



SNAPCHAT

(3 Mins)

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What is Snapchat?

It is a mobile app to “chat” with your friends through photos, videos and captions. It’s a sort of texting through pictures and/or videos.

Whats Unique

is a automatic feature of “self-deleting”(disappearing) photos after they have been viewed a few (3/5/10) seconds. Videos are deleted after 24 hours.

For example, when you chat with a friend by sending them a photo, the photo is instantly deleted seconds after it’s been opened by the recipient.

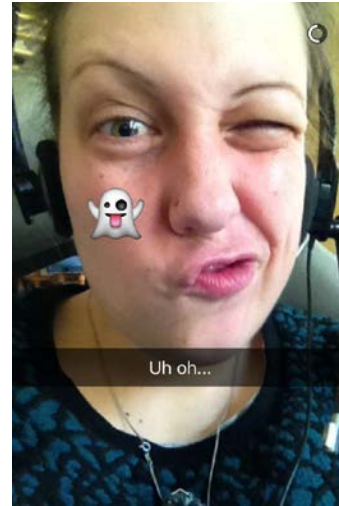
For the video, it’s the same.

Saving Screenshots

The general rule of Internet sharing goes like this: if you put it on the web, it will be there forever – even if you delete it later. It's reassuring to know that Snapchat content is automatically deleted soon after it's been viewed, but there are still ways to capture that content and save it... forever.

Videos...

Getting Started



PRO

funny and entertaining

short amusing impressions

show others around, take them with you (like a tourguide)

every moments could be shared easily by stories

diverse functions (filters, masks, etc.)

CONTRA

tricky for beginners

the interface not quite intuitive

navigation is not clear, e.g. entering a chat room happens by sliding

the pictures need to be shown for a long time sometimes

need to know the exact ID of the user to contact

if you want the repetition function (see a pic or vid twice) you have to pay for it