HSE 529: Product Design and Evaluation
Module 7: Assignment (Research Report)
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Usability Test Report: Snapchat Enhanced

Test Details	Testing Team
• Test date: December 04, 2024 • Users tested: 3 • Method: Usability Test	• Tejas Kabra • Shreyas Gosavi • Aakash Koneru

Problems	Solutions
1. Users cannot delete groups created by mistake, leading to awkward social situations.	**1.** Add delete group feature in settings so that its easy for users to delete the group.
2. Snapchat lacks live location sharing, forcing users to redirect to Google Maps.	**2.** Integrate live location sharing directly with Google Maps in the Snapchat.
3. Continuous notifications disturb users during work hours.	**3.** Add Quiet Mode feature where user can enable it for particular amount of period.
4. Users find irrelevant stories on the Discover tab and cannot customize the content.	**4.** Add filter option which will allow users to select categories of interest.
5. There are irrelevant categories in the discover tab.	**5.** Add feature to block irrelevant content.
6. Users face issues while organizing the images in one place.	**6.** Create Album option can be added which makes it easy to retrieve & organize.

1. Summary of Usability Test

The usability test for Snapchat Enhanced, which was done with three users on December 04, 2024, showed how well the new features worked and where they could be improved. The test was mostly about six important updates: The Delete Group feature, Live Location Sharing, Quiet Mode, Discover Tab, Blocking Content, and the Organized album feature. Users really liked the new features. They especially liked the Live Location Sharing and Quiet Mode for making things easier and more private, and the Delete Group option for avoiding awkward social situations. Some users liked the navigating option for google maps, especially when it came to seeing and easily getting features like group deletion and location sharing. This shows that these options are placed in a logical way. Few things that users thought would be good were a "Undo" button after deleting a group, "customizable duration" for location sharing, and "notification reminders" for features like "Quiet Mode." People liked that the Discover Tab Customization let users filter content, but they also said that there should be ways to permanently hide certain creators. As for changes to the user interface, users suggested that the UI is easily accessible, it's easy to find the options.

2. Other Problems

1.For faster communication, users advised including audio notes in chats.

2.Users sought choices to add themes or alter the look of their profiles.

3.Users suffered difficulties switching between several accounts quickly.

4.In case of inadvertent breaks, users asked for a streak recovery choice.

5.Users seeking more quickly talks, friends, or content wanted filters in search.

6.To improve involvement, users advised including polls into group discussions.

7.Users recommended an offline mode to access draft images or stored memories free from internet.

8.Users recommended seamless content sharing via apps like Instagram by means of integrations.

3. Who We Tested

1.Participant 1 - Tejas Kabra, Management Student, PMP Certified, 3 Years of Experience.

2.Participant 2 - Shreyas Gosavi, IT Student, AWS Certified, 2 Years of Experience.

3.Participant 3 - Aakash Koneru, Electrical Engineer Student, 2 Years of Experience.

4. List of Tasks

Introduction Questions:
First here are the same introductory questions I asked all three users.

1.What is your general experience on Snapchat versus other social media apps? What features do you use often?

2.Which of these features do you look for in apps such as Snapchat or other social media?

3.Are there any apps you have used the features "Live Location Sharing" for some time or might be useful such as "Quiet Mode", etc?

4.What would you expect to see as three features of an improved version of Snapchat like this app?

5.The Snapchat Enhanced app that you have just installed, should take you to the main screen. How do you feel about the structure and look of this page?

Task 1
Participant 1: Tejas Kabra
Following tasks were given to Tejas to test the functionality.

1.How to delete a mistakenly created group
Path: Login -> Home Page -> Select the group -> Go to options -> Select Delete group -> Tap "Delete Group" and Confirm

2.Setting Up and Adjusting Quiet Mode
Path: Login -> Home Page -> Go to Settings -> Go to Quiet Mode -> Confirm -> Select Time Period to Activate.

Task 2
Participant 2: Shreyas Gosavi
The below two tasks were given to Shreyas for testing.

1.Share Live Location with Several Contacts
Path: Login -> Home Screen -> Select Person to Send Location -> Select to Send Current or Live location -> Confirm -> Send

2.Discover Tab Filter Content Categories
Path: Login ->Home Page -> Discovery Tab -> Options -> Choose Categories to include ->Confirm Settings.

Task 3
Participant 3: Aakash Koneru
Below two tasks were tested by Aakash.

1.For any image captured, an album can be created.
Path : Login -> Login Page -> Album -> Tap on "Create Album" -> Select Photos -> Confirm

2.Ban Unwanted Feed Categories
Path: Login ->Home Page -> Discovery Tab -> Options -> Choose Categories to Block -> Confirm Settings.

5. Insights and Changes Required.

Participant 1: Tejas Kabra
Feedback:
1.Loved how Delete Group helped you avoid social media faux pas.
2.Was able to set useful quiet hours in the Quiet Mode feature for my work and personal time.
3.Add Undo Option for Deleted Groups to recover if deleted by accident.
4.No mention of the Quiet Mode Timer Settings, which can benefit from pre-configured options
Changes:
1.Give an Undo button that will appear for a few seconds after the group deletion.
2.In Quiet Mode settings, add immediate presets (such as 1 hr, the next day and so on).

Participant 2: Shreyas Gosavi
Feedback:
1.This is great feature that enables Live Location Sharing with Google Maps for effortless companion navigation and group outing planning.
2.You could filter content in the Discover Tab.
Changes:
1.Implement an option in Discover Tab as Block Creators to permanently hide specific creators.
2.Add a reminder alert for Live Location Sharing, to alert users when they're still sharing.

Participant 3: Aakash Koneru
Feedback:
1.Create album feature is useful and great to organize photos.
2.Liked this feature where user can block irrelevant content.
Changes:
1.Suggested an Offline Mode for viewing memories or drafts stored within, without internet access.

6.Conclusion

Usability tests on Snapchat Enhanced uncovered not only strengths in the app's new feature, but also opportunities for development. The consumers did love ideas such as Quiet Mode, Discover Tab, and Live Location Sharing", but struggled to find them, or to navigate the numerous functions. These implementations will provide a user-friendly Snapchat Enhanced platform with meeting multiple needs while retaining its offer.

Reference:

[1] S. Krug, "Downloads," *Steve Krug*, Jul. 27, 2020. https://sensible.com/download-files/.

[2]"Usability Starter Kit," *Digital.gov*, Jan. 16, 2014. https://digital.gov/resources/digitalgov-user-experience-resources/digitalgov-user-experience-program-usability-starter-kit/.