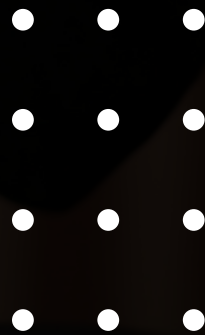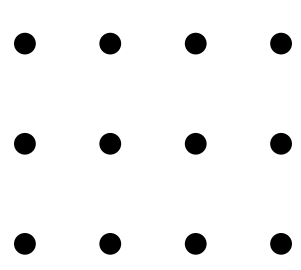# Snapchat

Conversational AI

Garvit Chhugani

Overview

'the fastest way to share a moment'

Snapchat, an American multi-media instant messaging service and application created by Snap Inc., formerly known as Snapchat Inc.

Launched in 2011 by former Stanford University students Evan Spiegel, Bobby Murphy, and Reggie Brown.

It gained popularity for its ephemeral nature and creative feature like filters, stickers, and lenses.

101 Product features

Largest user base in India: 182.35 Mn

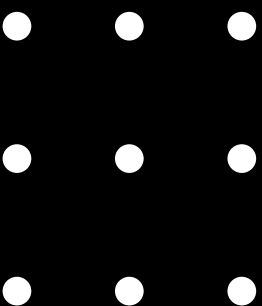**750Mn+ Daily Active Users Worldwide**

5+ Billion Snaps Created Daily

Supports 37 languages

51% of Users are Female

Advertising Revenue in 2021: $2.62B

Average daily usage time - 30 mins

10th Most Popular Global social media Platform

Conversational AI

- Natural Language Processing
- Dynamic Text to Speech
- Intent Recognition
- Machine Learning
- Voice Optimised Responses
- Contextual Awareness

What?

Conversational AI is a set of technologies which enables machines to understand, process and respond to human language through a virtual agent or chatbot.

How?

It uses multiple technologies like Natural language Processing (NLP), deep learning, machine learning and Artificial intelligence (AI) that work together seamlessly to enable human like communication by understanding text, speech, context and language.

Why?

Conversational AI helps to enhance customers service and bring human like personalization making machine conversation look like human to human, ensuring shorter waiting times and faster service.

Snapchat 'My AI'

'My AI', the new Snapchat chatbot, brings the realm of artificial intelligence to social media interaction. Acting as a chat companion, it offers users diverse topics to engage with. Yet, its advanced functionalities that enhance its capabilities are what sets it apart.

'My AI' relation with ChatGPT

Leveraging OpenAI's GPT technology, specifically the latest GPT 3.5 language model, Snapchat's My AI operates akin to other ChatGPT applications. However, the more users interact with it, the better it understands their preferences, evolving as conversations progress.

'My AI' Capabilities

Beyond being a companion for casual chats, Snapchat's My AI is a versatile tool. From trip planning and birthday gift suggestions to recommending recipes and writing poems and haikus, etc. It offers a personalized touch, allowing users to customize the bot name, avatar and chat wallpaper.
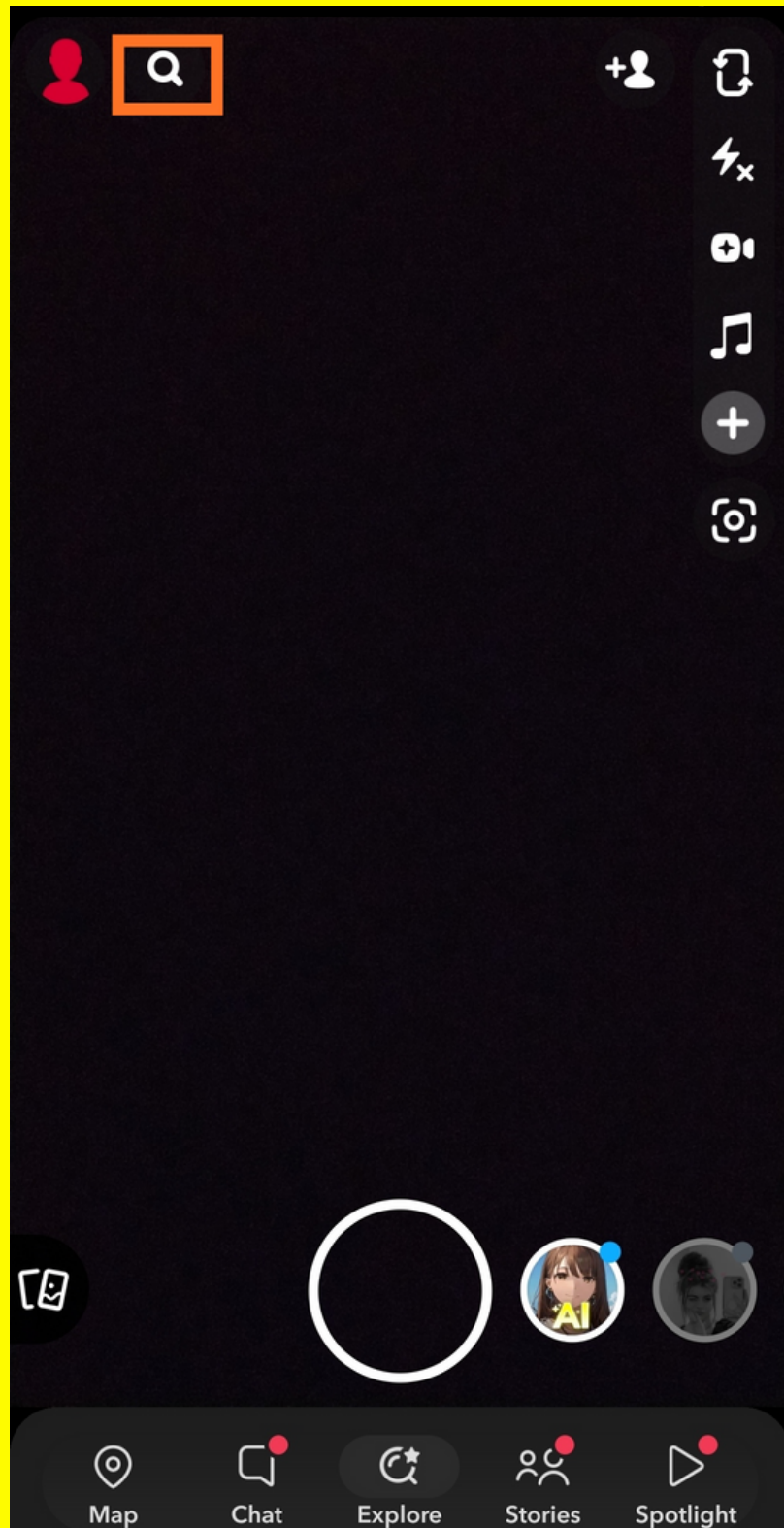
User Persona

Mukesh, a 25-year-old software engineer living in Bengaluru, is an extreme introvert. Prefers solitary moments and engages with only limited people.

Goals: Aspire to engage in meaningful conversations with any AI chatbot, seeking interaction devoid of social obligations. Desires guidance on selecting appealing filters and lenses.
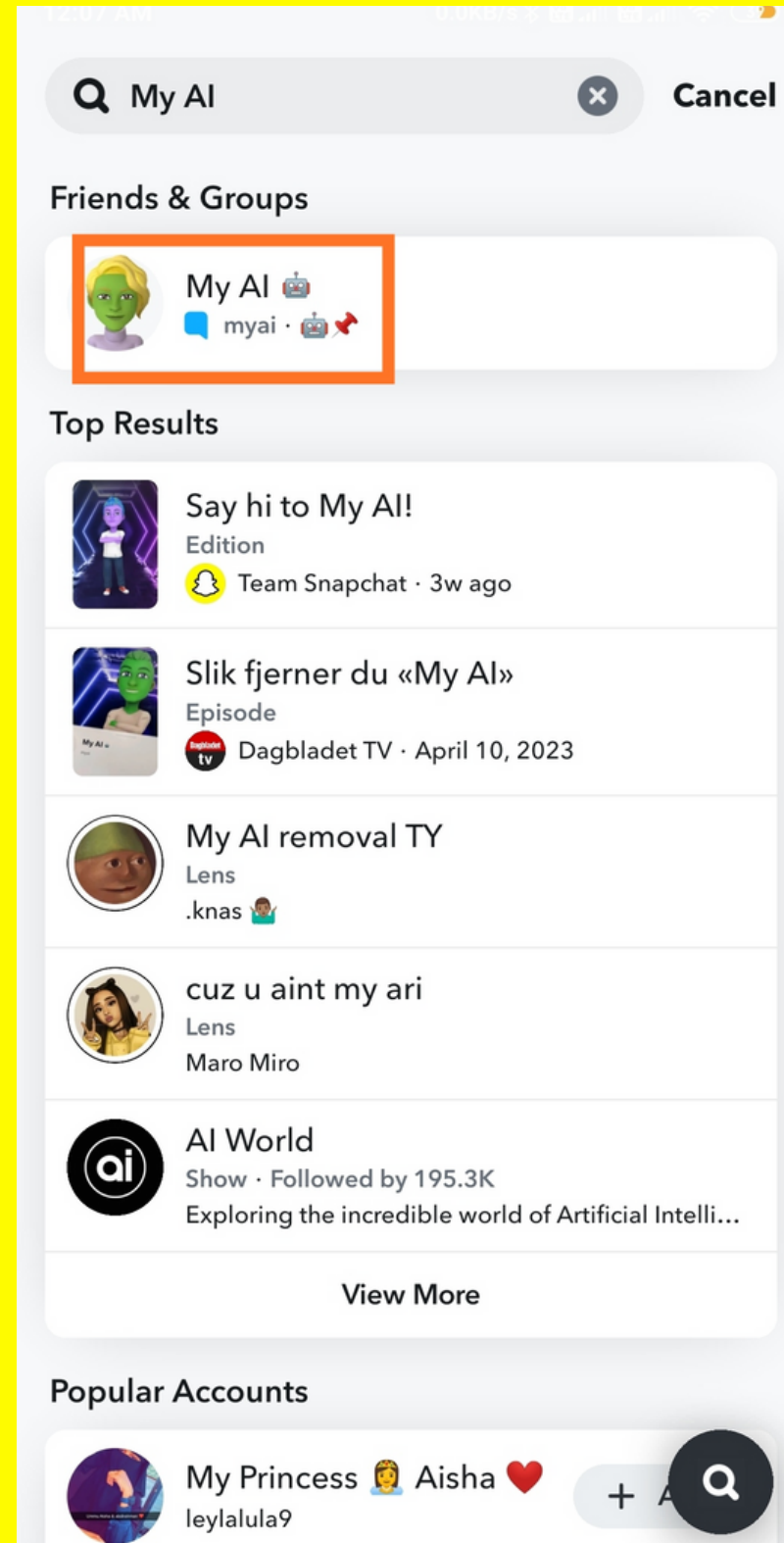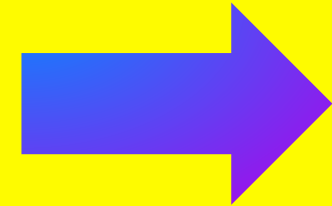
Pain Points: Limited social interactions due to introverted tendencies. Longs for conversations that delve deeper than superficial conversations. Aims to evade external judgment by others through interactions.
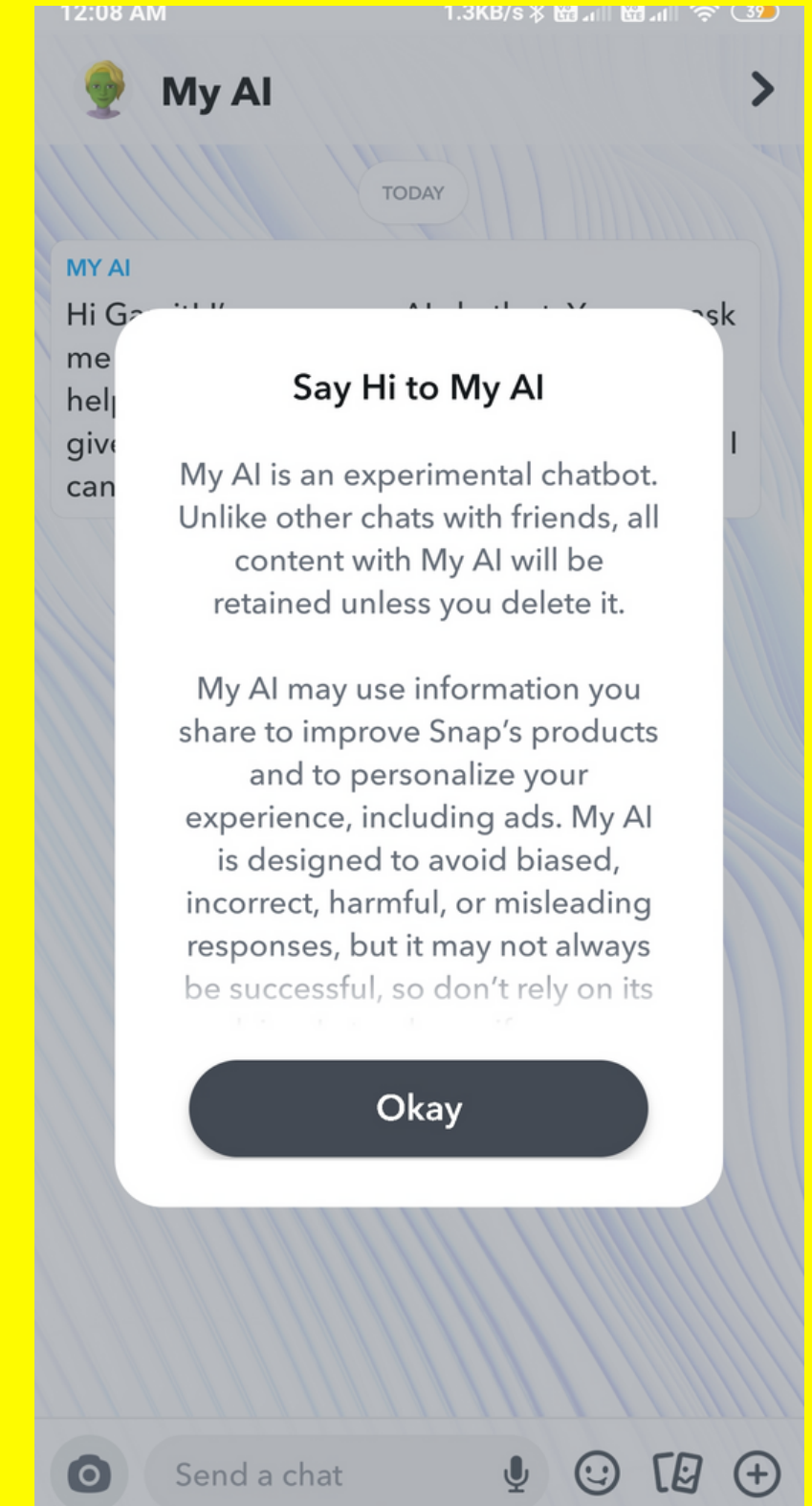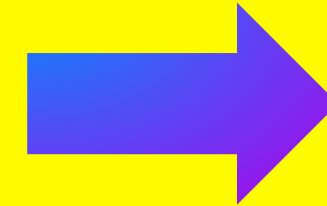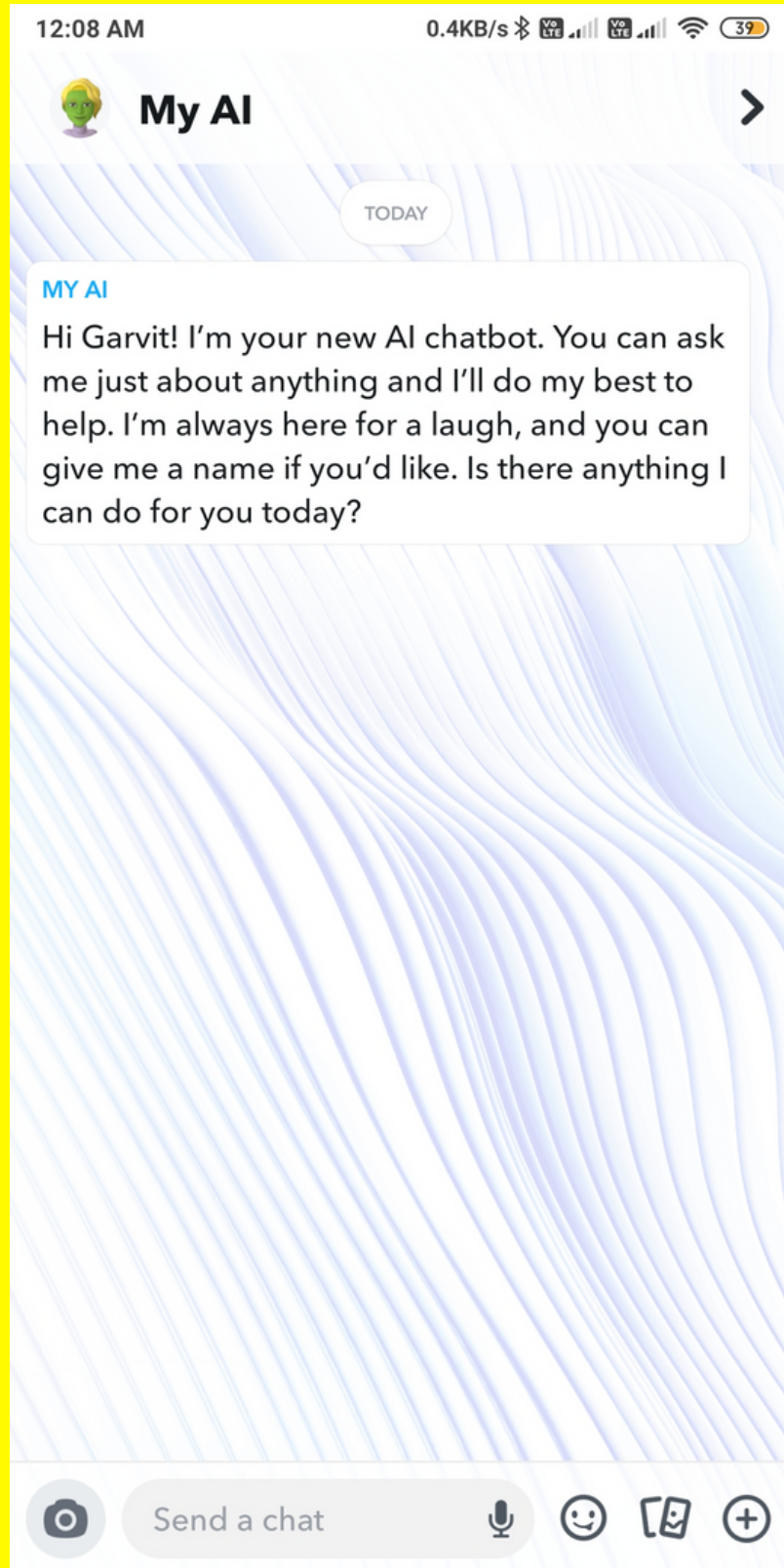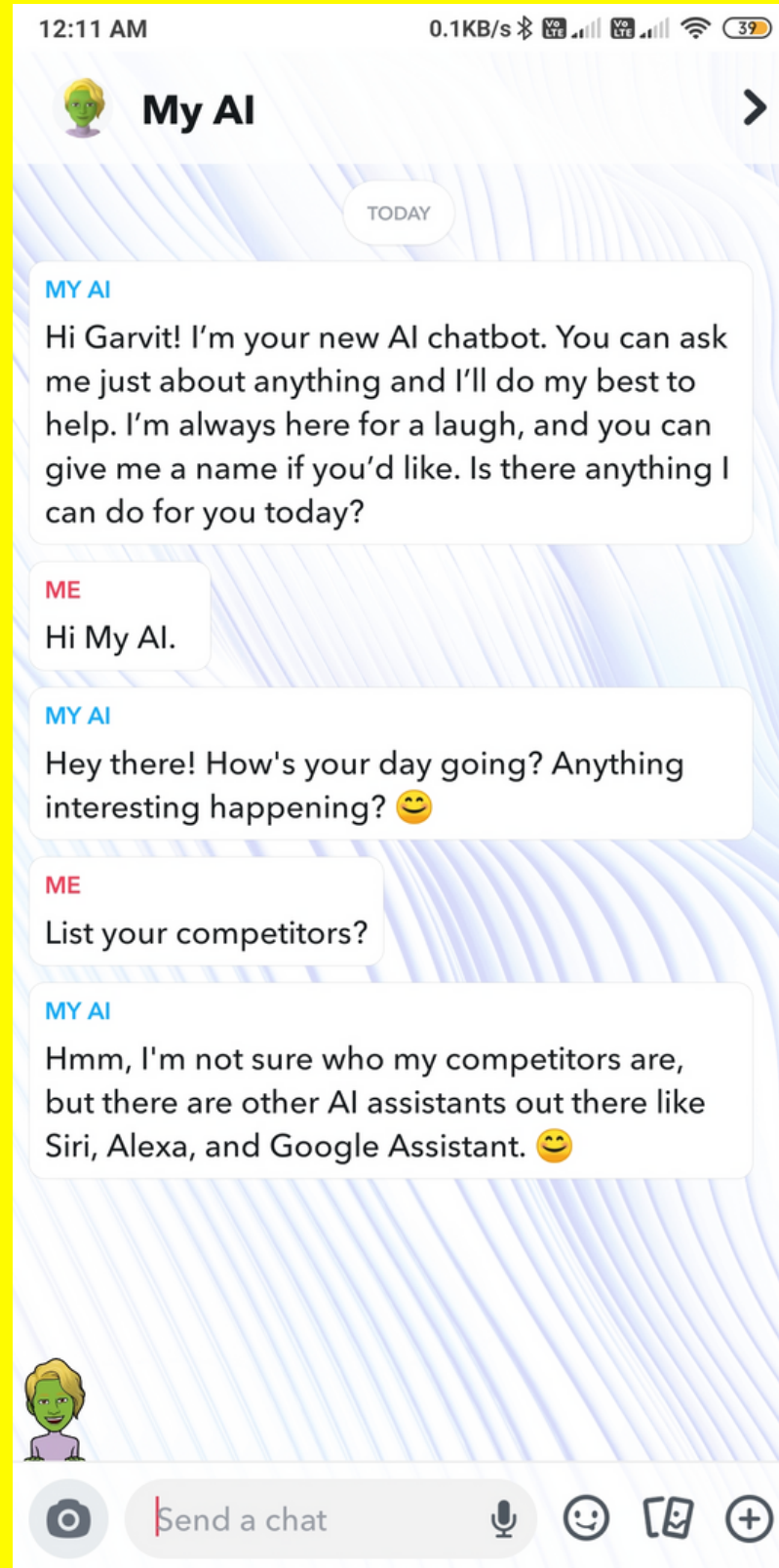
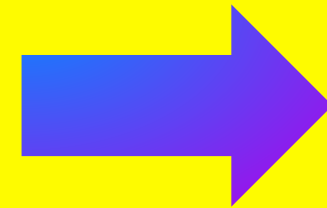# User Journey Map

Click on a 'Search' icon (Top, second from left)

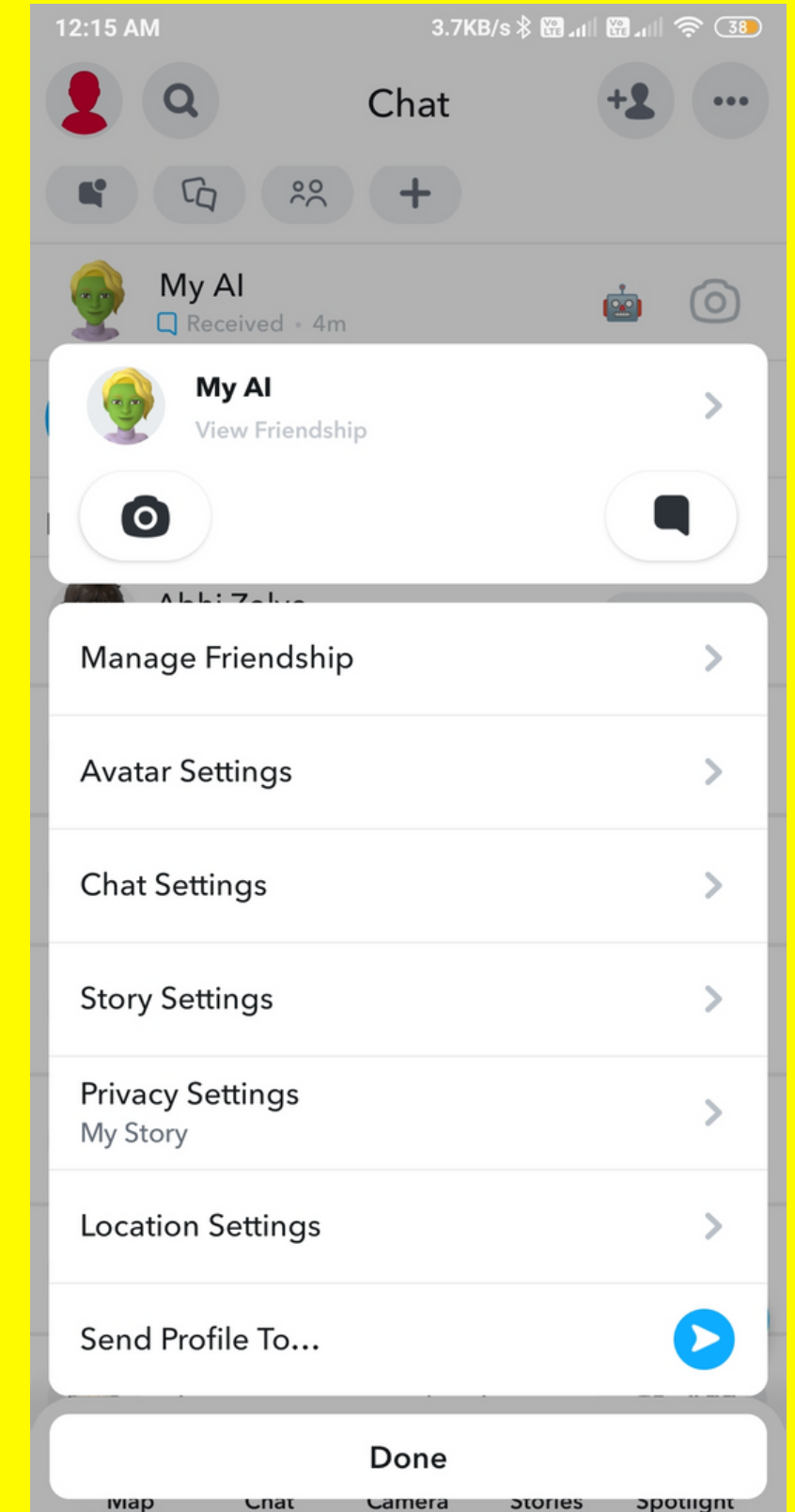**Type 'My AI' in the search bar and click on the first result.**
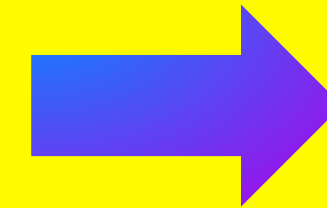
Will receive a pop-up of 'My AI' brief intro

Conversation started. Feel free to ask any question.

Will receive a prompt response to the question you have asked.

One can send a Snap to My AI, and edit its Name and Avatar after pressing the tab for a while.

Pros

It will improve the accuracy of face recognition filters. Snapchat's filters are known for their ability to track and overlay animations on users' faces in real time, providing an entertaining experience.

Additionally, it will help content creators reach a larger audience by recommending their content to users who are likely to be interested in it.

With the new AI, the app will be able to identify users' facial features more accurately, resulting in more realistic filters that are responsive to even the slightest movements. This will also open up new opportunities for augmented reality experiences, which can be used for educational and marketing purposes.

It enables the app to recommend relevant content to users. By analyzing users' behaviour and preferences, the app will be able to suggest personalized content that aligns with their interests. This will save users time and effort in searching for relevant content manually.
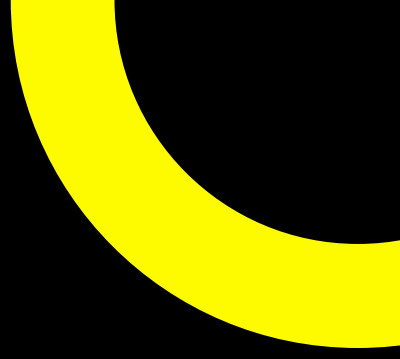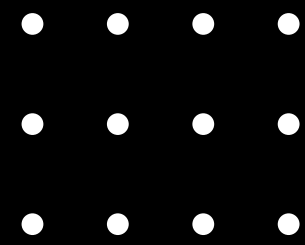
Cons

One of the biggest concerns is privacy. The new AI technology will require more data from users, such as facial recognition data, location data, and usage data. This has raised concerns among privacy advocates who worry about how this data will be used and whether it will be kept secure.

It may lead to the spread of misinformation. By recommending content based on user's behaviour and preferences, the app may inadvertently promote content that is inaccurate or biased, leading to the further polarization of society.

AI technology could also lead to further addiction to social media. With personalized content recommendations, users may spend more time on the app than they intended, potentially leading to negative effects on mental health and productivity.

At times, the chatbot may offer responses that are biased and potentially hurtful. Similar to ChatGPT, 'My AI' possesses information up until October 2021.

Key Metrics

L0 — Average time spent by users in Conversation per Unique User Session
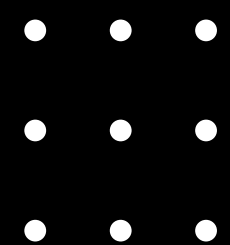
Conversation Initiation Rate

L1 — Number of Users who started the conversation with chatbot/Number of Users who entered the 'My AI' feature

Avg response by My AI per person

L2 — Total # of responses by My AI / # of users interacting with My AI

References

- *https://beebom.com/snapchat-my-ai-chatbot/*

- *https://help.snapchat.com/hc/en-us/articles/13266788358932-What-is-My-AI-on-Snapchat-and-how-do-I-use-it-*

- *https://www.totalebizsolutions.com/conversational-ai/*

THANK YOU!

HAPPY SNAPPING 👻