Alyssa Matheus

19 November 2018

Advanced Organizer

- Cover Memo

- Final Wireframe

- Notes from Research/ Framed Problems with Snapchat

Alyssa Matheus

19 November 2018

Cover Memo for Mini-Portfolio Assignment 3

Snapchat's privacy settings is a very flawed system but is used around the world daily. Some of its problems include affording user error by telling the user on one screen that they are choosing who can view their story and then when the user presses to change who can view it, Snapchat switches it and makes the user choose who cannot view their story. When changing the privacy settings for who can contact the user, see their location, etc., users are choosing who can do those things, not who cannot. Snapchat includes a lot of miscommunication and poor guidance when users are changing their privacy, and there are contrast issues as well that do not help guide the user where they want to go. Lastly, the settings page is very clustered, and Snapchat gives no feedback to the user once they complete their task. To solve these problems, I initially accommodated the principles Performance Load, Chunking, Consistency, Forgiveness, Color, Highlighting, and Fitt's Law. However, after receiving feedback from my peers, I decided to revise that wireframe to also accommodate Confirmation in order to better solve the framed problems.

On the main settings screen, Snapchat originally had a cluster of different buttons and options for users to take all on the same screen. I accommodated Performance Load by minimizing cognitive load and creating groups to help the user find what they are looking for faster and easier. These groups accommodate Chunking because all of the information is condensed into four chunks so users can process it. Also, to solve the problem of affording user error, the words on the privacy settings page no longer change and remain as "Who can…" no matter what the user presses. To simplify the complexity of the privacy settings page, I accommodated Consistency

by keeping the layout and amount of chunks the same as the "Settings Page". I also accommodated Fitt's Law into the design by having all of the possible options on the same page. By allowing users to press drop-down menus to access the needed information, rather than going to a whole new page, Fitt's Law reduces the time required to move to a target. Also, the principle color is incorporated with the signature Snapchat yellow and green. The yellow highlights the main buttons, Contact Me, View My Story, See My Location, and View Me in Quick Add, in order to bring attention to those so they do not get lost when the user opens the drop-down menus. The drop-down menu includes different colors to reduce the contrast issues that the previous Snapchat settings had and to allow users to differentiate it from the main buttons. In addition, forgiveness is accommodated from the "Select/Deselect All" checkbox because the user can have a fresh start if they want to deselect all of the checkboxes. Also, the issue of no feedback is resolved because my design includes a "Save" button, which when pressed, creates a dialogue box that asks the user if they are sure they want to make those changes. The dialogue box accommodates Confirmation because it prevents the user from making unintended actions by requiring verification before the changes are made. The option "No" on the dialogue box also accommodates Forgiveness because it allows the user to go back and fix any mistakes if they did not mean to press "Save". The revisions I made to Snapchat's privacy settings and my previous wireframes help the users achieve their goals more efficiently and solve the problems that afford user error.
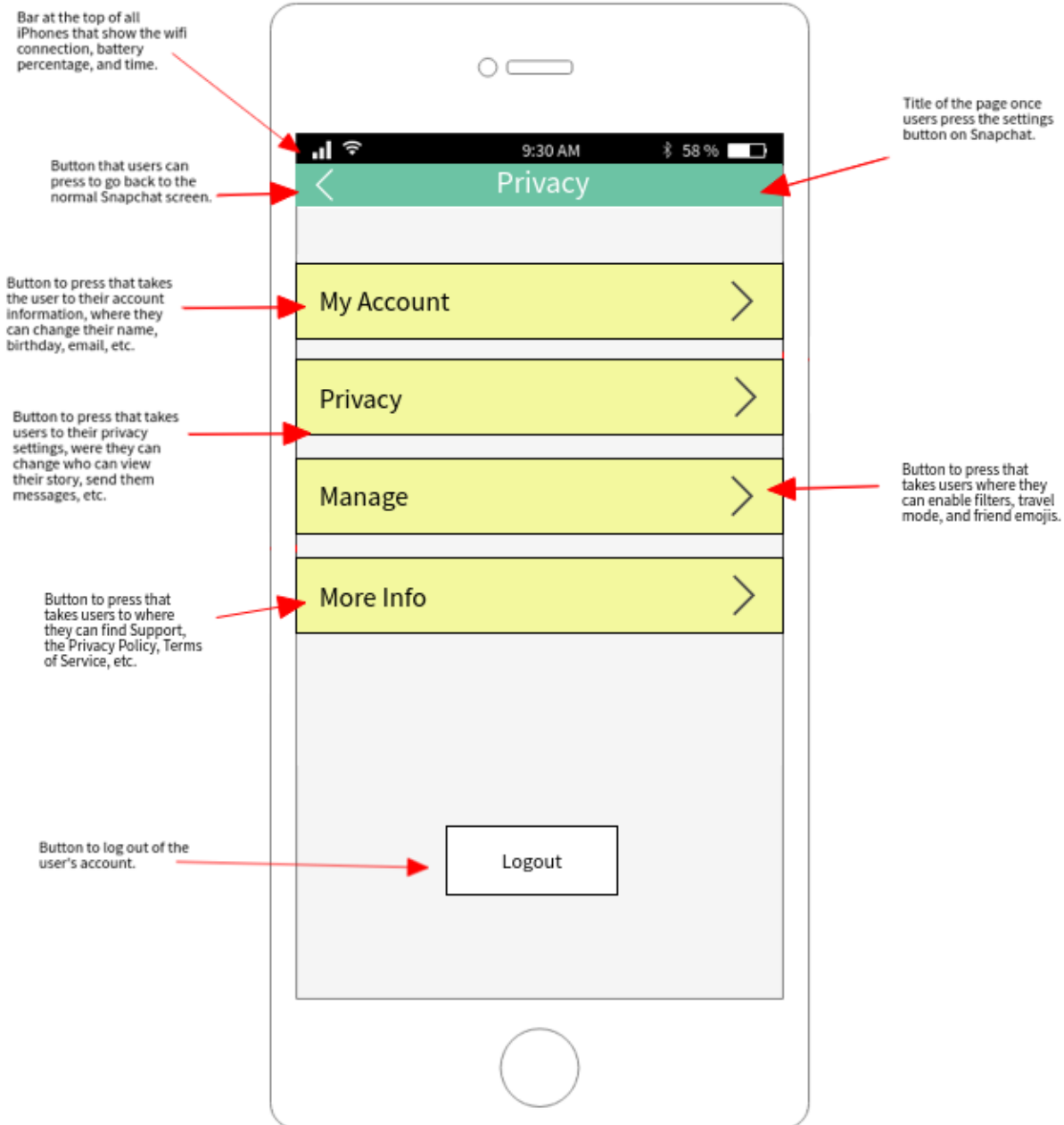
Final Wireframe:

Settings Page on Snapchat

Created by Alyssa Matheus

On November 19th, 2018

At 2:00 pm

Bar at the top of all iPhones that show the wifi connection, battery percentage, and time.

Title of the page once users press the settings button on Snapchat.

Button that users can press to go back to the normal Snapchat screen.

9:30 AM   58 %

< **Privacy**

Button to press that takes the user to their account information, where they can change their name, birthday, email, etc.

My Account   >

Button to press that takes users to their privacy settings, were they can change who can view their story, send them messages, etc.

Privacy   >

Manage   >

Button to press that takes users where they can enable filters, travel mode, and friend emojis.

Button to press that takes users to where they can find Support, the Privacy Policy, Terms of Service, etc.

More Info   >

Button to log out of the user's account.

Logout
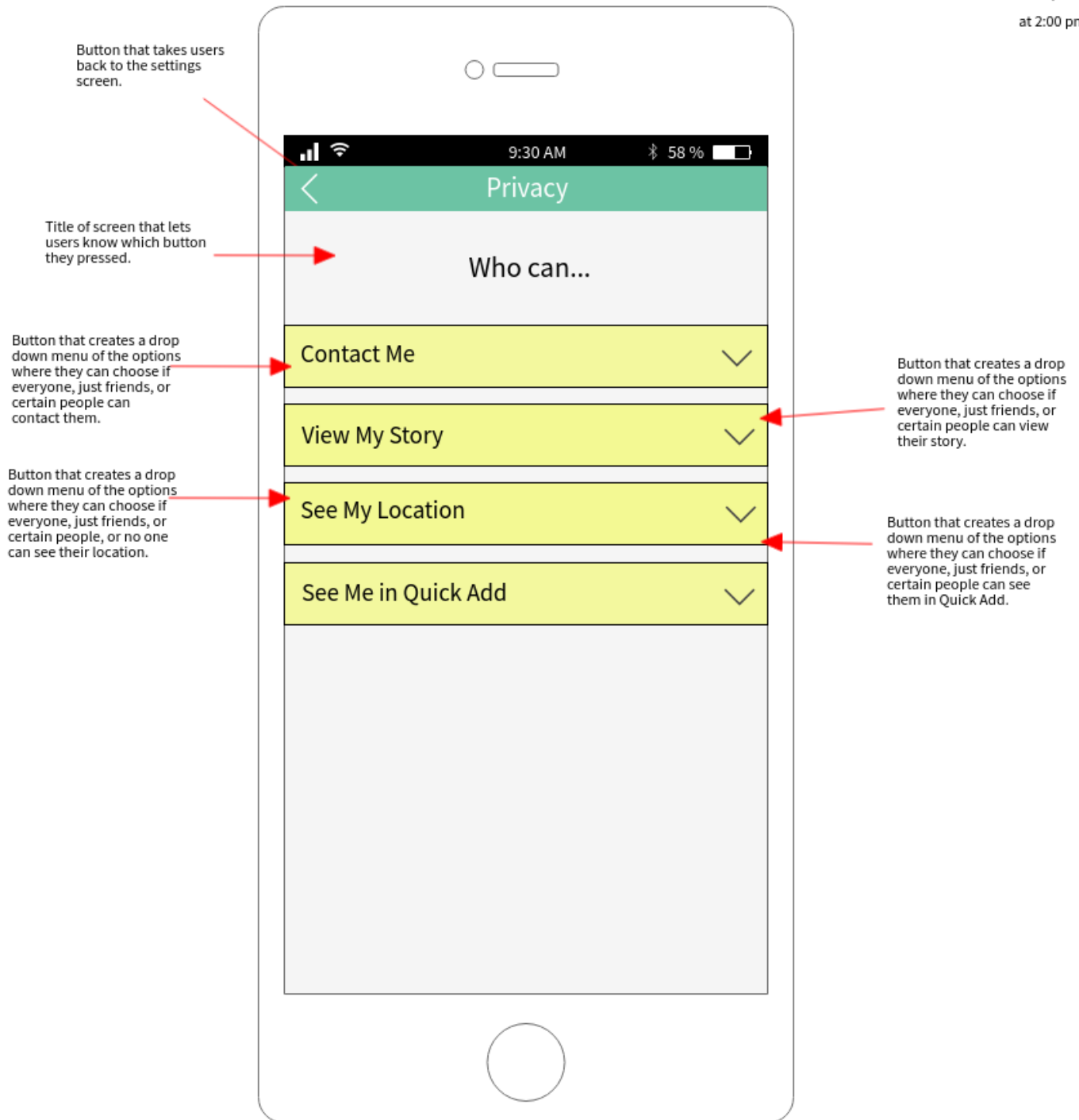
Content Notes:

This is the screen that users see once they have logged in and pressed the settings button on Snapchat. The settings options are in 4 chunks, "My Account", "Privacy", "Manage", and "More Info". Each button takes users to different pages of different buttons and options. There is also a button for users to logout of their account.
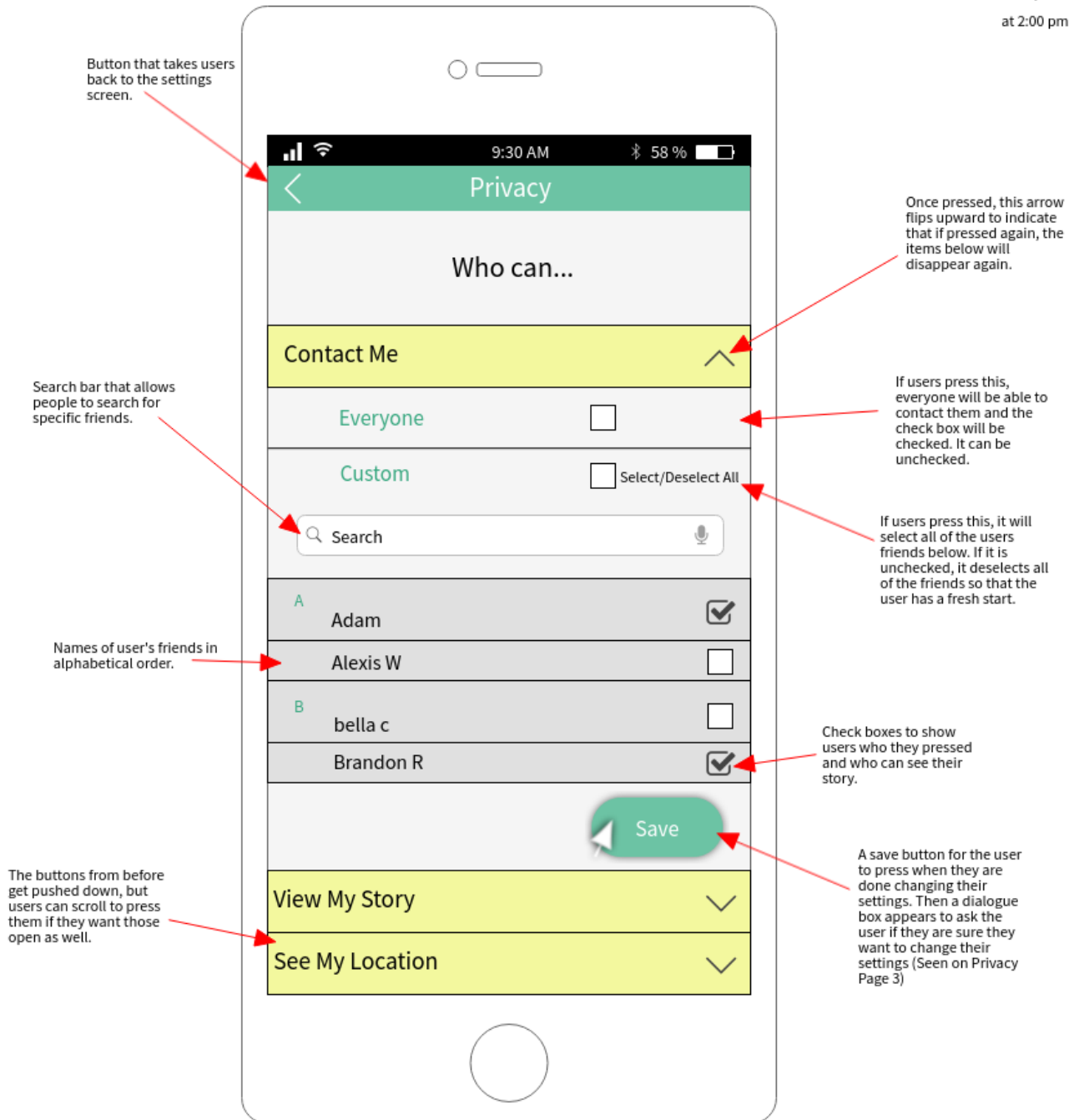
The settings screen accommodates Performance Load because it minimizes the user's cognitive load that the previous Snapchat settings screen did not. Chunking is also accommodated because by simplifying all of the options in settings into group , the user can more efficiently find what they are looking for. Also, Consistency is accommodated because throughout all of the pages the buttons take the user to, the layout and fonts remain the same. Lastly, color is accommodated because the colors yellow and green are Snapchat's signature colors and it highlights the buttons to draw the user's eyes to them.

Created by Alyssa Matheus
on November 19, 2018
at 2:00 pm

Button that takes users back to the settings screen.

Title of screen that lets users know which button they pressed.

Button that creates a drop down menu of the options where they can choose if everyone, just friends, or certain people can contact them.

Button that creates a drop down menu of the options where they can choose if everyone, just friends, or certain people, or no one can see their location.

9:30 AM   58 %

Privacy

Who can...

Contact Me   ⌄

View My Story   ⌄

See My Location   ⌄

See Me in Quick Add   ⌄

Button that creates a drop down menu of the options where they can choose if everyone, just friends, or certain people can view their story.

Button that creates a drop down menu of the options where they can choose if everyone, just friends, or certain people can see them in Quick Add.

Content Notes:

After users press the "Privacy" button on the setting screen, users are taken to this page, where they have the option to change their privacy settings. Users can press each button to change who can view their story, see their location, contact them, or see them in Quick Add. The title "Who Can" reminds users that they are picking who can do each of those options, not who cannot. Also, once the users press the buttons a drop down menu appears, pushing the rest of the buttons down (Seen in Privacy Page 2).

My design accommodates the principle Color by using the signature Snapchat yellow and green. The yellow highlights the 4 main buttons. In addition, chunking is incorporated because the actions are separated into 4 chunks in order to make the information easier for users to understand. Lastly, Consistency is accommodated because the layout of the page is the same layout as the Settings page.

Created by Alyssa Matheus
on November 19, 2018
at 2:00 pm

Button that takes users back to the settings screen.

Once pressed, this arrow flips upward to indicate that if pressed again, the items below will disappear again.

Search bar that allows people to search for specific friends.

If users press this, everyone will be able to contact them and the check box will be checked. It can be unchecked.

If users press this, it will select all of the users friends below. If it is unchecked, it deselects all of the friends so that the user has a fresh start.

Names of user's friends in alphabetical order.

Check boxes to show users who they pressed and who can see their story.

The buttons from before get pushed down, but users can scroll to press them if they want those open as well.

A save button for the user to press when they are done changing their settings. Then a dialogue box appears to ask the user if they are sure they want to change their settings (Seen on Privacy Page 3)

Phone screen content:

9:30 AM   ∦ 58% ▭

Privacy

Who can...

Contact Me   ∧

Everyone   ☐

Custom   ☐ Select/Deselect All

🔍 Search   🎤

A
Adam   ☑

Alexis W   ☐

B
bella c   ☐

Brandon R   ☑

Save

View My Story   ∨

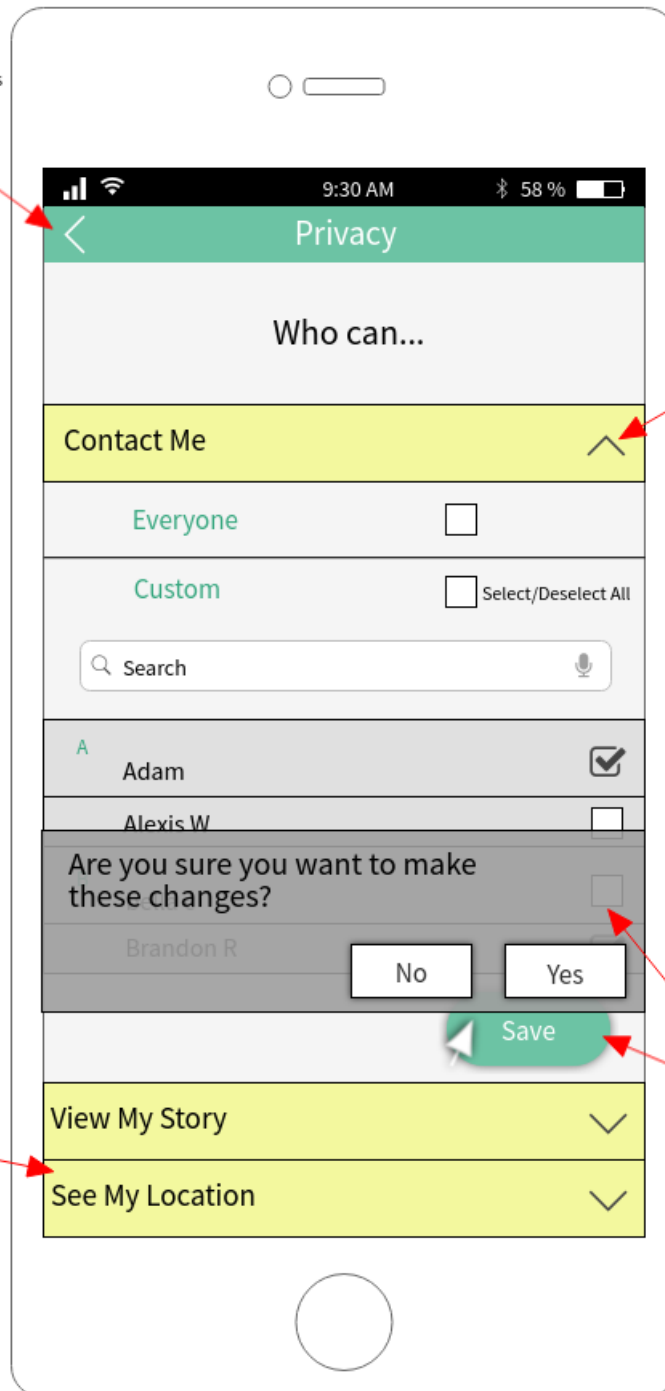See My Location   ∨

Content Notes:

After the user presses any of the buttons on the Privacy Page, a drop menu appears. This drop menu allows users to change their privacy settings and choose whether they want everyone, all of their friends, or just a few friends to do the selected action. Users have the option to select all of their friends or deselect all of them if they want a fresh start. They also have the option to search specific friends. The same drop down menu appears for each of the buttons (View My Story, See My Location, etc.) Those buttons get pushed down when the drop down menu opens, but if the user scrolls down to press them, their drop down menus will open too. Once the user changes their settings, they press Save and a dialogue box appears that asks the user if they are sure that they want their settings changed. The user can also press the up arrow to close the drop menu, but the settings will not be saved.

My design accommodates Forgiveness because users are able to un-check boxes and re-check boxes if they make a mistake. In addition, Fitt's Law is accommodated because having all of the possible options on the same page reduces the time required to move to a target. Also, color is incorporated with the signature Snapchat yellow and green. The yellow highlights the main buttons, Contact Me, View My Story, See My Location, and View Me in Quick Add, in order to bring attention to those so they do not get lost when the user opens the drop down menus.

Created by Alyssa Matheus
on November 19, 2018
at 2:00 pm

Button that takes users back to the settings screen.

Once pressed, this arrow flips upward to indicate that if pressed again, the items below will disappear again.

9:30 AM ⚹ 58 %

Privacy

Who can...

Contact Me ⌃

Everyone ☐

Custom ☐ Select/Deselect All

🔍 Search 🎤

A
Adam ☑

Alexis W ☐

Are you sure you want to make these changes? ☐

Brandon R ☐

No | Yes

◀ Save

View My Story ⌄

See My Location ⌄

The buttons from before get pushed down, but users can scroll to press them if they want those open as well.

A save button for the user to press when they are done changing their settings. Then a dialogue box appears to ask the user if they are sure they want to change their settings. If the user presses yes, they are the menu closes and their information is saved. If the user presses no, then the box disappears and the user can continue to make changes.

Content Notes:

After the user presses any of the buttons on the Privacy Page, a drop menu appears. This drop menu allows users to change their privacy settings and choose whether they want everyone, all of their friends, or just a few friends to do the selected action. Users have the option to select all of their friends or deselect all of them if they want a fresh start. They also have the option to search specific friends. The same drop down menu appears for each of the buttons (View My Story, See My Location, etc.) Those buttons get pushed down when the drop down menu opens, but if the user scrolls down to press them, their drop down menus will open too. Once the user changes their settings, they press Save and a dialogue box appears that asks the user if they are sure that they want their settings changed. Once the user presses yes, the menu closes and their information is saved. If the user presses no, the box disappears and the user can continue to make changes. The user can also press the up arrow to close the drop menu, but the settings will not be saved.

My design accommodates Forgiveness because users are able to un-check boxes and re-check boxes if they make a mistake. Also, being able to press "No" after hitting "Save" accommodates forgiveness because it allows the user to continue making changes. In addition, the dialogue box makes my design accommodate Confirmation because it prevents the user from making unintended actions by requiring verification before the changes are made. In addition, Fitt's Law is accommodated because having all of the possible options on the same page reduces the time required to move to a target. Also, color is incorporated with the signature Snapchat yellow and green. The yellow highlights the main buttons, Contact Me, View My Story, See My Location, and View Me in Quick Add, in order to bring attention to those so they do not get lost when the user opens the drop down menus.

Problems with Snapchat Now:

Too many options all at once. Needs to be condensed.

Says who CAN

These mean the same thing.
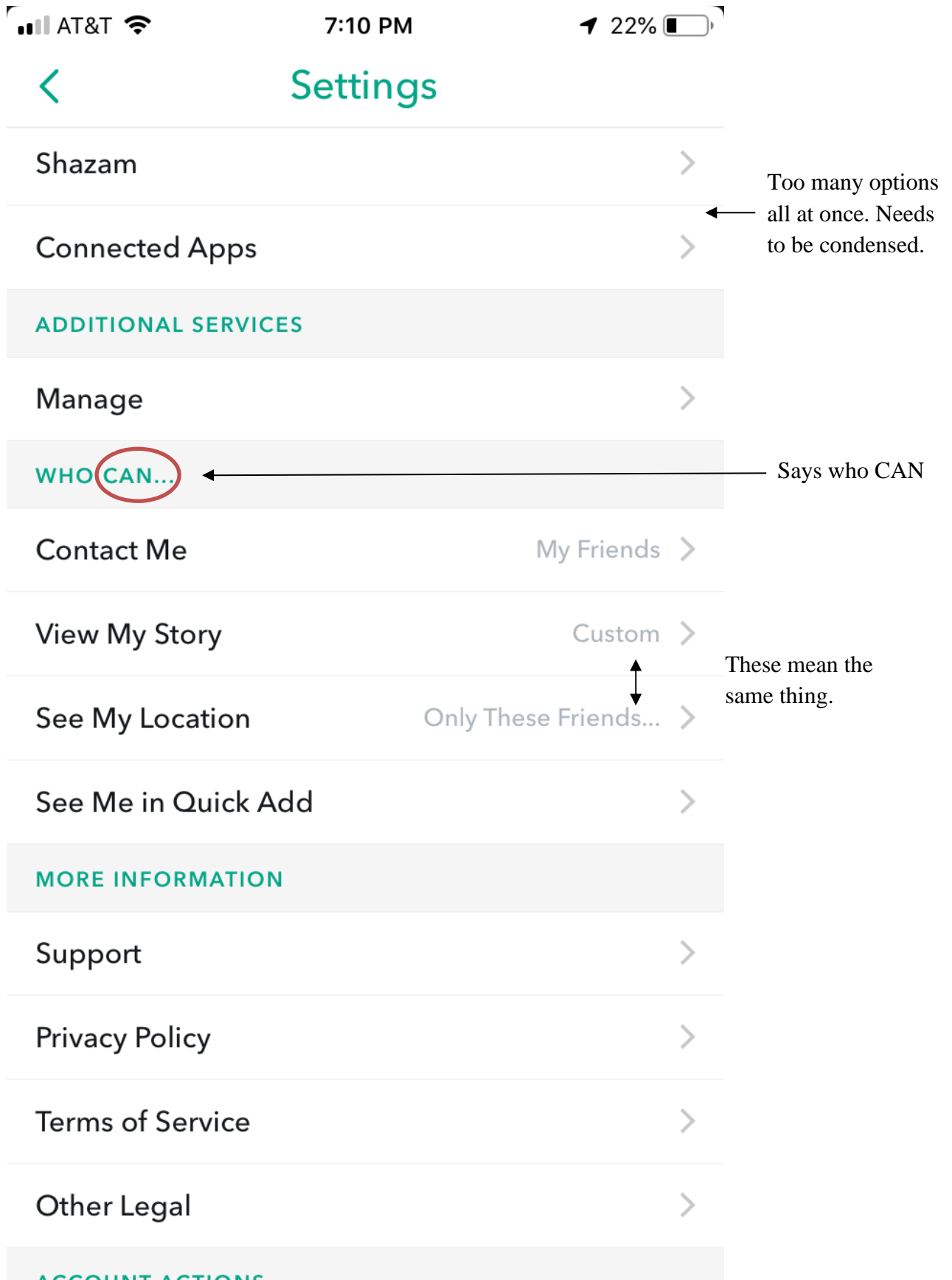
< **My Story**

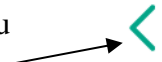Who can view My Story?

Once again says "can"

Everyone

My Friends

Custom ✓ >

But when you press this…

Have to press this when you are done. Confuses users whether it worked or not.

Custom Privacy

Block friends from seeing new Snaps you add to your Story.

It changes from "can" to who can't see your story = affords user error

Q Search

A

a-aron00

abbyforney77

Adam Levine

Addison Deinner

Alaina P

Alayna McEvoy

Alex Markley

Alex Puleo

Alexcis

Alexys Palmer

Allyson Andrews

Q A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #