The Problem

On the desktop homepage, the problem that I wanted to solve revolves around information hierarchy. While the timeline is very straightforward and well-designed, there's always been a bit of a "cluttered" feel when it comes to the sidebar. I didn't want to completely change the aesthetic of the page because I feel like the design language does identify as Twitter's, but some minor interaction, product, and visual changes would push it to the next level.

For the mobile homepage, its a little bit more of a visual problem. This page doesn't feel like it's been updated when the rest of the site was. Web technologies have come far since then, and it would be possible to create a mobile site with a similar look-and-feel to how desktop Twitter feels.

The Process

In my process, I pretty much sketched out the Twitter profile page at the component level to identify individual areas that could be improved and plugged in. I primarily use Twitter.app for Mac and the mobile clients, so I had to study for a while and ask some of my friends where they thought some of their perceived problem points are.

After I had a decent idea of the areas to attack for desktop, I went into Photoshop and started playing around with the elements and came to the revisions I have now. Mobile then followed suit as a slightly modified version of what was done for desktop. I transported PNGs to my phone to make sure touch

targets and the layout translated to the smaller screen without complication. It's still not a perfect solution from that viewpoint, but it's close.

The Solution

The solution that I arrived at for desktop requires that all user information is contained in a full-width bar along the top of the content container. No matter what, all basic user information is contained in this masthead.

Below the masthead is a full-width navigation bar, that shows different information to the user. This makes it a lot easier to identify navigation elements and where the content will change. Besides the architectural implications, I also prefer this solution visually.

In the navigation bar, the main column navigation items are "Timeline," "Conversations" and "Favorites." The new item, "Conversations," shows the current user's public conversations with the logged in user. This would be useful for seeing your history with a person. I've found that most of my tweets on a day-to-day basis are actually conversations with other people and not original, one-off content. This would be an interesting feature for keeping track of those things.

I've separated "Followers," "Following" and "Lists" to align with the second column. This is because this tertiary information will show up in the new left column opposed to in the main column as it does today. This preserves the sanctity of the main column for only showing tweets.

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The left column becomes flush to the container, which meansno more "slideouts", but it would still act the same way from an interaction point of view. By default, in this column we can put replaceable modules like "Connections" or "Related Users," or maybe a new module that I thought of that shows other users that this user talks to the most publicly. For example, I have a lot of public conversations with @victomato, so he would show up here. It's sort of like "Related Users," but a more direct relation- ship. That being said, I'm not entirely sure how the "Related Users" algorithm works.

Thank You

Thank you a lot for giving me this opportunity. It was definitely a fun exercise that took a little more thinking than I originally thought. I hope to hear from the team soon and have a good weekend!