

Snapchat Spectacles

Tiffany Jagsarran & Lauren van der Laan





FIRST LOOK
SNAPCHAT SPECTACLES

WHAT'S INCLUDED?



What's Included?

- Spectacles
- Charging Case
- USB Charging Cable
- Ghost-Shaped Cleaning Cloth

SPECTACLES SPECS

Colors Available

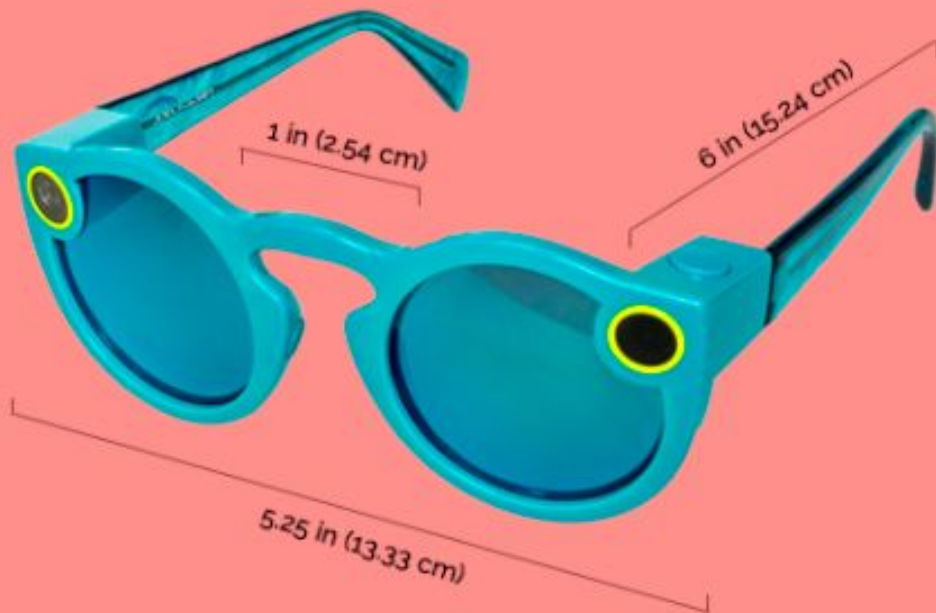


Number of Snaps / Charge

100 ten-second
Snaps per charge

Software Compatibility

Android & iOS



CAMERA & LED



CAMERA SPECS

To Record: 1st Tap = 10 Sec; 2nd = +10 Sec; 3rd = +10 Sec

To Stop Recording: Hold button for 2 seconds

Video Format: Circular Video (115-Degree Field Of View)

HD Quality: Yes, with Spectacles Wi-Fi pairing

LED LIGHTS INDICATOR

Recording In Progress: LED lights up in a circle

Low Battery: 1 LED flashes 3 times

Storage Full: 5 LED flashes 3 times

Software Update: 2 LED flashes 3 times

Low/High Temperature: 3 rotating LED with progress



What people are saying

"I've been blown away by Snapchat, Inc.'s Spectacle rollout. Will go down as one of the great marketing case studies, in my opinion. Compare this with the Google Glass rollout. Snapchat flipped the model."

Andrew Dumont,
VP Marketing at Bitly

"The whole experience feels seamless"

David Piece,
writer from Wired.com

"The ability to tap the sunglasses to record a video makes it so much easier to share with people. And not as disruptive."

Nick Dio,
Associate Producer



Meet Respondent #1

Kate

College student

Shopaholic

Tech savvy

Daily Snapchat user
rarely posts a story

Strong desire to purchase
Snapchat Spectacles

Meet Respondent #2

Caroline

College student

Prefers online shopping

Tech savvy

Daily Snapchat user for news - has
never posted a story

No interest in purchasing Snapchat
Spectacles





Meet Respondent #3

Robert

Wearable Health Technology start up
owner

Practical shopper

Tech savvy

Irregular Snapchat user - never posts a
story

No desire to purchase Snapchat
Spectacles

Meet Respondent #4

Connor

Cinematographer

Quality product consumer

Tech savvy

Daily Snapchat user. Post stories
regularly

Interested in Snapchat Spectacles
however not in purchasing



A word cloud on a yellow background. The word "fancy" is the largest and most central, rendered in a reddish-pink color. Surrounding it are various other words in different sizes, colors, and orientations. "fashion" is in blue at the top. "content" is in blue to the right of "fancy". "stylish" is in pink, rotated, at the top right. "youthful" is in black, rotated, above "content". "geeky" is in pink to the right of "fancy". "perspective" is in black below "fancy". "scary" is in black below "perspective". "innovative" is in blue to the right of "scary". "high-tech" is in pink at the bottom. "fashionable" is written vertically in pink on the left. "new" is written vertically in blue, rotated, between "scary" and "innovative".

fashion
fashionable
stylish
youthful
content
fancy
geeky
perspective
scary
innovative
new
high-tech



1. Privacy

Respondents we concerned about a stranger filming them without their consent

→ **Uncomfortable**

People feel as if they are being spied on

→ **Cyberbullying**

Will this increase the effects of an already sensitive issue?



2. More Options

Respondents could see Snapchat collaborating with sunglasses brands in the future

→ **RayBan**

First brand that came to mind when thinking of potential partnerships

→ **Styles**

Creating aviators, oversized, and wayfarer

→ **Different Colors**

Neutral, rose gold, marble print, black with different colored lenses



3. Accessibility

Overall, respondents thought the marketing campaign was clever and unique

→ **Multiple Locations**

Having various snapbots in different cities at the same time

→ **Retail/E-Commerce**

Selling in-stores so users could easily test it out or purchase within the Snapchat app



4. Camera

Respondents liked the feature to easily switch from portrait to landscape

→ **Limited to Videos**

Half of respondents use Snapchat to take pictures most of the time

→ **No Video Playback Option**

Can't tell what your filming

→ **115 Degree View**

Fish-eye lens effect was a great feature to include

→ **Placement**

Well thought out instead of placing it on the bridge of glasses



5. Innovative Technology

**Respondents like that hands-free
snapchatting will be a seamless
experience**



Sync

Phone automatically connects to
spectacles using code and bluetooth



Rechargeable Case

Wireless



Quality

Camera quality was good for a product
first of its kind

Spectacles in the Media

- Dec 9th, London
- Dr. Shafi Ahmed used snapchat spectacles to record a hernia repair surgery.



- December 10th, Cleveland
- NBA veteran Richard Jefferson posted videos shooting hoops



Marketing Approach

- **Small Launch**

- Snapbot in weird locations
- Find via Spectacles website



- **Limited Quantities**

- Exclusivity
- High price mark ups up to \$4,500 on third party sites

HOW TO BUY?

WHERE

Snapbot vending machines

- NYC retail location open until NYE
- Additional location(s) announced on website

NUMBER SOLD

~200 per Snapbot



RELEASE DATE

November 10, 2016

PRICE

\$129.99

WARRANTY

1 year

Competitors

GoPro

- Cost: \$399
- Waterproof
- Known product with many accessories



Google Glass

- Cost: \$1,500
- Banned in many places
- Ridiculed for looking too geeky



Future of the Snapchat Spectacles

Not successful:

- Product needs to be developed more before it really takes off
 - Camera quality just as good as smartphones
- Too many privacy concerns
- Trend
 - Obsolete

Snap to Try On

