

Practice Assignment

Snapchat is a widely downloaded mobile-based social media app developed by Snapchat Inc. for both Android and iOS devices. It was founded in 2011 by Evan Spiegel, Bobby Murphy and Reggie Brown. One of the main features of Snapchat is that pictures and messages remain available for a short duration and then disappear. The app also has a feature called “Stories”, which stays for 24 hours.

Snapchat has recently suffered losses as Instagram attracted millions of users to its platform by imitating Snapchat’s “disappearing stories” feature. It attracted more than 400 million daily users. This slowed Snapchat’s growth rate drastically, by 82%. It led to losses worth USD 443 million for Snapchat, which lost about 3 million users soon after Instagram’s Stories launch.

Realising the situation, Snapchat decided to redesign its app to redefine the social network and boost its revenue. The Stories page has been removed in the new version of Snapchat, and all user posts and messages have been moved under one section. Also, the “Discover” page features content from professional content creators and publishers.

However, Snapchat, unfortunately, faced backlash for redesigning the app, which the majority of the users disliked. Users felt that it made the app difficult to navigate. The update received 83% negative reviews on the App Store, with one or two stars.

Despite all the efforts, Snapchat was facing the slowest ever growth rate and increasing losses.

Now, based on the information provided, assume the role of a brand manager at Snapchat and answer the following in your report in **not more than 800 words**:

Ques 1) Snapchat faced a significant loss of user base due to Instagram and backlash from its users for redesigning its app. How can Snapchat rebuild its image and regain its user base?

Ques 2) How can Snapchat survive in the competitive world of social media with giants like Instagram and Facebook?

General Instructions:

- The key focus areas for the assignment should be:
 - Secondary research
 - Academic style of writing
 - Correct referencing
 - Structuring the report
- Selecting evaluation parameters/criteria to assess the options is more important than arriving at a final recommendation
- Try following the process rather than worrying about the final/correct recommendation
- Strictly adhere to academic integrity norms
- Check for similarity scores and mention it at the end of your report. You should strive to have a minimum similarity score. The ideal score is 0%.

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