

HSE 529 Product Design and Evaluation
Module 2 Research Report and Concept Statement

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1. Research

Interviews were conducted with the following mobile app users particularly for snapchat app:

Sr No.	Name	Interview Type
1	Tejas Kabra	In Person
2	Shreyas Gosavi	In Person
3	Aakash Koneru	In Person
4	Shivam Mishra	In Person

Users of snapchat today run across a lot of problems. I discovered many such issues in the application during interviewing. Snapchat notifications are one of the main problems. Frequent Snapchat notifications during study and working hours cause great disturbance. Users also run across problems with Group creations. It has happened with me too; I unintentionally started a snapchat group where my relatives and friends could join. This is something that can be modified. You can leave the group but cannot delete it. It's difficult to tell everyone what happened, which leads to complicated situations. The random stories found on the discover tab also reflect such comparable problems. When you open the discover tab you will see stories from several categories, but not all of them are of interest to users. They want to filter it down based on their interest. There is no function for sharing the live location; instead, if someone is sharing their location on the Snapchat app, you use Google maps to find out the path. These are the present problems users of the snapchat app run across. Together, they highlight the demand for more reasonably priced, secure, and adaptable solution.

2. Insights

There are a few features that might be introduced to snapchat to enhance user experience; for all the above listed problems here is the solution. The problem is solved using the SCAMPER method, which also generates ideas for this solution. In SCAMPER S= substitute, C= combine, A= adapt, M= modify, P= put to another use, E= Eliminate and R= Reverse [1].

1. Delete Group Feature

Other group feature choices accessible in Snapchat can be merged with this one. Users will be able to easily delete the group if it is formed accidentally. Not everyone has to be informed; this is how complicated issues can be avoided. This is how groups can be appropriately managed.

2. Integrate Google Maps

Users can currently share the location but not the live one; for instructions, there is another option available which directs you to Google maps. This can be included into snapchat instead of directing the link to Google Maps so people may quickly search for location and direction at once.

3. Quiet Mode

Quiet mode capability can be included to it, similar to those of Instagram, to control the alerts that keep upsetting the consumers. Turning it on for a designated length of time will enable users to control their streaks and notifications in addition. This is the way one can incorporate this extra capability.

4. Add Category for Discover Tab

By adding a tab and adjusting this function, one can avoid the stories from several categories and assist the users to choose the category in which they are interested. This will make the app more engaging since the stories in specific categories will attract more users.

This is how using the SCAMPER technique few features can be combined while some of them can be modified.

3. Product Concept Statement:

Snapchat Enhanced is meant for social media users seeking more control, privacy, and personalization in their contacts. This app lets group creators delete groups made by mistake, therefore resolving their annoyance of inadvertently combining many social circles that is friends and family into one group. It also provides live location sharing with Google Maps integration, which enables users to exchange real time location updates and the directions, thereby improving safety and convenience. Snapchat Enhanced provides a Quiet Mode feature that offers a more focused and streamlined user experience that lets users turn off notifications during study or work without logging off. Users may filter their Discover feed by category, therefore enhancing the User Interface and appeal of the platform's content according to their choice. By means of these improvements, Snapchat Enhanced presents a more simplified, private, and user-friendly experience, thereby assuring that every function not only addresses important issues but also guarantees a more seamless, more linked social experience.

References:

[1] “Scamper Technique [BEST IDEA GENERATION METHODS],” *www.youtube.com*. <https://www.youtube.com/watch?v=aFGAmk3lj1s>. Accessed on 27th October 2024.