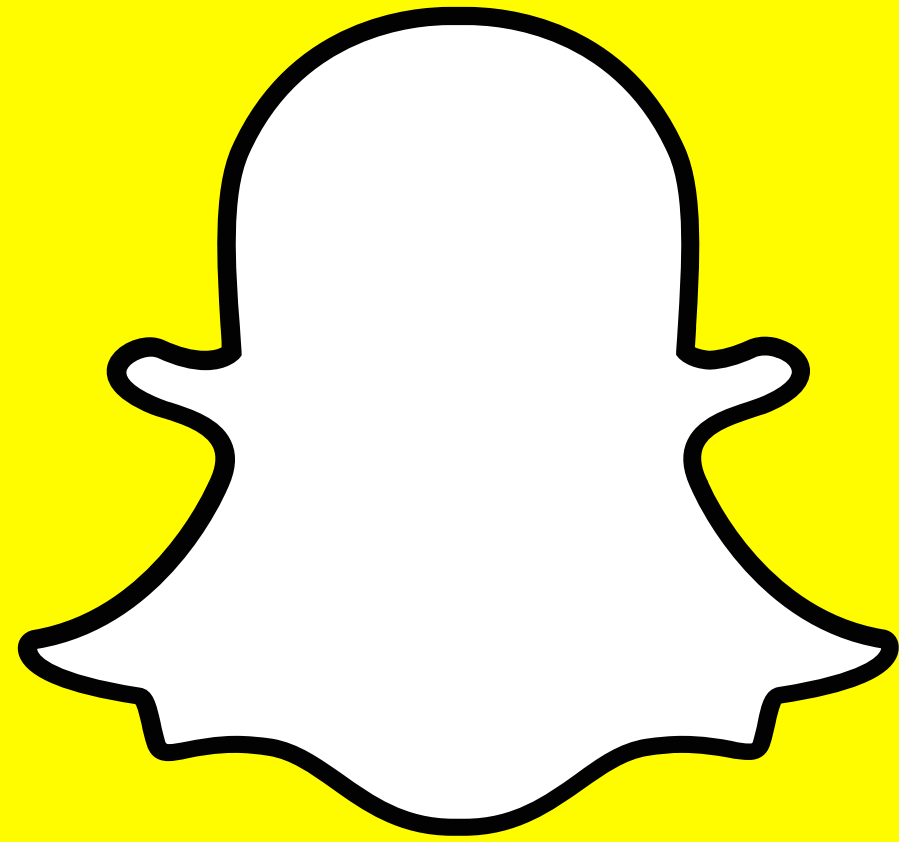




USER ONBOARDING SNAPCHAT

2–3 minutes read
–Sharanya Chaturvedi

Log In

Sign Up

Get Started

Enable app permissions to make sign up easy



Tap "Allow" when prompted

Continue

What's your name?

FIRST NAME

Sharanya

LAST NAME

Chaturvedi

By tapping "Sign Up & Accept", you acknowledge that you have read the [Privacy Policy](#) and agree to the [Terms of Service](#).

Sign up & Accept

When's your birthday?

BIRTHDAY

10 Oct 1999

Continue

09 Sep 1998

10 Oct 1999

11 Nov 2000

BREAKING IT DOWN

For a new user to completely signup and come to the home page of the application there are about 12 pages to go through.

- The first page tells the user the reason behind the upcoming permissions thus gaining **credibility**.
- Page 2 asks for the user's name and has the hyperlinks to both Privacy Policy and the Terms of Service agreement establishing **transparency**.
- The application has a page dedicated for the user to input their birthday. Little does the user know they are up for a special _ beside their name on the date, leaving room for **discovery**.

- There comes a **quick** autogenerated username, with an option for change.
- The auto-suggestions gives user umpteen closer options to choose from thus **reducing the time complexity**.
- However the username only allows 15 characters on snapchat whereas Instagram has the limit of 30 to allow further autonomy, availability and as a user I would much rather prefer to use a permutation of my full name than something new that requires me to remember and additional information.

Your username

sharanyachaturv

Change my username

Pick a username

Your friends use your username to add you on Snapchat.

USERNAME

sharanyachaturv

Username available

SUGGESTED USERNAMES

sharanya2022304

sharanya2022279

sharanya2

Set a password

Your password should be at least 8 characters long.

PASSWORD

What's your email address?

Sign up with phone number instead

EMAIL

What's your mobile number?

MOBILE NUMBER

India

+91

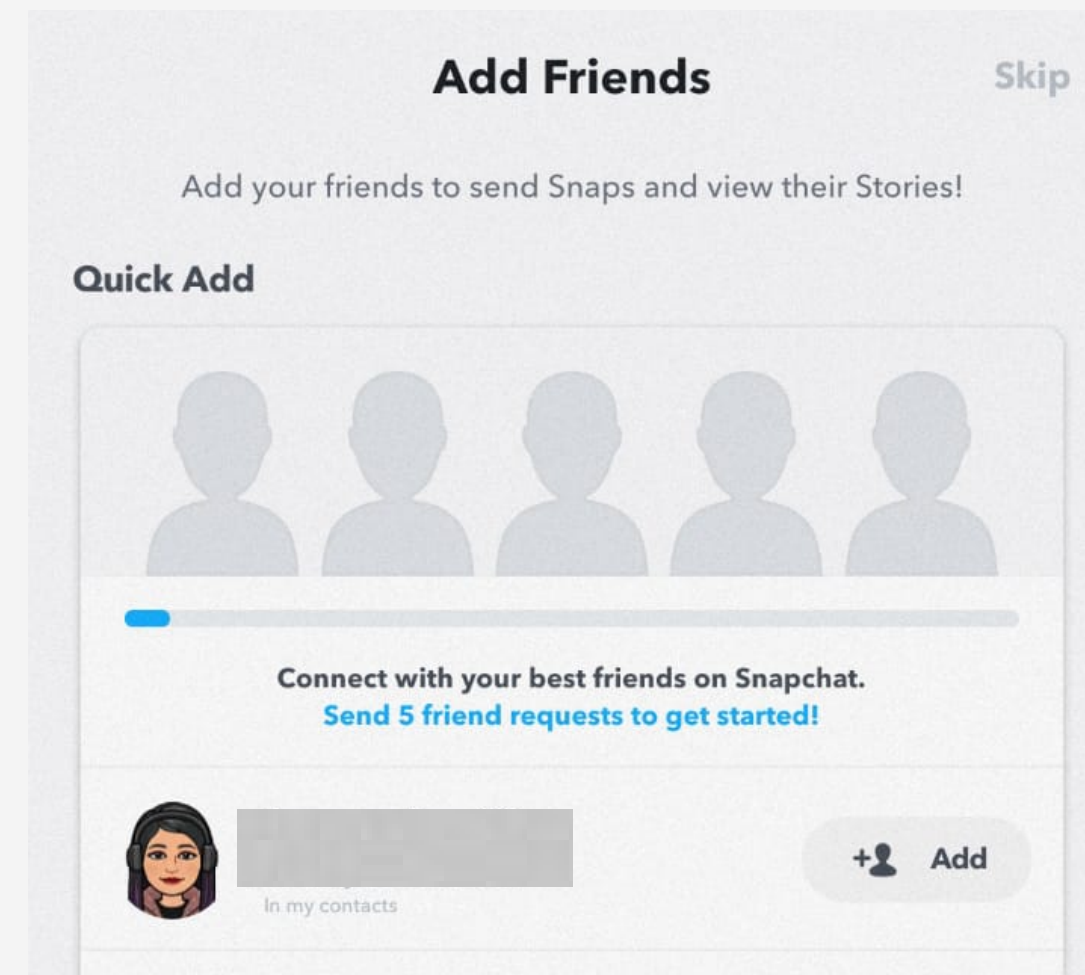
We'll use your phone number to send you an SMS verification code and important updates as described [here](#).

Sign up with email instead

the same. The advent of password suggestions and saving them by steals the show here making the journey more **seamless and pain free**.

• The email/phone number sign-up verifies the user existence. We note that other social log-in options that could have made the process more precise yet equally authentic are missing.

• Further the provision for the reader to go through the reason behind verification elucidates on the established **transparency and credibility** image of the company.



- The application further gives to user the option to **add friends** already on the platform making connecting swifter and easier.
- The prologue page of the same has the privacy policy hyperlink along with instructions and the option to skip and go directly to the app.
- Post turning on access to camera, storage and etc the user finally to the home page. **Bazinga!**



IN CONCLUSION

- For a new user to completely signup and come to the home page of the application there are about **12 pages** to go through.
- The process is standard as it is on other social media application. Snapchat however adds hyperlinks to its privacy policy and terms of service on all pages projecting the **importance it gives to transparency**.
- The user interface is **minimalist in design** and the objective of each page is crystal clear making for excellent usability. The animations used during the process is synchronous to the theme as well as the motive of the application.
- All in all the application aces the job-to-be done. The user after signing up is welcomed by a message from Team Snapchat explaining what a "Snap" building the **AHA effect** is and the other various features on the application to set the ball rolling.
- **However** the application lacks indicators such as the steps to go for finishing up onboarding and what step the user is on, which would have eliminated **restlessness**. The application also gives **zero prologue** to the experience ahead thus failing to instil enthusiasm and further motivation to complete the process. **Snapchat filters** which are a rave have no mention during the process.

What is
a Snap?

A Snap is a
moment
you send to
a friend!

Try sending
a Snap to
someone.