USABILITY ANALYSIS
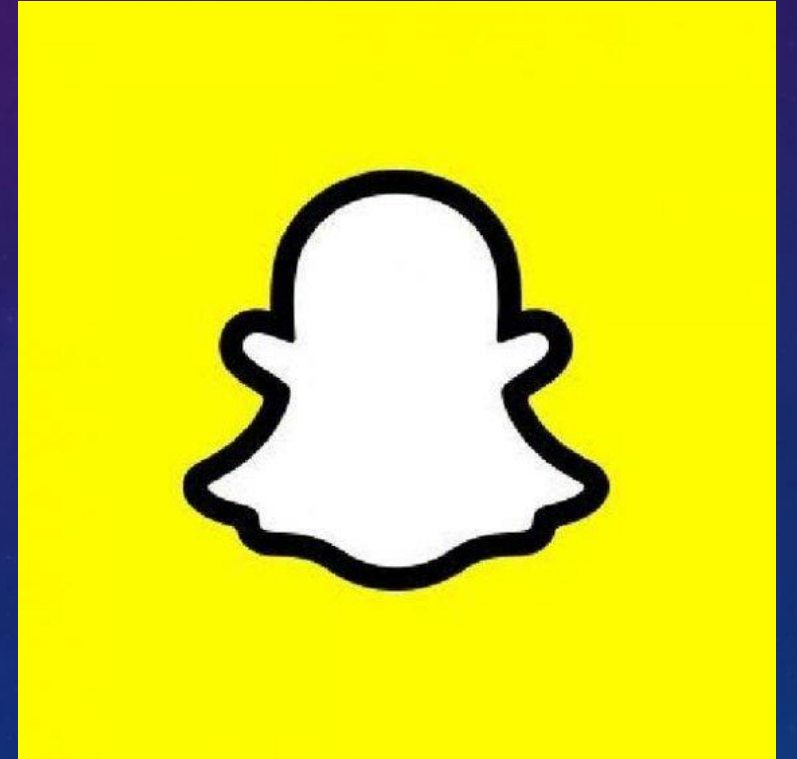
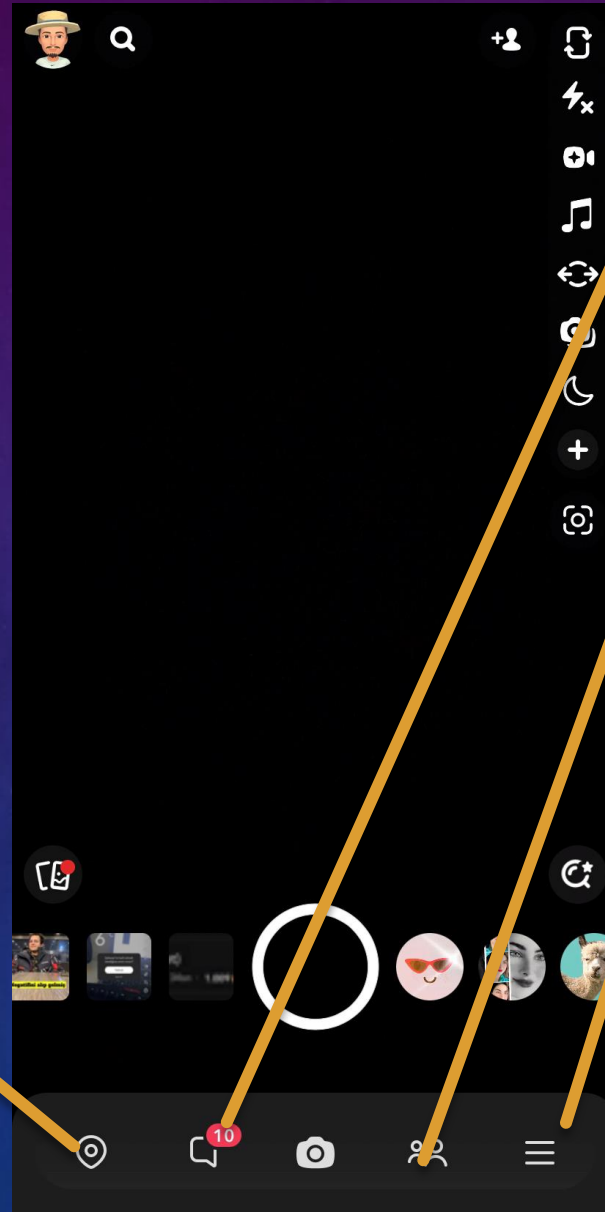APPLICATION: SNAPCHAT

Hakan Sezgün

1- VISIBILITY OF SYSTEM STATUS

THE DOWNBAR OF SNAPCHAT

We have a panel that is as clear as possible, clearly showing the user what it is doing and how to do it.

Since it is known that the box bubble is a chat, Snapchat also used this icon for the tab where the conversations will be opened.

It is understood that when you press this icon, which is familiar from GPS, the location and map are opened.

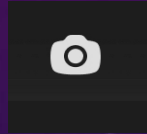The app also shows that when this icon is clicked, the friends tab will open with two people standing side by side.

This icon is also used for the remaining tabs and features.

First of all, the application shows users which tab they are on by changing it to a different color.

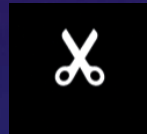# 2- MATCH BETWEEN THE SYSTEM AND THE REAL WORLD

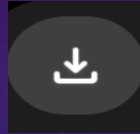**Snapchat is an application that loves to use buttons and icons, making references to reality.**

CAMERA

When we see a camera, the first thing that comes to our mind is taking photos, so they chose the photo-taking icon as this.
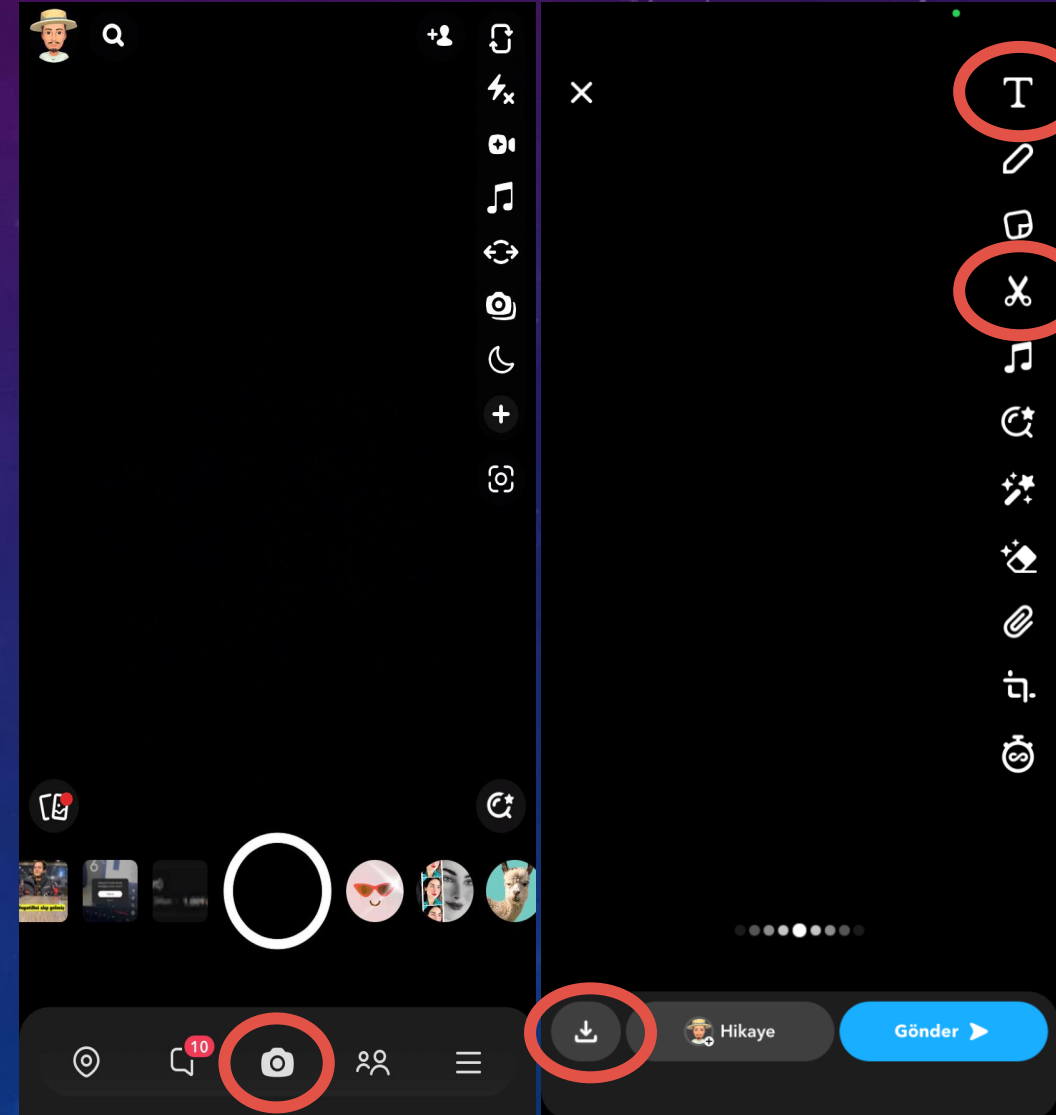
SAVE

What this icon symbolizes is not an object but a situation. It is an imitation of the act of putting the item you want to keep into a box or other object.

CUTTING

Whenever you are going to cut something in the real world, the first object that comes to your mind is scissors. So, thats what is it.

TEXT ADDING

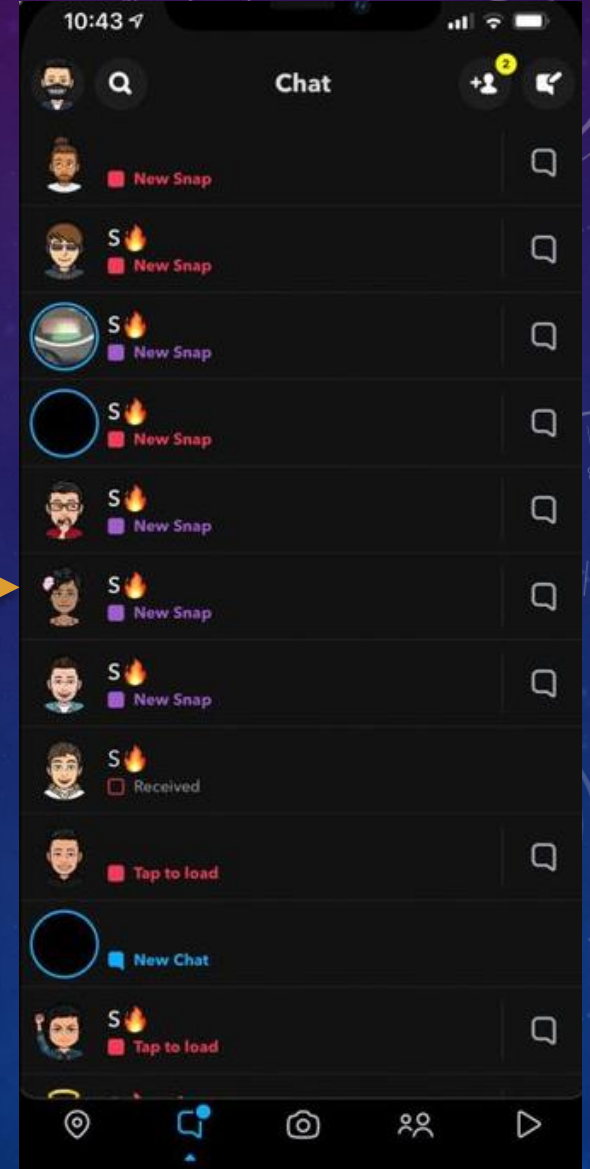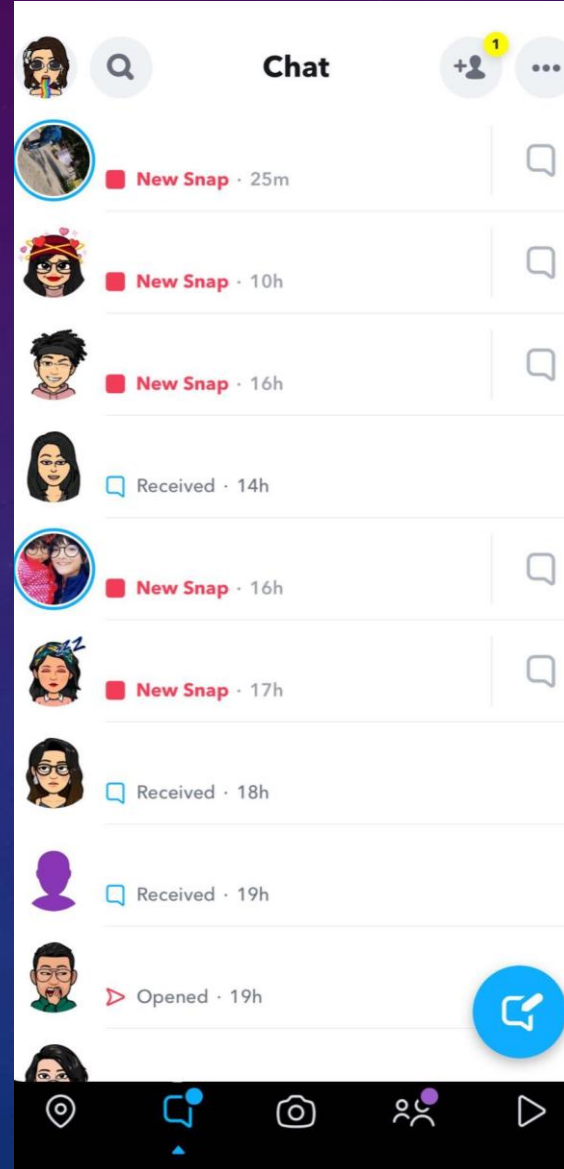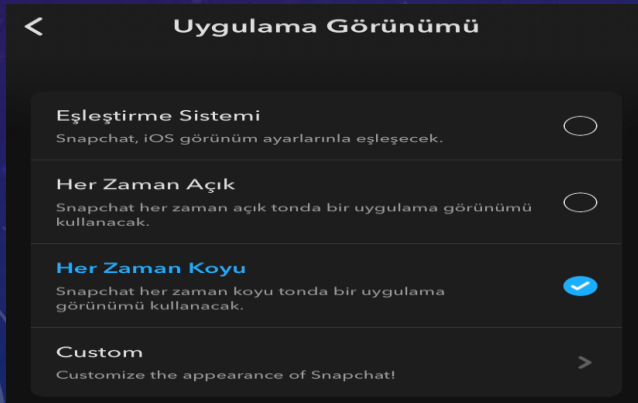This sign, which is a general text icon, is used to add direct text.

3- USER CONTROL AND FREEDOM

CHANGEABLE INTERFACE

Snapchat provides its users with different usage options for the interface, while users can use dark or light modes, it also provides the opportunity to use the same light setting as the phone system for those who wish.

It provides the opportunity to customize for users who do not want any of these.
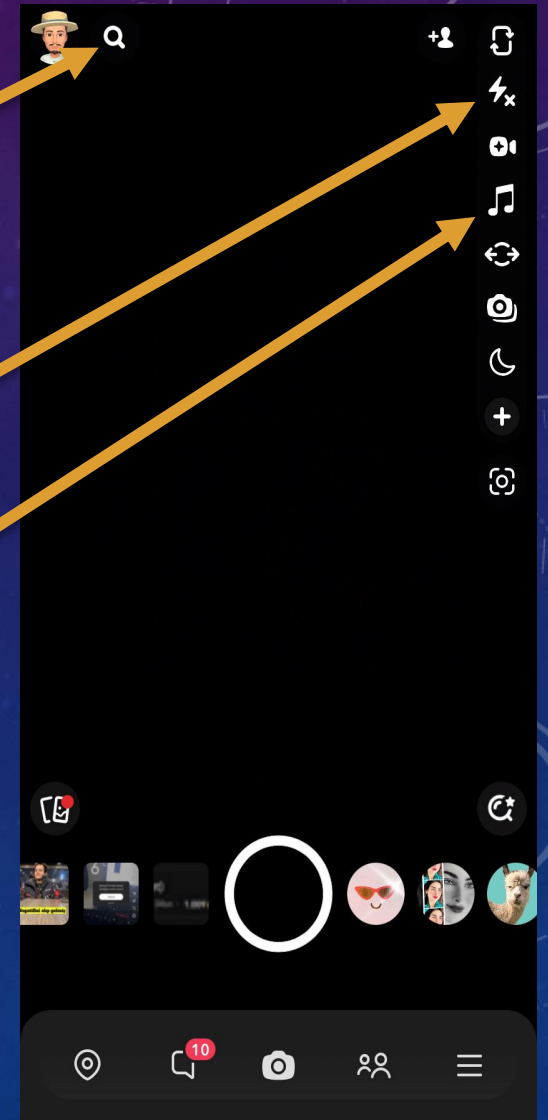
4- CONSISTENCY AND STANDARTS

TAUGHT TRADITIONS

Snapchat included traditional icons for ease of use and tried not to deviate from these patterns.

The magnifying glass icon, which allows searching as in every application, is used for the same purpose here.

In every device / application that takes photos and contains a flash, the flash icon is in the form of a lightning bolt. Snapchat also used it as is.

The universal music icon was also used by Snapchat to add sound/music.
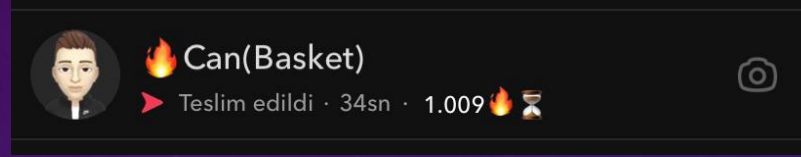
5- ERROR PREVENTION

ERROR BLOCKED

With its general structure, Snapchat is not an application that leaves room for many errors or mistakes. It only helps prevent some in-app situations (Streak ending, trying to exit the captured snap screen, etc.) and offers suggestions to fix them.
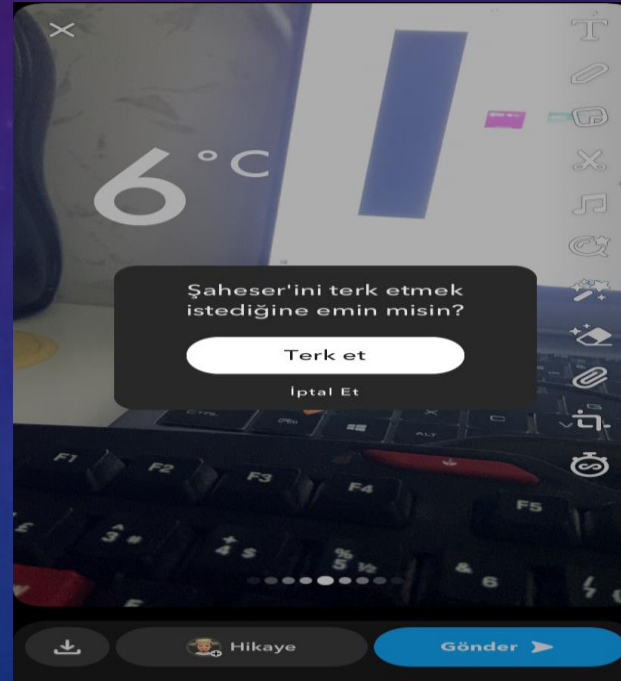
When the snap is almost over, an hourglass appears next to the streak symbol (fire symbol), indicating that there is little time left.

When the snap is taken, if the user clicks on exit without saving or sharing it, the application prevents accidentally deleted files by asking if they want to delete it.
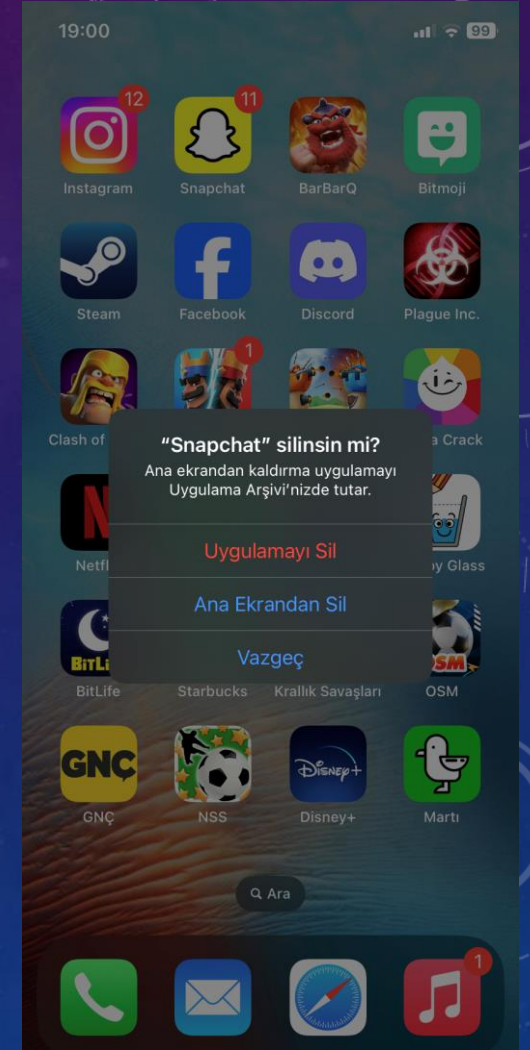
The protection of the captured snaps also applies to the application, it offers the user actions such as preventing accidental deletion or hiding them from appearing on the screen.

Loosing Streak Situation

Snap Deletion Situation

App Deletion Situation

6- Recognition Rather Than Recall

ICONS AND SYMBOLS

Snapchat has included a lot of representations and icons in the application. While these provide comfort for users, they also provide ease of use.

Snapchat

Streak of snaps between two people

That button
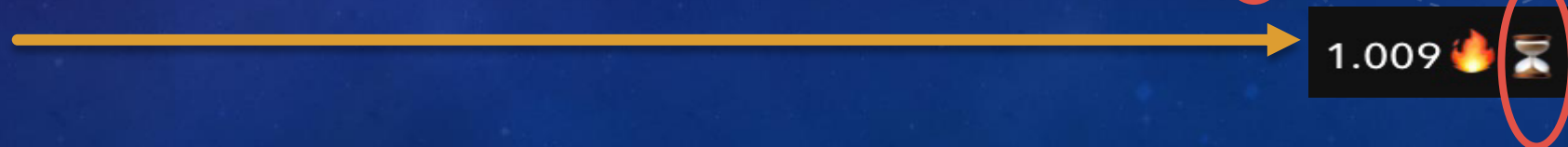
Snap Streak

Press here for takin Snap

Press here to lock video capture
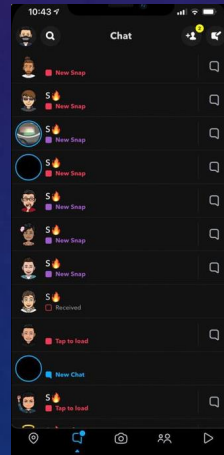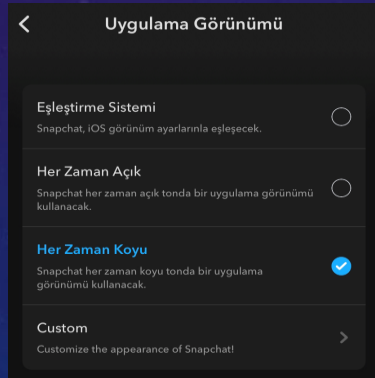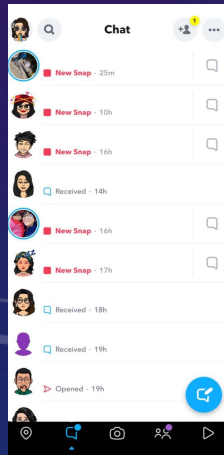
Snap Streak is close to end!

7- FLEXIBILITY AND EFFIENCY OF USE
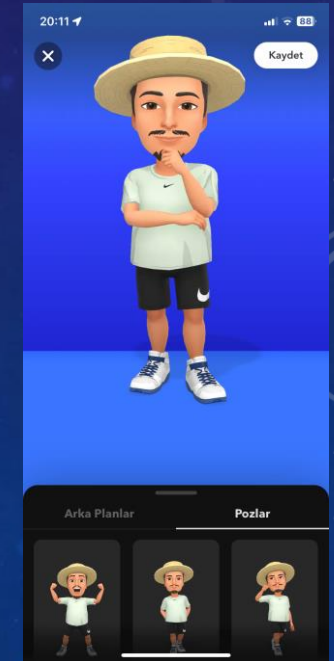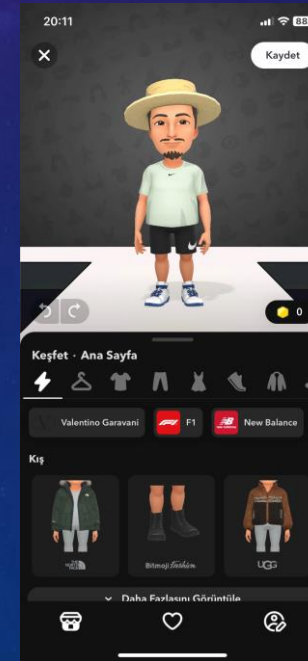
USER CUSTOMIZATION CAPABILITIES

Snapchat has taken many steps in user-specific personalization, especially with the introduction of bitmojis (digital individuals that design their own characters and show them to other users).

As I explained in the previous slides, users can adjust the Snapchat **interface light** according to their wishes, can be presented as an example of this condition
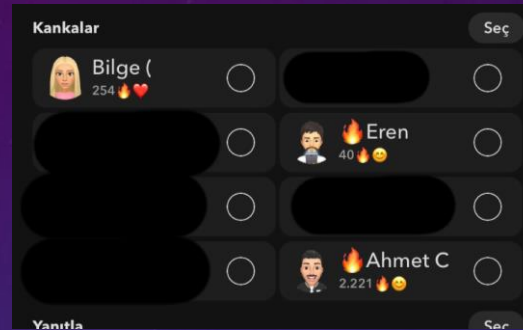
Bitmojis and **bitmoji customization** screen

Thanks to this interface, users can dress their Bitmoji as they wish and customize them from their physical features to their posture.
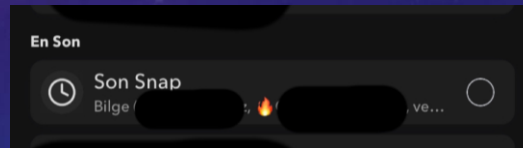
7- FLEXIBILITY AND EFFIENCY OF USE

MORE CAPABILITIES

After taking the snap, we enter this interface (to the right of the text) to send it. The interface has been personalized as much as possible for the convenience of the users.
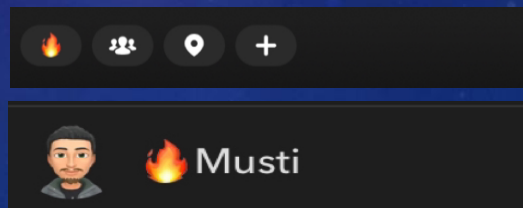

In this section, Snapchat creates a list of the people you snap with most often and presents it to users.

First of all, the person you snap with the most and if you have spent a certain amount of time with them, their emoji appears next to them, completing the list.

If you have received or sent snaps within a certain period of time, and you want to re-send them to the same people, this part makes it easier for you.

For those who snap with too many people or too many different people, Snapchat has released an application like this;
When you put any symbol or any marker you want in front of the names of the people you choose, you categorize them and after that categorization, a hotkey appears in the form of the symbol you put so that you can collectively snap to those lists.

For instance, i use fire for bros categorization
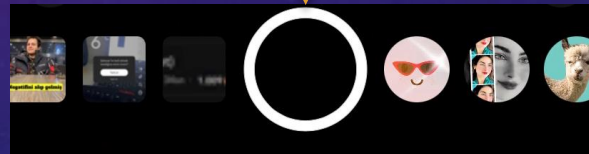
8- AESTHETIC AND MINIMALIST DESIGN

MINIMALISIM

Designing the main screen in a way that does not tire the user also increases the ease of use.
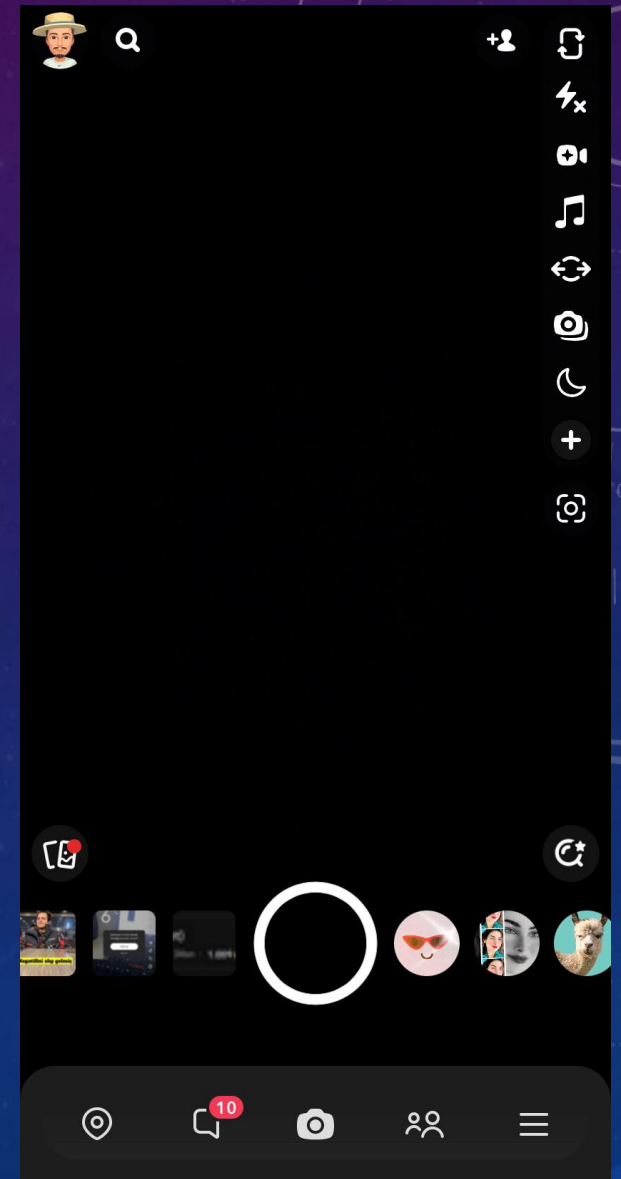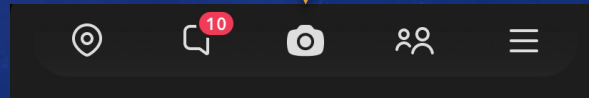
Auxiliary tools are arranged in this way and are kept quite understandable and simple.
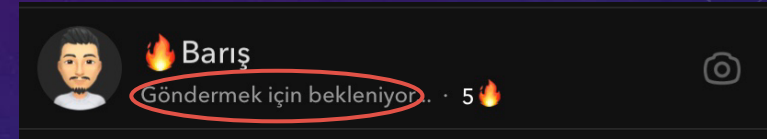
Photo capture button and effects

Buttons that can be used to switch between other tabs

9- HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS

ERRORS AND FEEDBACKS

Since Snapchat is not an application that has errors or errors (it is almost completely fixed and since it is running on a preliminary test server, it does not include errors in the versions used by the communities), there is not much content regarding error feedback or assistance to the user, but even if there are no errors, the feedback it gives to the users is quite sufficient in some cases.

🔥 Barış
Göndermek için bekleniyor. · 5🔥

In a possible situation, let's say the snap you sent is not sent or it is being sent, Snapchat shows this situation with a message box under the user and as long as it continues to send until it is sent, it starts.

HESAP İŞLEMLERİ

Snapchat Beta'ya Katıl >

10- HELP AND DOCUMANTATION

HOW CAN SNAP HELP?

DESTEK

I Lost My Snapstreak	>
Yardıma İhtiyacım Var	>
Güvenlik Endişem Var	>
Gizlilik Hakkında Soru Soracağım	>

DAHA FAZLA BİLGİ

Gizlilik Politikası	>
Kullanım Şartları	>
Diğer Yasal Konular	>
Güvenlik Merkezi	>

GERİ BİLDİRİM

Bir Hata Tespit Ettim	>
Bir Önerim Var	>
Salla Bildir	>