Hey friend!

Ever heard of ephemeral messaging?

You probably have used it!

Watch carefully 👀

An ephemeral message is a self-destructing message

Let me show you how ephemerality has disrupted conventional messaging through its UI and UX

Messaging Disruption

EPHEMERAL MESSAGING

Ephemeral messaging is the form of cyber communication that most closely resembles the characteristics of “real” **in-person** or over-the- phone interaction.

Uttered words are seldom recorded, and the images we perceive with our eyes are rarely saved and replayed. They are fleeting moments. Ephemeral messaging apps, like Snapchat, transmit the temporary, unrecorded nature of **real life** interactions to the digital world.

ICONOGRAPHY

of Ephemeral UI/UX

CHARACTERISTIC

Chat

Video

Delivered

Opened

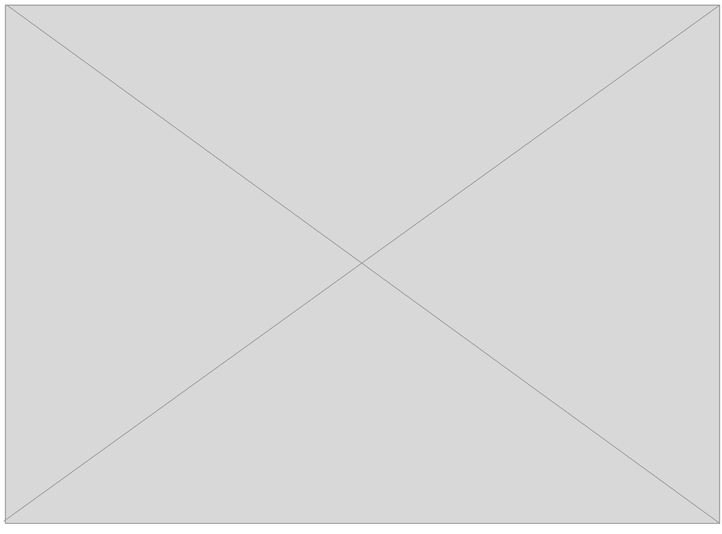
Replay

Screenshot

Draw

Text

Upload

FREQUENCY

of “Snapchat” & “Instagram Stories”