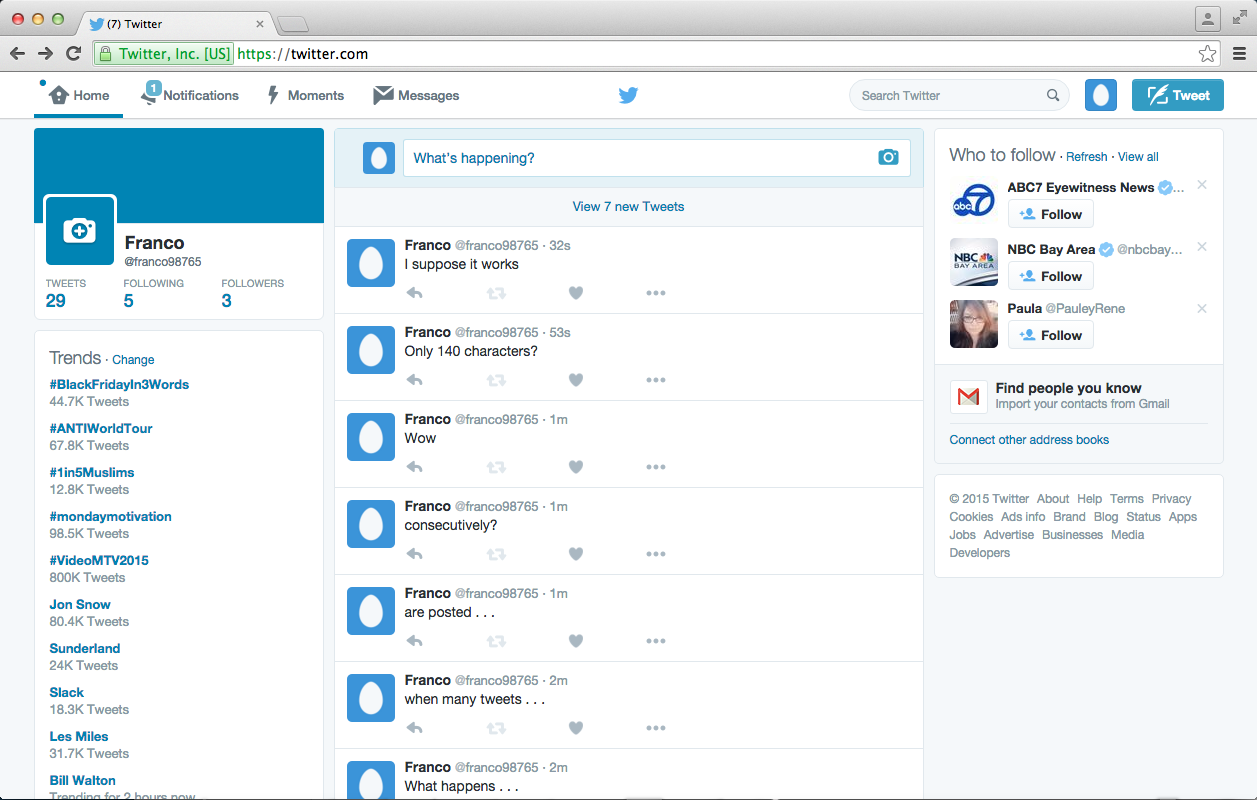
Twitter Dream-Design

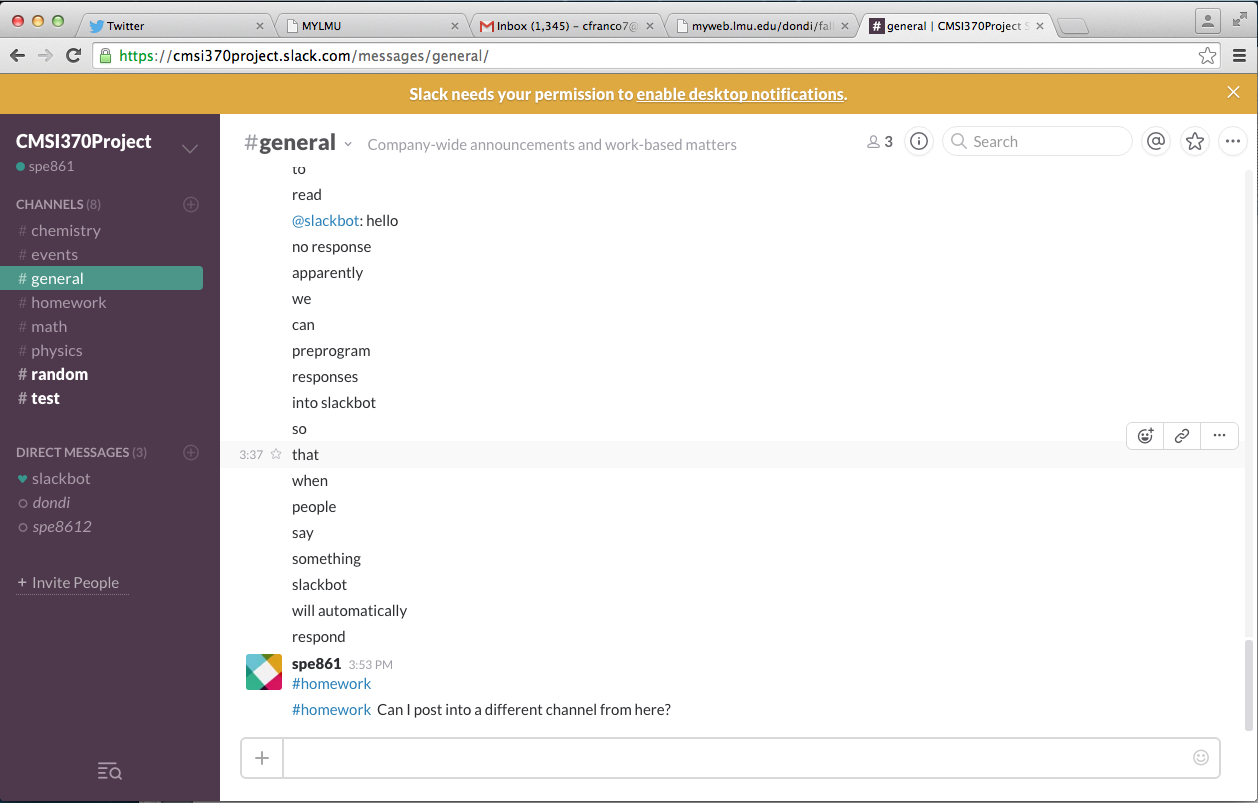
1. Twitter provides a social networking service in which the main form of communication between users is 140 character “tweets.” Users are able to follow each other to send and receive messages, and whoever is following a given user sees their tweets when they are posted. Networks of users can be even more creative with their posts by using hashtags (“#” with a word attached) to make any tweets in which it is contained indexed and easily searchable by followers and even users outside of that particular network (e.g. “#food”). The same can also be said for when users perform “mentions,” or tweets meant for other specific users, by typing the “@” with the other’s username attached (e.g. “@franco98765”). This is often used to direct a message that is still viewable to everyone in the network. The mention will appear in the other user’s feed as well. Of course, users can also send private direct messages to people they follow

Compared to messaging applications like Slack, Twitter’s interface seems to be slightly more cluttered with several different features being squeezed into a small window.

Twitter

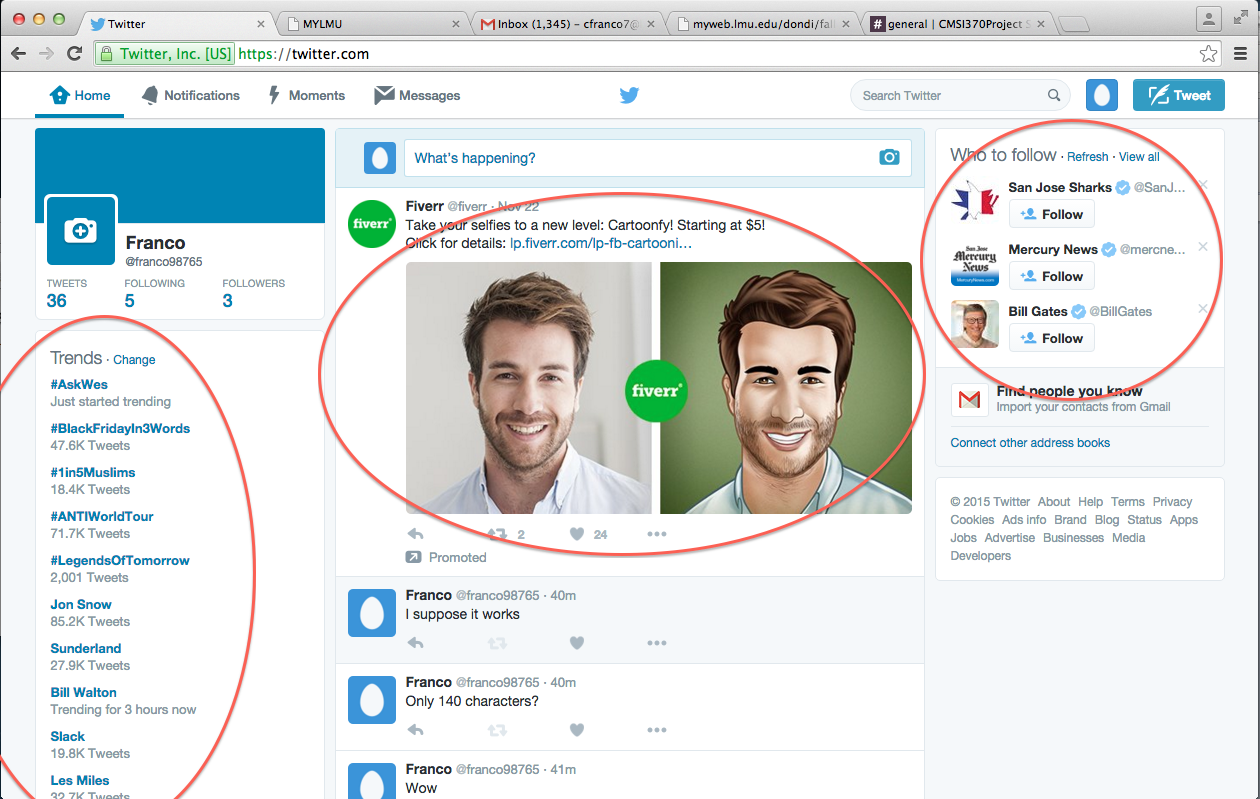


Slack



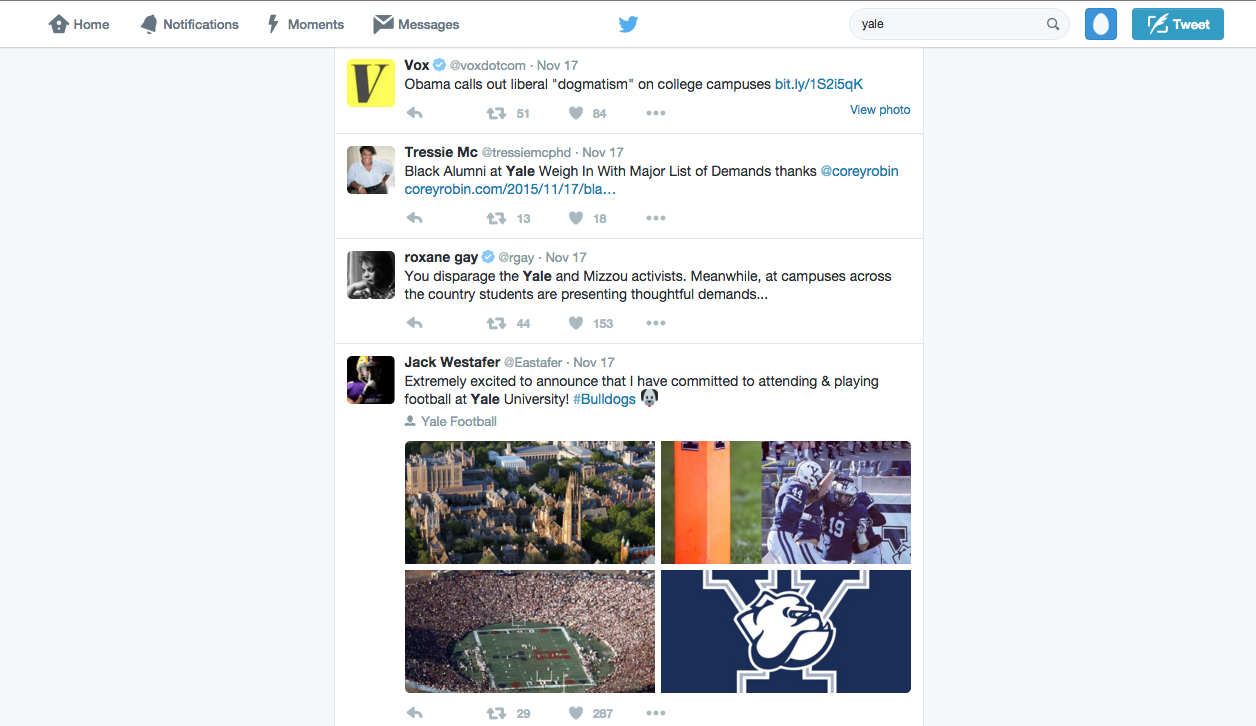
Given that this is my first time using Twitter in 1.5 years and that the last time I used it was only for a few minutes a week, it was interesting to explore and evaluate Twitter’s interface from a Learnability standpoint. For example, finding specific people to follow using the search bar was slightly difficult given that there are so many people with the same first and last name. However, there is a handy way to import your gmail contacts into twitter to instantly find people.

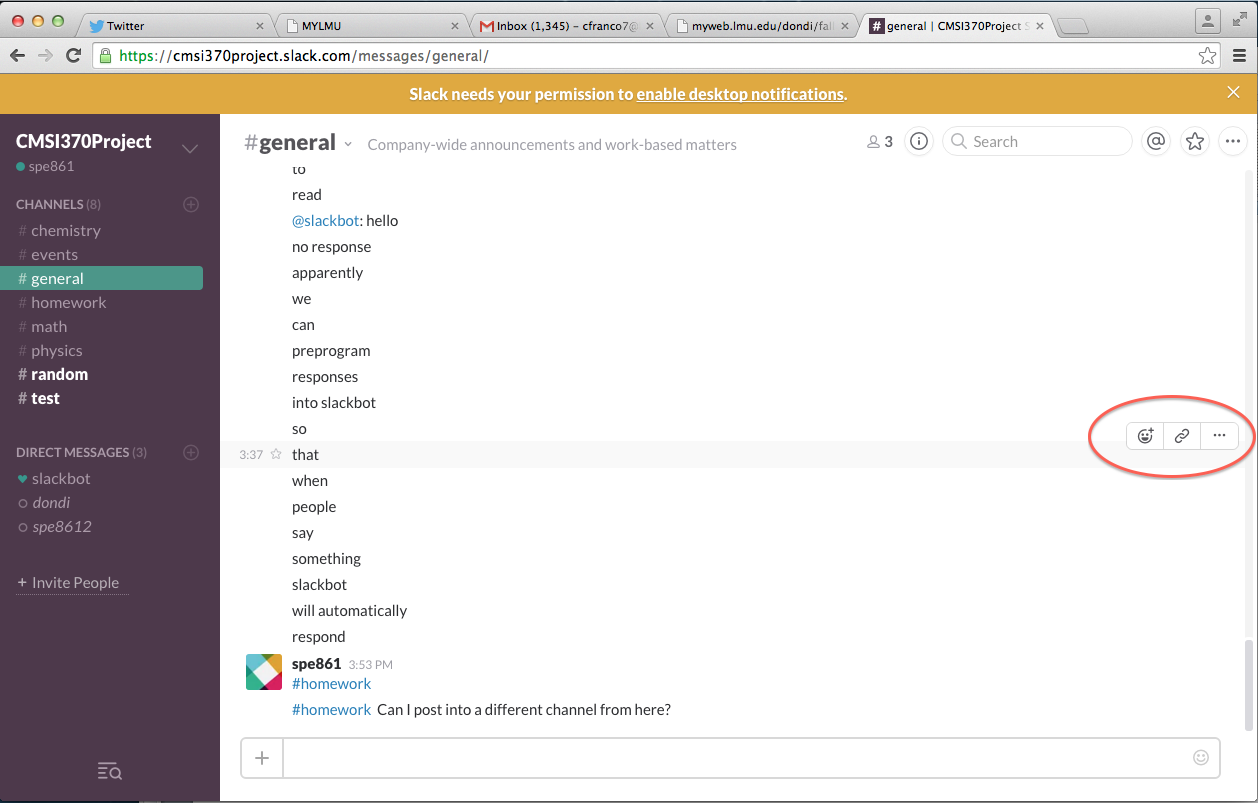
Also, when first opening Twitter, it was slightly confusing to see random people and trends on the side menus as well as getting random tweets in the feed from people and organizations I had never contacted. This is mostly what adds to the clutter in my opinion.



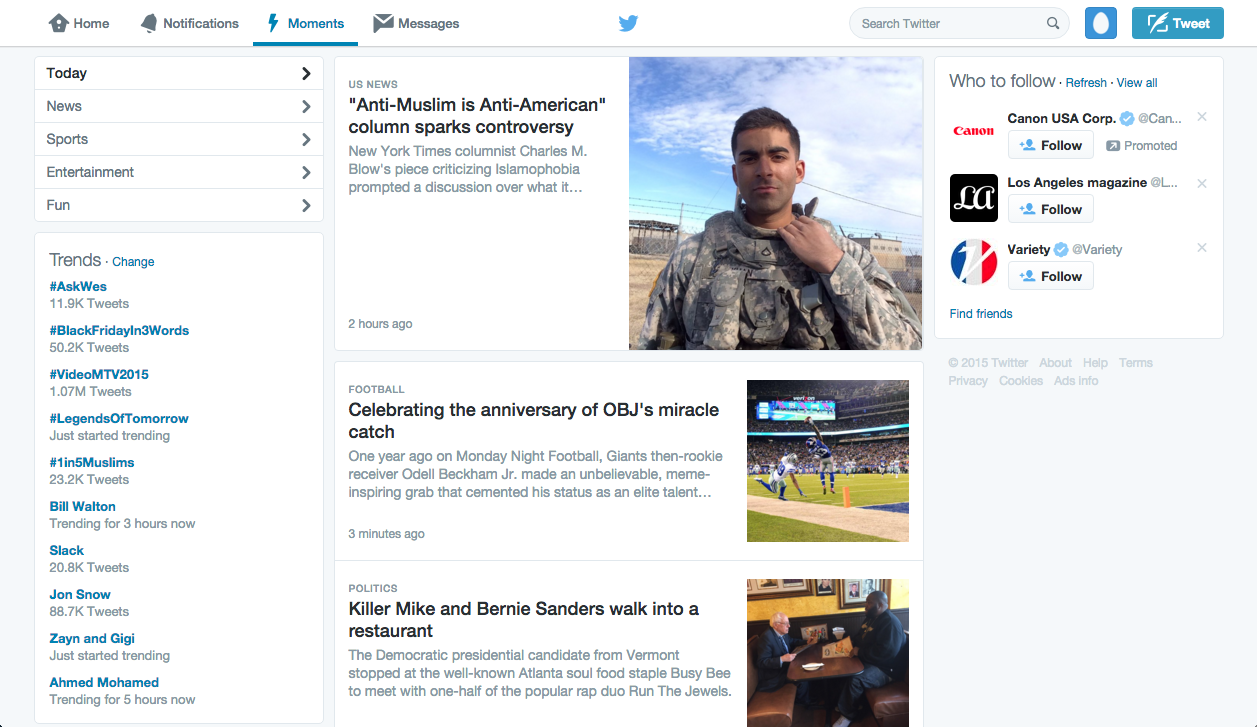
Another area for improvement is the actual display of the messags on Twitter. Although the 140 character limit may be an effective business strategy for bandwidth, creativity, efficiency, and the like, it can at times be difficult to decipher the meanings, contexts, and intentions of certain groups of messages. Often this is due to how people type the message, but there are also other times when the arrangement of the messages themselves adds time to trying to figure out what is being said (as opposed to in Slack, where the use of empty space allows users to quickly locate and interpret messages in the context of a channel topic).

Kind of cluttered with the extra features like the “retweet,” “like,” and “more icons.”



Compared to Slack, which has them out of the way, but still in view.

In this particular case, having a mix of text and images can also make the interface pretty complex pretty quickly, thus adding more “reading time” for the user to understand what is happening on the page.



(From standstill images, this may look quite “readable,” but add a little motion and scrolling to these images and suddenly Twitter’s arrangement and mix of photos and text becomes a little complex.)