Overview of ChatGPT

A snapshot of ChatGPT's global adoption and market position

Active Users Growth

Steady growth demonstrates sustained engagement

Market Share

ChatGPT remains the most-used consumer AI assistant

Active Users

800+ million people actively use ChatGPT each week

Despite Strong Growth, Key UX Issues Still Persist

Navigation & Retrieval

Users struggle to locate older or activated conversations, often relying on excessive scrolling or guessing where chats are stored

> OpenAI
>
> Finding a lost chat is a common issue with UX at these sort of quick questions, content dumps tools. Conversations are stored chronologically, but there's no "pinned" category, feel free! at some point I will need to copy the answer if it's important, or ask the model to "write a summary of this response or user ChatGPT to find the original the solution"

Organization & Structure

Large volumes of chats become difficult to manage, with no clear systems for grouping, organizing, or maintaining conversations efficiently.

> OpenAI
>
> As been using ChatGPT quite frequently and over time, I've noticed that my conversation history has become cluttered. Each chat covers a different topic, and much of them are no longer relevant to my current work.
>
> While the Projects feature is helpful when chats are related, it doesn't address the issue of unrelated one-off conversations — which happens quite often.

Maintenance & Bulk Actions

There is a lack of native features for performing actions on multiple chats simultaneously, making routine cleanup and data management time-consuming.

> OpenAI
>
> This is suggest a multiple select feature for managing your history. Currently, the chat history only offers "delete your data" or "delete all chats" options. It would be helpful to have the option to select specific conversations and delete them individually. This would make chat organization and cleanup much more efficient. Adding this feature would significantly improve the user experience, and I hope this gets considered in a future update.

External Workaround & Tool Organization

Users frequently rely on third-party tools, or external documentation to fill feature gaps or manage complex workflows.

Major Heuristics Themes

A concise summary of the key usability patterns that showed up again and again across the heuristic, highlighting where the product most often breaks users' flow and needs improvement.

Hidden Configuration with Long Impact

A critical setting, memory access while editing a project is buried in the UI and cannot be changed later. Misconfigurations here have major long-term consequences, yet users have no visibility or guidance.

Visual Content Discoverability Failures

Visual content is extremely hard to find, recover, or manage. The Library lacks the basic structure and search capabilities needed for real workflows, making user-generated visuals effectively "lost."

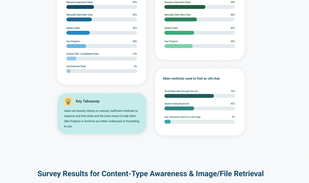
Missing System Feedback & Risky Actions

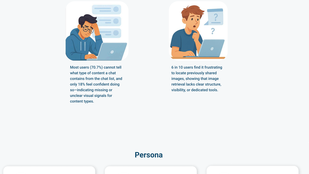
Critical actions - especially archiving - lack feedback or confirmation. Users don't know what the system is doing or where content goes, leading to hesitation, errors, and mistrust.

Organization & Scalability Limitations

ChatGPT does not support high-volume use. As histories grow, users face structural limitations: no folders, no sorting, no filters, and no bulk actions. This creates friction, slows workflows, and discourages long-term knowledge management inside the platform.

Heuristic Results





Survey Results

This analysis is based on responses from **104 surveyed** users, offering a reliable sample for identifying patterns and usability issues.

Key Survey Insights

85%

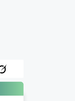
Struggle to find past chats/ information reliably

Most users cannot quickly locate information in long threads or past chats. Search is too slow/unreliable, forcing them to scroll manually, which slows workflows and reduces ChatGPT's effectiveness for complex tasks.

38%

Experience gaps in essential organizational tools

Users are frustrated by the lack of folders, tags, grouping, and metadata. This prevents them from organizing their history because overwhelming, leading to inefficient manual workarounds that don't scale.



47%

Dissatisfied with unclear and unreliable archiving

Nearly half have never used archive, and most who do find the feedback unclear. Users don't know what gets archived, can't find or how to retrieve them, making archiving unreliable and underused.

75%

Cannot manage multiple chats efficiently

Most users need to manage several chats simultaneously but lack bulk actions. Only single select or bulk delete. This forces repetitive manual actions that fail at real-world usage scale.

100 + Users

Survey Results for Content-Type Awareness & Image/File Retrieval

Users Struggle to Identify Chat Content at a Glance

Most users (70.7%) cannot tell what type of content a chat contains from the chat list, and only 19% feel confident doing so - indicating missing or unclear visual signals for content types.

Users Struggle to Locate Previously Shared or Received Images / Files

6 in 10 users find it frustrating to locate previously shared images, showing that image retrieval lacks clear structure, visibility, or dedicated tools.

Persona

Competitive Analysis