

Bird Reborn Project Plan Draft

Dead Bird

Team Members: Christian Kochanowski, Bryan Moylan, Colin Padwelka

Date: February 24, 2025

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Introduction

Scope and purpose of document (CK)

This scope of our project includes the features that will be added to X/Twitter and benefits that this project's enhancements and system revamps will bring to X/Twitter. The team and tools behind the Bird Reborn project are also listed below in this document.

The plan is not to completely scrap the current X/Twitter application, but rather to update it for a better experience for all users. By clarifying aspects of the verification and user interface, we plan to make the app a lot more approachable to new or inexperienced users. The Bird Reborn plan will also add many new customization for all users to express themselves and control the content they consume. We plan to use both Trello and Microsoft Project to keep track of this project's schedule.

System Scope

Problem/Opportunity Description (BM)

Improving user experience comes first, with that in mind Twitter/X has room for improvement. With recent changes to the platform, alongside core features that are lacking, these are the current problems worth highlighting that need improvement.

Addressing the current verification system, which is confusing at best with users wondering why someone is verified, is a priority. Furthermore, currently available filtering options are inadequate and users are often exposed to content that they deem inappropriate or harmful. Additionally, adding more optional features for blocking users and removing followers will enable users to curate their audience more effectively.

In addition, in order to jump on opportunities, creativity on the platform should be encouraged. Users enjoy being able to express themselves however they wish, and adding options to allow this creative freedom is a goal moving forward. Similarly, as users are often proactively seeking to be involved in a community, adding further functionality to enable this is the next step.

Anticipated Business/Personal Benefits (BM)

The primary goal of this update is to increase user satisfaction and retention on the platform. Improving functionality, and enabling users to be more confident in the platform are fundamental solutions. Revisiting features that were previously acceptable and modernizing them to the current social standard is a step. Examples of this include, but are not limited to customization options, content filtering, and verification reasons. Furthermore, encouraging users to buy more premium subscriptions for additional customisation features will increase revenue.

To start, updating content filtering and allowing users to be confident that they are only exposed to content that they deem appropriate will increase user retention. Next, addressing

confusion with the verification process will enable users to be confident on why individuals have been verified. Furthermore, including a reason as to why a particular user has been blocked will minimize confusion and frustrations.

With the core user experience improved, increasing personalization options on the platform completes the project. Enabling users to edit and change site themes and profiles will allow for users to have experiences that are unique to themselves. Users will gain a sense of ownership over the content they have created and be encouraged to continue influencing and spending time on the platform. Additionally, introducing features that foster community engagement will further encourage freedom of expression for users increasing their satisfaction on the platform.

System Capabilities (CP)

- **Verification reasons**
 - Feature helps differentiate between premium users and public figures
 - Add descriptions for public figures to show what they did to earn their verification
 - These descriptions are shown when tapping/clicking on their verified icon
 - The icons will look differently depending on if they have premium or are a public figure
- **Block reasons**
 - Allows user to input reason or nothing when blocking someone
 - The reason for blocking can be shown to the blocked user on blockers profile
 - The user can choose whether they want the blocked user to see their block reason
- **More global themes**
 - Add more customization beyond just light and dark mode
 - Small amount of presets for free users
 - Optional seasonal themes for holidays which are available for limited time
 - Premium users get more customization options
- **Profile themes**
 - Full profile customization for premium users
 - Images
 - Colors
 - Gradients
 - Fonts (preset list of fonts)
 - All users have the option to hide all or specific users custom profiles
- **A remove follower button**
 - Users can remove a user from following them
 - The removed user is not notified
 - The removed user can refollow
 - The user who removed the follower will get a notification when the user refollows as if it's the first time following
 - Opposed to blocking someone and unblocking them to stop them from following you. When that user refollows you, you dont get notified at all

- **Better content filtering options**
 - Add more new options within current ones which includes:
 - Nudity
 - Artistic Nudity
 - Adult Content
 - Other (User or staff input)
 - Violence
 - Light (Minor injuries, most people can handle)
 - Moderate (Major injuries)
 - Extreme (Very gorey, most people would be traumatized)
 - Other (User or staff input)
 - Sensitive Content
 - Flashing Lights
 - Substance Use
 - Self harm
 - Gambling
 - ...more could be added as see fit
 - Other (User or staff input)
 - Medium
 - Real life photo/video
 - Real life modified ("photoshopped"/vfx)
 - Art (Drawing, painting, 3D model, etc...)
 - AI generated
 - Other (User or staff input)
 - These filters should be stackable on posts (Ex. Flashing Lights & Gambling)
 - Users will be able to control if they want to see, have a warning, or not see it in their settings.
- **Communities badges**
 - Icons displaying users communities on profiles
 - User can select up to 3 communities to show on their profile
 - Clicking/tapping badge opens the communities public page to view
 - Users can show no communities if they choose to

System Context (CP)

See BirdReborn_SystemContextDiagram.drawio for System Context Diagram

Schedule (CP)

See DeadBird_BirdReborn_Schedule V2.mpp for the Schedule

Staff Organization (CK)

Our Team Leader is Colin Padwelka, who leads this project and its goals. Christian Kochanowski maintains the Trello workspace, which keeps track of the due dates and upcoming deadlines for the project. Bryan Moylan maintains our github, which holds all of the major programs and code. All team members work together on all contents like this document and future parts that will come up during the Bird Reborn project.

Tracking and control mechanisms (CP)

We plan to use both Trello and Microsoft Project to keep track of our objectives and schedule of what we are working on. We are using Slack to communicate with each other when we are not together in person. We have been utilizing the beginning and end of class for meetings and catching up on what we have worked on, and additional time outside of class to meet in person can be arranged if needed. We use google docs and other cloud based software when we can, and whenever that is not available we upload the work in progress files onto google drive so what we are working on is synced in some way. Once the project is complete we then upload the completed versions onto the github repository.