

## Assignment 3

### User experience analysis on Snapchat

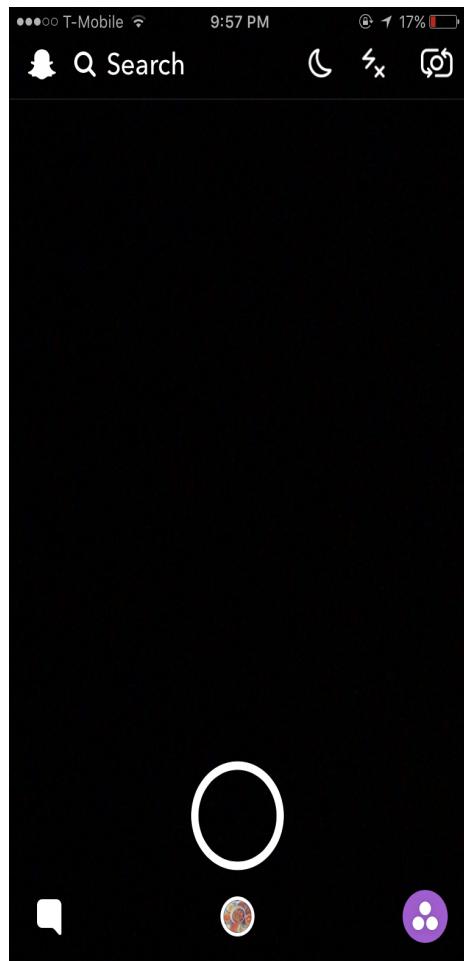
Snapchat is often seen as a mobile application that caters to teenagers . However, the UI/ UX has often been a talking point since it doesn't follow the traditional norms and conventions. Below I have provided a quick redesign of the existing application using Mockups.

#### 1) Snapchat home

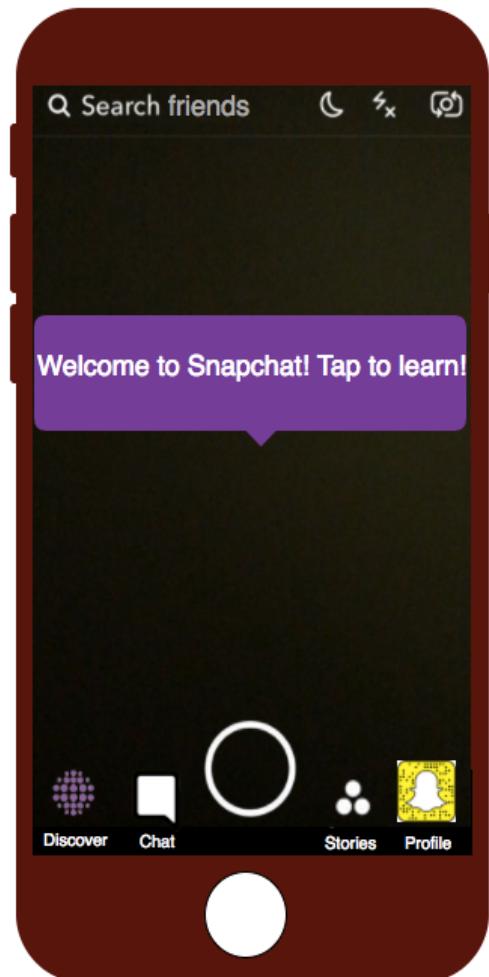
Redesigned the home page to include two more tabs - Profile and Discover. Profile can be easily accessed from the tab rather than the hard-to-find profile icon on left-top. Tab icons now have a brief description as compared to before. Also, a quick onboarding tutorial will help the first-time user on loggin in.

Edit : Could not show the onboarding tutorial due to limit in objects as account is not Premium.

Old

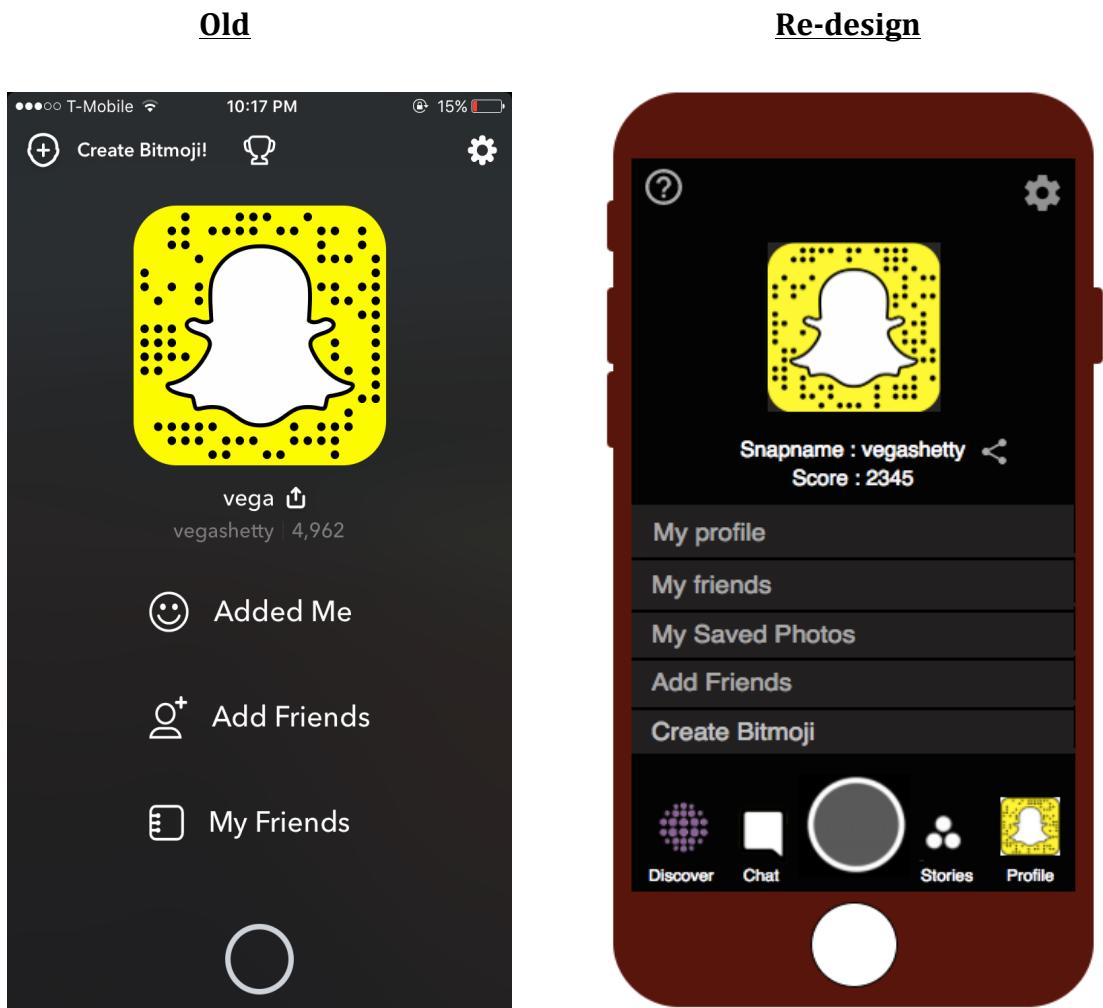


Re-design



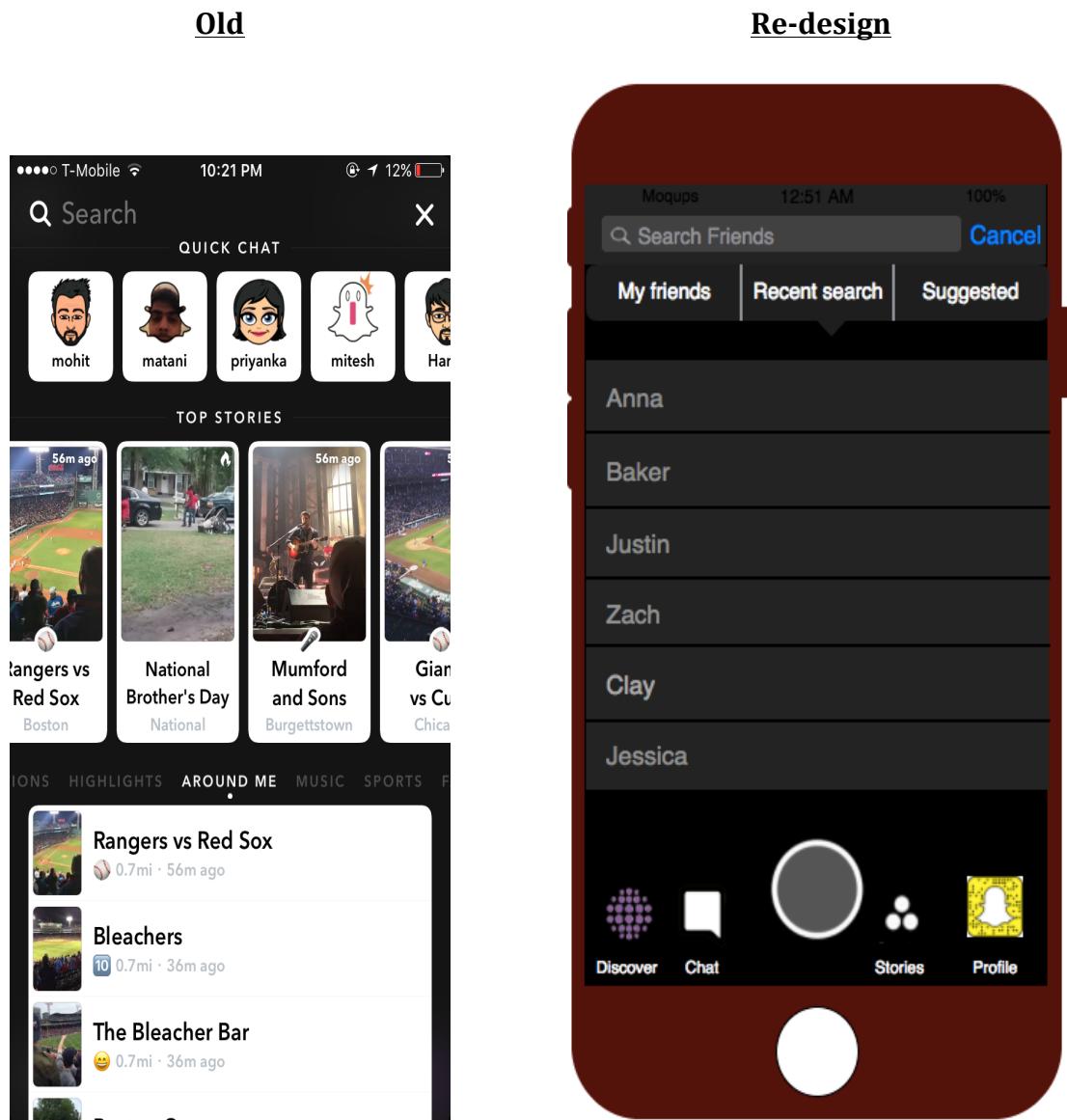
## 2) Snapchat Profile

The current profile page has only profile pic, name and friends. In the improved version I have added two more options in the menu as well as a help icon to assist users with the app features. Also, a share icon to send your snapname to friends via social media.



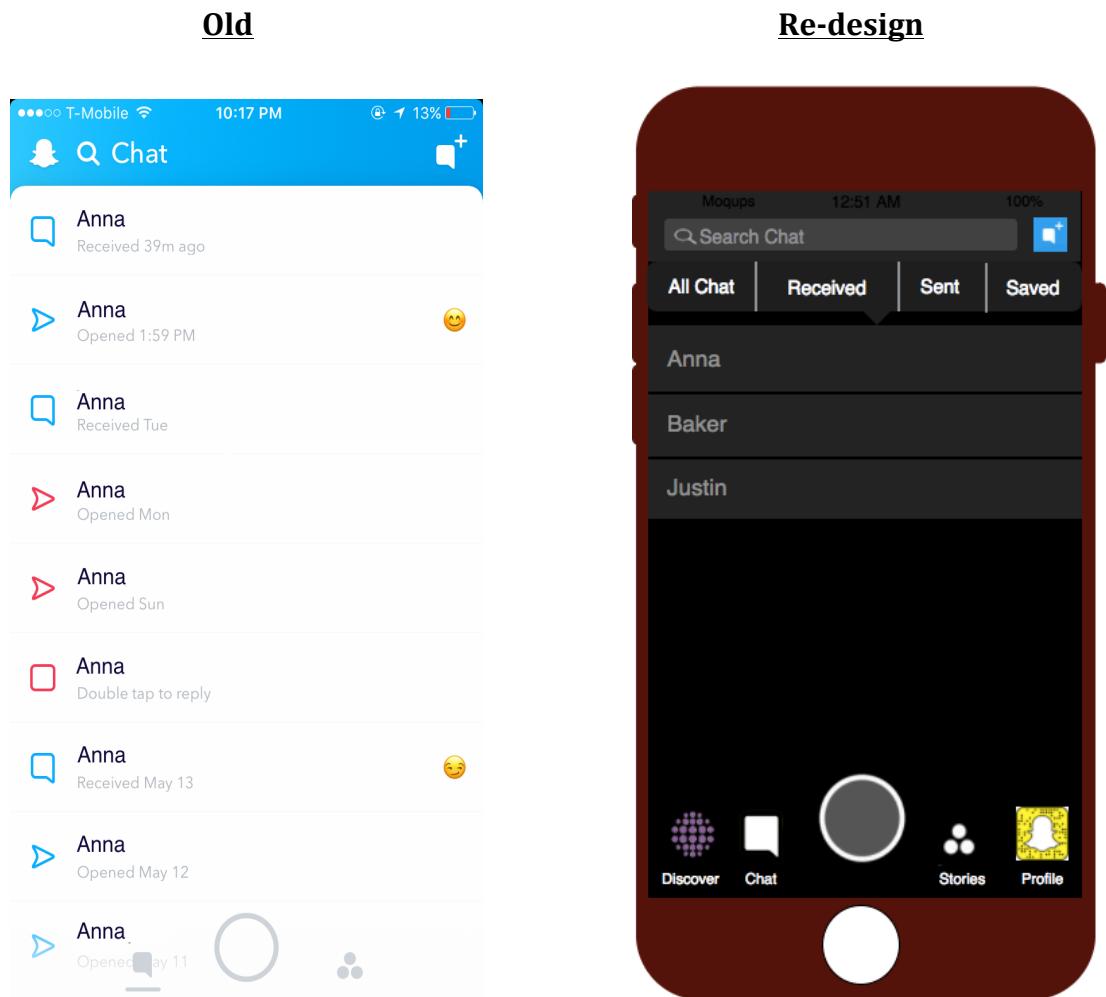
### 3) Snapchat Search

The current search on Snapchat is extremely cluttered and does not meet the experience a user would expect. With my redesign, the search has 3 tabs - for searching contacts, recent search history and suggested friends.



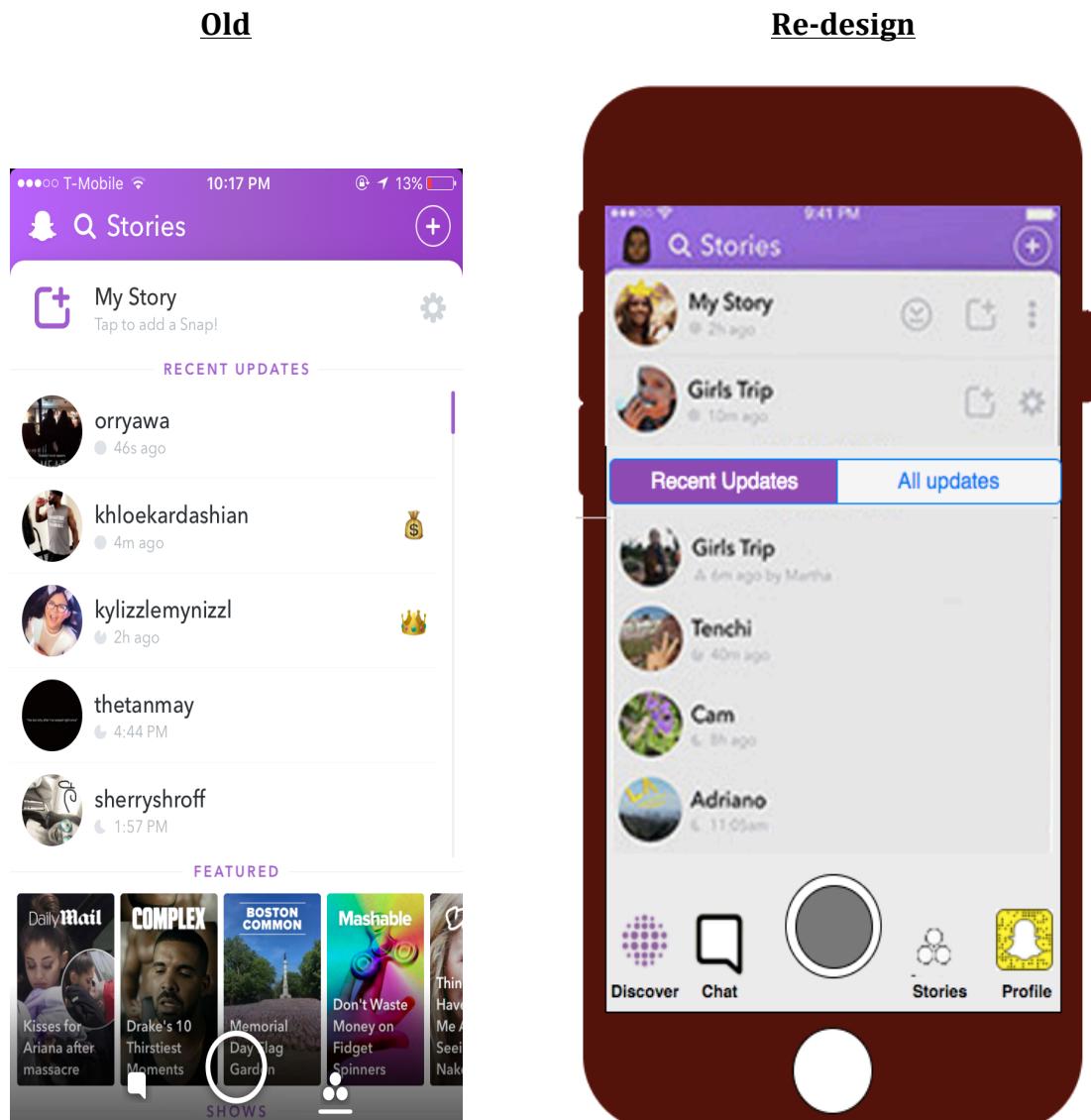
#### 4) Snapchat Chat

The old Chat feature doesn't have a clarity on the messages that have been sent and received. Also users are confused as to where the message are stored. By providing a clear separation with tabs it becomes clear to the user where he has to look.



## 5) Snapchat Stories

In the current app, user has to scroll down a lot to see all the updates of his friends. By providing tabs of Recent and All updates, users can glance through only with a click.



## 6) Snapchat Discover

This feature is often overlooked by most users due to its location and the ambiguity. A short line tagline may help in describing the purpose. Also, the stories aren't classified by topics which will help users pick the topics they enjoy.

