

Snapchat Spectacles Usability Study

**Grace Ferzely
Melanie Charyton
Eric Daniel
Chalen Duncan**



A Little Background



- Snap's first foray into hardware
- Record snaps from personal POV



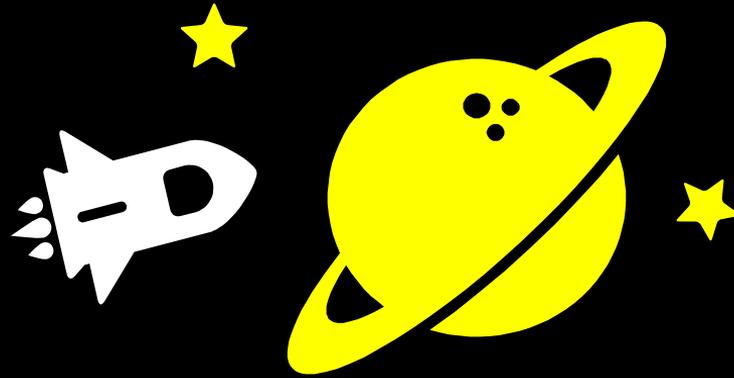
A yellow smartphone with a Snapchat ghost icon on its screen is positioned in the center of a vast, flat, arid desert landscape. From the top of the phone, a cluster of yellow balloons is being inflated, with white smoke or steam rising from the phone's camera area. The background features a clear blue sky with scattered white clouds and distant, hazy mountains.

***“Snapchat changed the way we
communicate in a few years”
- Emily Rissman***



**What's In
the Box?**





Research Question:

**WHAT ARE THE MAIN FACTORS THAT DETERMINE
SNAPCHATTERS FROM EMBRACING SPECTACLES?**



Preliminary Research

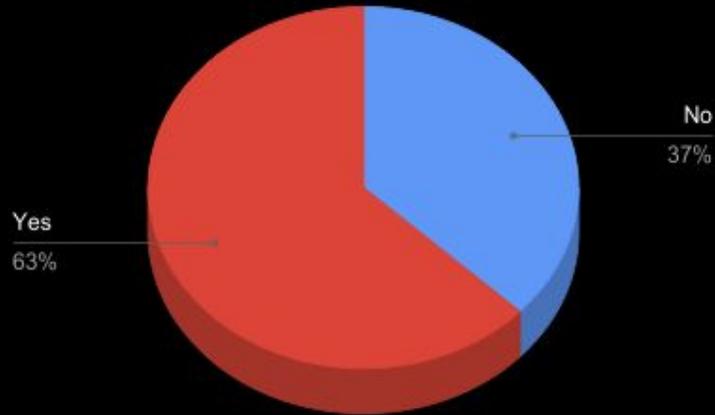
- Survey conducted prior to in-person data collection
- Intended to gauge overall awareness of Spectacles
 - Product Recognition
 - Product Awareness
 - Market Acceptance



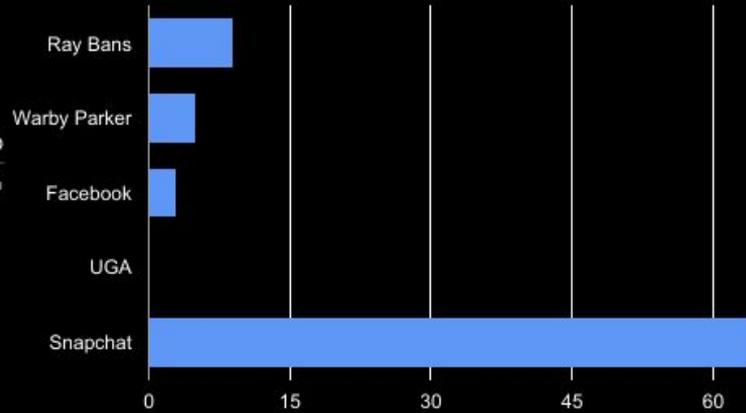
Survey Results

Product Recognition

Photo Recognition of Spectacles



Identification of Spectacles Producer

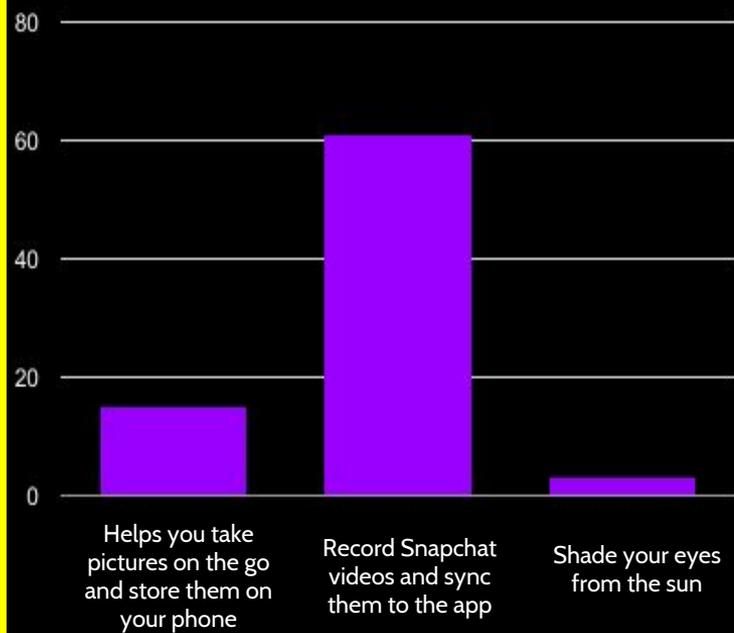




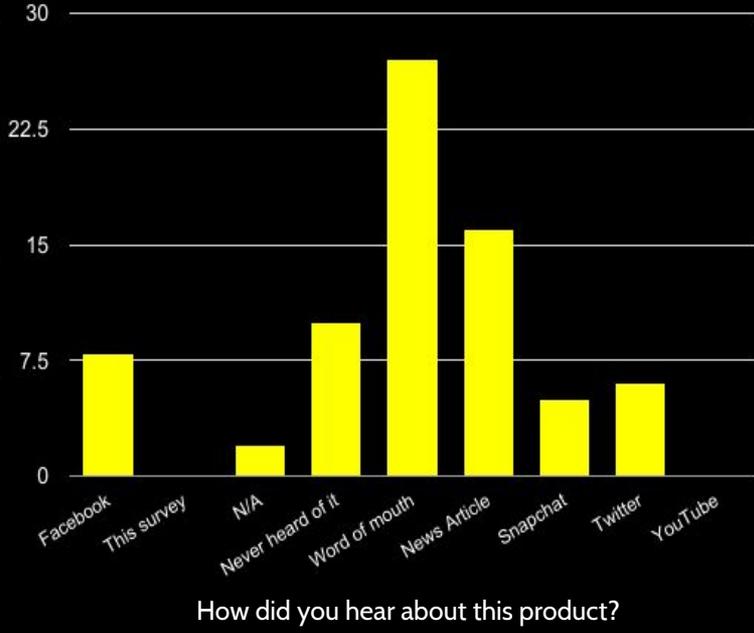
Survey Results

Product Awareness

Product Functionality Awareness



Promotional Awareness



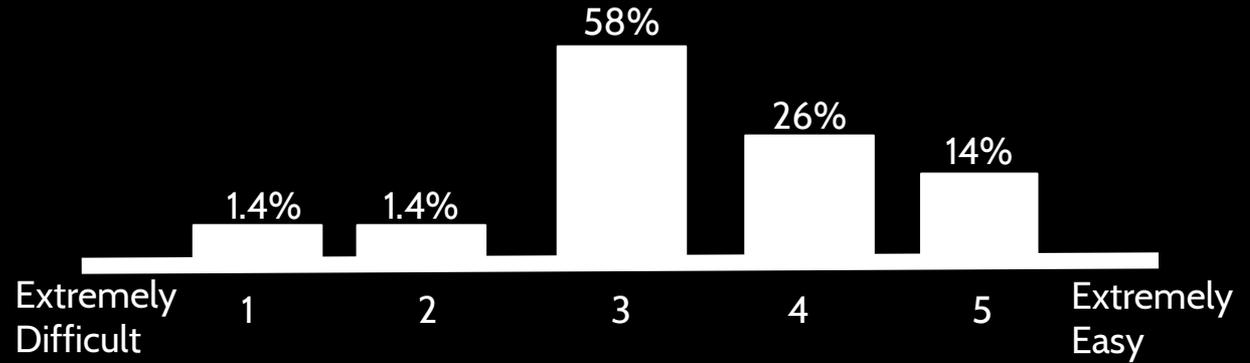
How did you hear about this product?



Survey Results

Product Awareness

Perceived Ease of Use



Perceived Price

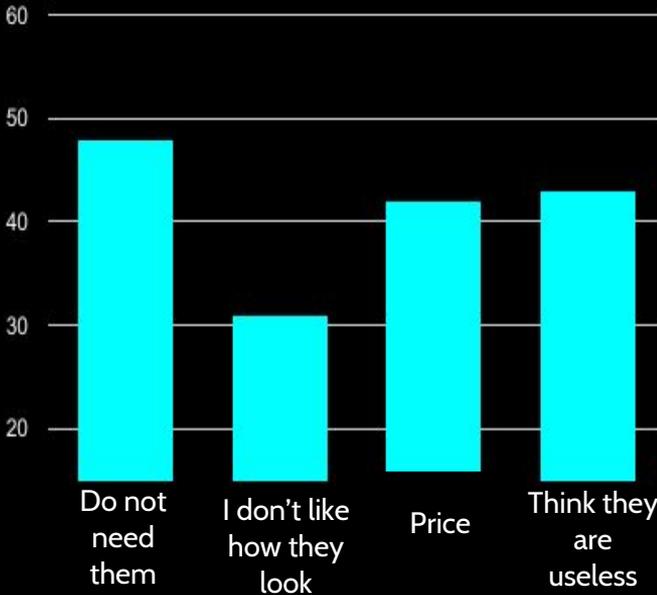




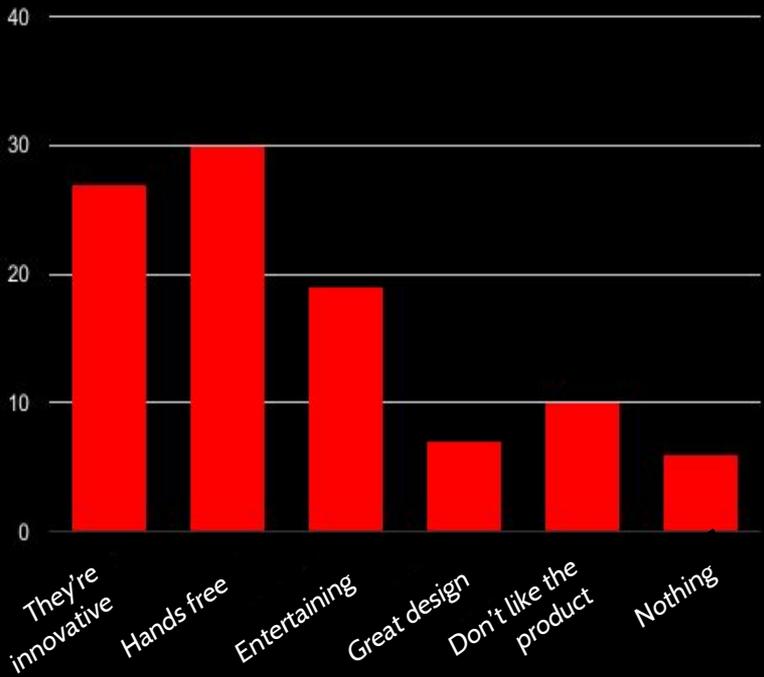
Survey Results

Market Acceptance

What would deter you from buying this product?



What do you like best about this product?





Survey Results

Market Acceptance

What could this product be useful for?

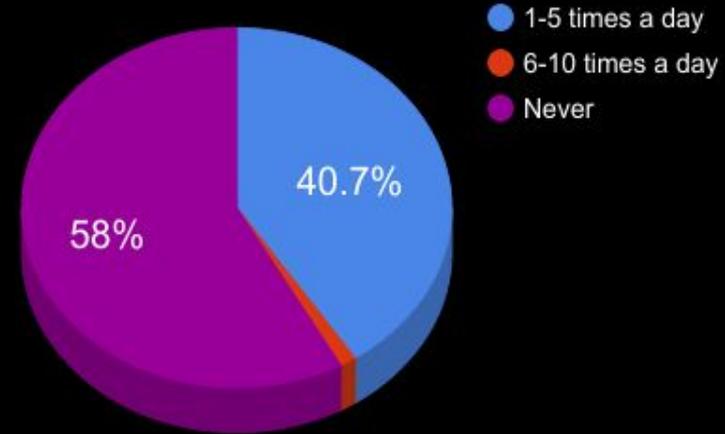
52%
Concerts

27%
Life Experiences

50%
Festivals

27%
Other

How often would you use this product each day?



Method

A three-part study

- Observation
- Focus Group
- Usability Testing



1

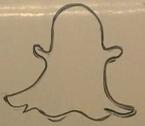
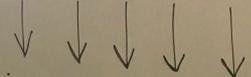
Observation

What is the overall impression with your first Spectacles interaction?



WANT TO PLAY W/ **SNAPCHAT**
SPECTACLES  (and eat some candy)??

*it'll only take ~15min!



SIGN UP HERE:

1:30 CLAIRE BERTRAM

1:45 KAITLIN KENT

2:00 _____

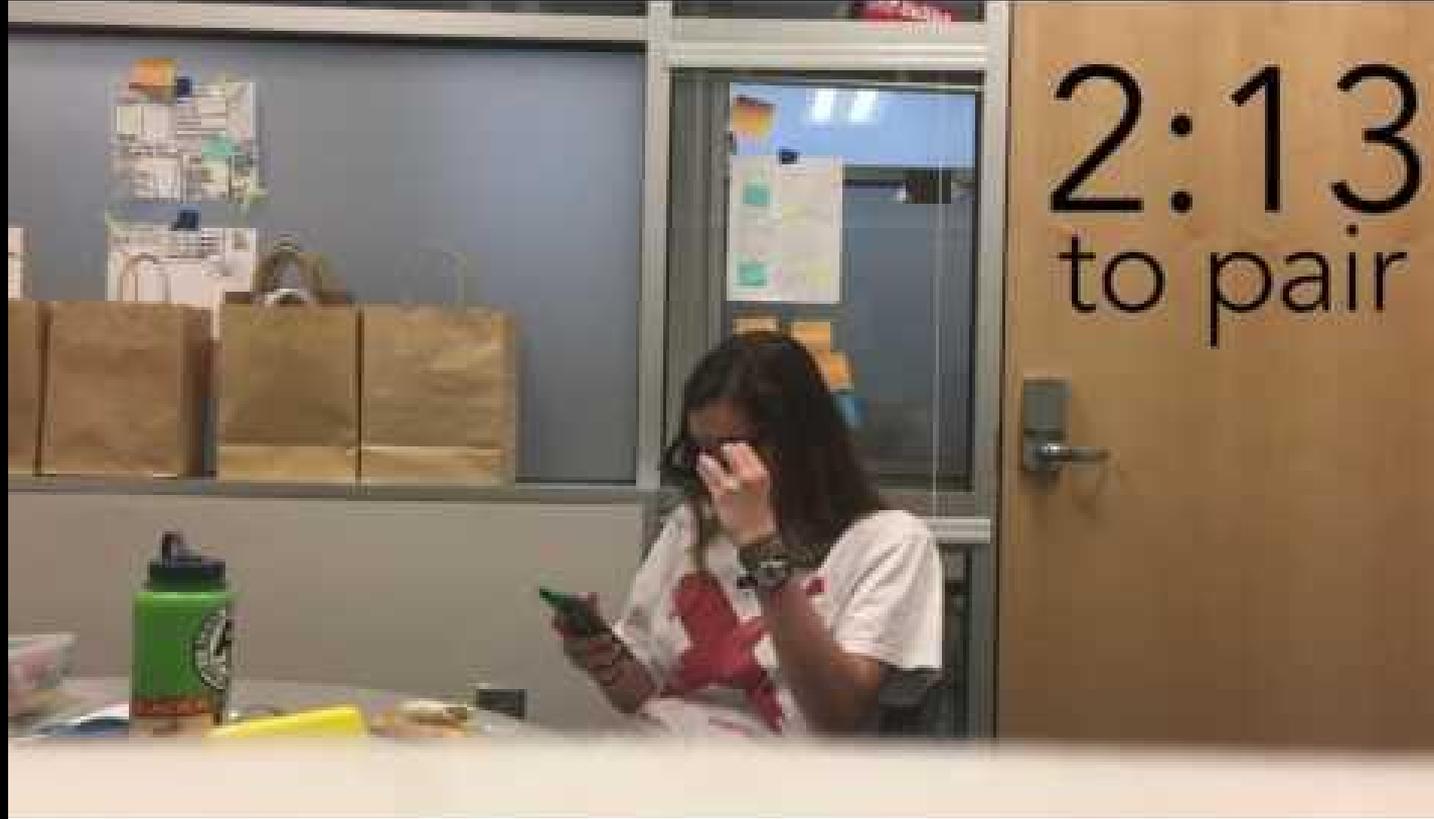
*we'll come get you & bring *
you into the NMI conference room



- Looked at overall learnability
- Observed Snapchatters' first time Spectacles use
- No instructions or help
- Asked follow-up questions



Observation



“

It's a cool, interesting concept, but I would never walk around and wear them.

I don't care about Snap enough to invest in this.

It's not any more discreet than holding the phone up but it's cool.

-Participant 1



Our results

THE 'COOL' FACTOR:

- ⊙ Users intrigued and excited by Spectacles
- ⊙ After questions: not enough to buy

HESITANT TO WEAR:

- ⊙ Took 2-3 min for users to actually put on face
- ⊙ Did not like, generated frustration

TOOK TOO LONG TO PAIR:

- ⊙ 'The Bluetooth Expectation'
- ⊙ Expectation vs. reality

HIDDEN FEATURES CONFUSING:

- ⊙ Trouble finding Spectacles snaps

2

Focus Group

How does your impression of Spectacles change after viewing their marketing promotions?



What we did



- Mini-groups of 4-5 people
- Started with Spectacles promo video
- Asked follow up questions
- Gave participants chance to hold/interact with product



Focus Group



“

The video told me nothing about what it does, it looked like it was for a Go Pro. - Group 1

I would wait for it to be more popular - what if I spend all that money and it's not cool anymore? - Group 2

This would be better for brands as a branding tool, not for a large consumer base. - Group 1



Our results

CHANGE IN OPINION:

- Positive trend
 - From beginning (video) to end (physical product)
 - Did not like video
 - Surprised/pleased when learned price

MORE STYLE OPTIONS DESIRED:

- Ray Ban/Warby Parker - partner with glasses companies
- Prescription lenses

SPECIFIC USE CASES:

- Festivals
- Travel
- Concerts
- Brand marketing opportunities

3

User Testing

*How easily do people discover
the additional features?*



What we did

- Tasks:
 - Pair specs
 - Take a video
 - Send to someone
 - Take longer video (>10 seconds)
- Used think-aloud protocol
- No assistance given
- Success: complete, no help needed
- Failure: cannot complete, need help



User Testing



Snapping





Our results

	TASK: Pair Device	TASK: Take Video	TASK: Send Video	TASK: 20-sec Video	TASK: 30-sec Video
% WHO PASSED	75%	75%	75%	50%	25%
AVERAGE TIME ON TASK (min:sec)	2:37	4:31	6:10	7:17	7 min

“

I wish they came with written instructions.
- Participant 4

I thought I was doing the task right but I
really don't know. - Participant 3



Our results

FEW SUCCESS INDICATORS:

- ⊙ Users didn't know when they completed task
 - Couldn't find videos

MAJORITY CAN COMPLETE BASIC TASKS:

- ⊙ All who paired successfully could complete basic tasks
 - Take video
 - Send video

TASK SUCCESS/TIME ON TASK

- ⊙ Feedback: Closed snapchat after 2.3 secs. of pairing
- ⊙ 75% failed to send a 30 second video
- ⊙ 75% started pairing in Bluetooth settings.



Insights and Recommendations

*How is this relevant
to the product?*



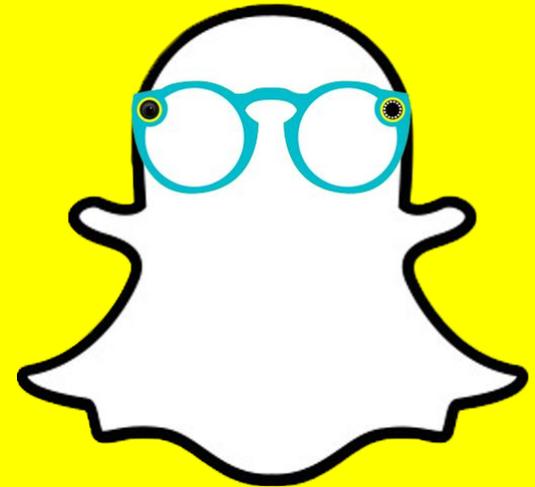
Findings

Insight

- General lack of knowledge and market acceptance

Recommendation

- Marketing campaign





Findings

Insight

Reluctant to buy and use

- Perception: expensive
 - Before knowing price
 - After: pleasantly surprised
- More style options desired

Recommendation

- **Full scale rollout**
 - Emphasize price
 - New Colors
 - Prescription Lenses
 - Aviator Style + more



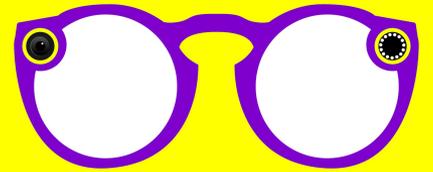
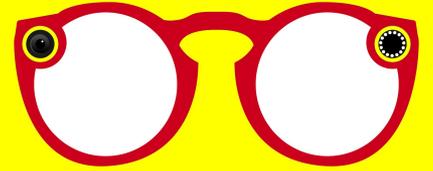
Findings

Insight

Reluctant to buy and use

- Perception: expensive
 - Before knowing price
 - After: pleasantly surprised
- More style options desired

Recommendation





Findings

Insight

- People struggle to pair device
 - The Bluetooth Expectation

Looking for Spectacles...

Look at the Snapcode and press the button on Spectacles once to pair.





Findings

Insight

- ⦿ Feedback too slow
 - Dropoff: **2.3** seconds

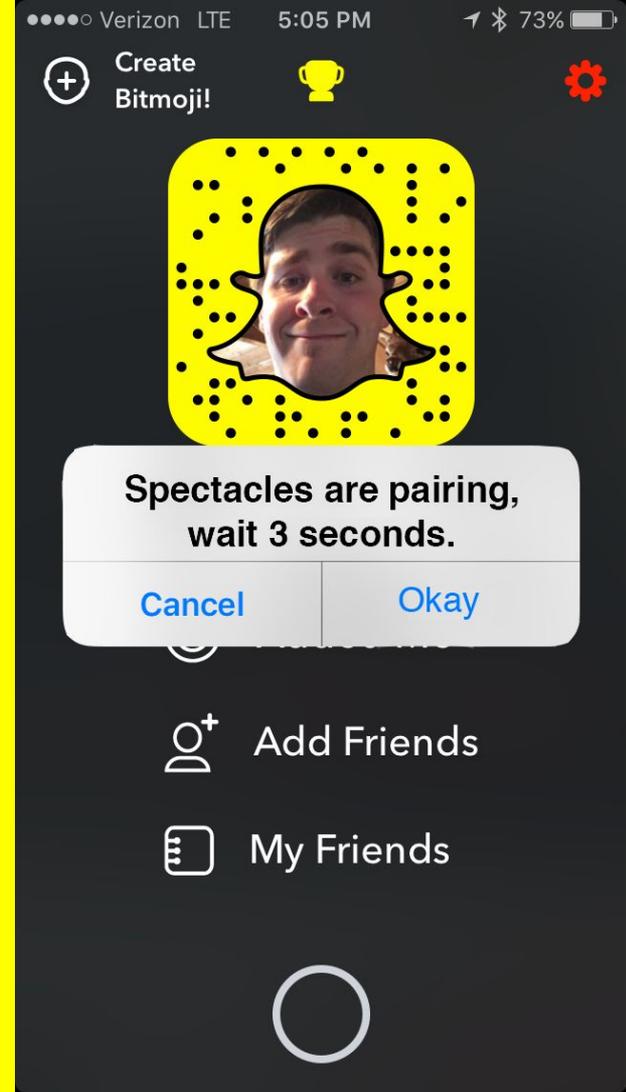
Recommendation

- ⦿ Confirmation message upon press.



Insight

- Feedback too slow
 - Dropoff: **2.3** seconds



Limitations

What did we miss?



Limitations



Demographic

While Snapchat is heavily used by Millennials (22 - 34 year olds), Gen Z (10 - 21 year olds) is still the majority of users. This demographic was not readily available for this study.



Limited Specs

Because they are an expensive piece of hardware, we had to adjust our data collection to do one or two sessions at a time.



Timing

We could not give the Spectacles to people for an extended period of time to analyze their experience and get a more in-depth view of their experience



Resources

Of course, with more time, resources and money, this study could mimic one done by a professional UX research division.

Thanks!

Any questions?





Credits

Special thanks to all the people who made this study possible, you're the real MVPs (minimum viable products):

- ⦿ Chris Gerlach
- ⦿ The NMI
- ⦿ Dr. Ahn
- ⦿ Helen Harris
- ⦿ Don Norman, Jake Knapp
- ⦿ Snap, Inc.



helps you get to know you
more personal level. Learn
safe dating space at meetv



Trying on the Spectacles!