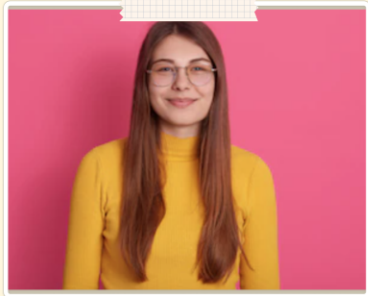




Snapchat

Miriam Ortega



Jade Larson

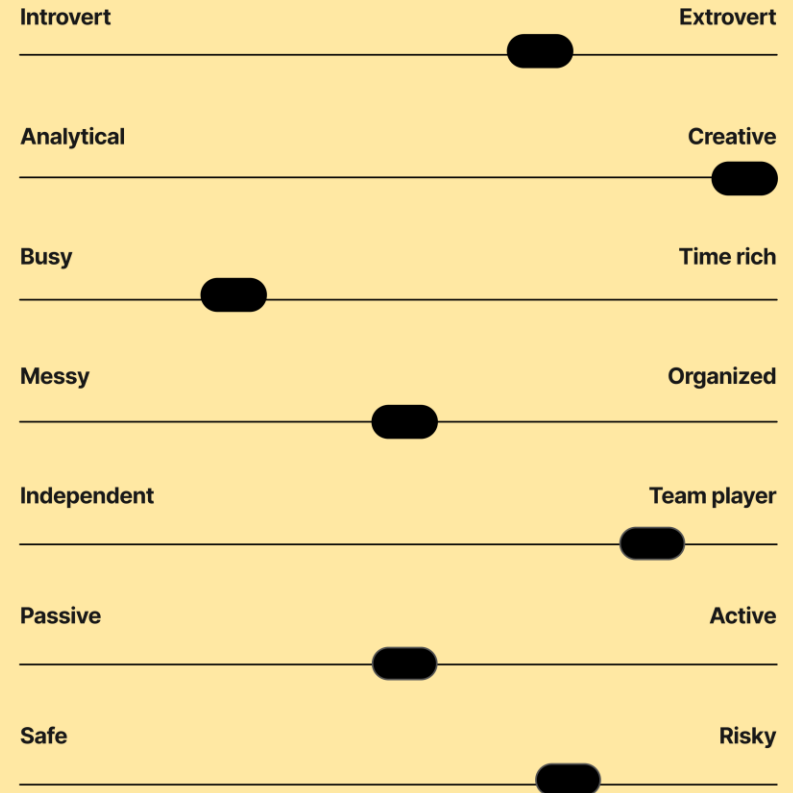
"Artistic"

- Age:21
- Occupation: Student
- Location: Milwaukee,WI
- Education: College Student (Pursuing a Bachelor's Degree in Film Production)

Bio

Jade is a tech-savvy and creative individual living in Milwaukee. Jade has a deep passion for visual storytelling. Jade loves to travel and explore new restaurants all while capturing it on her phone.

Personality



Interests

Jade loves to take photos and film videos on her free time.

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Jade likes to test out and explore new apps that help her edit and create content.

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Jade likes to share her daily activities with her friends.

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Influences

Jade is social and wants to be connected with her community.

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Jade likes to view what her friends are up to.

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Type anything, @mention anyone

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Goals

To use and try out new filters/lenses to capture unique moments from her daily life.

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To view her friends Stories.

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To use Snapchat as a personal archive of her daily photos and videos.

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Needs and expectations

Maintain her privacy.

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Option to customize and remove features such as "My AI".

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Ability to view friends stories.

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Motivations

Using the Memories feature to revisit and share past memories. As well as document and share experiences such as traveling.

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Jades uses Snapchats creative tools to express herself through filters, photos, videos, and Bitmojis.

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To stay connected and updated with their friends lives. As well as have intimate and authentic conversations.

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Pain points and frustrations

Does not like when user knows they are on the chat.

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Trouble seeing people story because of the layout. Does not like the size of Snapchat Stories.

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Does not like to get notifications from Snapchat.

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Persona: Jade Larson

Scenario: Jade wants to stay updated with her friends by viewing her friends stories.

Expectations

- Prioritizing her privacy
- Stay connected with friends
- Genuine and authentic interactions

ACTION	Action 1 (Opening the App)	Action 2 (Navigate to Stories)	Action 3 (Select a friends story)	Action 4 (Viewing the story)	Action 5 (Interaction)
TASK LIST	Tasks A. Find app on phone B. Sign in C. Camera screen set as default view	Tasks A. Swipe Right or tap on the Stories icon. B. Below users friends stories, is the discover tab (news feed) that takes up more than half the page.	Tasks A. Scroll right to select a friends stories or use search button. B. Tap on friends story	Tasks A. Tap on friends story B. Tap on screen to skip to next story. C. Tap and Hold to pause the story and read text or graphics. D. Swipe Right to move onto someone else story.	Tasks A. Click arrow button on the bottom right to send snap to someone else. B. Click Send chat or slide up to send a text or sticker.
FEELING ADJECTIVE	User emotions shocked from seeing themselves on their camera or embarrassed that someone might think there taking a picture.	User emotions Distracted from friends stories and feeling overwhelmed.	User emotions Frustrated because she does not want to scroll through other users to find specific friend. Also, frustrated she can not see friends story preview well.	User emotions Feels content to view her friends stories but feels sad when she can not read the name of the restaurant in her friends story. And does not like to get ads when swiping right.	User emotions Feeling happy and excited they can send a text message for a specific snap.
IMPROVEMENT OPPORTUNITIES	Area to improve Have an option available for users to set as the default homepage.	Area to improve Prioritize friends stories over discover page. Option to customize layout between friends stories and discover tab.	Area to improve Allow users to pin their friends stories without getting Snapchat+. Make the size of friends stories larger to see.	Area to improve There could be a zoom option to take a closer look at their friends snaps. Could alert that an app is coming up or could minimize the ad.	Area to improve Could have emojis available on each story for a quicker response.

