

## Snapchat's Scanning Feature

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**Abstract :** The purpose of this project is to identify user satisfaction with the AI functions on Snapchat, in order to generate improvement proposals that allow its development within the app. To achieve this, a qualitative analysis was carried out through interviews to people who usually use the application, revealing their satisfaction or dissatisfaction with the usefulness of the AI. In addition, the background of the company and its introduction in these algorithms were analyzed. Furthermore, the characteristics of the three main functions of AI were explained: identify songs, solve mathematical problems, and recognize plants. As a result, it was obtained that 50% still do not know the characteristics of AI, 50% still believe song recognition is not always correct, 41.7% believe that math problems are usually accurate and 91.7% believes the plant detection tool is working properly.

**Keywords :** artificial intelligence, scanning, Snapchat, machine learning

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