

High level taxonomy	Low level taxonomy (Count)	% of Cards	Description
Functions	Anonymity (11)	20	The function of posting anonymously.
	Encryption (15)	27.3	The function of posting encrypted information.
	Acquisition (1)	1.8	SafeTweet is a place for people to talk and exchange information.
	Detection (5)	9.1	The function of detecting sensitive information and give advice.
Feelings	Safe (4)	7.3	SafeTweet gives users a sense of security.
	Respect (2)	3.6	Users feel respected when using SafeTweet.
	Friendly (1)	1.8	Users think SafeTweet is a friendly social website.
	Free (4)	7.3	Users feel free to use SafeTweet.
Design	UI / Interface (4)	7.3	Website layout, interface, font and icon design.
Innovation	Innovate (6)	10.9	SafeTweet has new ideas as a social network website.
Potential	Value (1)	1.8	SafeTweet is commercially competitive.
	User (1)	1.8	SafeTweet will be popular with young people.

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Functions	Add (6)	27.3	The overall function is not enough, should develop other features.
	Detection (1)	4.5	People from different countries, races, occupations, and ages may have different definitions of sensitive information.
	Improve (4)	18.2	Some functions need to be improved, and some details need to be adjusted.
Feelings	Block (2)	9.1	The feeling that blocked by others is uncomfortable.
Design	UI / Interface (4)	18.2	The UI design is too monotonous.
Law	Legitimate (1)	4.5	Without filtering or restricting the information posted, people may make inappropriate and even illegal comments.
Potential	Competition (1)	4.5	SafeTweet is difficult to seize existing market.
Usage	User security (2)	9.1	SafeTweet may steal user information.
	Use scenario (1)	4.5	Use scenarios are limited to the workplace.