



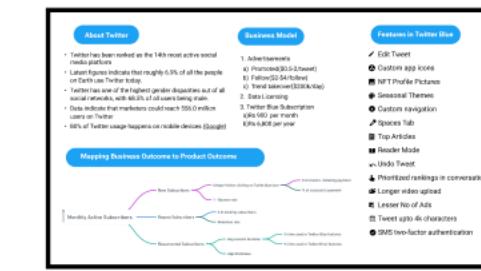
Home



For you



Following



Introduction to Twitter



Increase Twitter Blue Monthly Subscribers

Grad Project



Key Stats



\$4.4 billion

Twitter Revenue
in FY- 2022

\$3.96 billion

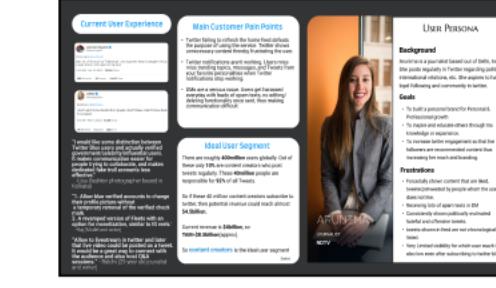
Revenue from
Adevertisement

\$440 million

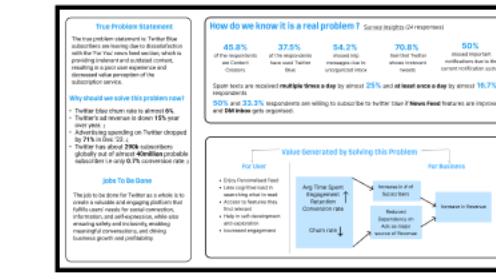
Revenue from Data
Licensing. Super
Follow & Twitter
Blue

11%

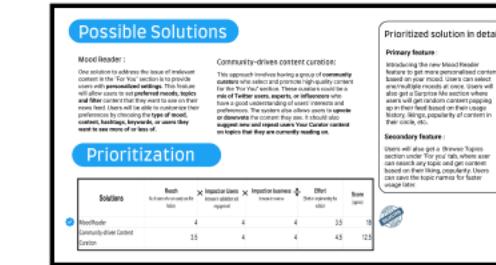
year on year
decline since
2021



User Experience & User Persona



Problem Definition



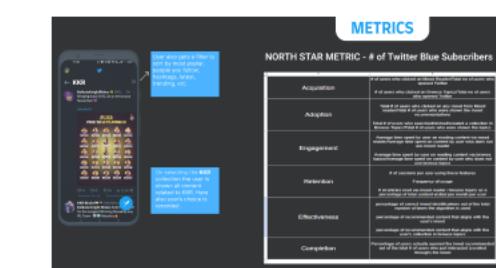
Prioritizing Possible Solutions



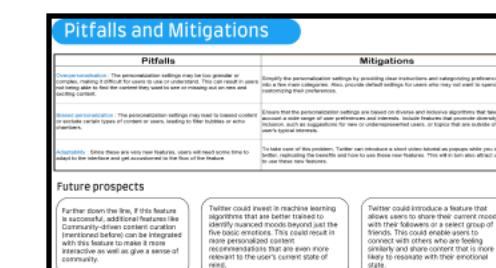
Wireframing the Solutions



Wireframing the Solutions



Metrics



Pitfalls & Mitigations

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About Twitter

- Twitter has been ranked as the 14th most active social media platform
- Latest figures indicate that roughly 6.9% of all the people on Earth use Twitter today.
- Twitter has one of the highest gender disparities out of all social networks, with 68.5% of all users being male.
- Data indicate that marketers could reach 556.0 million users on Twitter
- 80% of Twitter usage happens on mobile devices ([Google](#))

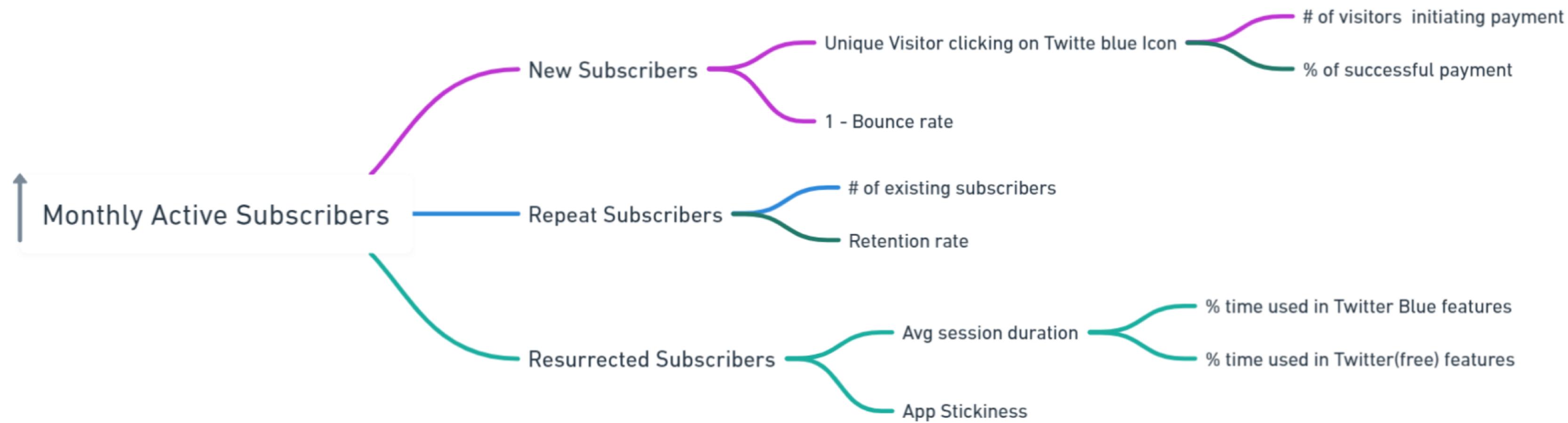
Business Model

1. Advertisements
 - a) Promoted(\$0.5-2/tweet)
 - b) Follow(\$2-\$4/follow)
 - c) Trend takeover(\$200k/day)
2. Data Licensing
3. Twitter Blue Subscription
 - a)Rs 900 per month
 - b)Rs 6,800 per year

Features in Twitter Blue

- >Edit Tweet
- Custom app icons
- NFT Profile Pictures
- Seasonal Themes
- Custom navigation
- Spaces Tab
- Top Articles
- Reader Mode
- Undo Tweet
- Prioritized rankings in conversations
- Longer video upload
- Lesser No of Ads
- Tweet upto 4k characters
- SMS two-factor authentication

Mapping Business Outcome to Product Outcome



Current User Experience



Jeannine Edwards

Replies to @elonmusk

Get rid of "for you" vs "following". Just have MY feed of people I follow. I want more, I can scan on my own.

3:30 AM · Feb 14, 2023 · 152.2K Views

146 Retweets 15 Quotes 4,449 Likes



Ashley

Replies to @elonmusk

I don't want to see tweets from people I don't follow, I don't follow them for a reason

3:31 AM · Feb 14, 2023 · 40.3K Views

15 Retweets 2 Quotes 439 Likes

"I would like some distinction between Twitter Blue users and actually verified government/celebrity/influential users. It makes communication easier for people trying to collaborate, and makes dedicated fake troll accounts less effective."

-Lisa (fashion photographer based in Kolkata)

"1. Allow blue verified accounts to change their profile picture without a temporary removal of the verified check mark.

2. A revamped version of Fleets with an option for monetization, similar to IG reels."

-Raj (Model and actor)

"Allow to livestream in twitter and later that live video could be posted as a tweet. It would be a great way to connect with the audience and also host Q&A sessions." - Riddhi (29 year old journalist and writer)

Main Customer Pain Points

- Twitter failing to refresh the home feed defeats the purpose of using the service. Twitter shows unnecessary content thereby frustrating the user.
- Twitter notifications aren't working. Users miss miss trending topics, messages, and Tweets from your favorite personalities when Twitter notifications stop working.
- DMs are a serious issue. Users get harassed everyday with loads of spam texts, no editing/deleting functionality once sent, thus making communication difficult

Ideal User Segment

There are roughly **400million** users globally. Out of these only **10%** are content creators who post tweets regularly. These **40million** people are responsible for **92%** of all Tweets.

So if these 40 million content creators subscribe to twitter, then potential revenue could reach almost **\$4.5billion**.

Current revenue is **\$4billion**, so **TAM=\$8.5billion**(approx).

So **content creators** is the ideal user segment



USER PERSONA

Background

Arunima is a journalist based out of Delhi, India. She posts regularly in Twitter regarding politics, international relations, etc. She aspires to have a loyal following and community in twitter.

Goals

- To build a personal brand for Personal & Professional growth
- To inspire and educate others through his knowledge or experience.
- To increase better engagement so that her followers are recommended content thus increasing her reach and branding.

Frustrations

- Forcibly shown content that are liked, tweeted,retweeted by people whom the user does not like.
- Receiving lots of spam texts in DM
- Consistently shown politically motivated hateful and offensive tweets.
- tweets shown in feed are not chronologically listed.
- Very Limited visibility for which user reach is also low even after subscribing to twitter blue.

True Problem Statement

The true problem statement is: Twitter Blue subscribers are leaving due to dissatisfaction with the 'For You' news feed section, which is providing irrelevant and outdated content, resulting in a poor user experience and decreased value perception of the subscription service.

Why should we solve this problem now?

- Twitter blue churn rate is almost **6%**.
- Twitter's ad revenue is down **15%** year over year.¹
- Advertising spending on Twitter dropped by **71%** in Dec '22.²
- Twitter has about **290k** subscribers globally out of almost **40million** probable subscriber i.e only **0.7%** conversion rate.³

Jobs To Be Done

The job to be done for Twitter as a whole is to create a valuable and engaging platform that fulfills users' needs for social connection, information, and self-expression, while also ensuring safety and inclusivity, enabling meaningful conversations, and driving business growth and profitability.

How do we know it is a real problem ? Survey insights (24 responses)

45.8%
of the respondents
are Content
Creators

37.5%
of the respondents
have used Twitter
Blue

54.2%
missed imp
messages due to
unorganized inbox

70.8%
feel that Twitter
shows irrelevant
tweets

50%
missed important
notifications due to the
current notification system

Spam texts are received **multiple times a day** by almost **25%** and **at least once a day** by almost **16.7%** respondents

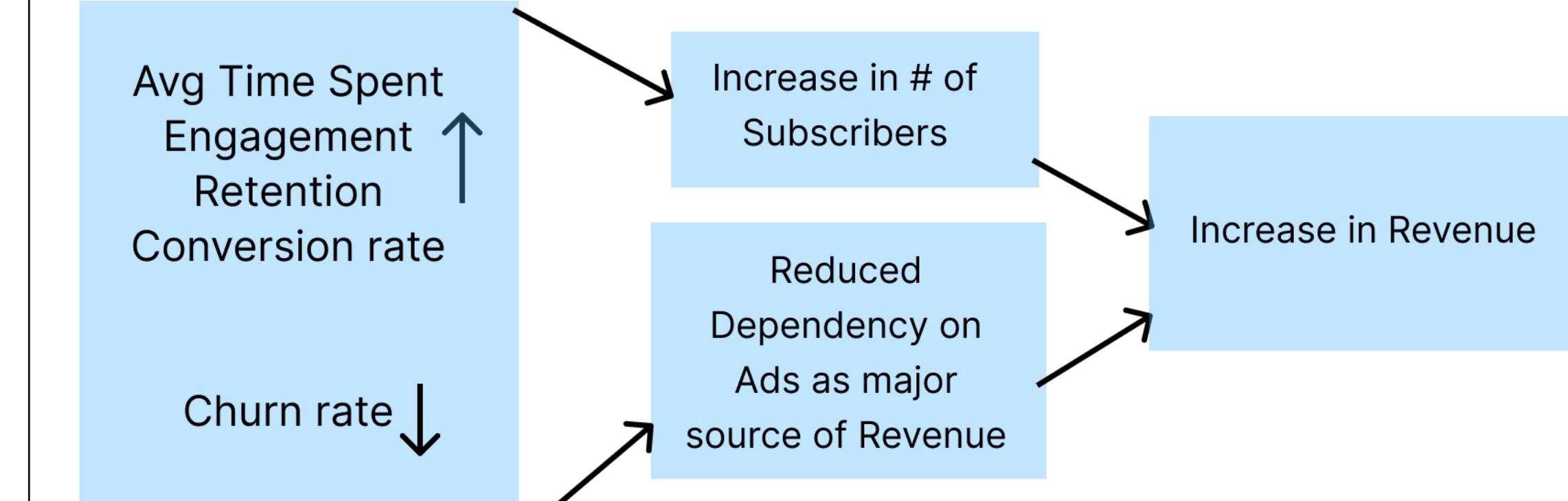
50% and **33.3%** respondents are willing to subscribe to twitter blue if **News Feed** features are improved and **DM inbox** gets organised.

Value Generated by Solving this Problem

For User

- Enjoy Personalised Feed
- Less cognitive load in searching what to read
- Access to features they find relevant
- Help in self-development and exploration
- Increased engagement

For Business



Possible Solutions

Mood Reader :

One solution to address the issue of irrelevant content in the "For You" section is to provide users with **personalized settings**. This feature will allow users to set **preferred moods, topics and filter** content that they want to see on their news feed. Users will be able to customize their preferences by choosing the **type of mood, content, hashtags, keywords, or users they want to see more of or less of**.

Community-driven content curation:

This approach involves having a group of **community curators** who select and promote high-quality content for the "For You" section. These curators could be a **mix of Twitter users, experts, or influencers** who have a good understanding of users' interests and preferences. The system also allows users to **upvote or downvote** the content they see. It should also **suggest new and repeat users Your Curator content on topics that they are currently reading on**.

Prioritized solution in detail

Primary feature :

Introducing the new Mood Reader feature to get more personalised content based on your mood. Users can select one/multiple moods at once. Users will also get a Surprise Me section where users will get random content popping up in their feed based on their usage history, likings, popularity of content in their circle, etc.

Secondary feature :

Users will also get a Browse Topics section under 'For you' tab, where user can search any topic and get content based on their liking, popularity. Users can save the topic names for faster usage later.

Solutions	Reach No of users who can easily use this feature	Impact on Users Increase in satisfaction and engagement	Impact on business Increase in revenue	Effort Efforts in implementing this solution	Score (approx)
Mood Reader	4	4	4	3.5	18
Community-driven Content Curation	3.5	4	4	4.5	12.5



WIREFRAMING THE SOLUTIONS

Two new Features 'Mood Reader' and 'Browse Topics' have been introduced

If the user chooses Mood Reader feature he would be navigated to this page.

The most attractive mood is the '**Surprise Me**'. Once the user chooses this mood, he would be shown very random abstract videos most popular in the internet aligned with user's likings based on his usage history

Users will now get the option to choose between if they like to see further posts like this or they do not like this current post. Based on the user's choice twitter's algo will curate more content to cater to the user's choices.

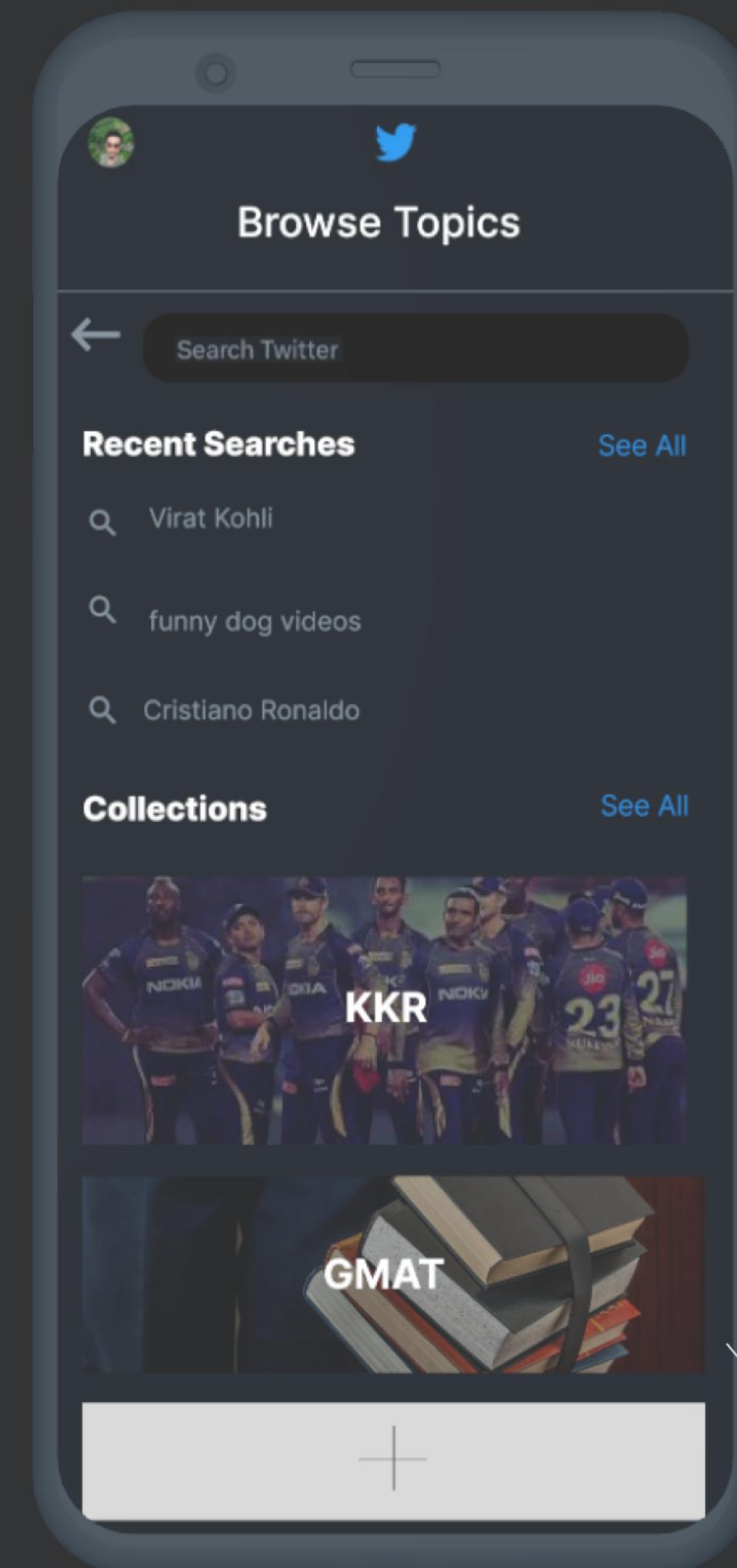
WIREFRAMING THE SOLUTIONS

The user gets a feature called '**Tag Mood**' where the user gets the choice to mark the mood of any content from the given predefined list of Moods. Based on numerous such markings by users all across the globe the contents can be segregated according to the mood provided.



If the user chooses Mood Reader feature he would be navigated to this page. The user gets the **Search** option here

Collections are a list of favourite topics which the user follows frequently and loves to see hot and latest content topics. These collections as visible have been saved by the user from prior. Whenever he wishes to see content of any such topics he would simple tap and all content based on this topics will be visible to the user



Newly introduced '**Recent Searches**' shows what the user has searched in recent times

Tapping on this '+' icon would allow the user to add a new topic to his collection.

METRICS

NORTH STAR METRIC - # of Twitter Blue Subscribers



User also gets a filter to sort by most popular, people you follow, hashtags, latest, trending, etc.

On selecting the **KKR** collection the user is shown all content related to KKR. Here also user's choice is recorded.

Acquisition	# of users who clicked on Mood Reader/Total no of users who opened Twitter # of users who clicked on Browse Topics/Total no of users who opened Twitter
Adoption	Total # of users who clicked on any mood from Mood reader/Total # of users who were shown the mood recommendations Total # of users who searched/clicked/created a collection in Browse Topics/Total # of users who were shown the topics
Engagement	Average time spent by user on reading content via mood reader/Average time spent on content by user who does not use mood reader Average time spent by user on reading content via browse topics/Average time spent on content by user who does not use browse topics
Retention	# of sessions per user using these features Frequency of usage # of articles read via mood reader / browse topics as a percentage of total content visited per month per user
Effectiveness	percentage of correct mood identifications out of the total number of times the algorithm is used percentage of recommended content that aligns with the user's mood percentage of recommended content that aligns with the user's collection in browse topics
Completion	Percentage of users actually opened the tweet recommended out of the total # of users who just interacted (scrolled through) the tweet

Pitfalls and Mitigations

Pitfalls	Mitigations
<p>Overpersonalisation : The personalization settings may be too granular or complex, making it difficult for users to use or understand. This can result in users not being able to find the content they want to see or missing out on new and exciting content.</p>	<p>Simplify the personalization settings by providing clear instructions and categorizing preferences into a few main categories. Also, provide default settings for users who may not want to spend time customizing their preferences.</p>
<p>Biased personalization : The personalization settings may lead to biased content or exclude certain types of content or users, leading to filter bubbles or echo chambers.</p>	<p>Ensure that the personalization settings are based on diverse and inclusive algorithms that take into account a wide range of user preferences and interests. Include features that promote diversity and inclusion, such as suggestions for new or underrepresented users, or topics that are outside of a user's typical interests.</p>
<p>Adaptability : Since these are very new features, users will need some time to adapt to the interface and get accustomed to the flow of the feature.</p>	<p>To take care of this problem, Twitter can introduce a short video tutorial as popups while you open twitter, replicating the benefits and how to use these new features. This will in turn also attract users to use these new features.</p>

Future prospects

Further down the line, if this feature is successful, additional features like Community-driven content curation (mentioned before) can be integrated with this feature to make it more interactive as well as give a sense of community.

Twitter could invest in machine learning algorithms that are better trained to identify nuanced moods beyond just the five basic emotions. This could result in more personalized content recommendations that are even more relevant to the user's current state of mind.

Twitter could introduce a feature that allows users to share their current mood with their followers or a select group of friends. This could enable users to connect with others who are feeling similarly and share content that is more likely to resonate with their emotional state.