

Participants were prompted to open Snapchat and try to find an upcoming social event.

#### Observation 1

- Opened snaps from friends first
- Went to stories
- Tapped through stories until found someone promoting a function

#### Observation 2

- First went to snap map
- Located a clustered group of friends
- Messaged them to join them

#### Observation 3

- Sent out a snap to best friends list asking if anyone knew of a party
- Tried to look through stories, no luck
- After some minutes, a friend responded and suggested a party coming up

#### Observation 4

- Went through stories, saw pictures from an old party
- Swiped up to ask "When is the next party?"
- Continued to look through stories
- Left on open
- No event found!