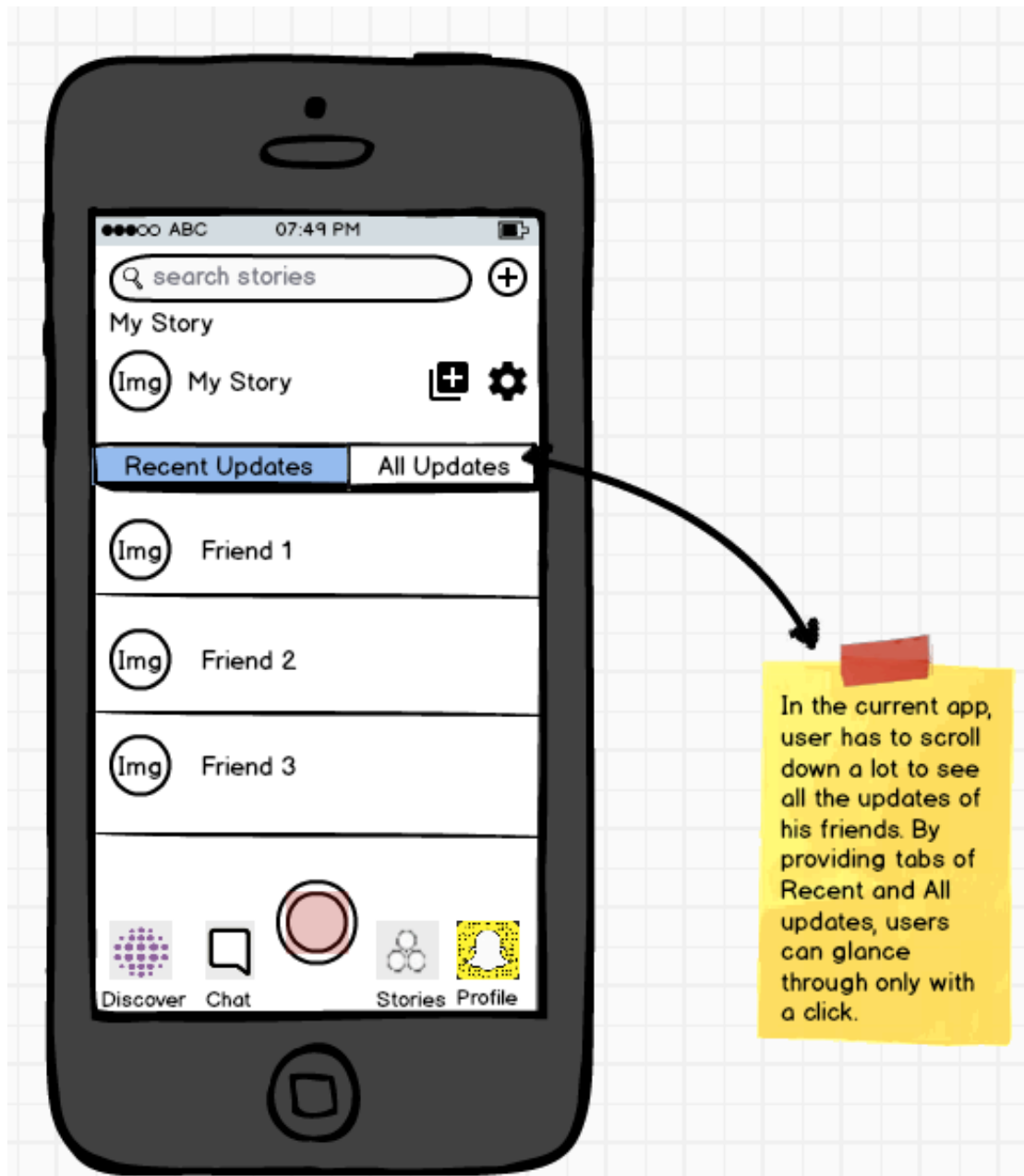
4) Snapchat Chat

The old Chat feature doesn't have a clarity on the messages that have been sent and received. Also users are confused as to where the message are stored. By providing a clear separation with tabs it becomes clear to the user where he has to look.
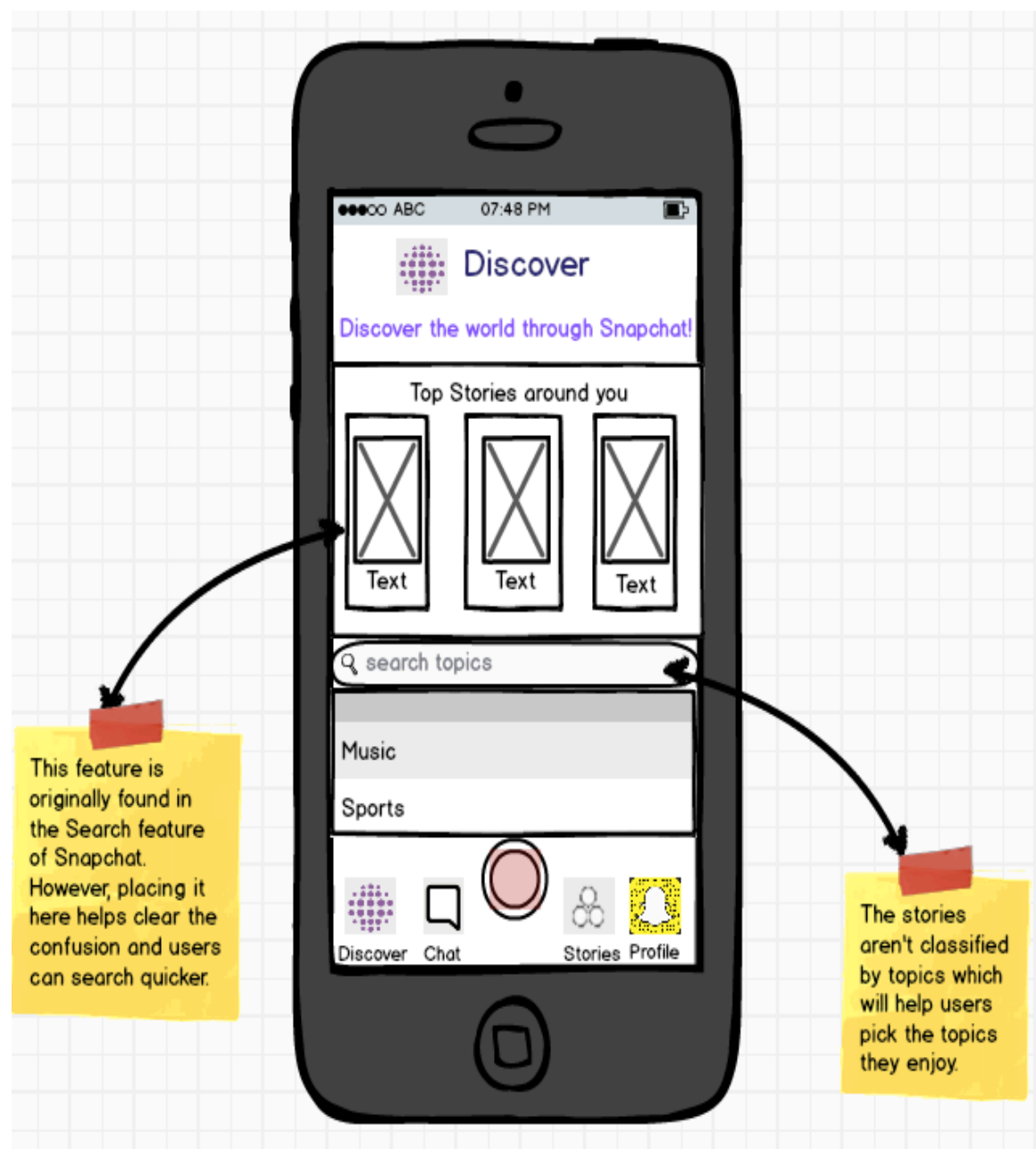
5) Snapchat Stories

In the current app, user has to scroll down a lot to see all the updates of his friends. By providing tabs of Recent and All updates, users can glance through only with a click.

6) Snapchat Discover

This feature is often overlooked by most users due to its location and the ambiguity. A short line tagline may help in describing the purpose. Also, the stories aren't classified by topics which will help users pick the topics they enjoy.

This feature is originally found in the Search feature of Snapchat. However, placing it here helps clear the confusion and users can search quicker.

The stories aren't classified by topics which will help users pick the topics they enjoy.

Comparison between Moqups and Balsamiq

1) **Collaboration** – Balsamiq has a better team collaboration system as compared to Moqups. Balsamiq provides with real time notifications to track team member actions, revision control, skype integration and feedback option to leave comments on design.

2) **Easy of use** – Balsamiq is easy to use and the UI is centered around low-fidelity wireframes that help focus on the core layout and functionality instead of focusing on visual design. Moqups has a clean design and intuitive in general.

3) **UI elements** – Based on my experience, the variety in the UI elements for Moqups was far more than Balsamiq. Especially while working with a mobile application, the IOS components were far more in Moqups.

4) **Visuals** – The wireframes in Balsamiq had a sketch feel that resembles drawing on paper and Moqups had a more defined feel to it.

5) **Subscription plan** – Balsamiq provides a free 30 day trial whereas Moqups provides one project with 300 stencils and 5 mb storage so that user can try the product first hand.

6) **Plugin** – As compared to Moqups, Balsamiq provides plugin and integration with Google Drive and Atlassian Confluence Cloud, Confluence Server, JIRA Cloud, and JIRA Server.

7) **Presentation** – Balsamiq provides shareable user demos wherein you can link pages together. Also they have many community generated components.