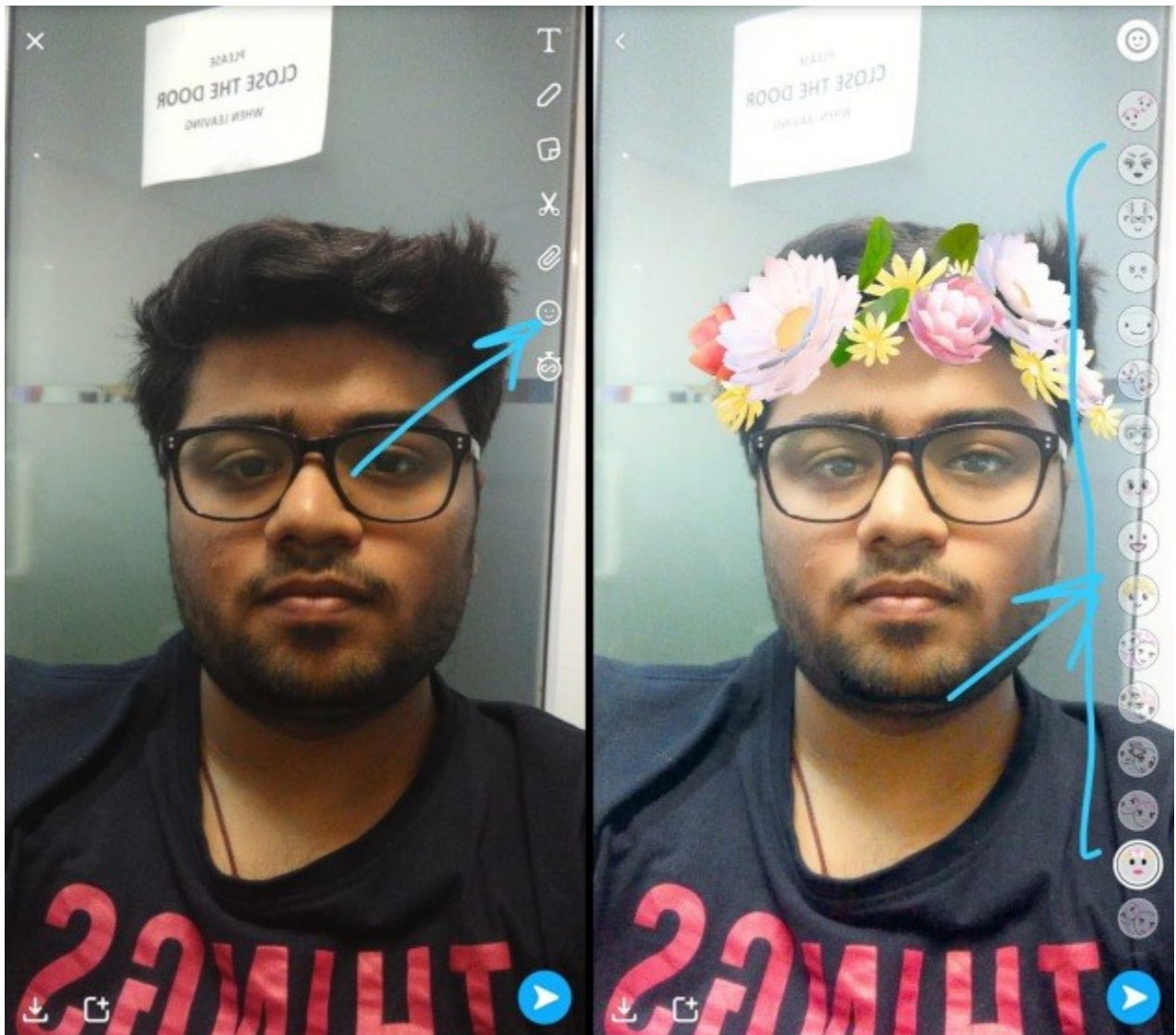


SNAPCHAT

WHAT WE CAN DO IN SNAP CHAT:

1. APPLY SNAPCHAT FACE LENSES AFTER CLICKING A PHOTO

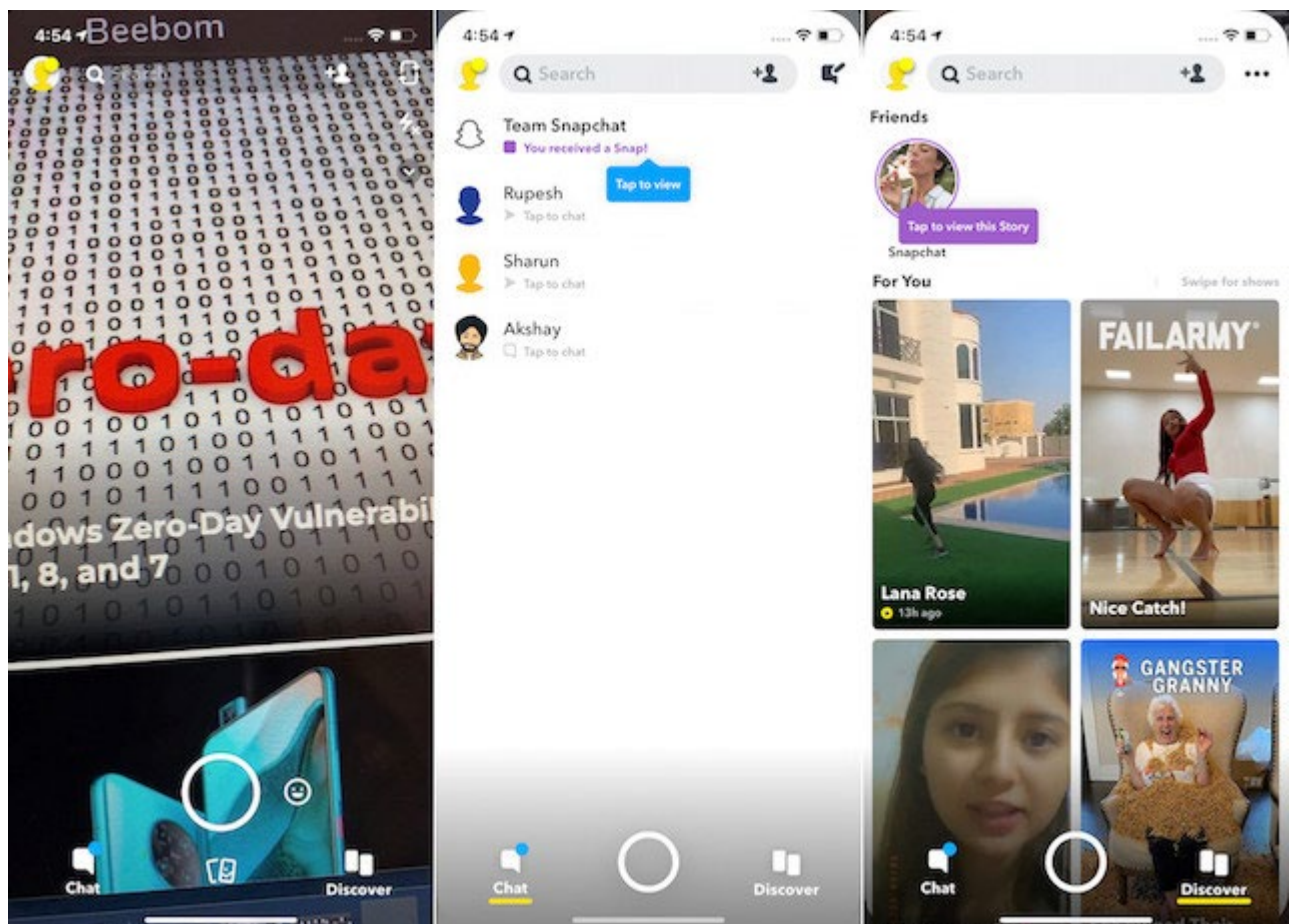
Snapchat recently introduced a new feature for the beta version of its Android app which allows users to use face lenses even after clicking a photo. Once you've clicked a photograph, Snapchat will show you a 'Smiley' icon below the 'Paperclip' link icon. Tap it to access the complete range of face lenses as you do when you are applying them before taking the picture. Do remember that the feature will only work if your full face is visible. If your photo doesn't show your face clearly, the app will not show the Smiley icon which gives you access to the face lenses.



Speaking of Snapchat lenses, did you know you could use Snapchat Lenses on your Mac or Windows PC as well? Well, you can, and you can use them to stream games on Twitch with Snapchat filters, or even make video calls with Snpachat filters applied to your face.

2. GET ACQUAINTED WITH THE NEW SNAPCHAT INTERFACE

Snapchat is receiving a lot of flak for its new user interface but as I said, the update is here to stay and you might as well get used to it. Thankfully, the changes are not as drastic as the online comments make it seem. In fact, the new update makes the app more approachable. Just like before, when you open the app, it will open directly in the camera app. From there you can swipe right from the left to access your chats which is now rebranded as “Friends”. That’s because now the Friends page not only houses all your chats but also your friends’ stories.

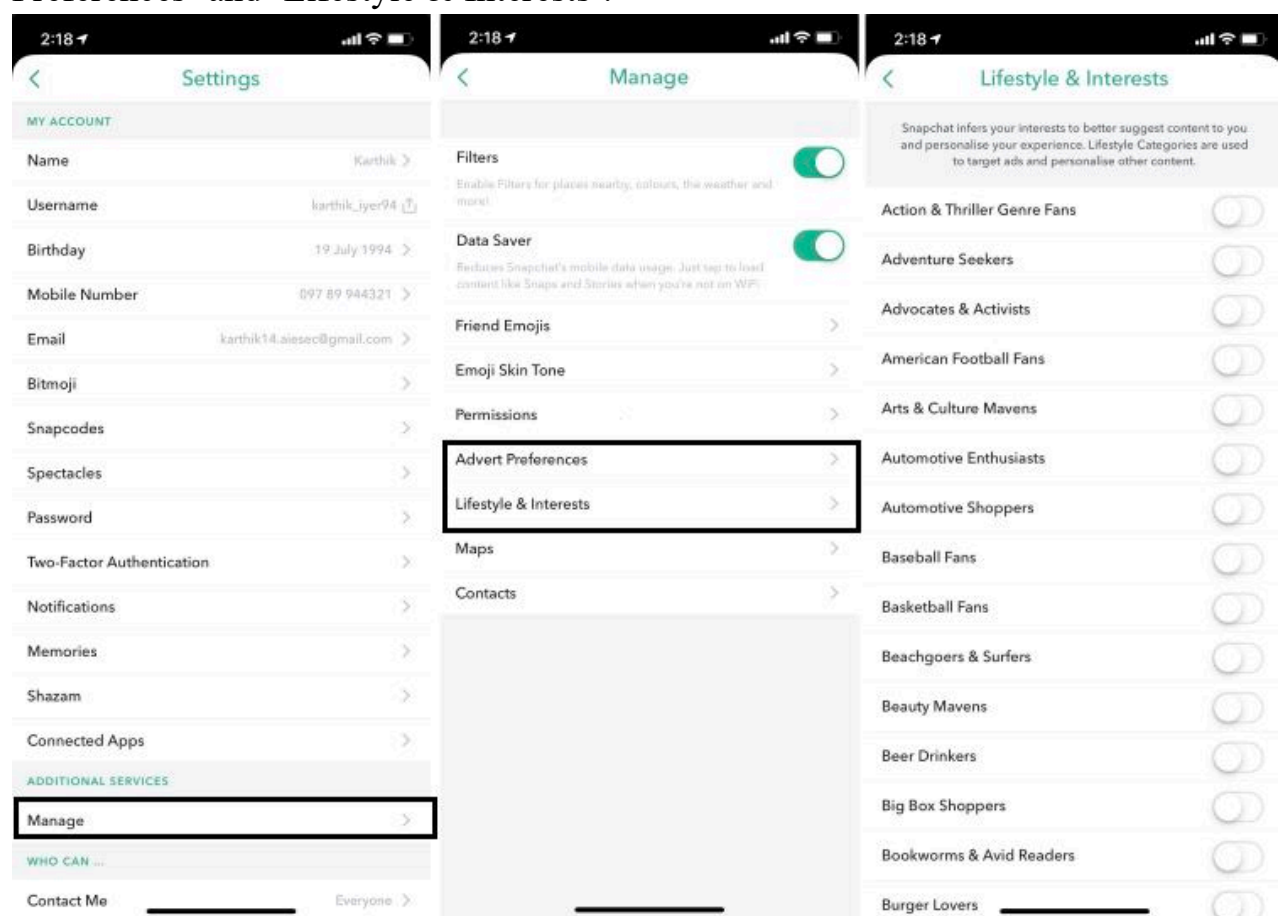


The content from all the publishers and influencers can be easily accessed by swiping left from the right edge of the screen, which opens the Discover page. Here all the content that has been created by influencers, publishers, or the people whom you have followed are housed. The best part is that the stories from your followed personalities will always be at the top so they are not lost in

the sea of stories from other publishers. You can also tap on the search icon to access your Snap map easily.

3. TAILOR YOUR SNAPCHAT EXPERIENCE

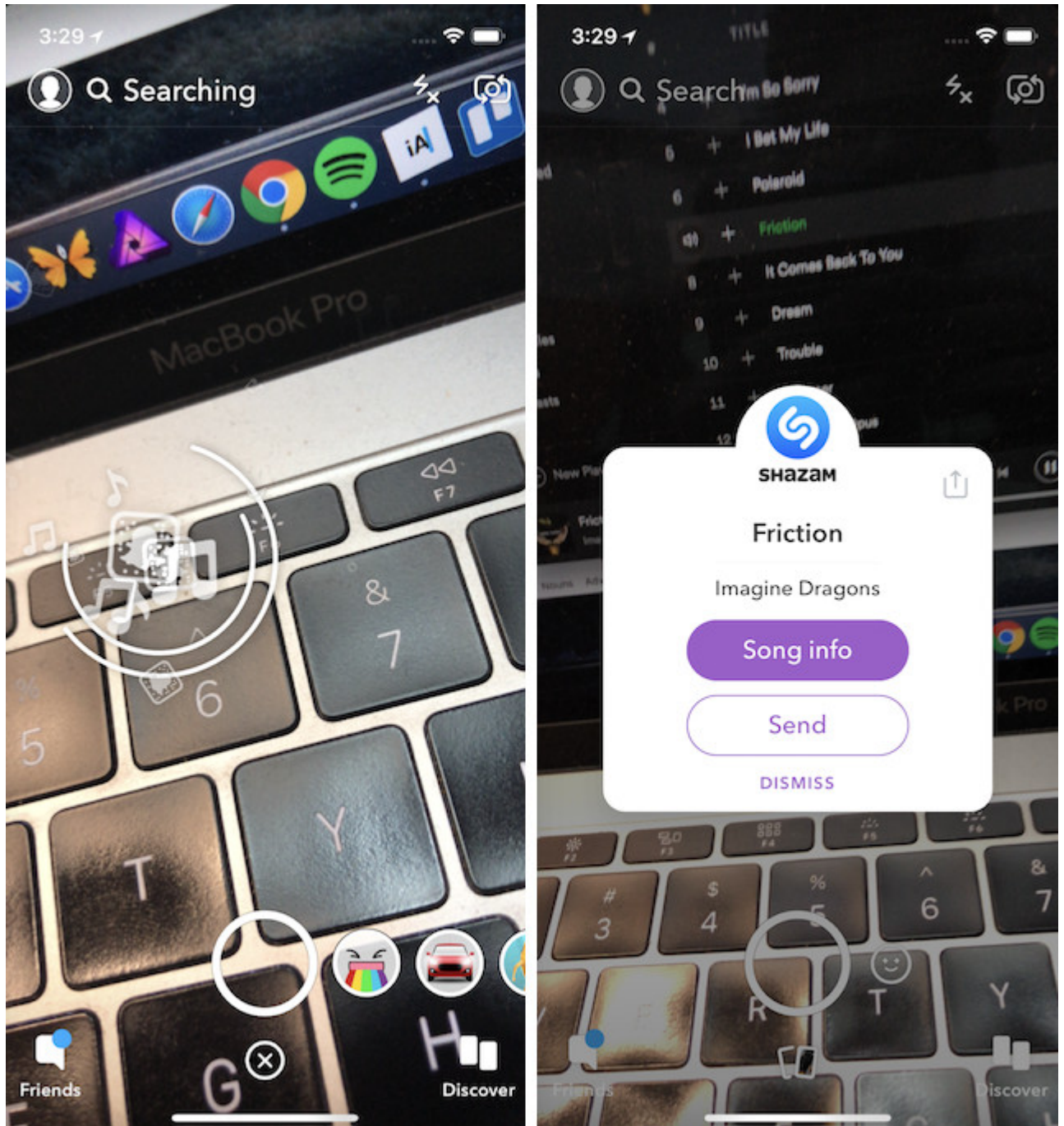
If there's one thing that a lot of Snapchatters find annoying in the app, it's got to be the discover page. No, don't get me wrong. It's not always filled with useless pieces of information, but the page is mostly populated with gossips and rumors or some other pop culture topics. But guess what? You can flip a couple of switches and make it better. First, on Snapchat's viewfinder page, tap your profile and hit the settings cog. Now, look for an option called 'Manage', inside which you'll see two other options called 'Advert Preferences' and 'Lifestyle & Interests'.



“Advert preferences” is where you can toggle some options to see ads that are relevant to you. “Lifestyle & Interests” is where you will see a ton of options ranging from “Action & Thriller Genre Fans” to “Meme Watchers” and more. Here you can flip the toggles for the topics you find are relevant to you and hopefully, Snapchat will show you less of the Kardashian & Jenner stories in the Discover page and more of what you want to see.

4. RECOGNIZE SONGS WITH SHAZAM INTEGRATION

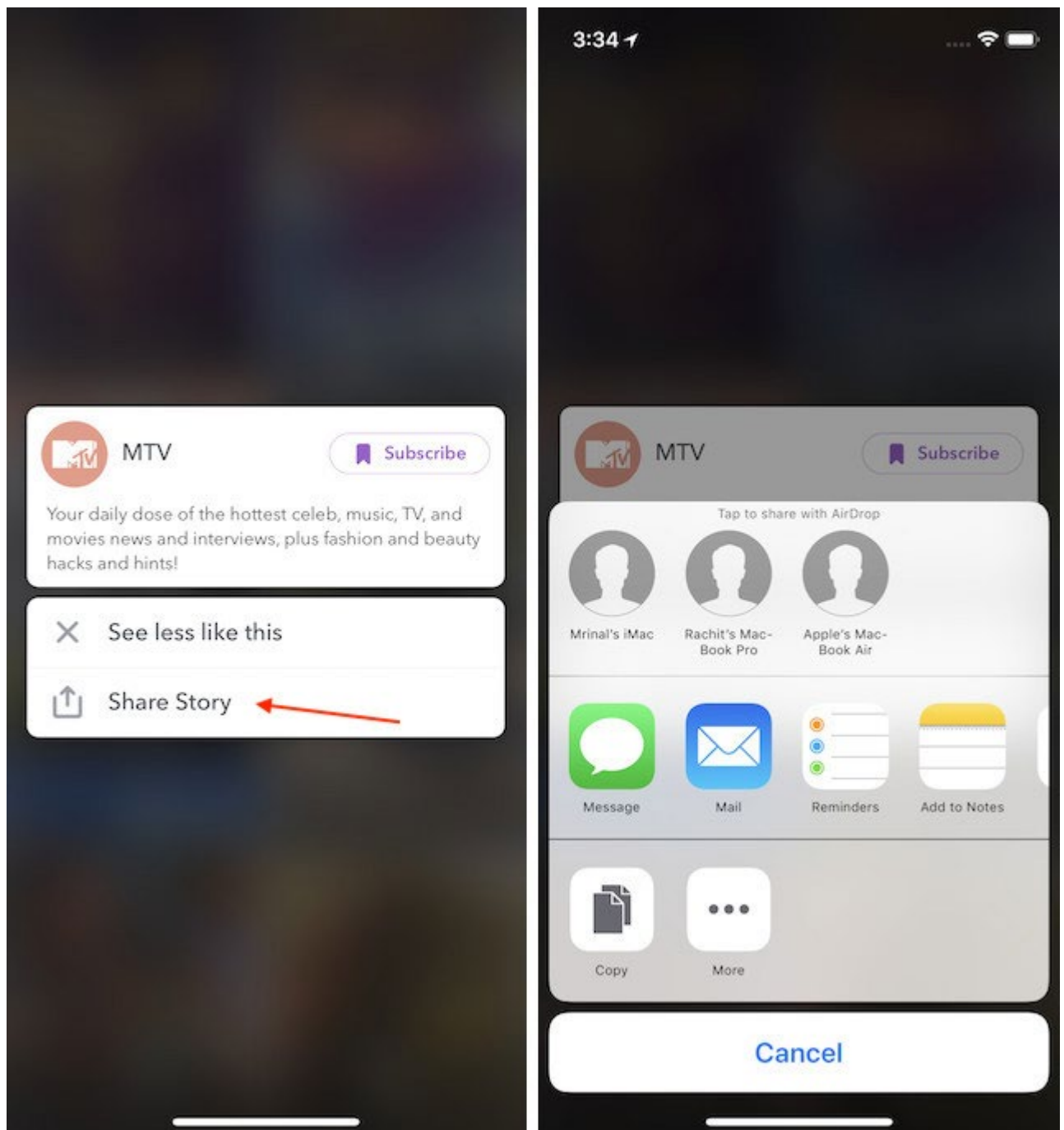
Although it's not really a new feature, still not many people know about this. So tell me, did you know that you can use Snapchat's Shazam integration to identify the songs that are playing? If you didn't know, don't worry as I am going to tell you how to do just that. All you need to do is launch the app and press and hold on the camera's viewfinder until the app recognizes the song.



5. SHARE STORIES OUTSIDE THE APP

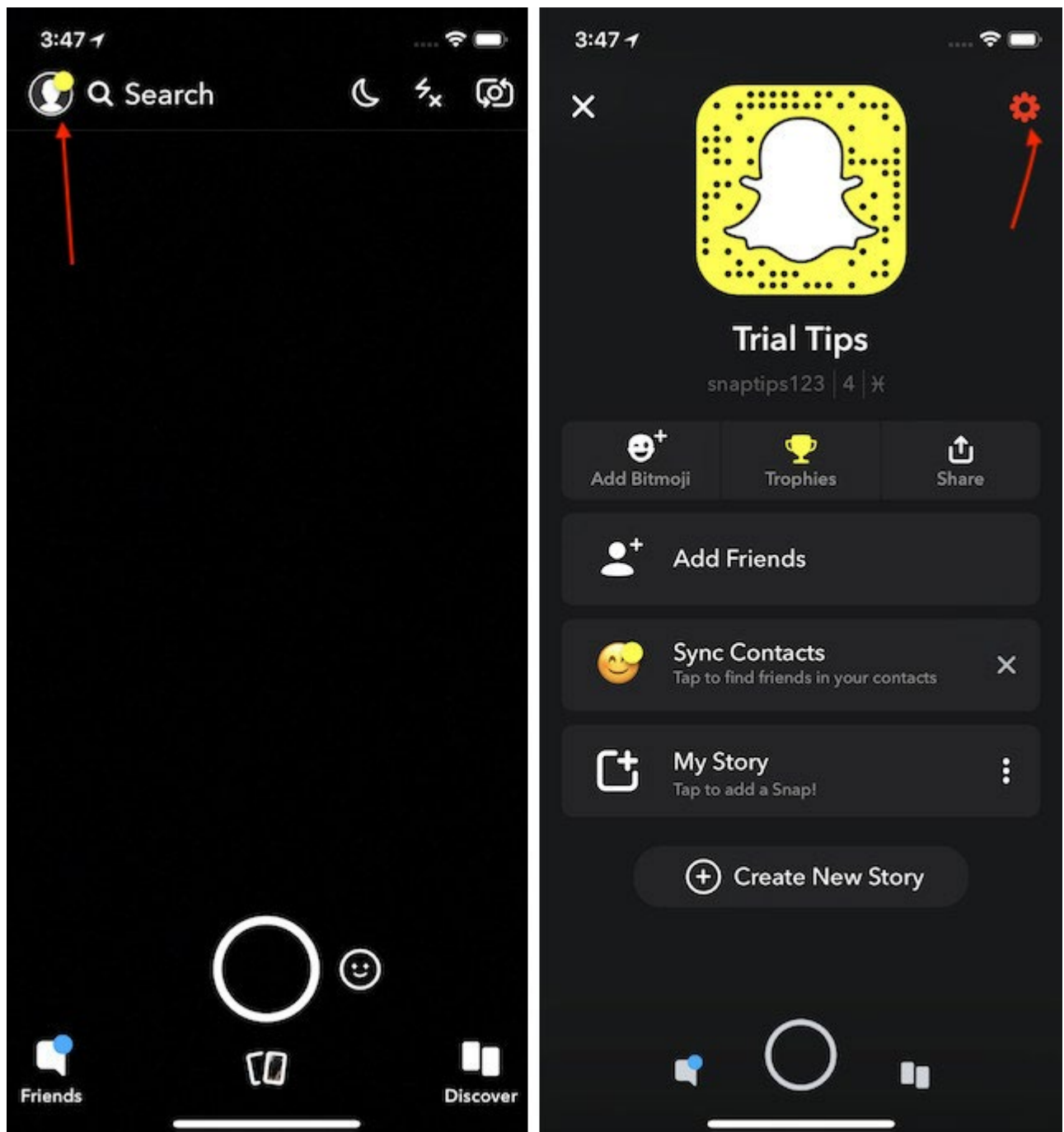
With the new update, now Snapchat also allows you to share stories outside the app. To share a story outside Snapchat, instead of tapping on a story to see

it, tap and hold to bring options. Here, you will also find the option to share the story outside the app.

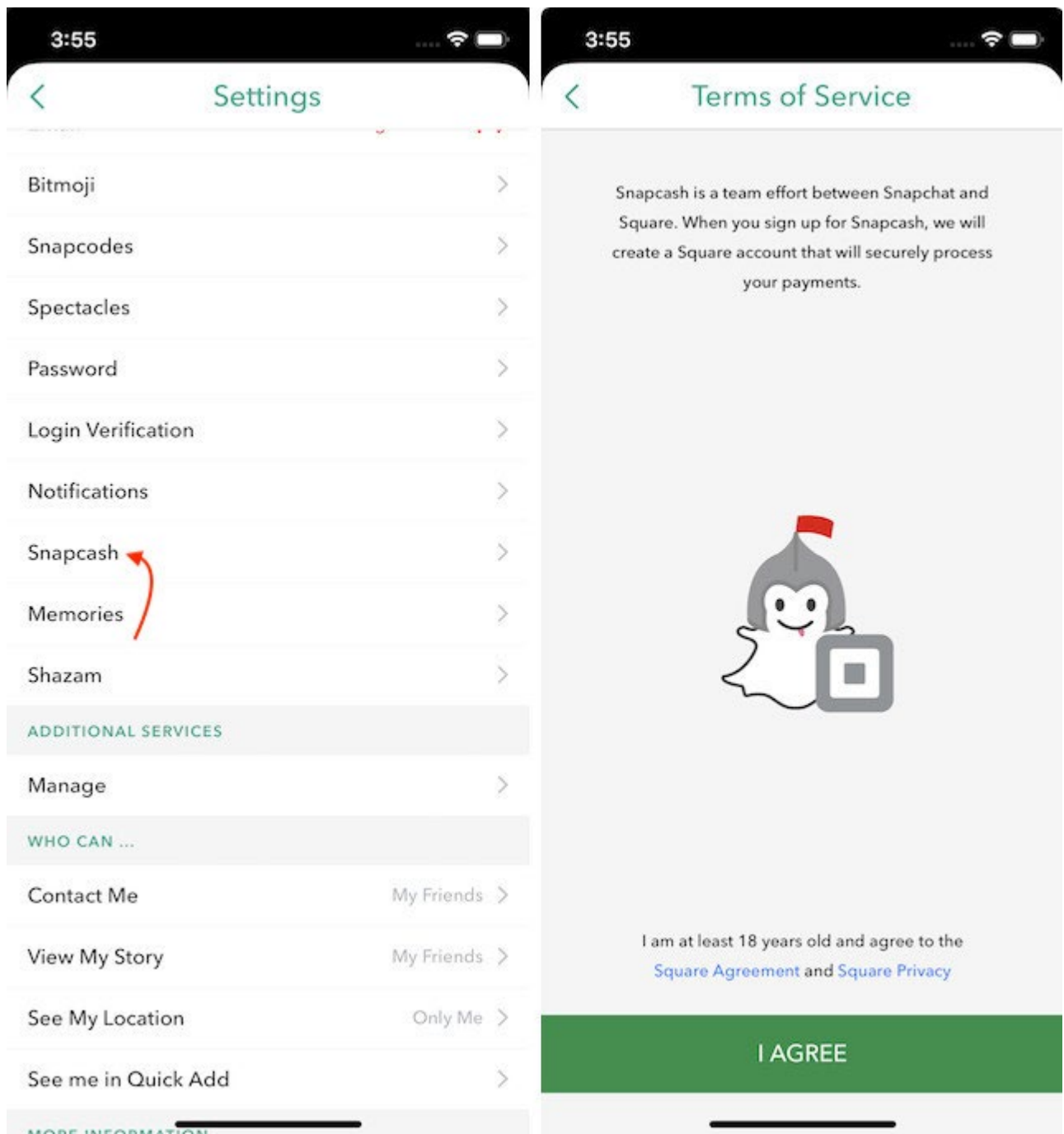


6. SEND MONEY USING SNAPCHAT

Just a few months back, Snapchat launched a Snapcash feature which allows users to send money to their friends. That said, sadly, currently, the feature is only available in the US for now. If you are living in the US and want to use this feature, first you will have to set up your payment. To do that, first, tap on the profile icon present on the camera app and then tap on the gear icon. Here, scroll down to find Snapcash option and tap on to set it up.

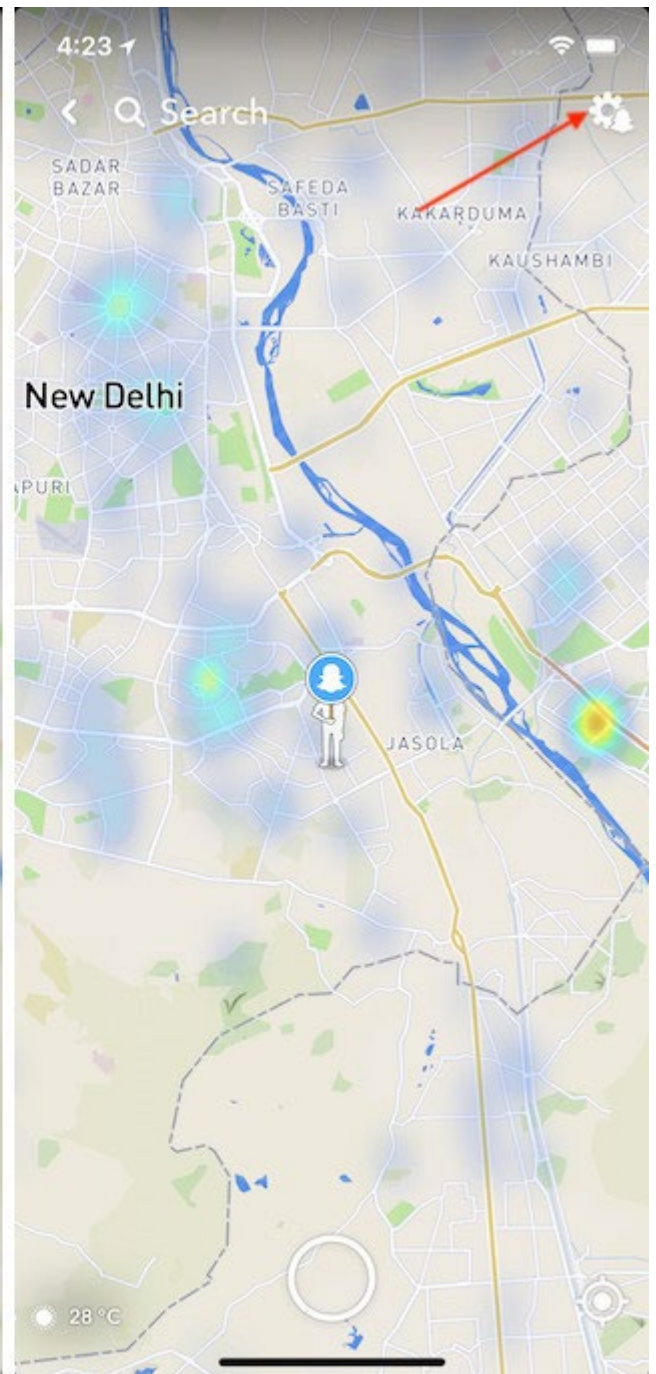
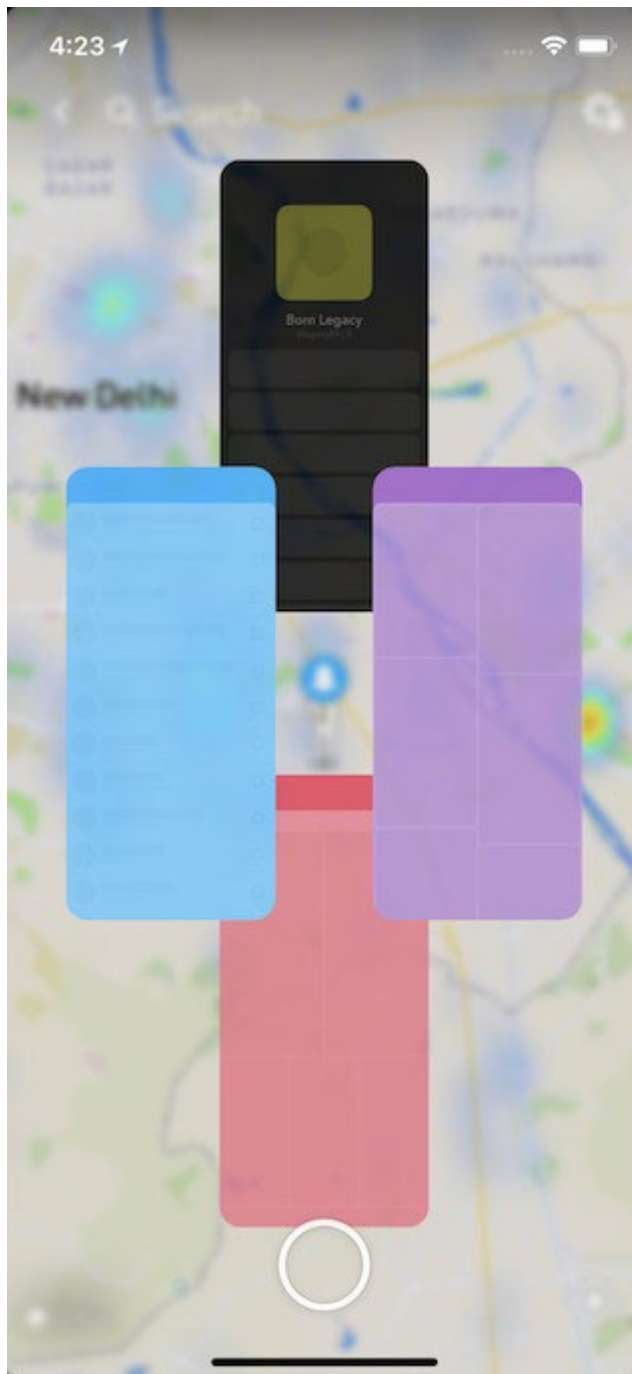


Remember, that you need to be above 18 years of age to use this feature. To set it up you will have to first enter your credit/debit card details and then add it to your account. Once you do that, open the chat of the person you want to send money to and type in the amount you want to send. For example, if you want to send 5 dollars to type in “\$5”. Once, you type it, the send button will instantly turn into a Snapcash button. Tap on the Snapcash button or the Send button on the keyboard, and then confirm your transaction. Since the feature is only available in the US, we can’t show you the whole process, however, if you follow the steps you will be just fine.

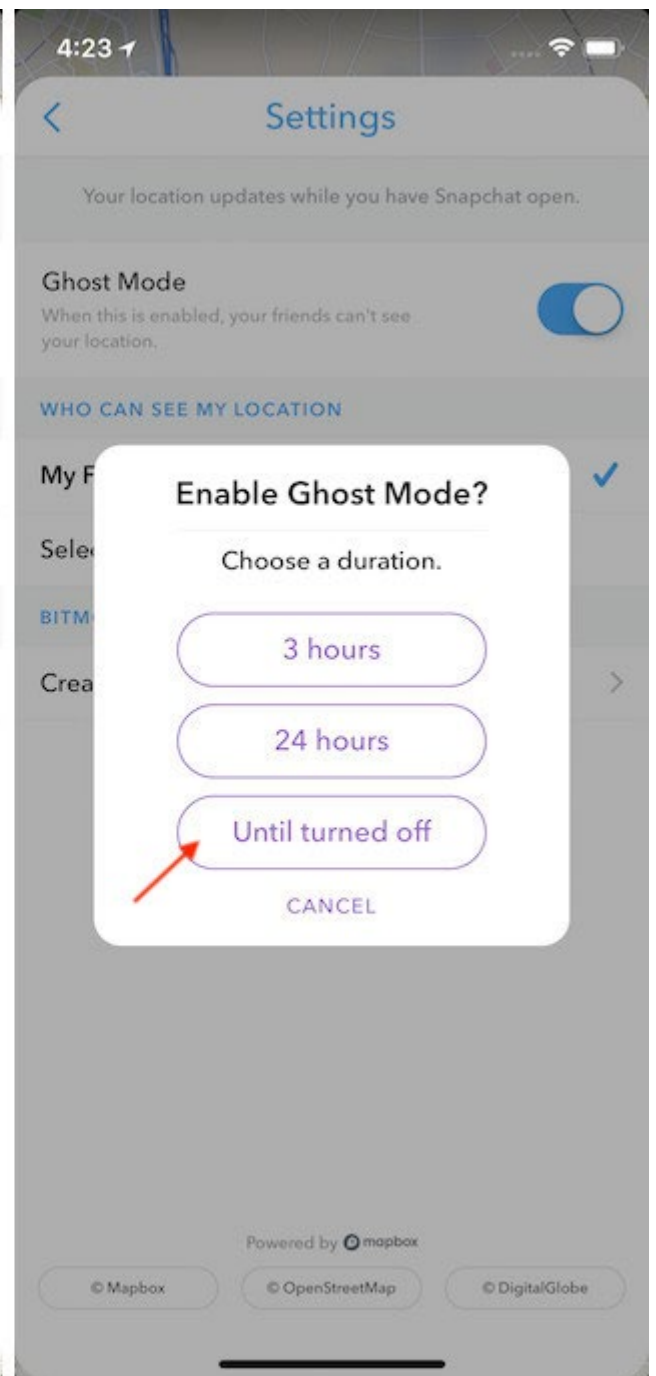
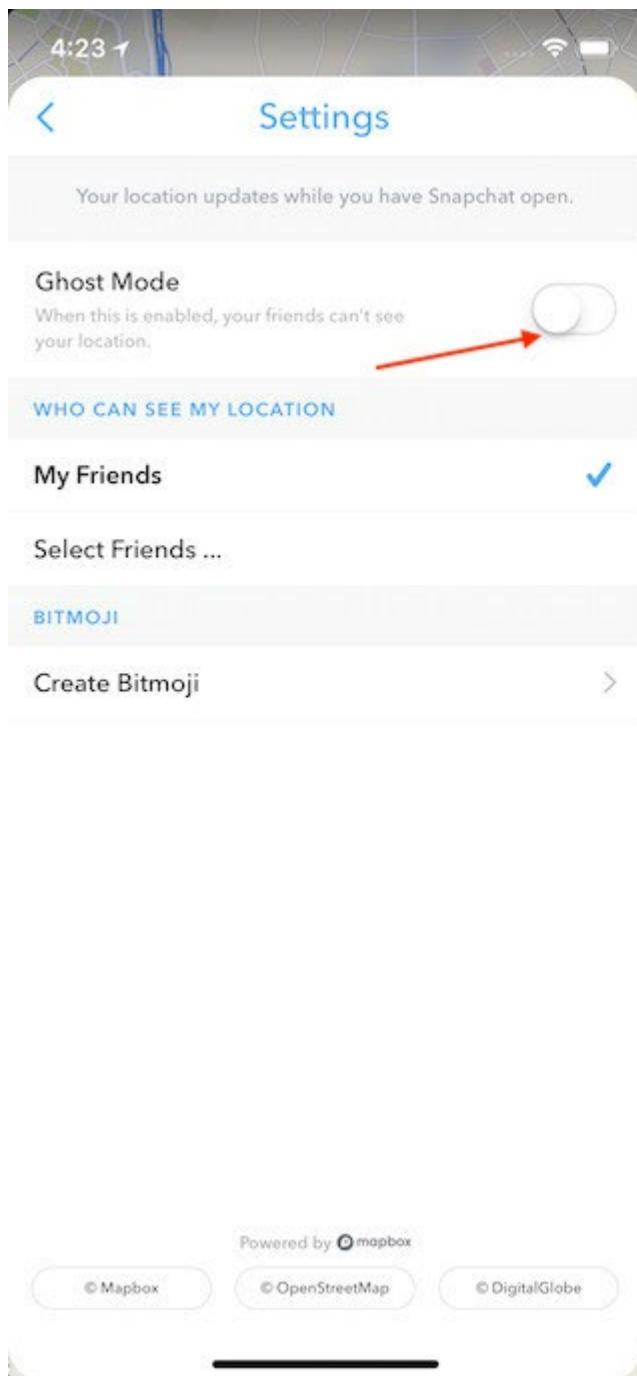


7. DISABLE SNAP MAP

A few months ago, Snapchat introduced a new Snap Map feature which allows your friends to see where you are so that they can join you or vice versa. That said, this feature had freaked out a lot of people who value their privacy.

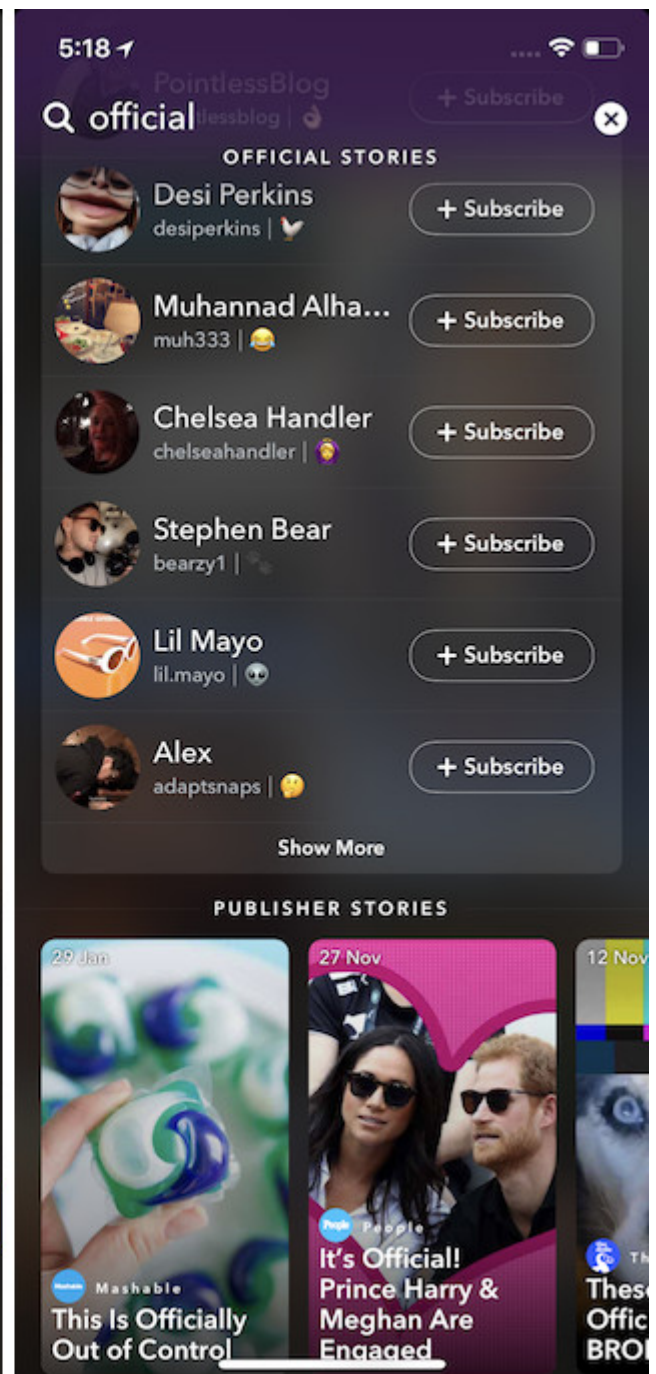
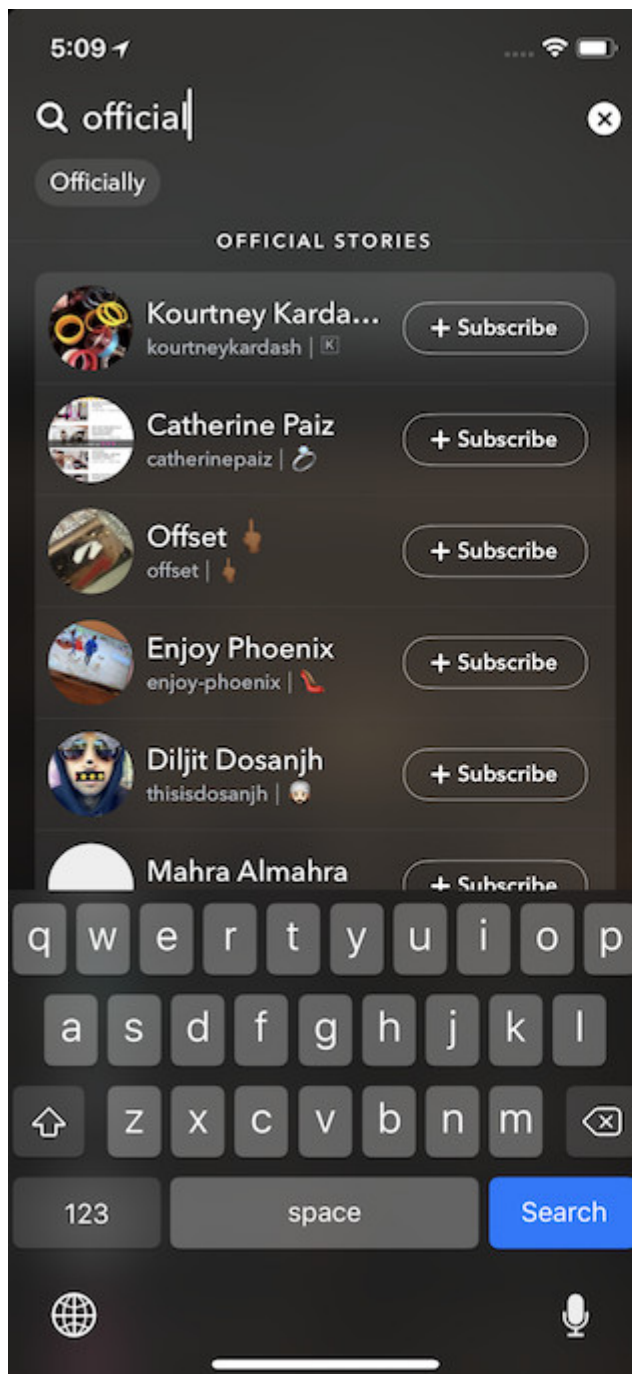


Thankfully, there's a setting inside the Snap Map feature which allows you to keep your location to yourself. To do that, launch the app and pinch in with two fingers to enter the Snap Map Mode. Here, tap on the gear icon and enable the Ghost Mode. Ghost Mode will ensure that none of your friends can see your location.



8. FIND CELEBRITIES ON SNAPCHAT EASILY

If you want to find celebrities to follow on Snapchat but you don't want to enter their username one by one, there is an easy way to find celebrities on Snapchat. Just tap on the Search button inside the Snapchat app and search for the word "official". Snapchat will list out all the official accounts starting with official celebrities. Of course, not all the celebrities can be found this way, still, it's an easy way to find lots of celebrities without having to enter their username one by one.



9. EASILY DOWNLOAD YOUR SNAPCHAT HISTORY DATA

If you have been using Snapchat for a long time and want to see what type of data Snapchat is keeping on you, you can do that easily by asking Snapchat to share that data with you. To do that, first, visit the accounts.snapchat.com page and log in with your username and password.

Manage My Account

Welcome blegacy89. Here you can manage different aspects of your account. Please choose the action that suits your needs from the following:

MY SNAPCODE

MY DATA

ON-DEMAND GEOFILTERS

CHANGE MY PASSWORD

UNLOCK MY ACCOUNT

DELETE MY ACCOUNT

REVOKE OAUTH APPS

Here, click on the “MY DATA” button and then click on “Submit Request” button. Remember that you need to have a verified email id linked to your account as Snapchat will send you a link to download the data on your official email id.

My Data

When you sign up for Snapchat and use our services, we collect certain information from and about you, like your phone number, email address, and Snaps you've submitted to Live Stories.

Some of your Snapchat data is available in the app. For other data, please click “Submit Request” to download your data. Note: There is a limit to the number of times per day you can download your data.

Data Available In-App

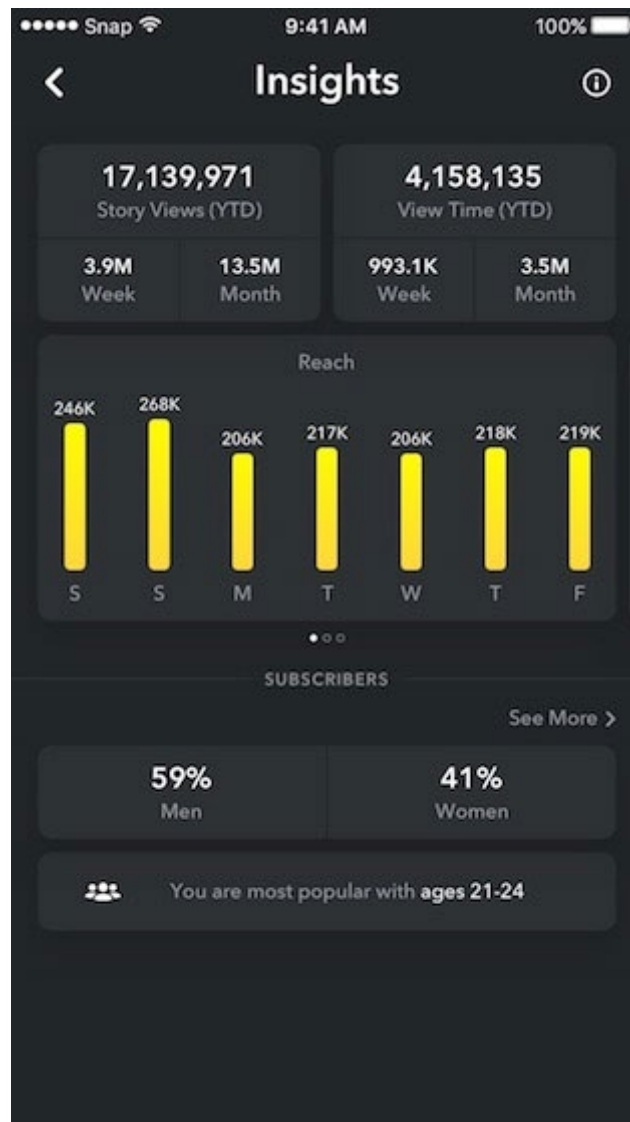
- Username
- Email Address (current)
- Phone Number (current)
- Birthday
- Name
- Snapcode/Profile Picture
- Snap Privacy Settings
- Stories Privacy Settings
- Friends (Contacts)
- Blocked Friends
- Snapcash Transactions

Data Available for Download

- ✓ Account History and Information
- ✓ Snap Count
- ✓ Local, Live, and Crowd-Sourced Content History and Information
- ✓ Purchase History
- ✓ Snapchat Support History
- ✓ Content and App Engagement History
- ✓ Demographic Profile

10. USING AUDIENCE ANALYTICS

Snapchat finally released a feature called Snapchat Insights for creators which allows them to see Story Views and View Time broken down by week, month, and year. To access your analytics panel, first tap on bitmoji in the upper-left corner of the camera screen. Now, tap on the Insights button. Here Snapchat will provide two different analytics parameters.



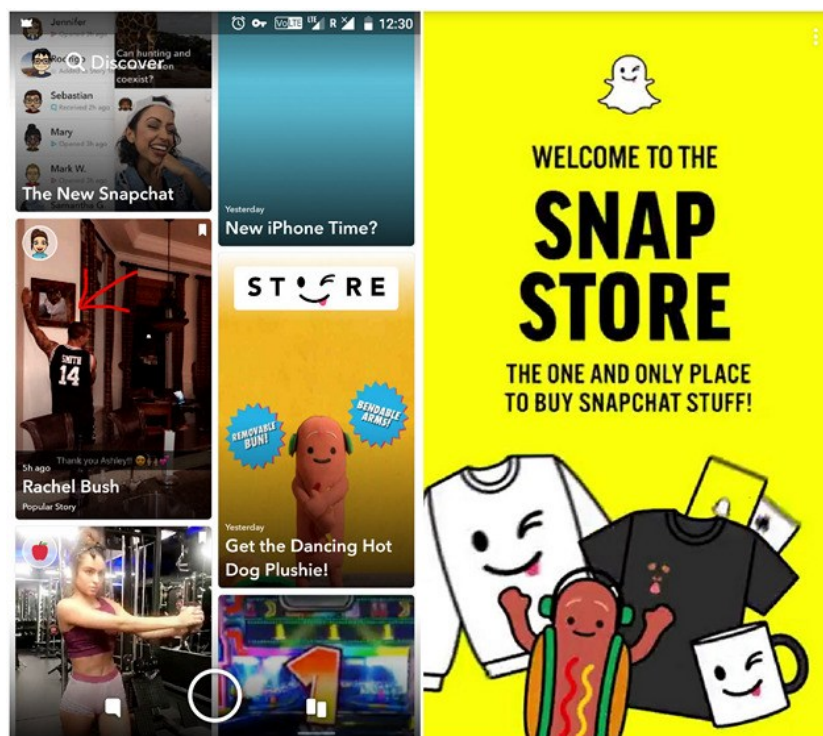
The first is the Story View stats which shows you the total number of times your stories have been viewed since the start of this year. The second insight is the View Time which shows the amount of time users have spent viewing your stories. It's similar to YouTube Views and YouTube Watch time. The data is broken into weeks and months. You can also see what percentage of your viewers are male and female and what age group do they belong to.

11. USING CONTEXT CARDS

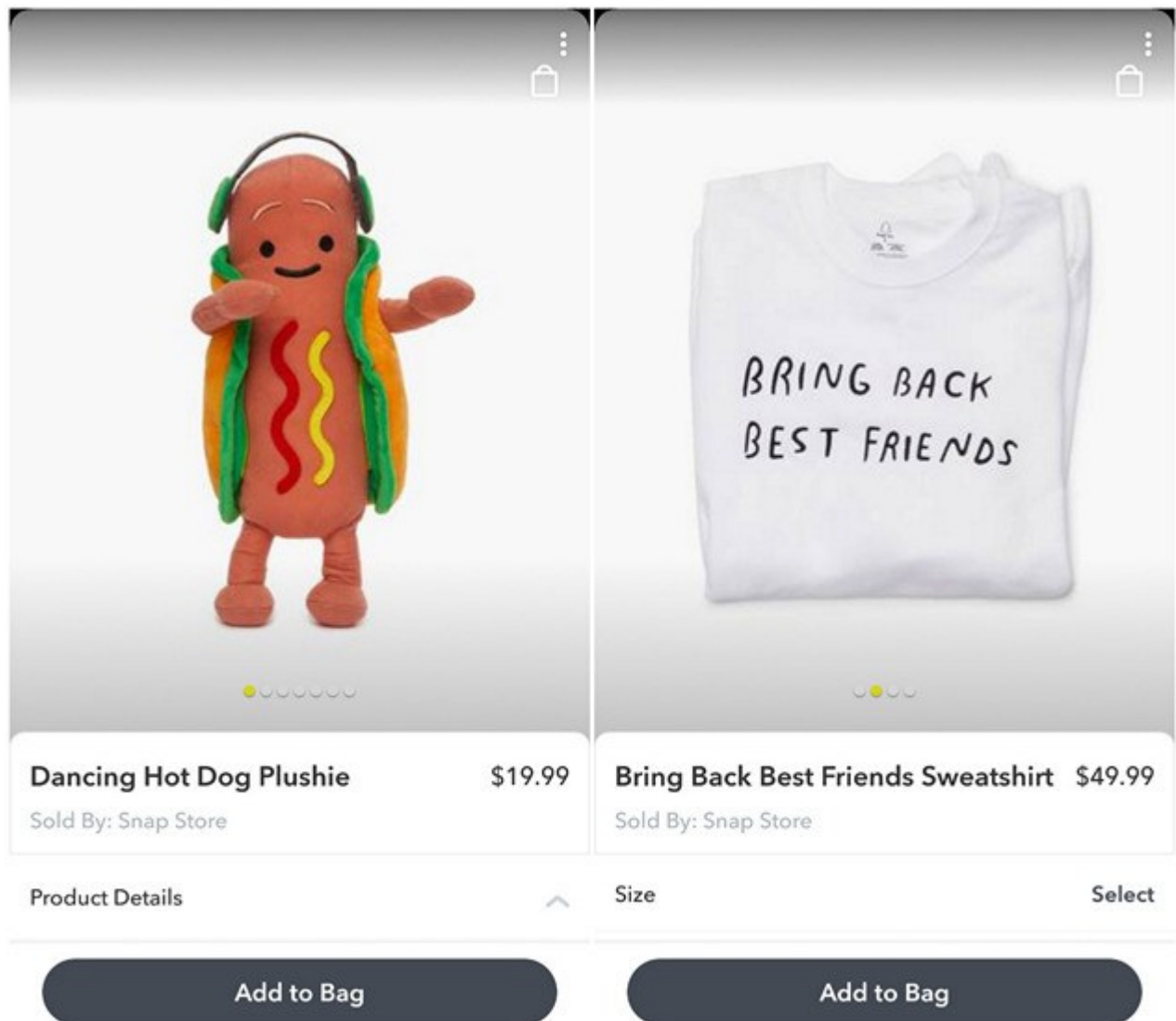
Recently Snapchat also introduced a new feature called Context Cards which allows users to get contextual information on Snapchat stories by swiping up on them. The Context Cards can feature information like reviews from critics and customers, directions to the venue, hours of operation, phone numbers to contact, rides from ride-sharing services, and more. Currently, the feature is live only in select countries, however, the company has promised that they will expand this feature to more countries very soon. Remember if a story has an attached context card, it will show an upward arrow with the word “more” written below it.

12. BUY MERCHANDISE FROM SNAP STORE

Snapchat is known for selling its own merchandise through its platform and the company recently expanded its selection by launching its official Snap Store in the US. Users can easily find the Snap Store by visiting the Discover section of the app (swipe right to left on the snap camera screen).

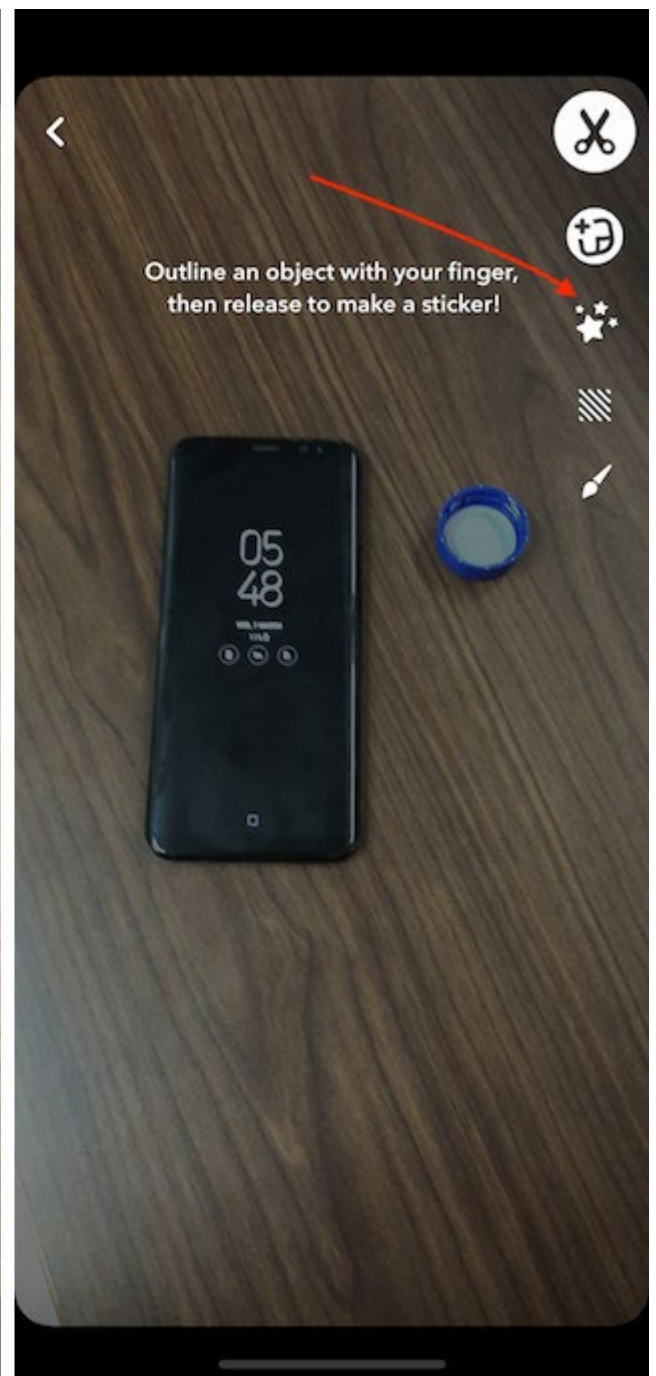
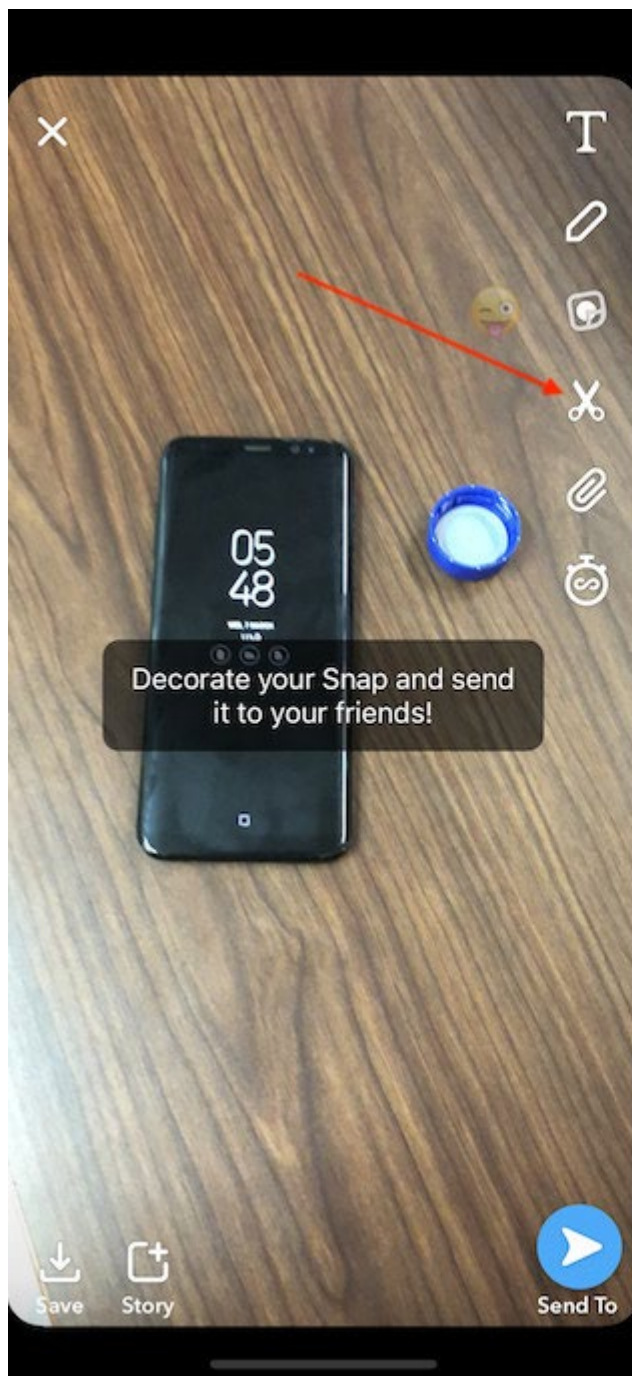


On its store, Snapchat is selling products like Dancing Hot Dog Plushie, Bring Back Best Friend t-shirts, Streak Hat, and more. The only sad part is that the feature like many others is currently only working in the US.

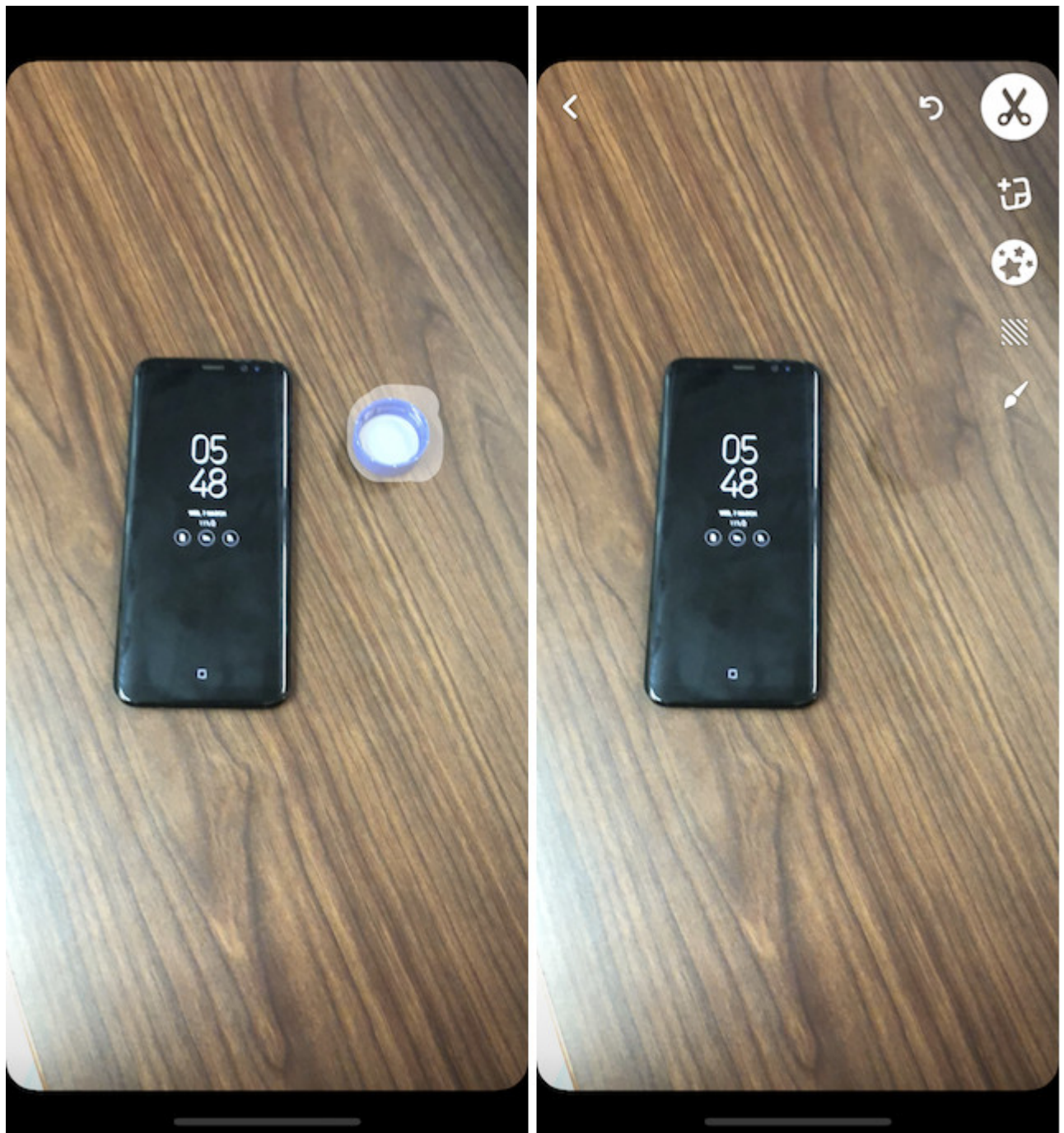


13. USE THE MAGIC ERASER TOOL ON SNAPCHAT

Although this one is not as new as some of the others on this list, surprisingly not many people know about it. The magic eraser tool on Snapchat allows users to delete unwanted things that they have caught in the camera frame. To use the tool, once you have captured a snap, tap on the scissors icon.

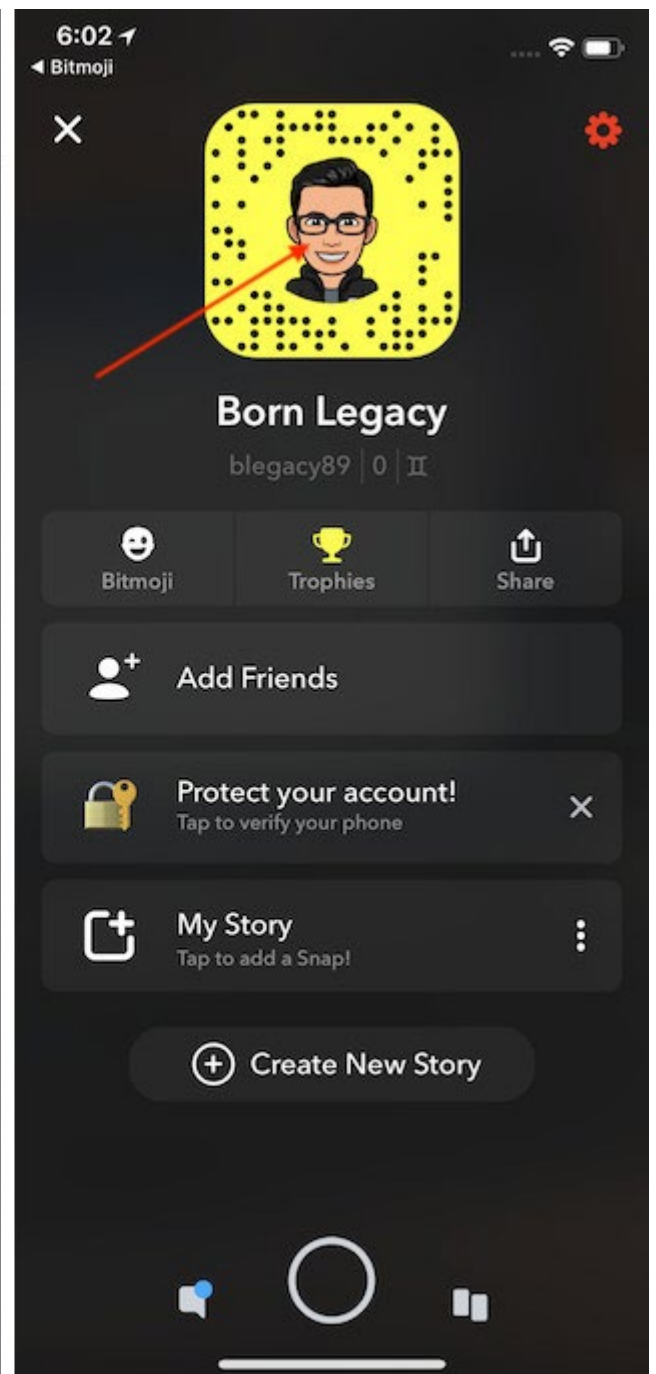


Here, tap on the Magic Eraser indicated by stars icon and then draw over the object you want to remove by using your finger. Wait for few moments and the object will be removed, just like magic.

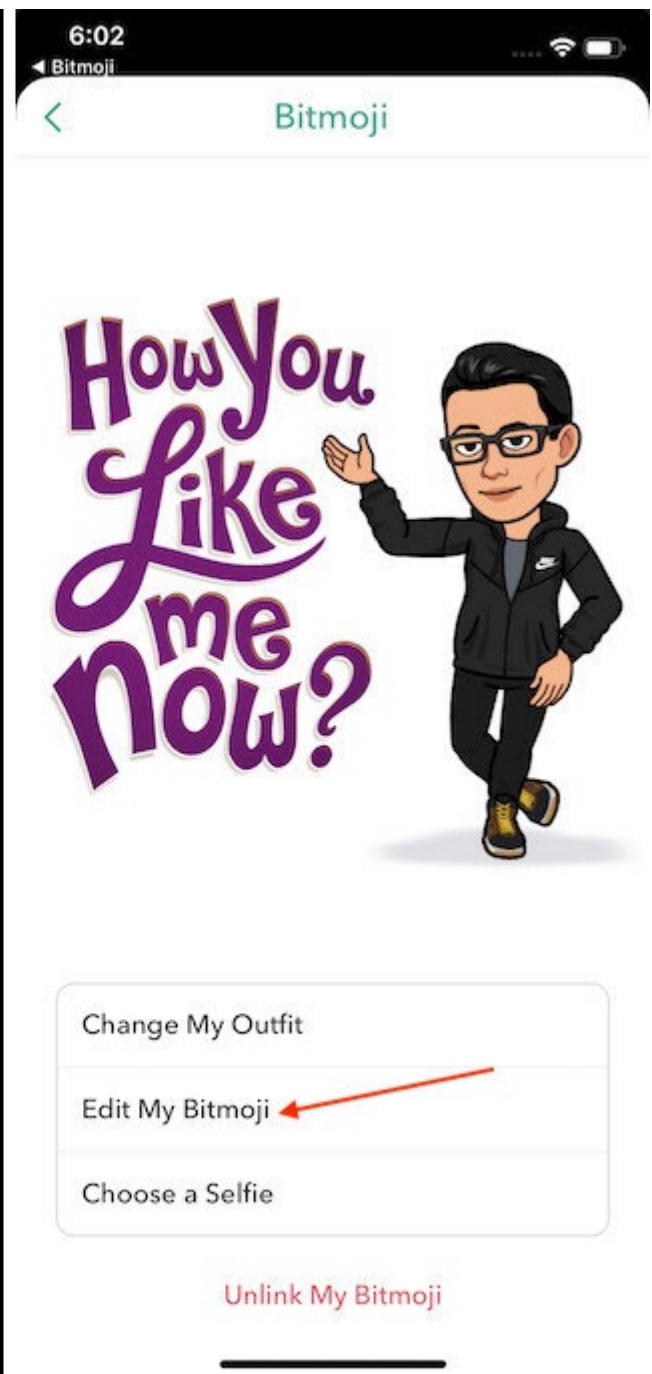


14. USE BITMOJI DELUXE

A few weeks back, Snapchat introduced the new Bitmoji Deluxe edition which adds a ton of new skin tones, hairstyles, hair colors, facial features, accessories, and more to the Bitmoji app. If you take time to create your bitmoji, you can make it look like almost as your replica.

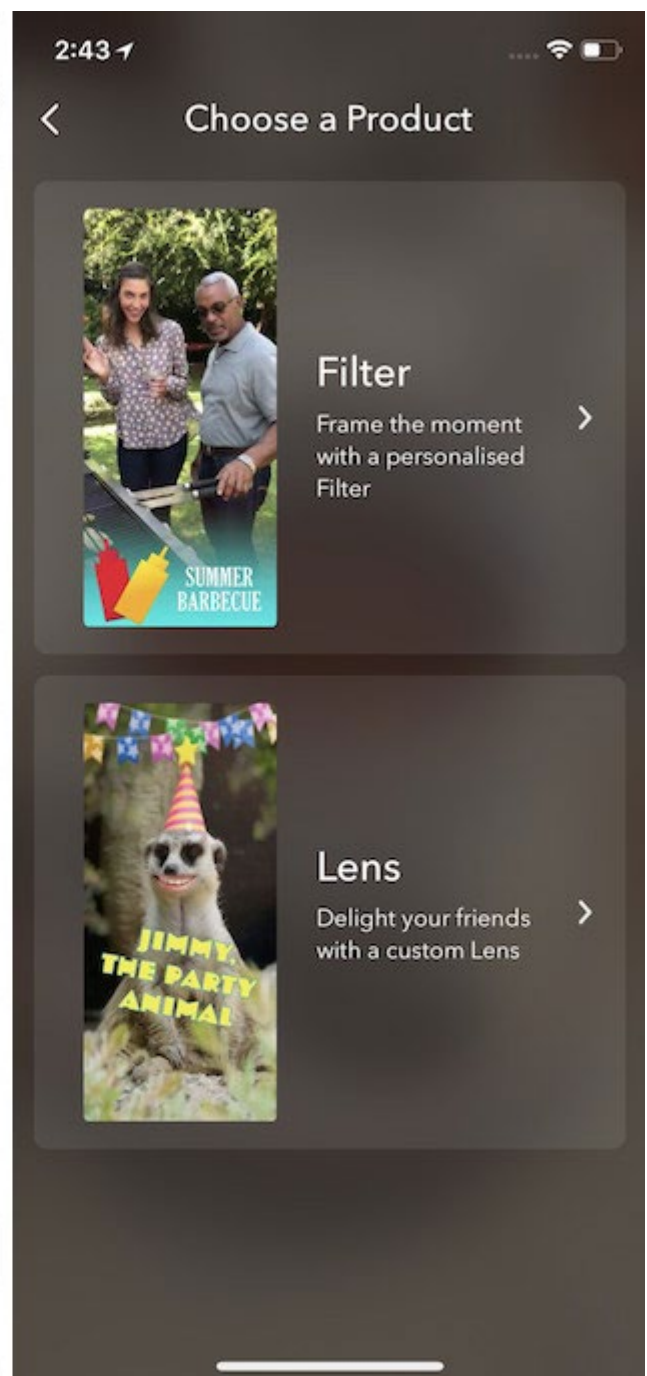
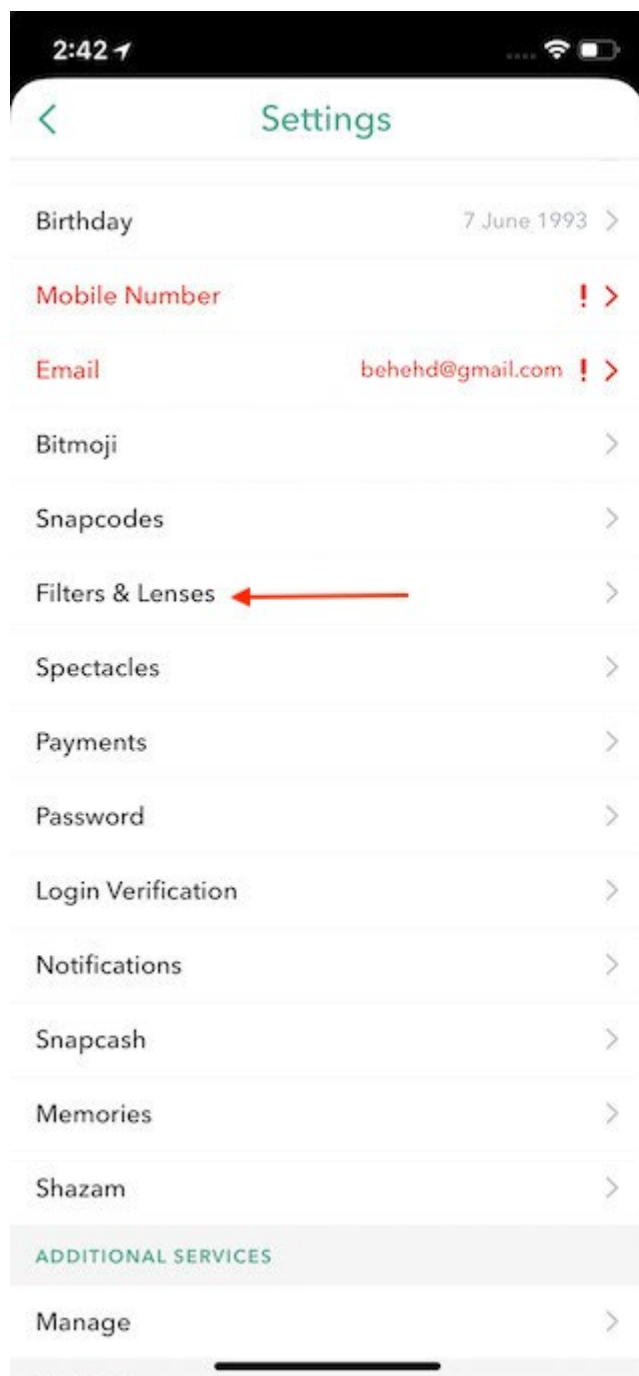


To do that, tap on your bitmoji icon present on the camera screen of your app and then tap on your bitmoji icon again. Now, tap on the Edit Bitmoji option on the next two screens and Snapchat will open the Bitmoji app where you can find all the new updates.

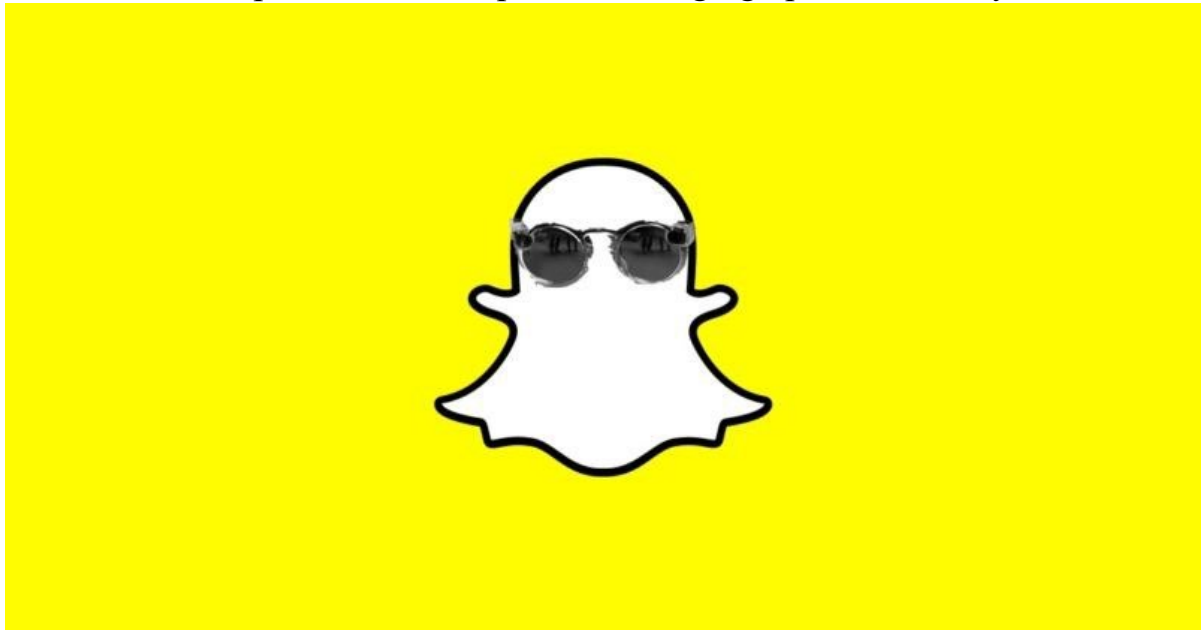


15. CREATE YOUR OWN FILTER AND LENSES

Another US-centric feature that Snapchat introduced recently is the ability to create filters and lenses directly from your Snapchat app. The filters and lenses that you create will be geotagged and will be available only for a pre-specified time period. The idea here is that users can create custom filters for different occasions such as birthday parties or weddings. To create a filter, go to profile -> settings -> and tap on Filters & Lenses option.



PROBLEM : Snapchat releases a product changing update suddenly, that most of



the user base dislikes.

Solution : Through usability testing, discover problems in the snapchat product and then design solutions that are aligned with snapchats business model while maintaining empathy for the end user.


WHY SNAPCHAT?

I am incredibly passionate about Snapchat and it has been my favorite product since I started using it over five years ago. Snapchat's recent UX changes have led to buzz in the media. Tech Crunch stated, "Snapchat's big redesign [was] bashed in 83% of user reviews." With a fresh design and plenty of criticism, I thought there was no better time to try and uncover usability issues in Snapchat's core product.



PERSONAS

Based on my experience as a power user, online research, and empathizing with other Snapchat users, I created a proto-persona. This persona became validated over the course of my research.



Alice Davis

Student - San Jose




Demographics




Age : 20
Location : Palo Alto
Occupation : Student

Behaviors

She uses snapchat as her primary method of communication.
Uses Snapchat throughout the day, to stay in contact with her friends on a daily basis
Goes to school for 6-8 hours a day.
She usually studies for around 2-3 hours a night
She uses technology very frequently throughout the day, starting as soon as she wakes up
Sleeps 7 -8 hours a Night.
Goes out on weekends with friends.
When something interesting happens, Her first reaction is to take a snap
Follows popular influencers on snapchat like kylie jenner.
Uses snapchat filters most notably the Dog filter.
She cares about her image and how she is perceived online.

Interests




 Music
  partying
  Fashion




 Fitness
  Movies
  Shopping

Needs & Goals

She wants to keep in contact with her friends
She wants to keep up with current events
she wants to show her friends interesting parts of her life
She wants to see interesting things her friends are doing
She wants to see whats going on around her location.
She likes to see whats trending online

Favorite Apps

JOB STORIES

Additionally, I invested time in understanding user context in order to further understand their motivation and desired outcome.

I created the following job stories based on interviews with users:

- | Situation | Motivation | Outcome |
|--|--|--|
| 1. "When I get out of class I want to check snapchat to | see what my friends are up to so we can make plans." | |
| 2. When I am on the train I use snapchat discover to | find interesting content to | entertain me for the duration of my ride |
| 3. When I am bored, I check snap maps and communitu stories to | see if there is anything interesting going on to | find something to do |

GUERRILLA USABILITY TESTING

Based on the job stories and my understanding of the Snapchat product, I created the following scenarios with tasks for users to complete.

Your friend just did something really cool, and it would look even better in slow motion, you also want to share it with people nearby, What do you do?

You are browsing discover and you see an influencer that does not fit your interests. What do you do?

You want to buy a filter. How do you go about doing this?

Imagine you are going on a road trip to Los Angeles and you want to check out some cool places to go and also see if any of your friends are there.

What better place to test Snapchat other than the birthplace itself?

So I took to the Stanford campus for my guerilla usability testing.



The plan was to approach people who fit the persona I had previously made, or were in the general demographic of Snapchat's user base. I prompted them with some introductory questions to gather information about their habits, as well as their Snapchat and technology usage. Before having them perform tasks, I reassured them that I was not testing them, but in fact, the product, to try to lower as much tension as possible and promote a casual environment. I then

gave them scenarios with tasks to perform while I was taking notes and observing them.

Research Demographics

 15 individuals between 18 -26

 11 individuals were DAUs

 4 individuals never used Snap

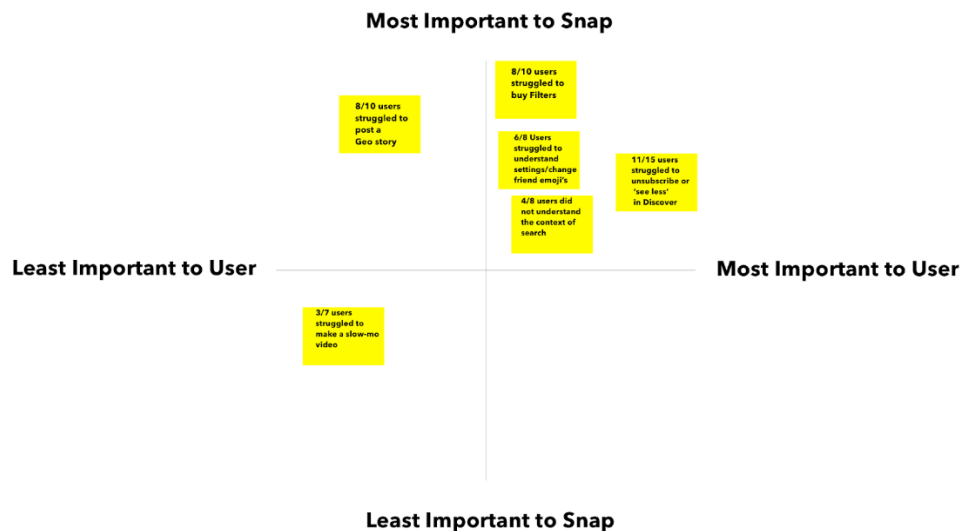
Identifying & Prioritizing pain points

After the research was done, I reviewed the footage and referenced my notes from the interviews. I wrote down all of the most common user statements as well as the pain points associated with them. I then used affinity mapping to group the comments with the relevant pain points.



Pain points with comments grouped together

I then mapped the pain points on 2x2 matrix based on its importance to the user and to Snapchat. My assumptions of the importance to users was based on the interviews. My assumption of things important to Snapchat was based on their current business model.



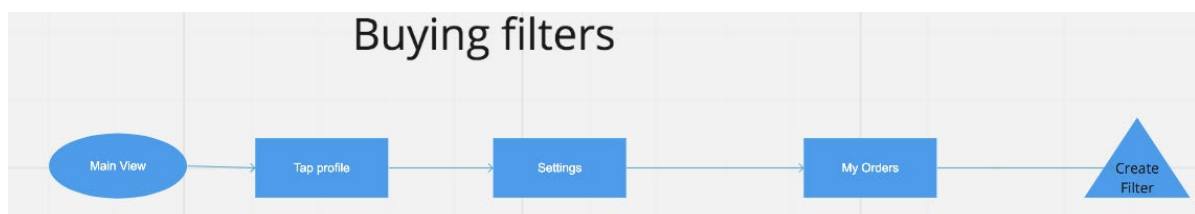
PAIN POINTS MAPPED ON 2X2 MATRIX

DEFINING THE PROBLEM

I decided to tackle all of the pain points mapped, starting with the ones that are both important to Snapchat and users. Pain points are defined below :

- 8/10 users struggled to buy filters

“I didn’t even know you could buy filters”



Demonstrates the current flow users must take to buy a filter

There is a lot of friction in the process of buying a filter. The main reason for this is that users struggle to even find where to buy them within the user interface. They are misguided because their first assumption is to check where they use filters (inside the camera) instead of the settings menu.

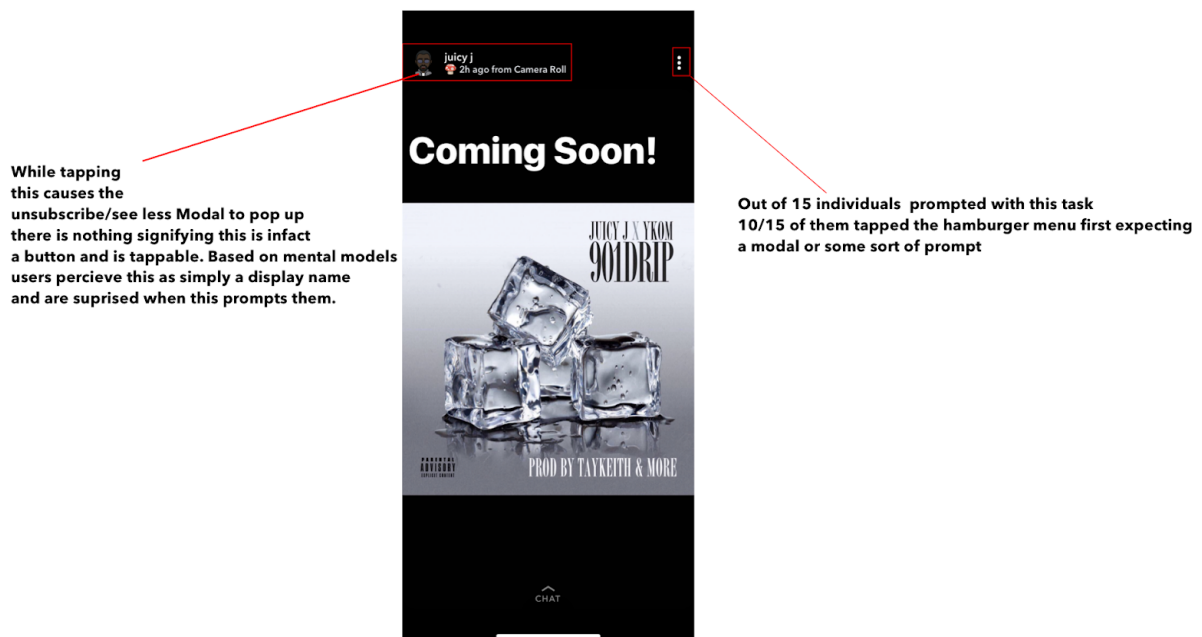
This is an example of Hidden Affordance. The buy filter flow is hidden in the settings menu, leaving no contextual affordances in the filter selection area of the camera.

- 11/15 users struggled to Unsubscribe or See Less from a discovered post.

“I did not know you could unsubscribe from a discovered post”

“The button at the top right should let me unsubscribe”

The top left User button can easily be mistaken for a label, causing friction for the user.



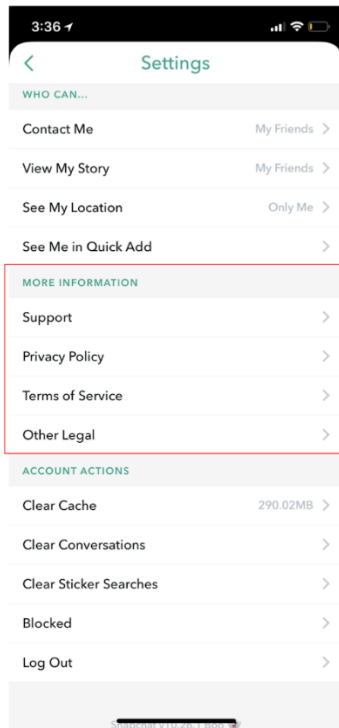
The following video demonstrates typical user behavior based on research when prompted with this task: <https://youtu.be/eHD2qzIGGCs>

- 6/8 users struggled to understand settings.

Users were unable to navigate within the settings page.

“There are a lot of options that are not very clear”

“I had no idea what additional services meant”



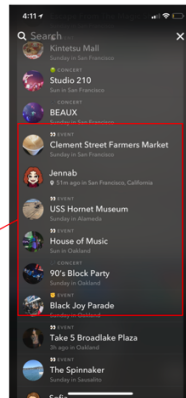
The current settings page has ambiguous labels and lacks clear understandable information hierarchy. when a user is looking for a specific thing they often have to scroll or tap through multiple views because things are burried and lack context

The following video demonstrates common user behavior when on the settings page for changing a friend's emoji.

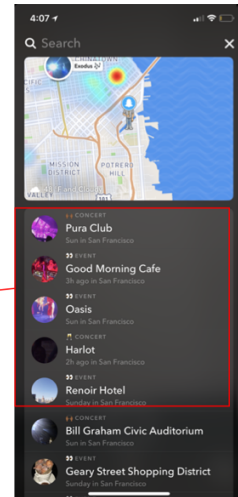
<https://youtu.be/qo9-O3-9e74>

-
- 4/8 Users did not understand the context of search

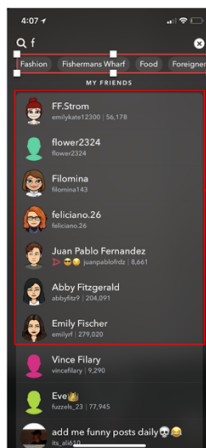
When a user scrolls down the table view, Friends begin to be mixed with events



Upon tabbing search the search results default to a mix of events and sub categories of events



When a user begins typing they receive vague suggestions from a variety of categories that may or may not relate to what the user is actually searching for.



When a user starts searching, the Table view is automatically populated with friends right after it was displaying only events. This leaves users confused in addition to being unable to filter results. A user needs to type in the exact name of a place or event for it to display. If a user wants to filter the results to another thing like, Events and local stories the must navigate to maps. The flow of having to switch between views causes a lot of friction.

PAIN POINTS REDLINED.

When users were prompted to search for a location or a local story, 4/8 didn't know what they could search for.

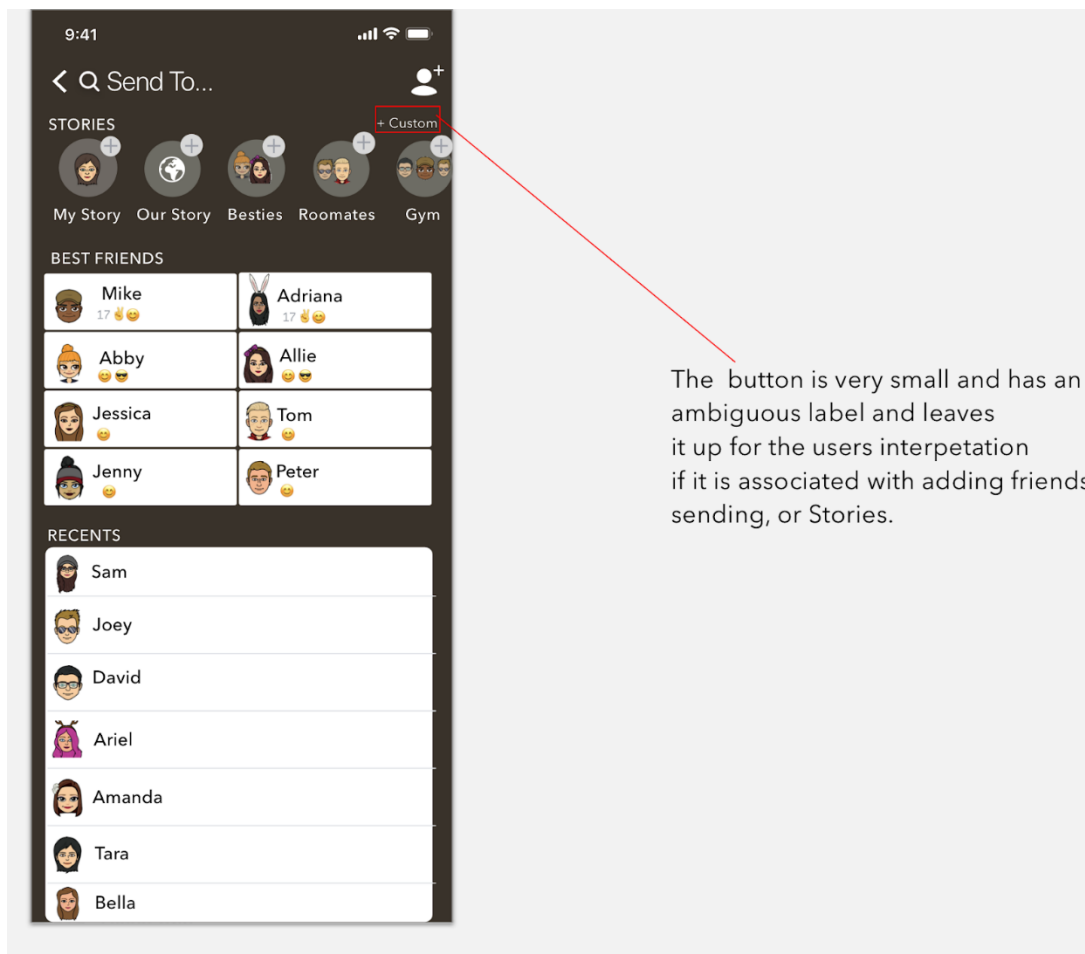
"I do not know what I can search for"

"I think it could be a little more explicit"

- 8/ 10 users struggled to create a Geo Story

"I could barely see that button"

"I don't really know what that does"



The placement of this button also adds clutter to the UI and does not follow Snapchat's design patterns of having consistency across screens.

-
- 3/7 Users struggled to make a slow motion video.

"I found it by just exploring"

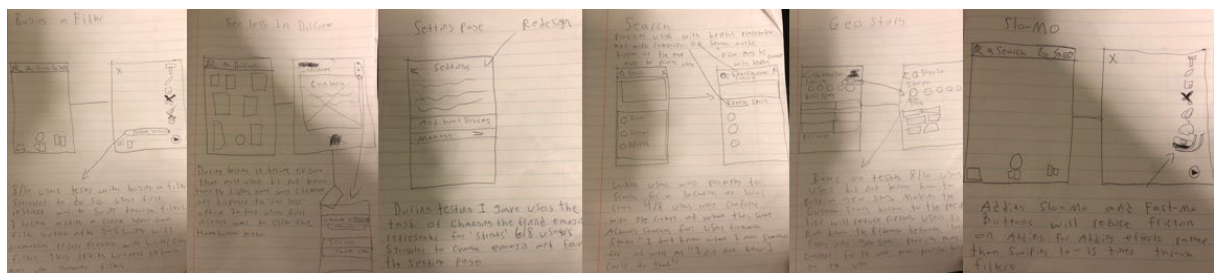
The individuals who struggled the most with this task were the ones who were unfamiliar with Snapchat.

The slow motion filter is buried 15–17 swipes deep in the filter selection, making users swipe a tedious amount.

The following video demonstrates the process of creating a slow motion video.

Ideating the Solution

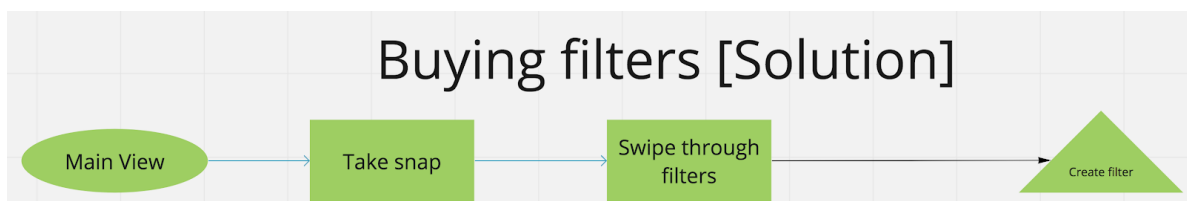
After identifying problems, I sketched out potential solutions in lo-fi wireframes and made sure to stay aware of business implications of potential design solutions at all points through ideation.



I conducted preliminary validation tests with users to help narrow down potential solutions and iterate on insights before jumping into high-fi mockups.

Prototyping & Validation

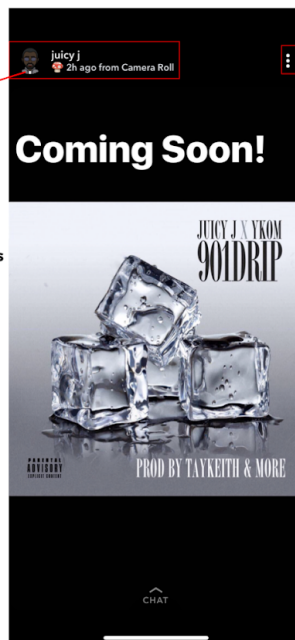
Solution 1: Buying Filters



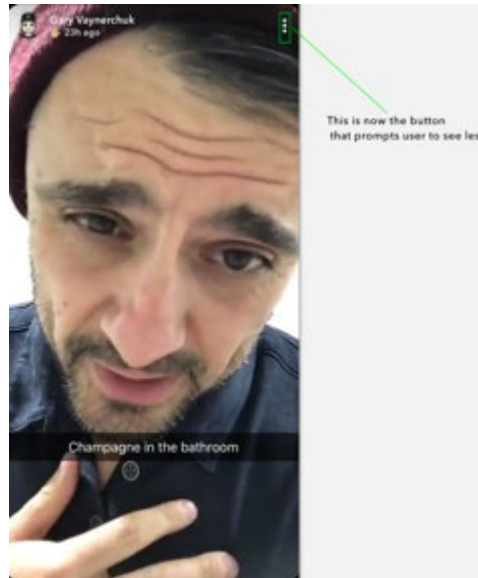
Adding a “create your own filter” button to the list of filters around (index 3–5). This will bring discoverability to this feature. When users are swiping for a filter to use, they will see the button with a strong CTA. Every time a user creates a custom filter, they will have to swipe through filters with ads, increasing impressions and driving revenue. As well as potentially more custom filter sales due to increased feature awareness.

Solution 2: Unsubscribe/ See Less from a Discover post

While tapping this causes the unsubscribe/see less Modal to pop up there is nothing signifying this is infact a button and is tappable. Based on mental models users percieve this as simply a display name and are suprised when this prompts them.



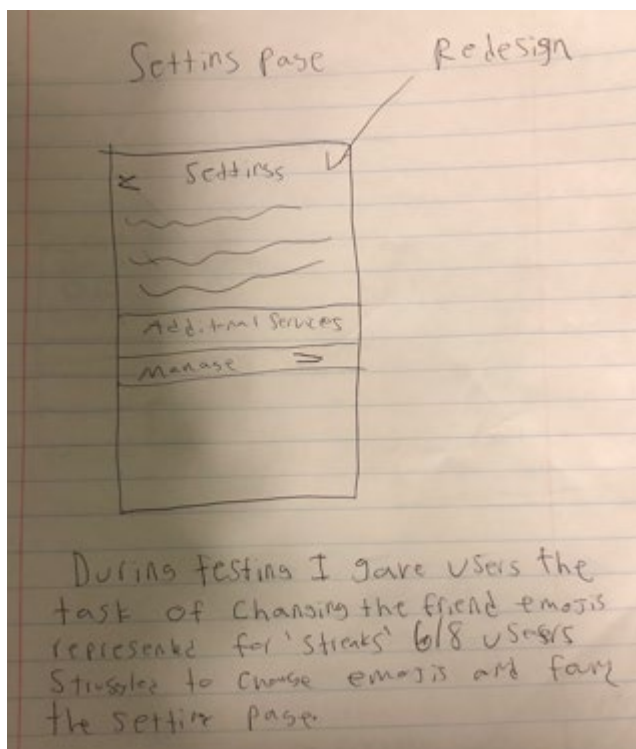
Out of 15 individuals prompted with this task 10/15 of them tapped the hamburger menu first expecting a modal or some sort of prompt



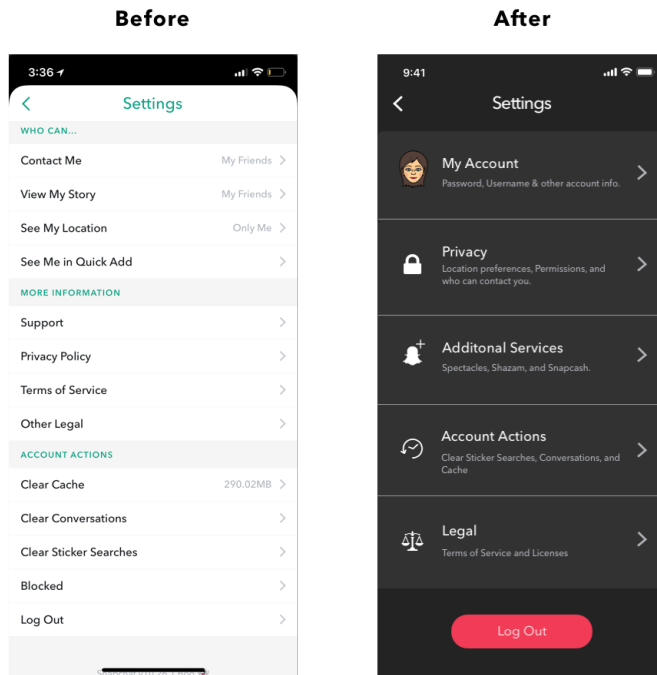
BEFORE AND AFTER

In my solution, tapping the hamburger menu prompts the user with the “See Less” menu.

Solution 3: Settings Redesign



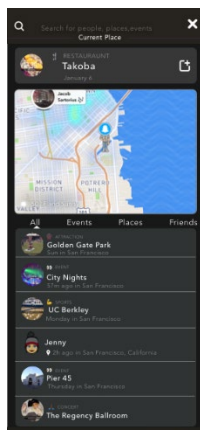
I reorganized the information architecture of the settings based on the 5 categories and grouped relevant actions together. Instead of having lots of



Before and After of settings

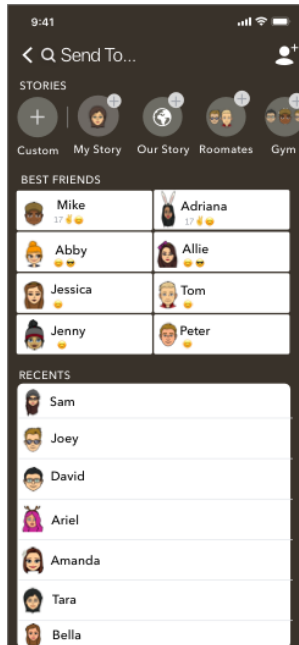
My goal was to reduce unnecessary nested menus, and improve the UX and visual design of the settings page as a whole. I provided insightful help text so users can know what's ahead of them, potentially saving them time when looking for specific things.

Solution 4: Improving Searchability



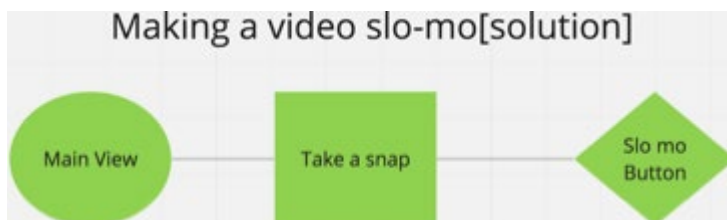
I added help text that populates the search bar when tapped, users are now able to filter categories all in the same view.

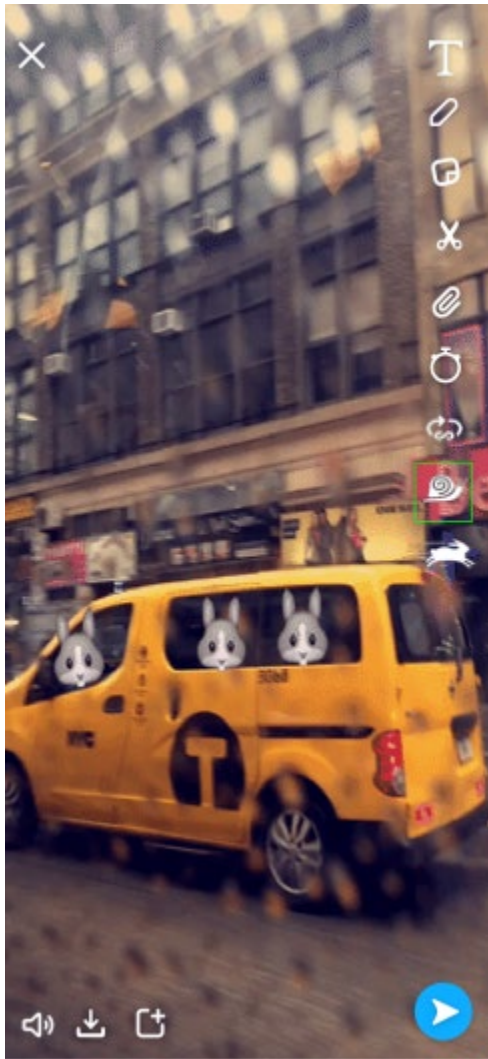
Solution 5: Geo Story



I moved the custom button to the list of stories. It's far more visible in this area.

Solution 6: Slow Motion Video





Adding slow-motion and fast-motion buttons to the default controls will drastically reduce friction involved in adding common effects to videos.

Validation

Here are the results of my design changes.

SUCCESS RATE

users that performed tasks without struggle
and found that the design changes enriched their experience

PAIN POINTS	BEFORE	AFTER
Buying Filters/Lenses	2/10	5/5
See less/unsubscribe from discover content	2/10	5/5
Understand settings	2/8	5/5
Understand the context of search	4/8	5/5
Posting a Geo story	2/10	5/5
Make a video slow motion	4/7	5/5

Takeaways

Snapchat is a very well designed product with no catastrophic “game-breaking” pain points. Although the new Snapchat redesign is receiving heavy criticism from its user base, I believe it's simply a matter of adjusting to change. Users are comfortable with the old layout and as many app re-designs go, existing users are un-receptive to change. The CEO, Evan Spiegel made it clear the update is here to stay. For the most part, Snapchat's usability is very good, but some features and tasks are challenging even for power users. Usability can be improved by surfacing more capabilities. Users simply struggle to find things because of a lack of contextual relevancy.