**Course Name –** Product design thinking framework

**Collage Name –** Quantum university

**Batch Number – 01**

**Task 3:-** Solve a complex problem and apply design thinking phases. Create a table and provide the solution found in each phase.

Case study: reducing fake news spread on twitter.

Twitter (now X) has faced widespread misinformation issues, especially during major events like elections and public health crises. Users often share misleading or false information without verifying it, leading to confusion and harm. The challenge is to reduce the spread of fake news while maintaining user engagement and freedom of speech.

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| phase | Key Actions & Findings | Solution |
| scope | Identified fake news as a major issue affecting platform credibility.  Analyzed data and found that misleading tweets spread 6x faster than verified news. | Goal: Reduce misinformation while keeping the platform engaging. |
| Empathize | Conducted user research & expert interviews.  Found that users often retweet without reading full articles.  Users trust tweets with many likes & shares, even if the source is unreliable. | Key Insight: Users need subtle interventions that encourage fact-checking without restricting their freedom. |
| Define | Reframed the problem: "How might we encourage users to verify news before sharing it?"  Identified two key pain points:  1. Users share without verifying.  2. Lack of clear indicators for reliable sources. | Focus shifted from banning content to nudging users towards verification. |
| Ideate | Brainstormed multiple solutions, including:  1. Pre-Retweet Warning (asks users if they’ve read the article before sharing).  2. Trust Indicators (labeling verified sources).  3. Crowdsourced Fact Checking (letting userstag misleading tweets). | Chose to prototype Pre-Retweet Warning & Trust Indicators as top solutions |
| Prototype | Developed two prototypes:  1. "Read Before Retweet": A prompt asking users if they’ve read the article before sharing.  2. "Verified Source Badge": A badge for reliable news organizations. | Tested the prototypes with 50,000 users |
| Validation | A/B Testing Results:  1. Pre-Retweet Warning reduced misinformation sharing by 29%.  2. Trust Indicators increased engagement with verified sources by 20%.  Users reported being more cautious before sharing news. | The validated solution was prepared for platform-wide rollout. |
| Implementation | Rolled out "Read Before Retweet" globally.  Introduced "Verified Source Badges" for major news agencies.  Expanded Community Notes (crowdsourced fact-checking). | Twitter saw a significant reduction in the spread of misinformation and increased credibility of news sources. |
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