Snapchat Redesign Feedback Survey
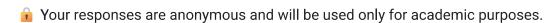
Hello! 👋

We are 2nd year students from the Department of Computer Science, Trincomalee Campus, Eastern University of Sri Lanka. As part of our Human-Computer Interaction (HCI) module, we are working on a project titled "**Snapchat Redesign.**" This survey aims to gather your feedback to help us understand and improve user experience on the Snapchat mobile app.

This form is part of a project focused on improving the **user experience of Snapchat**. We're analyzing some common issues users face — like confusing navigation, unclear icons, too many notifications, and lack of helpful features like dark mode or message control.

Your feedback is important! 💬

🔒 Your responses are anonymous and will be used only for academic purposes.

Thank you for your time and valuable input!

* Indicates required question

1.   What is your gender? *

     Mark only one oval.

     ⬭ Male

     ⬭ Female

     ⬭ Prefer not to say

     ⬭ Other: _____

2. How often do you use Snapchat? *

    Mark only one oval.

    ◯ Daily

    ◯ A few times a week

    ◯ Rarely

    ◯ I tried to use it but stopped

    ◯ Never used

3. What is your age group *

    Mark only one oval.

    ◯ Below 18

    ◯ 18-30

    ◯ above 30

4. How would you rate your overall experience with Snapchat? *

1	2	3	4	5
☆	☆	☆	☆	☆

Learnability & Navigation

5. When you first used Snapchat, how easy was it to understand and navigate the   *
    app?

    Mark only one oval.

	1	2	3	4	5	
Very	◯	◯	◯	◯	◯	Very easy

6.   Did you feel confused about how to go back or exit a feature/page in the app?   *

Mark only one oval.

◯ Always

◯ Sometimes

◯ Rarely

◯ Never

Icons and Features

7.   Do you think Snapchat's icons (e.g., Spotlight, Snap Map) are easy to   *
understand?

Mark only one oval.

◯ Yes, very clear

◯ Somewhat clear

◯ Not clear at all

8.   Would you prefer if Snapchat added text labels or tooltips to its icons?   *

Mark only one oval.

◯ Yes

◯ No

◯ Maybe

Default Camera Page Experience

9. Do you think Snapchat should start with a navigation menu instead of the   *
    camera page?

    Mark only one oval.

    ◯ Yes

    ◯ No

    ◯ I don't mind either way

Message Sending Experience

10. Do you find it confusing that there's no visible send icon after typing a message *
    in Snapchat?

    Mark only one oval.

    ◯ Yes

    ◯ No

11. Would you prefer a visible send button instead of using the keyboard to send   *
    messages?

    Mark only one oval.

    ◯ Yes

    ◯ No

Dark Mode & Accessibility

12.   Do you think Snapchat should have a dedicated **dark mode** feature?   *

Mark only one oval.

   ◯ Yes, I would use it

   ◯ No, I don't need it

   ◯ Maybe

Voice Message Functionality

13.   Would you like the ability to **preview a voice message** before sending it? *

Mark only one oval.

   ◯ Yes

   ◯ No

   ◯ Not sure

New User Experience

14.   How helpful would tooltips and labeled icons be when using Snapchat for the   * first time?

Mark only one oval.

   ◯ Very helpful

   ◯ Somewhat helpful

   ◯ Not necessary

15. If you're a new or returning user, did you find the swipe-based navigation confusing?　　　　　*

Mark only one oval.

◯ Yes, very confusing

◯ A little confusing

◯ Not confusing at all

Final Thoughts

16. What features do you **wish Snapchat had** to make your experience better?

_____

_____

_____

_____

_____

17. Have you faced any **other problems** using Snapchat that you'd like to share?

_____

_____

_____

_____

_____

Google Forms