

Snapchat's redesign isn't so popular

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Tuesday, 13 February 2018 22:38 -

Snapchat just completed their biggest redesign since it launched in 2011. It unfortunately isn't all roses and sunshine as a "fake" tweet that said if it was retweeted 1.3 million times they'd revert back to the old design. Long story short, that fake tweet has become the 6th most retweeted tweet ever.

It will be interesting to see if Snapchat caves or if the people that are upset actually leave. History shows that most likely people will accept the change and we won't hear about this in another week or so, but maybe Snapchat users are different?

[TheDailyBeast has the story.](#)

Last week Snapchat rolled out its biggest redesign since the app launched in 2011.

The company split the app into two sections, consolidating friend content on the left side, media content on the right, and installing a slew of other design changes.

Snapchat's massive teen userbase is outraged at the update, and already desperately trying to get the old version back.