



Chika Eke

User Experience Researcher & Engineer

Selected Work



Snapchat Redesign

- Why?
 - Demonstrates design process & qualitative methods.



UNIVERSITY OF MINNESOTA



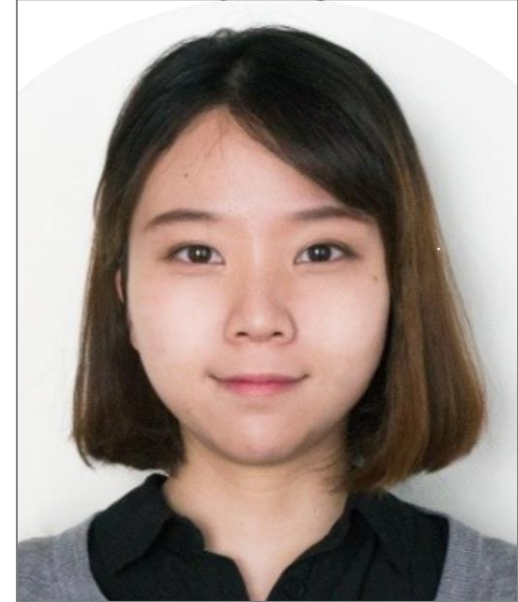
Introduction



Chika Eke
UX Specialist



Yee Vang
UX Specialist

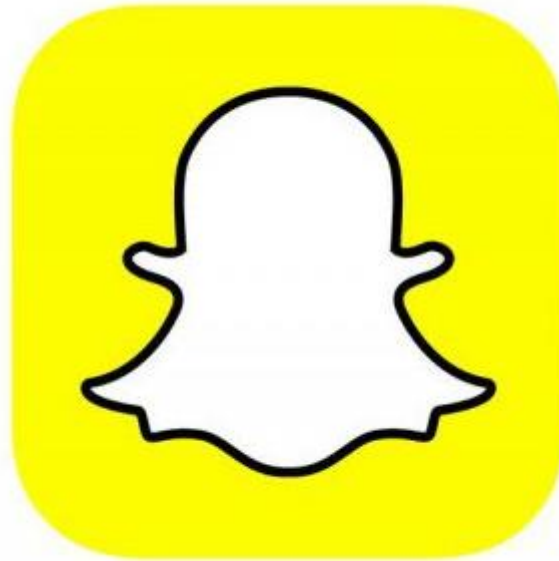


Hong Pan
UX Specialist

Introduction



- **Snapchat** is an app that allows users to quickly share photos, videos, and messages with their friends. All communication is available for a short time before becoming inaccessible.





Research Question

What usability issues do females (ages 18-34) residing in the U.S. have with Snapchat?



Methods



- I utilized the **Double Diamond** framework:



1. Discover Issue

Heuristic Evaluation
Contextual Inquiry
Cognitive Walkthrough



2. Define Issue

Coding
Persona



3. Develop Solution

Sketch
Wireframe
Mockup



4. Deliver Solution

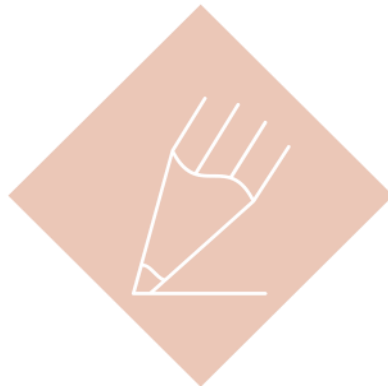
2nd Cognitive Walkthrough

Discover Issue



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Heuristic Evaluation



- I performed a **Heuristic Evaluation** of Snapchat using Jacob Nielsen's [10 usability heuristics](#).
- I focused on negative findings, which were ranked by severity using the scale shown below. Severity was judged by frequency of occurrence and importance to functionality of the app.





Heuristic Evaluation



Key Findings

H2. Match Between System and The Real World

Confusing Icons

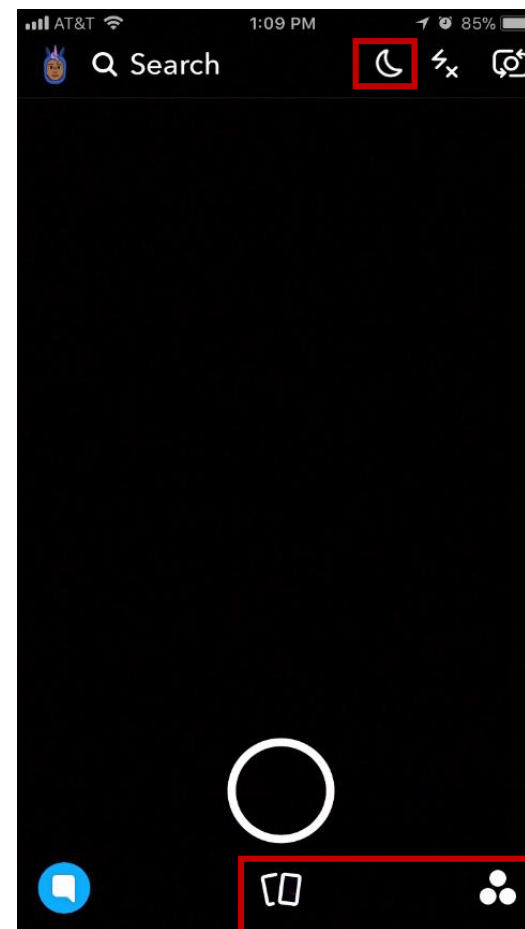


3. Major

There are multiple icons on the Camera Screen that do not have intuitive functionalities.

Recommendation

Add text labels to icons lacking universal meaning.





Heuristic Evaluation



Key Findings

H3. User Control and Freedom

Unclear Undo Option

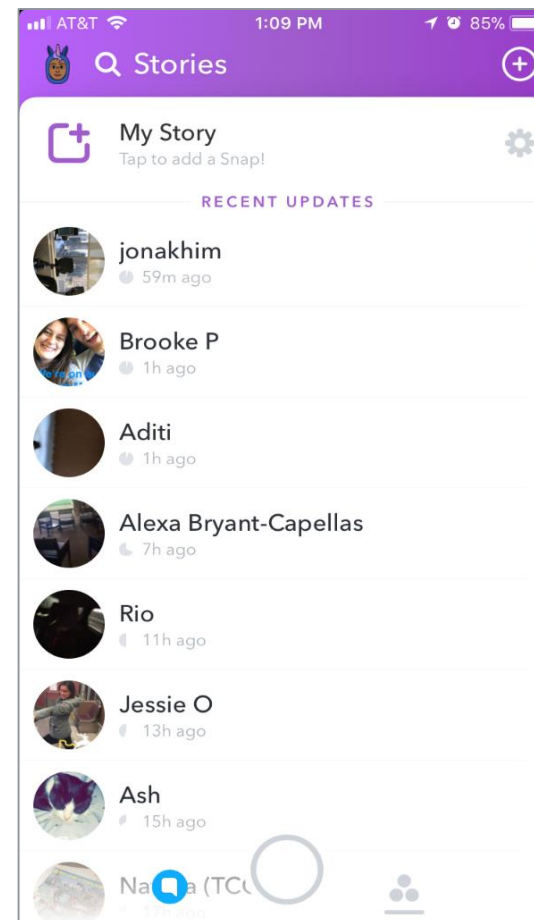


3. Major

There is no clear option on the Story Screen to quickly undo the creation of a story before it is made available to the friends of the user.

Recommendation

Add a trash icon to the Story Screen which allows the user to delete their entire story if desired.





Heuristic Evaluation



Key Findings

H10. Help and Documentation

Difficult to find Support



3. Major

The Snapchat Support page, accessed from the Profile Screen, is hidden in a long list of settings information and could easily be missed.

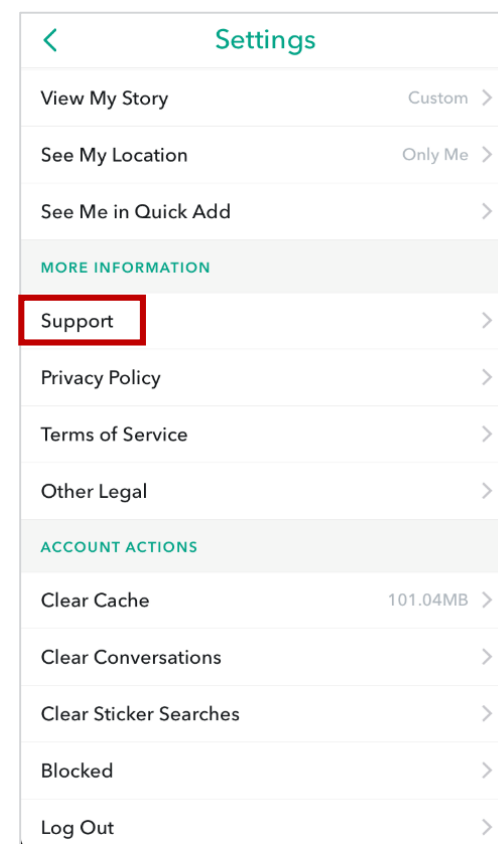
Recommendation

Include a Snapchat Support shortcut on each Screen.

Step 1



Step 2





Contextual Inquiry

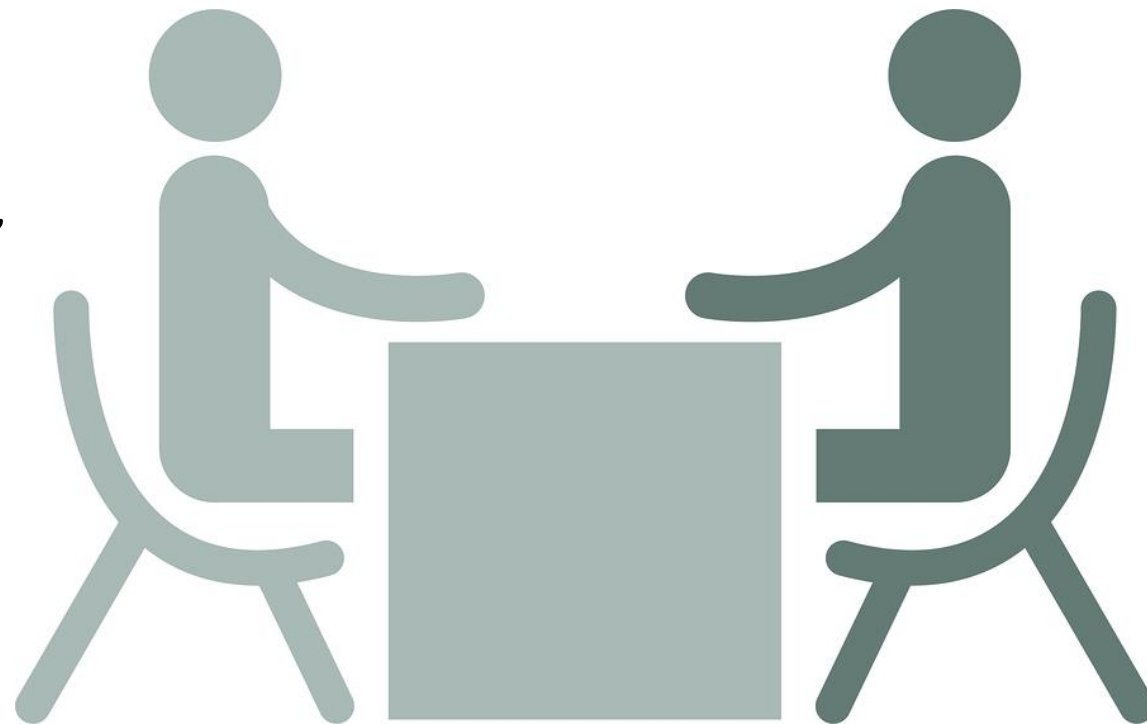


- I completed **Contextual Inquiry** by observing and interviewing real users to gain more context about their use of Snapchat.



Key Findings

- ✓ Users disliked that chats were not retained, **forcing recall** of past conversations.
- ✓ Camera screen icons and interactions were **confusing**.
- ✓ New features were **difficult to learn**.





Cognitive Walkthrough



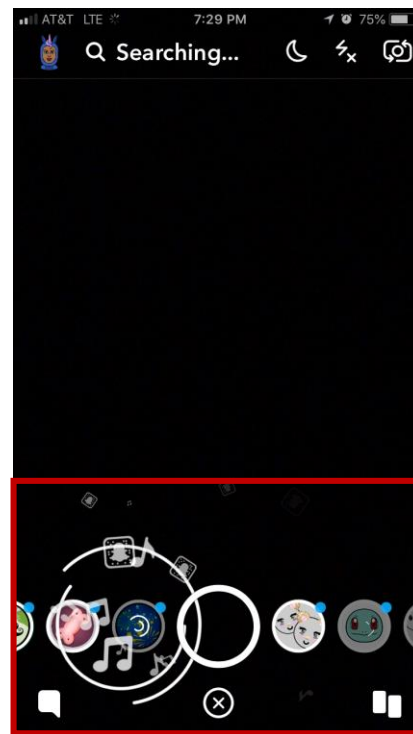
- During an initial **Cognitive Walkthrough**, the team identified steps involved in the core task of sharing a snap. The usability of each step was evaluated from the perspective of a new user.



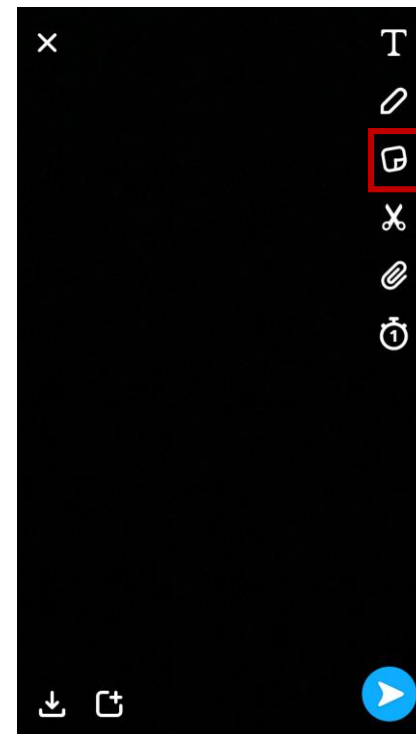
Key Findings

Cognitive Walkthrough #1 Core Task

- Take a snap with a filter, edit it, and share it (60% steps passed).



Failed Step 1: Tap and hold on the screen to make filters appear (100% Fail).



Failed Step 2: Use icons on right of screen to edit your photo (100% Fail).

Discover Issue



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Coding



- We transcribed our interview into a script and then **Coded** the script into themes of user likes and dislikes.

Script Excerpt

Researcher: What things does the app do well?

User: Um, considering the app was developed for pictures and creativity, it gives you the overlays and filters very well.

Researcher: How would you describe your experience using SnapChat?

User: In the beginning it was extremely confusing..I couldn't understand how to use anything.

Researcher: What was confusing?

User: None of the icons were self explanatory.

Script Themes

 User Likes

 User Dislikes



Persona



- Research findings from the **Discover Phase** were then used to create a **Persona**, representing the goals, behaviors, and frustrations of our target Snapchat user.

Kayla Peterson

Xtensio



Age: 24

Gender: Female

Title: Graduate Student

Location: Minneapolis, MN

Behaviors

- Uses Snapchat every so often (usually when bored) to add filters to photos, share stories, and view her friend's latest snaps or stories

Goals

- Live in the moment
- Keep in touch with friends
- Share random and/or funny parts of her day

Frustrations

- Snapchat icons and interactions are confusing, especially when editing photos
- Snapchat support is not easily accessible
- She can't undo any material that is accidentally shared
- It's hard for her to navigate stories to find those she cares about most
- She finds it annoying that Celebrity news is a main page of the app



Summary of Problems



- In summation, we found the following issues during the **Define Phase**:

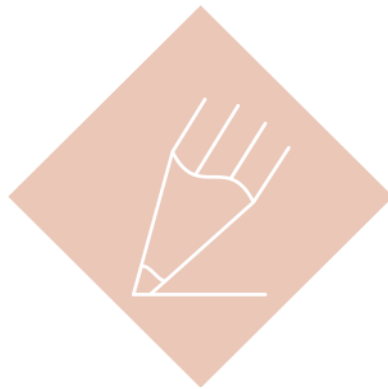
- Icons are confusing
- Method of accessing filters is unclear
- Support is difficult to find
- No undo option for sent snaps or stories
- Chat disappearance forces user recall

Develop Issue



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Develop Solution



- Our solutions addressed the problems we identified:


Solution 1

 Icons are confusing  Method of accessing filters is unclear  Support is difficult to find

Solution 2

 No undo option for sent snaps or stories

Solution 3

 Chat disappearance forces user recall

Solution 1



Icons are confusing



Method of accessing
filters is unclear



Support is difficult to find



Solution 1 Sketch

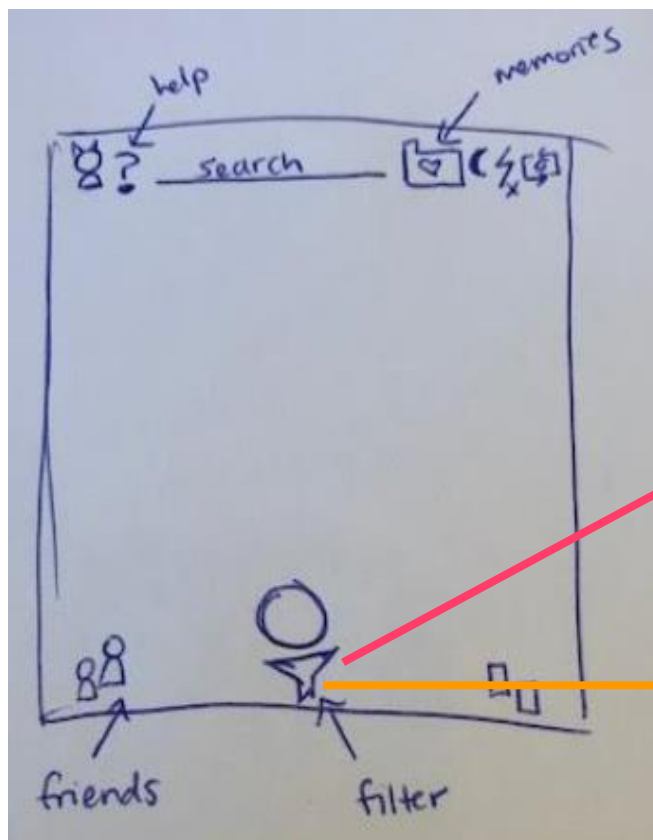
● Icons are confusing

● Method of accessing filters is unclear

● Support is difficult to find



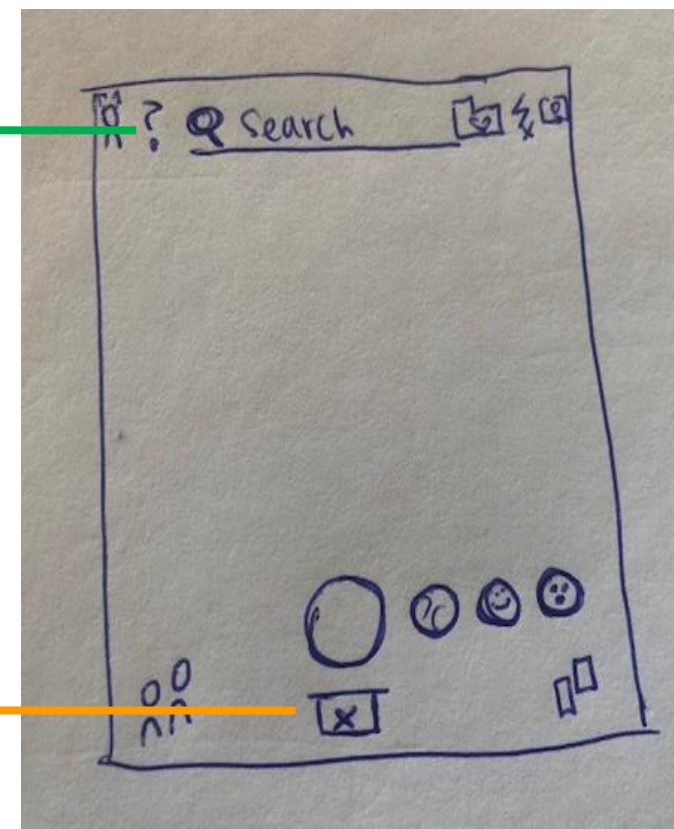
- We created a **Sketch** to communicate the solution's overall idea.



Permanent help icon added

Icon designed to match user's mental model

Permanent filter icon added below camera icon





Solution 1 Wireframe

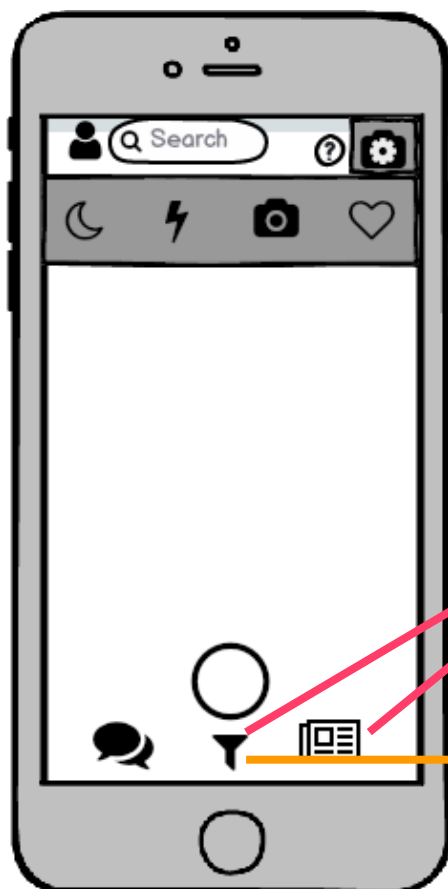
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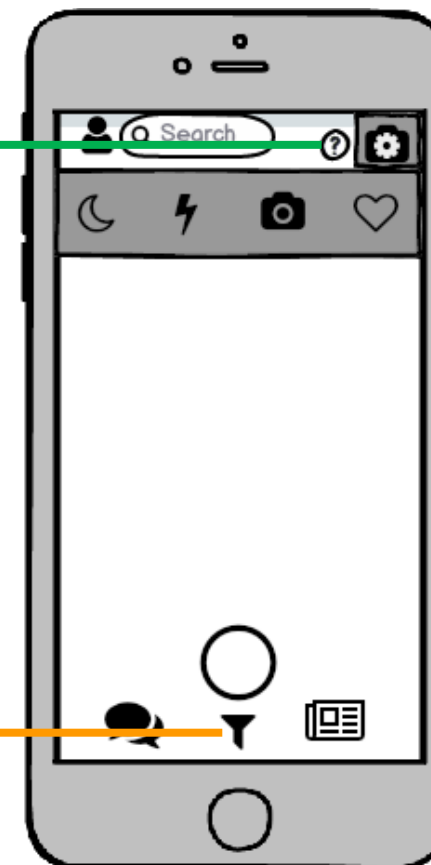
- We created a **Wireframe** to communicate the solution's functionality.



Permanent help icon added

Icons designed to match user's mental model

Permanent filter icon added below camera icon





Solution 1 Mockup



Icons are confusing



Method of accessing filters is unclear



Support is difficult to find



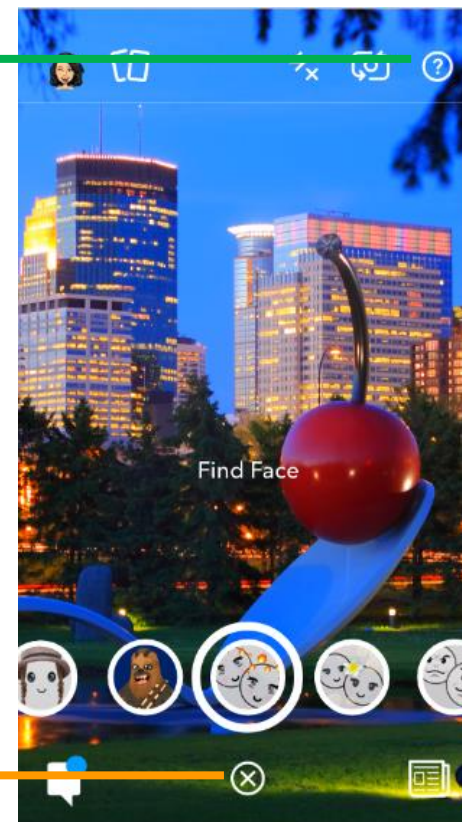
- We created a **Mockup** to communicate the solution's aesthetics.



Permanent help icon added

Icons designed to match user's mental model

Permanent filter icon added below camera icon

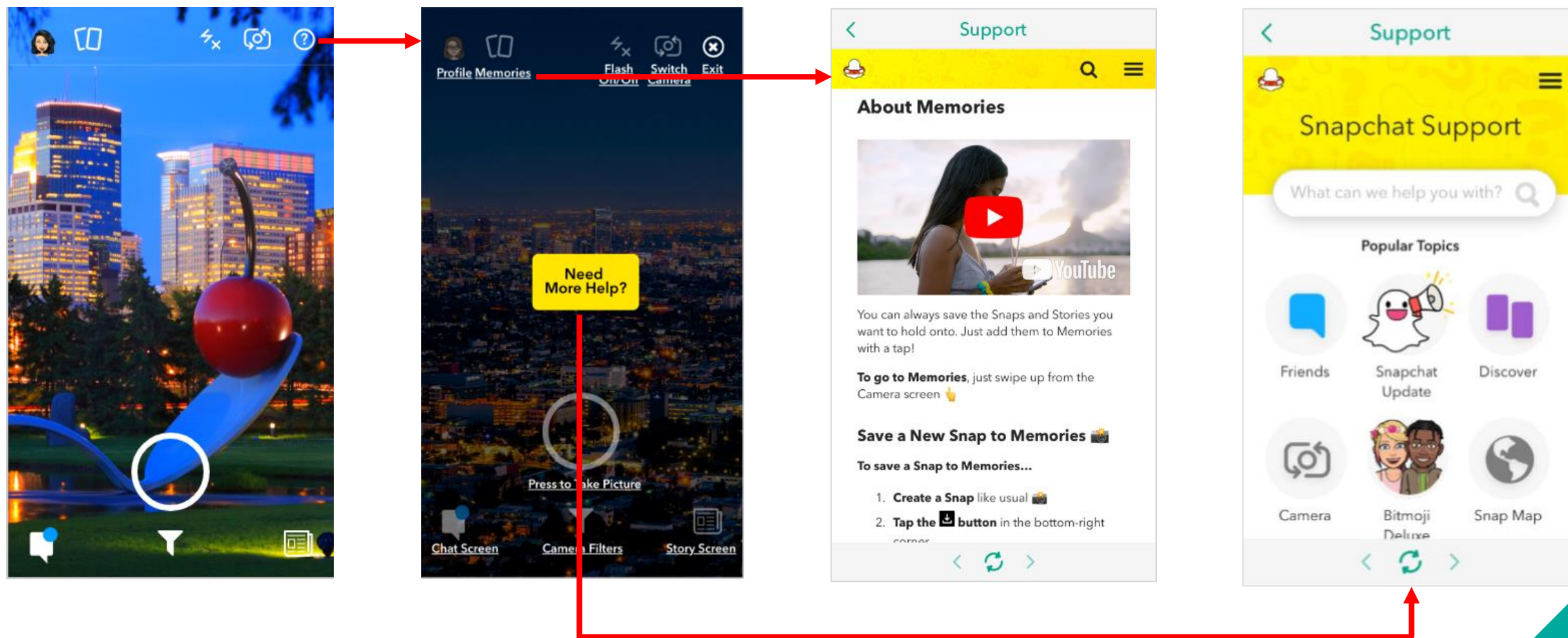




Solution 1 Mockup Flow



- We created a **Mockup Flow** to show the interactions between the solution's screens.

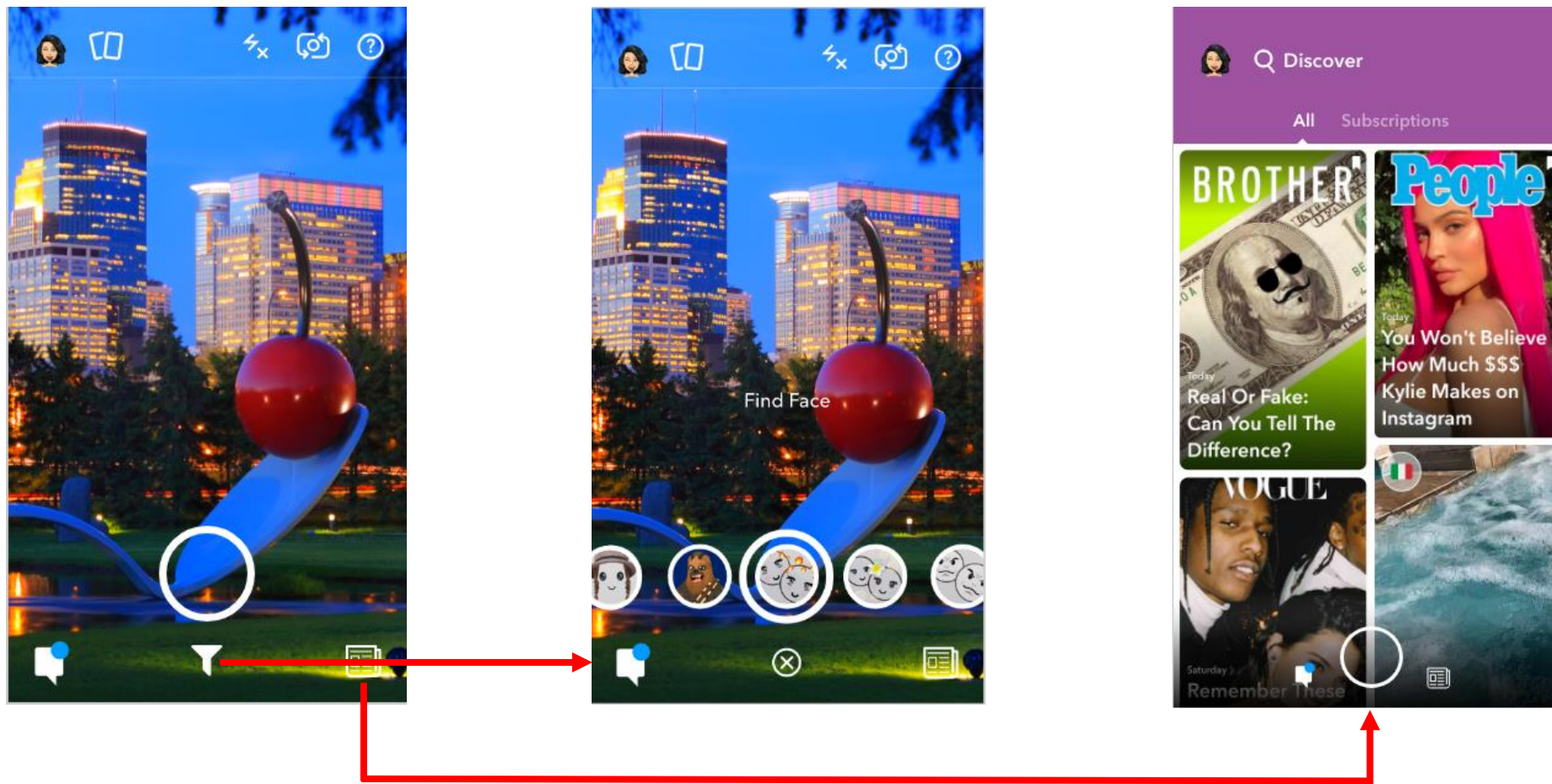




Solution 1 Mockup Flow



- We created a **Mockup Flow** to show the interactions between the solution's screens.



Solution 2



- No undo option for sent snaps or stories

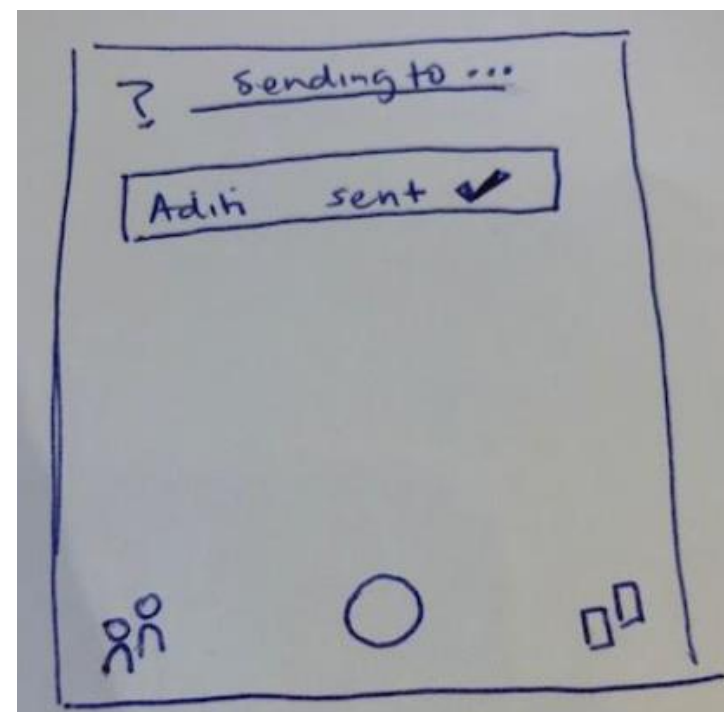
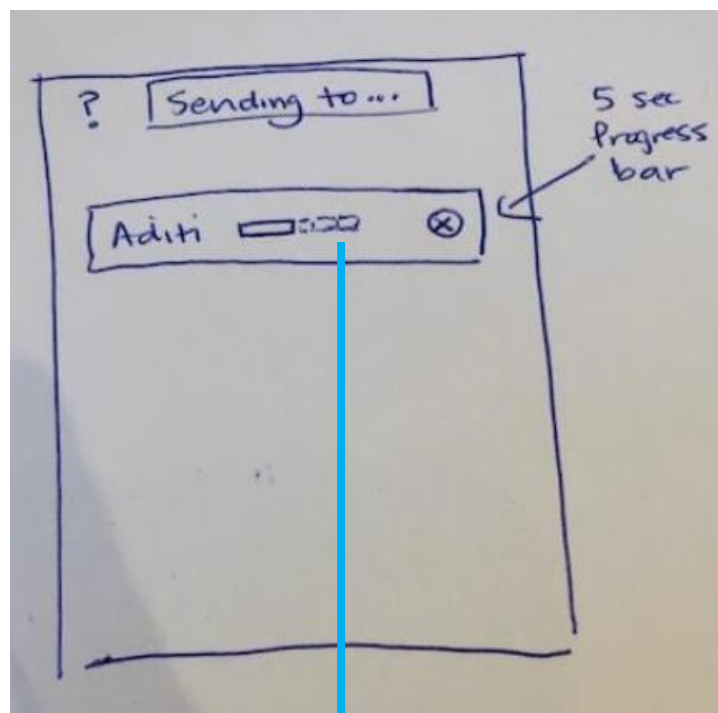
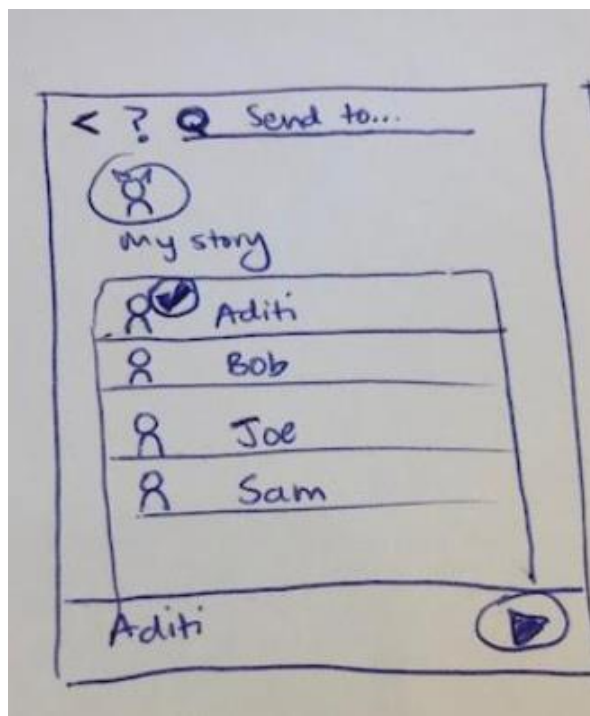


Solution 2 Sketch

● No undo option for sent snaps or stories



- We created a **Sketch** to communicate the solution's overall idea.



Progress bar provided to alert user of sending status. Users can cancel sending while progress bar loads.

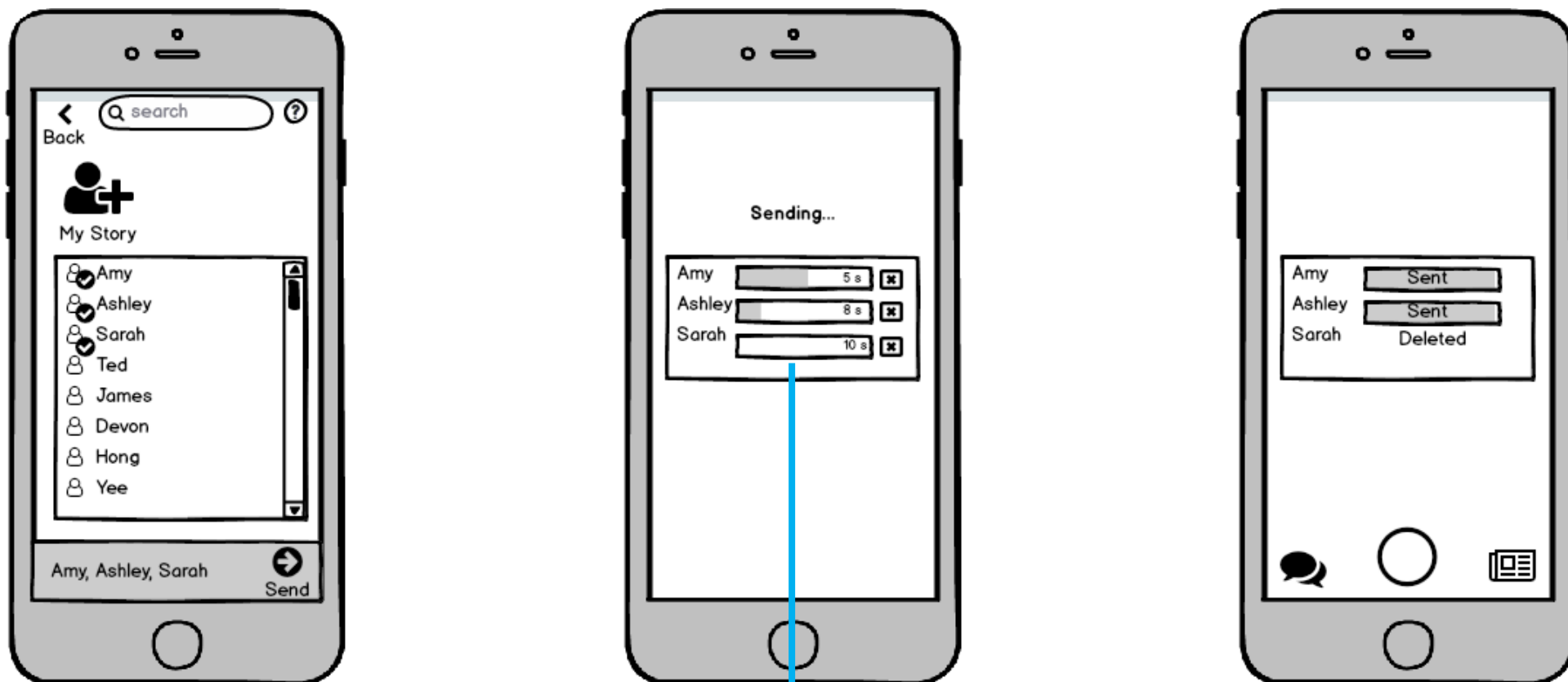


Solution 2 Wireframe

● No undo option for sent snaps or stories



- We created a **Wireframe** to communicate the solution's functionality.



Progress bar provided to alert user of sending status. Users can cancel sending while progress bar loads.

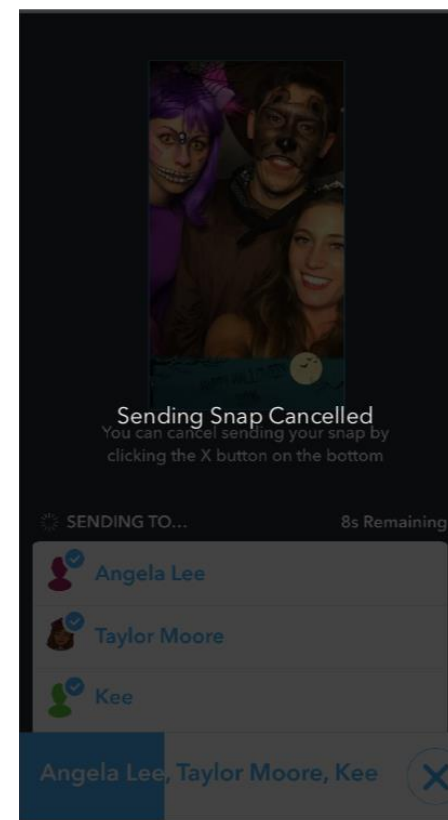
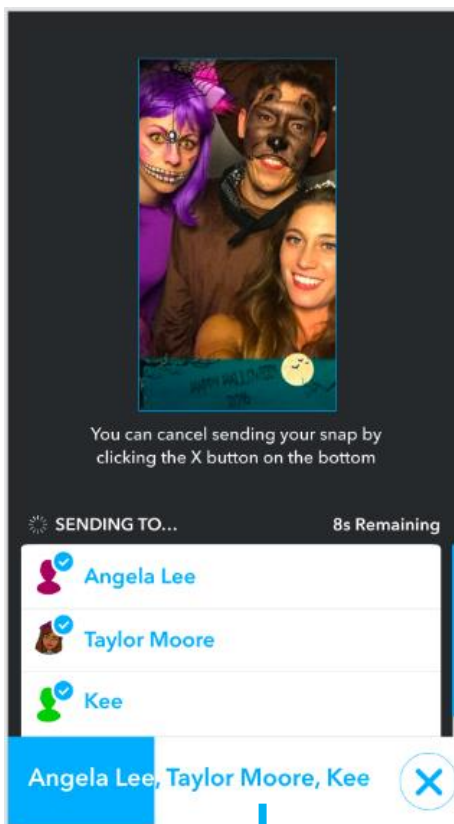
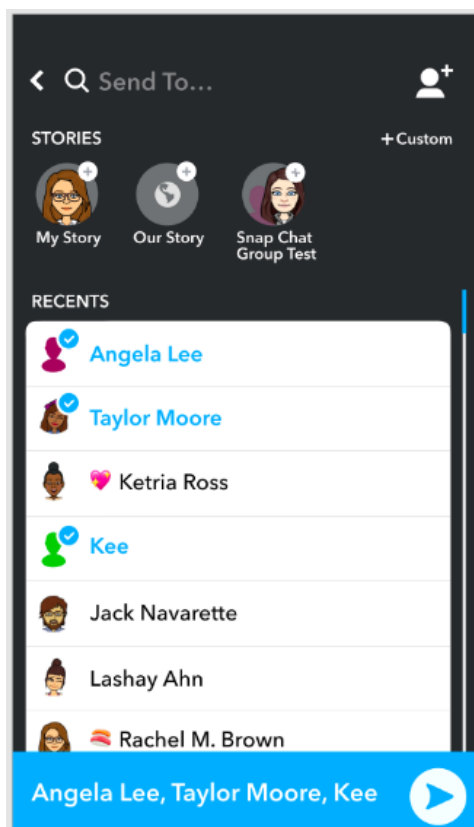


Solution 2 Mockup

● No undo option for sent snaps or stories



- We created a **Mockup** to communicate the solution's aesthetics.



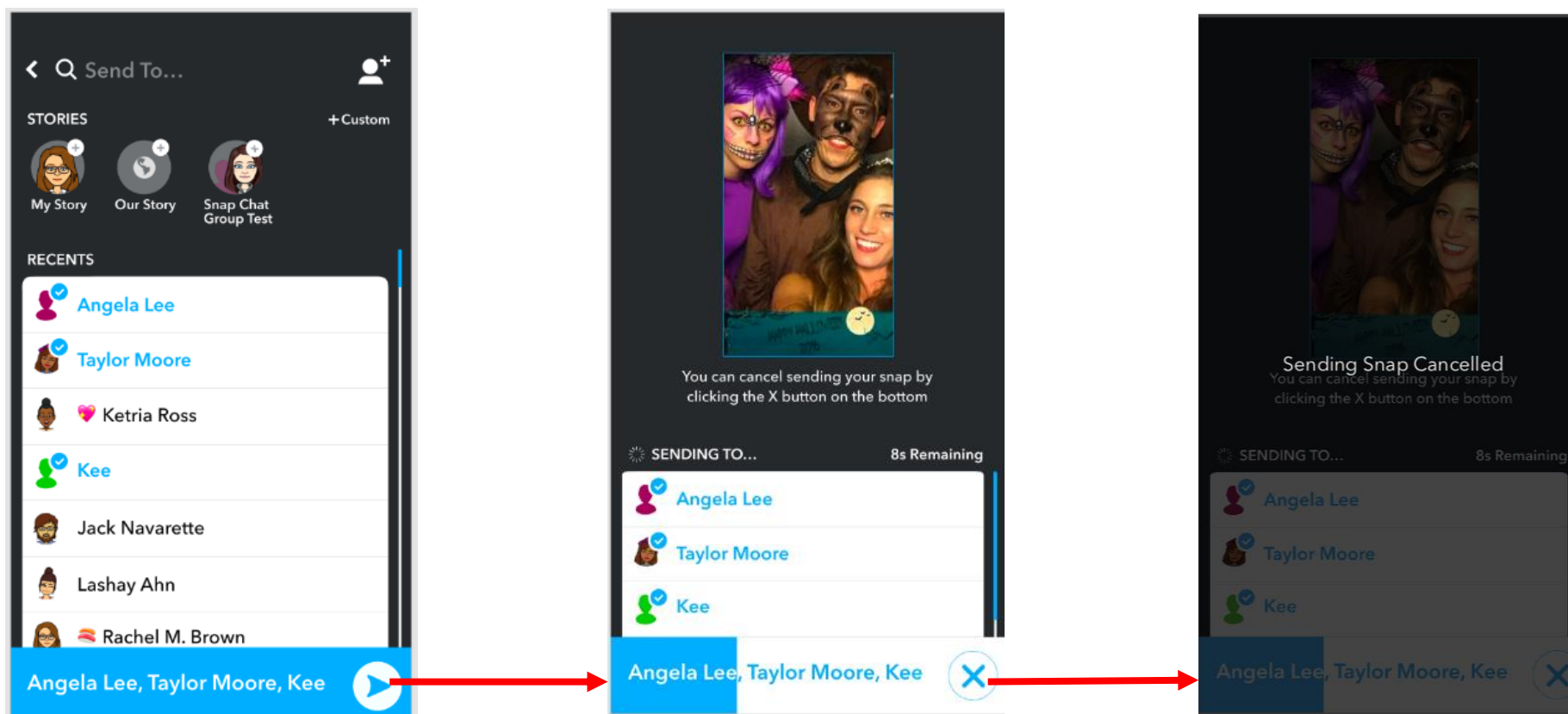
Progress bar provided to alert user of sending status. Users can cancel sending while progress bar loads.



Solution 2 Mockup Flow



- We created a **Mockup Flow** to show the interactions between the solution's screens.



Solution 3



Chat disappearance forces user recall

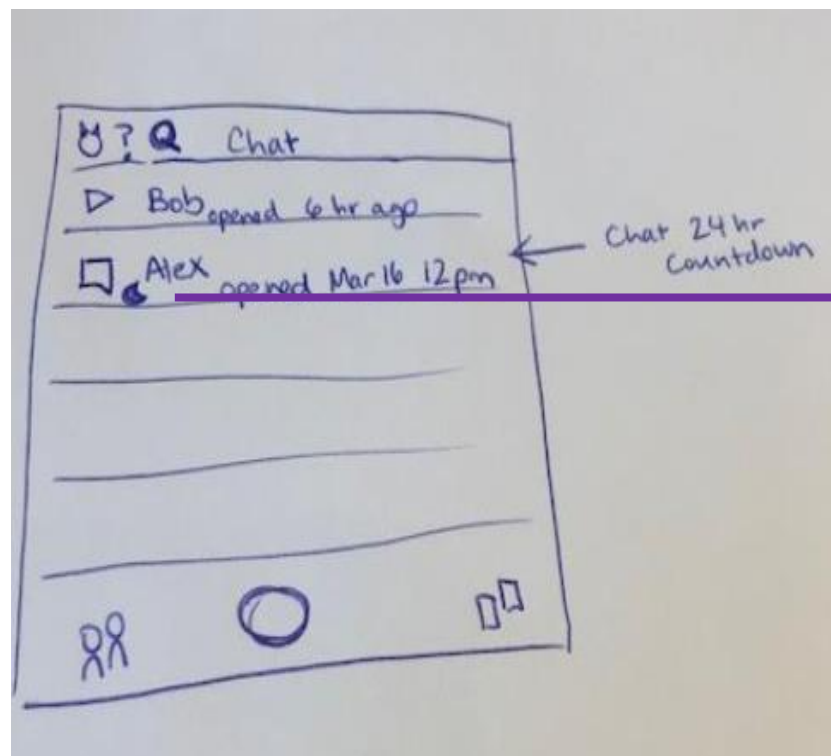


Solution 3 Sketch

● Chat disappearance
forces user recall



- We created a **Sketch** to communicate the solution's overall idea.



Chats remain active for 24 hours
rather than disappearing after review.
Chat expiration icon added to chat
screen at list level.

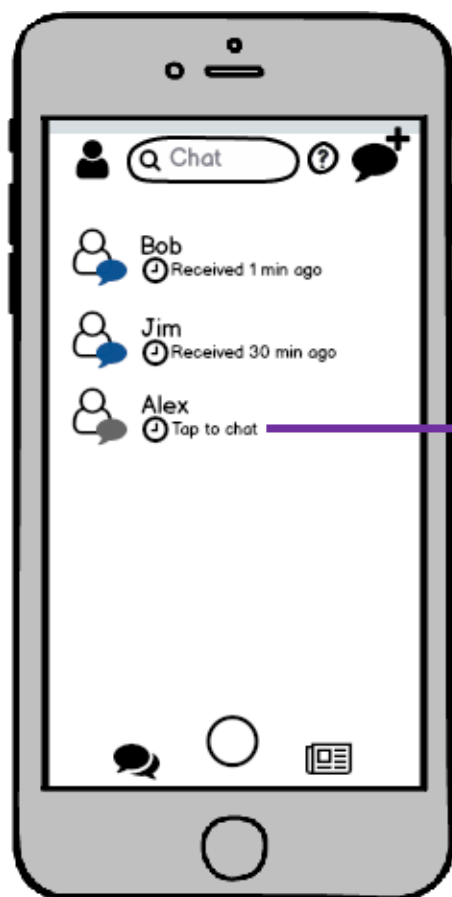


Solution 3 Wireframe

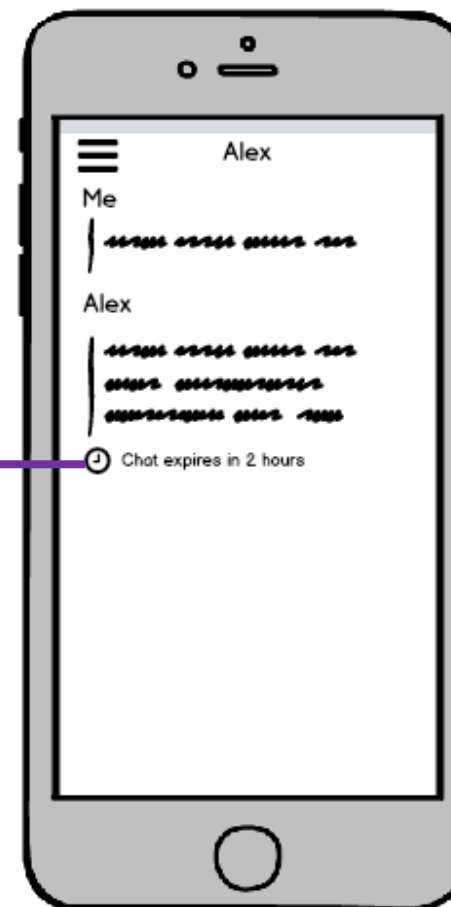
● Chat disappearance forces user recall



- We created a **Wireframe** to communicate the solution's functionality.



Chats remain active for 24 hours. Chat expiration icon added to chat screen at list level. Expiration notification added at conversation level.



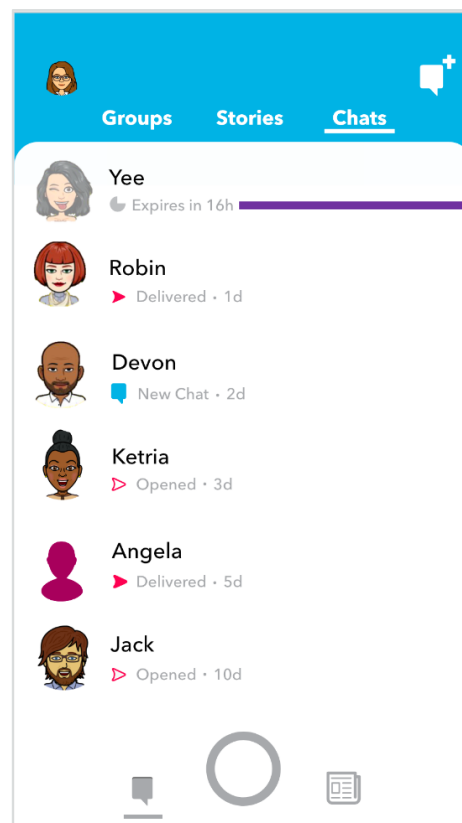


Solution 3 Mockup

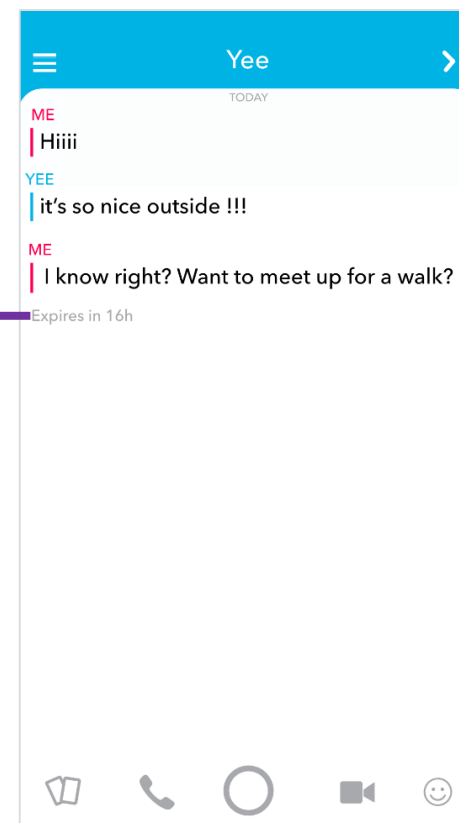
● Chat disappearance
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- We created a **Mockup** to communicate the solution's aesthetics.



Chats remain active
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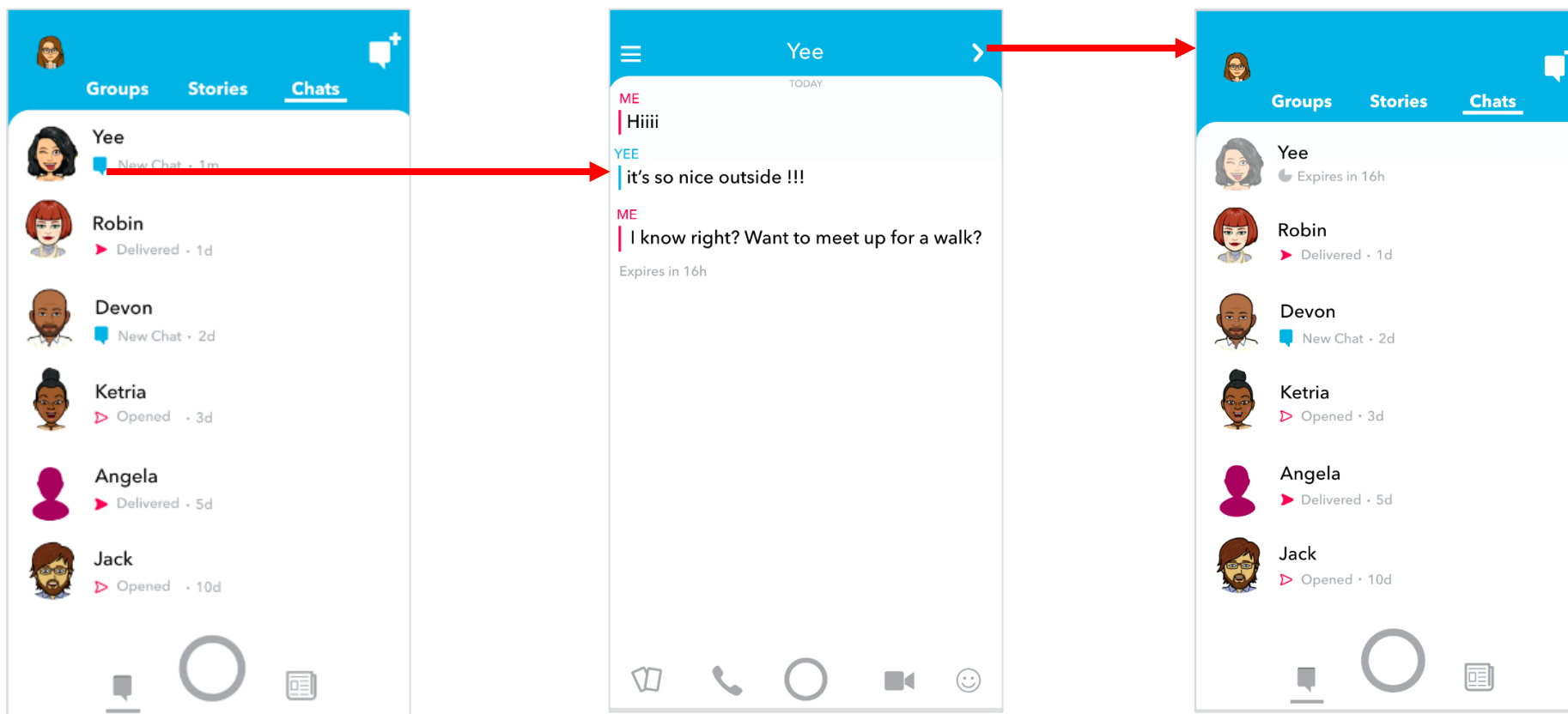




Solution 3 Mockup Flow



- We created a **Mockup Flow** to show the interactions between the solution's screens.

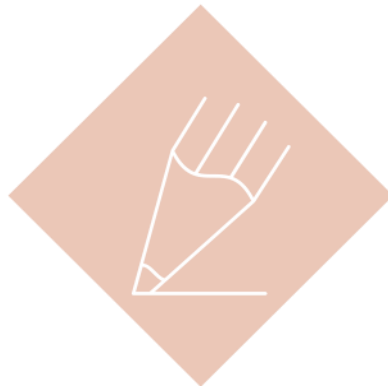


Discover Issue



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4. Deliver Solution

2nd Cognitive Walkthrough



Cognitive Walkthrough



- A 2nd **Cognitive Walkthrough** was conducted to compare the results of the redesign of Snapchat to the original design, as well as evaluate the newly added features.



Key Findings

Cognitive Walkthrough #1 Core Task

1. Take a snap with a filter, edit it, and share it (60% steps passed).

Cognitive Walkthrough #2 Core Tasks

1. Take a snap with a filter, edit it, and share it (90% steps passed).
2. See if a chat has expired (80% passed).
3. Undo sent snap (100% passed).
4. Access Help (100% passed).

Note: Tasks 2-4 were not performed in Cognitive Walkthrough #1, so there was no baseline for comparison.

Conclusion



- Our Snapchat redesign addressed multiple usability issues and performed well in the 2nd Cognitive Walkthrough, bumping our core task passing rate from 60% to 90%. Areas for improvement for updated and added features include:

Redesign the default icon used for Memories for clarity.

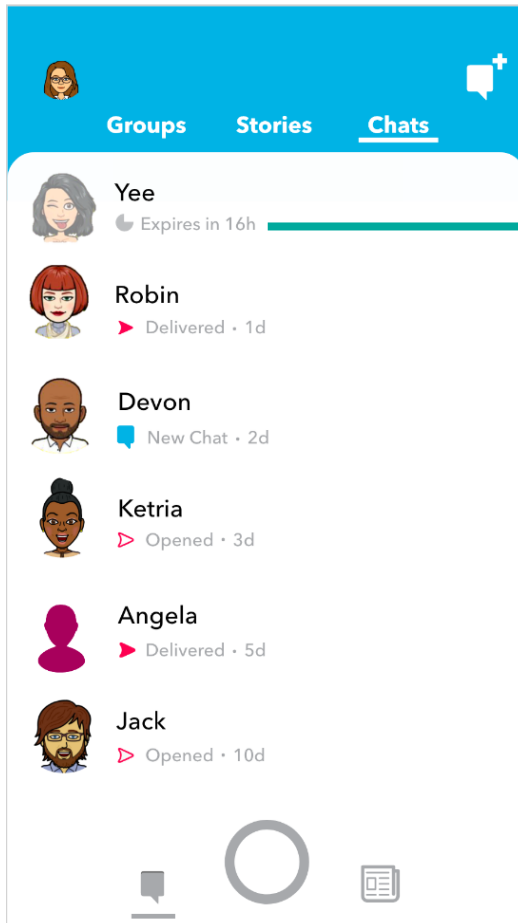


In addition to the help icon, consider creating a First Time User Experience (FTUE) tutorial.

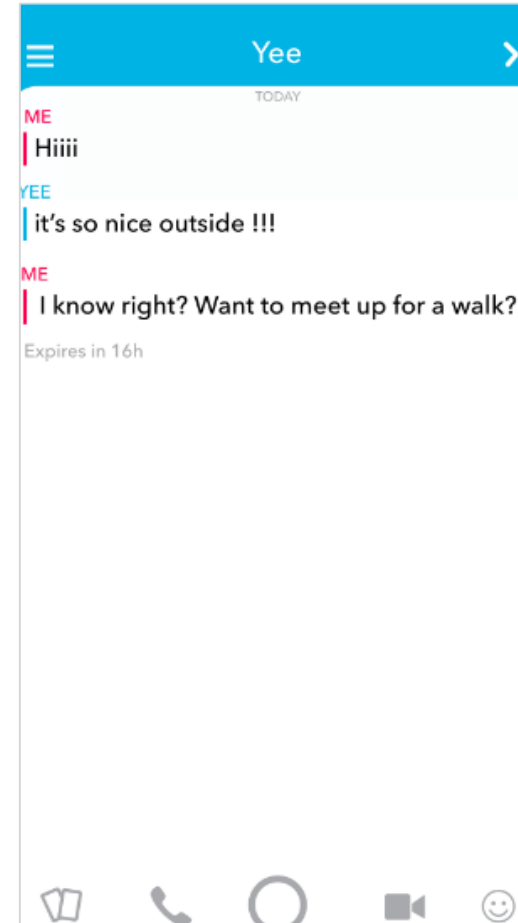
Conclusion



- Additional areas for improvement:



Increase visibility of (gray) chat expiration labels.



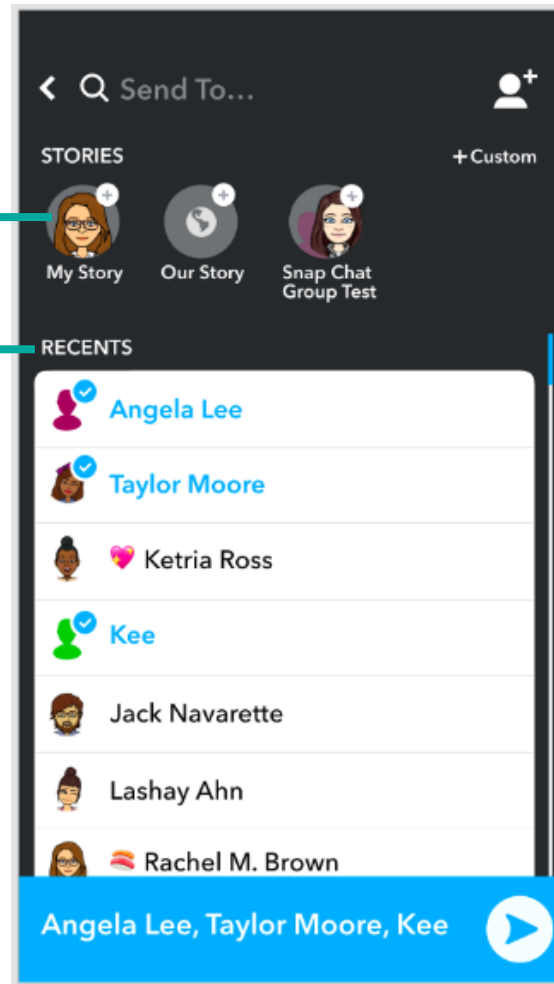
Replace forward arrow at Chat level screen with a more intuitive backward arrow since its selection returns user to the previous screen.

Conclusion

- Additional areas for improvement:

Clarify differences between sharing individual snaps and stories.

Considered replacing “Recents” label with more informative text such as “Select friends to receive your Snap”.



The image features a white background with the word "QUESTIONS?" centered in a bold, black, sans-serif font. In the top-right and bottom-left corners, there are large, stylized geometric shapes composed of two overlapping triangles. The top-right shape is formed by a light teal triangle pointing down and a dark teal triangle pointing up. The bottom-left shape is formed by a dark teal triangle pointing up and a light teal triangle pointing down.

QUESTIONS?