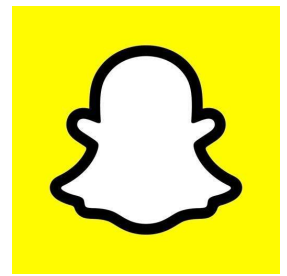


Snapchat



Snapchat - a short Summary

While the old generation relishes the days gone by, the millennials don't fancy memories. As an alternative, they love sharing the moment, and the limited application does that better than Snapchat. Besides giving you the ability to quickly and easily share your photos, this application comes with powerful text and live video messaging.

Snapchat, a popular social network, made a name for itself by allowing users to share photos and videos that self-destruct within a couple of seconds. Well, what this means is that the application gives you the ability to incorporate a limited lifespan on your shares so that users can only view them for a couple of seconds before being automatically erased beyond recovery.

Although there is a certain argument that the seconds-long lifespan feature is pointless, Snapchat's huge popularity, particularly with young adults and teenagers, suggests otherwise. Allegedly, many users out there love the idea of sending out secret videos and photos without leaving any traces of evidence of ever having posted anything.

However, it is essential to note that despite the application's great efforts to ensure your posted videos and photos remain a mystery, there're ways that users utilize to save what you send them, either by utilizing a third-party application or snapping a screenshot. # Key Features

Snap

In an era where users love clicking and sharing snaps, this is certainly the essential feature you need to consider when using the app. Remember, it's self-destructive in nature, meaning nobody can save or share the videos uploaded on the app.

Story

The feature lets you share your snap in a story format that lasts for a day. Well, Facebook and Instagram have incorporated this feature into their platforms as well. Besides giving you an incredible way to connect with your friends, the story makes it easy to keep your followers engaged.

Lenses

A perfect combination of artificial intelligence and machine learning will help enhance engagement with the app. The used face filters that change the users' face appearance, for

instance, are helpful when it comes to connecting with your audience.

Amazing Filters

Besides imaging technology and face tracking, Snapchat is popular for regular and sophisticated filters. With these features, you can enhance your pictures or video's look.

Geofilter

If you're in a specific location, Snapchat automatically switches on the filters that apply to that particular region. For example, a popular monument in the background alongside an image may be the ideal fit for a filter.

Snap Map

Well, this feature makes it pretty easy for you to get breaking or trending news. You can check out for the trending news from the Snapchat stories.

Memories

After using filters to create a photo, Snapchat effortlessly converts it to memory. You can then save such memories to your device's gallery since the application makes it pretty easy.

Conclusion

Snapchat is currently the most preferred photo messaging application amongst teens. Nonetheless, its playful interface and the photo augmentation that masks photos with text, decorations, and amazing masks make it a favorite among adults.

With the feature that self-destructs and makes the snaps disappear, you can see that the application offers users a private world where they can publish and do virtually anything. Therefore, if you are looking for an entertaining and unique way to share photos, this application is a perfect fit.

Advantages / Disadvantages

Fast video and photo sharing
Bold and fresh design
Astonishing interactive video overlays
Enhanced audio, video and text chatting
Photos currently not so impermanent

Hard to find features
Troubled security history