

Snapchat deletes a distinctive feature and makes it easier to add friends

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Snapchat is removing a cumbersome feature and making it easier to add friends on its app.

The Los Angeles startup announced Wednesday that users will no longer have to continuously hold a finger on the screen to watch videos that friends have posted on the popular chat and entertainment app. Now, they can tap once to watch a video and let their finger rest - as is typical on most other apps.

The "hold-to-view" functionality had been among the many features that confused people trying to learn Snapchat. Getting rid of it is a "pretty big change," Snapchat said. And it comes with a potential downside. Not having to interact with the screen during playback could lead [users](#) to pay less attention to the videos.

But as Snapchat has sought more deals with advertisers in recent weeks, it's made an effort to make the app easier for a broader, older audience to understand. That's included Chief Executive Evan Spiegel explaining "the three screens of Snapchat" in a crudely filmed YouTube video. One part of the app is for capture, one for watching content from [friends](#) and one to see stories from media outlets.

An update arriving Wednesday on both Android and Apple devices also brings a new ability to the first screen. Users can quickly add someone who's nearby as a contact on the [app](#) assuming that the second person has the feature opened up at the same time.

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