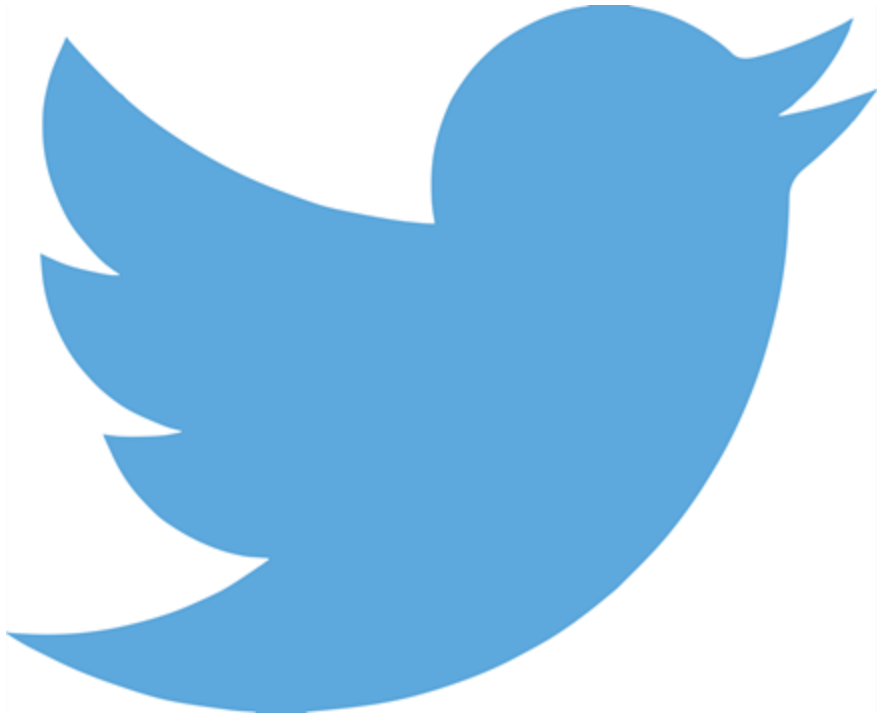


Group Project: Twitter



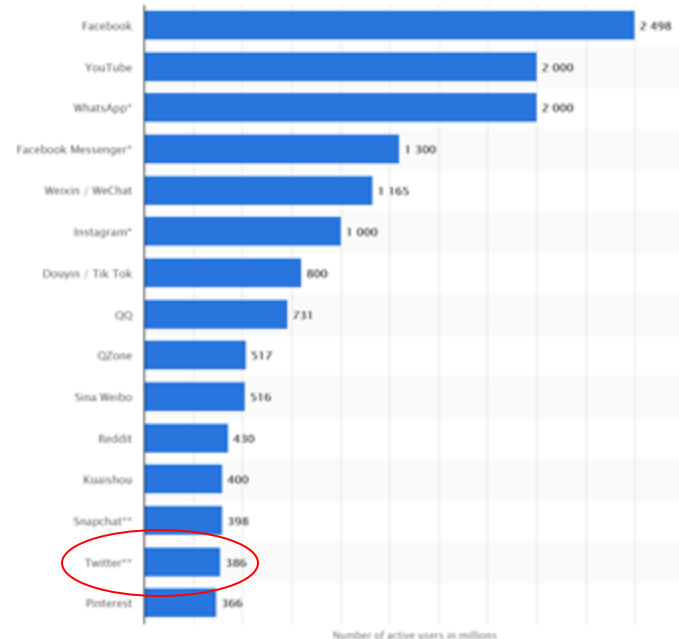
Team 3

Chengsheng (Mia) Wu
Divyank Rahoria
Yusaku Nakamura
Yvonne Psaila



Company Background

- Twitter is a micro-blogging social media platform founded in 2006.
- Business Model: 86.5% (\$3 billion) of annual revenue from advertisers with remaining 13.5% (\$.5 billion) from selling access to Twitter's real-time and historical data.
- 386 million active users worldwide, but is being eclipsed by other social media platforms such as Facebook (2.5 bn users), Instagram (1 bn), WeChat (1.15 bn) and WhatsApp (1.6 bn).
- Facing tremendous competition from up-and-coming social media platforms (e.g., Tumblr, Flipster, Plurk, Jaiku, Weibo, Kakao, Line, TikTok, etc.). User growth is slower and time spent on platform ("stickiness") less vs. some competitors.
- Twitter Board and shareholders getting anxious and demanding change in leadership direction.



Source: Statista.com, April 2020



Product Strategy & Roadmap

- According to 10K annual report, Twitter is focusing on improving its display of videos as a way of increasing usage and time spent on the platform.
- It also continuously strives to make the user interface more intuitive.
- Published developer roadmap indicates it is working on enhancements such as:
 - Specialized access levels for academic researchers
 - Improved search functionality
 - Time series metrics data
 - “Follow” graph functionality
 - Replacement for “mention” timeline
 - New Twitter API for developers



Future Product Strategy

We believe the following objectives are key to Twitter's growth, continued viability and longevity:

- **Attract** more users to the platform and give them an incentive to choose Twitter vs many other options available.
- **Retain** users and keep them more loyal and spending more time on the platform.
- **Grow** user base to remain attractive to advertisers.
- **Simplify** advertising platform.
- **Monetize** the platform with more ways to generate revenue from users and/or advertisers.
- **Build on** a competitive strength and unique value proposition that other platforms lack.

We identified the fact that Twitter has become a primary source of news for many people as a key differentiating strength.



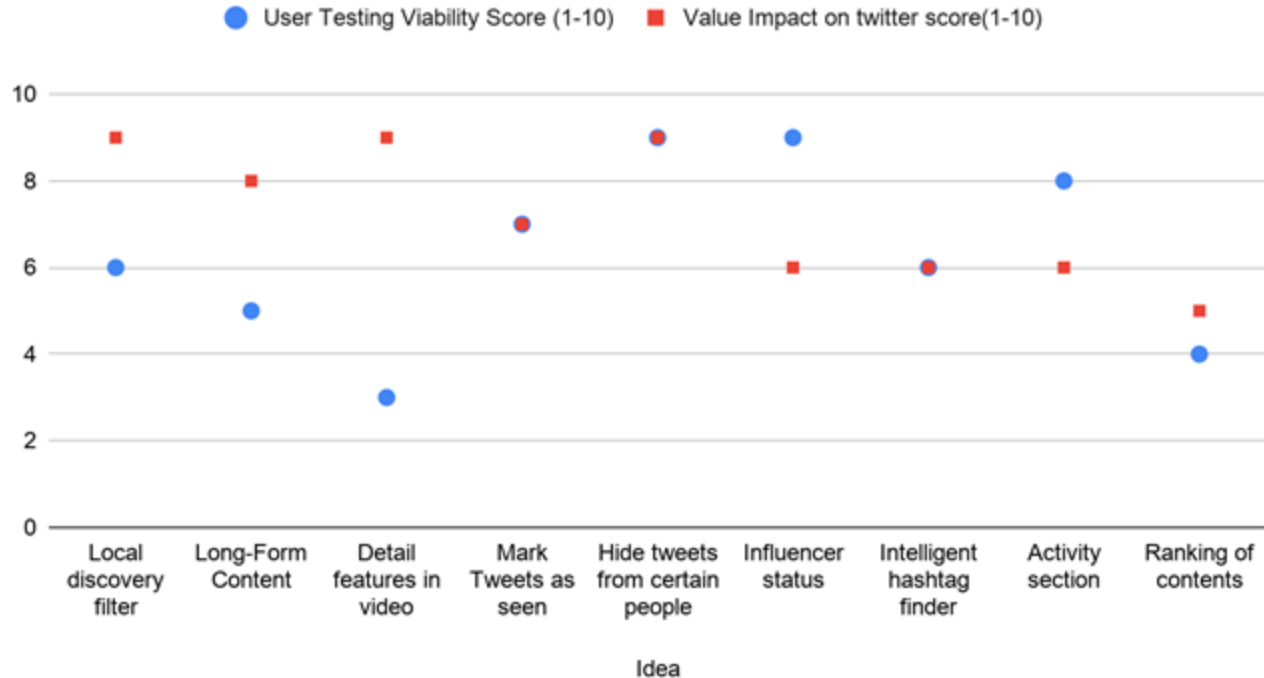
Our Ideas for New Innovation

- **Local Discovery Filter:** Find other people who are tweeting in close geographical proximity.
- **Mark Tweets as Seen/Delete plus Recycle Option:** Click on a tweet to make it go grey to indicate having seen a Tweet (so they don't get duplication across desktop and phone) or delete if they find a tweet offensive. A recycle bin would allow for retrieval of accidentally deleted tweets.
- **Hide Tweets from Certain People** (a feature similar to Facebook post privacy setting).
- **Intelligent Hashtag Finder:** Helps discover most relevant hashtags to include with your tweet.
- **Activity Section:** A separate viewable-on-demand section that features in-depth data (likes, retweets, comments, bio, profile photo, etc.) on people's followers.
- **Long-Form Content:** Ability to expand a tweet to see full article/blog text and not have to leave Twitter to read it.
- **Video Detail**
- **Influence Status** based on number of likes and retweets.
- **Ability to Rank/Sort Content** such as most popular tweets.



Enhancement Idea Decision Matrix

User Testing Viability Score (1-10) and Value Impact on twitter score(1-10)





Survey of Twitter Users

We decided to gather input on the six highlighted enhancements via a survey of classmates, friends and family.

- 1) Local Discovery Filter
- 2) Long-form content
- 3) Detail features in video
- 4) Mark Tweets as seen
- 5) Hide tweets from certain people
- 6) Influencer status
- 7) Intelligent hashtag finder
- 8) Activity section
- 9) Ranking of contents



Rationale/ Justification for New Innovation

Survey Results:

First Priority:

1. Long-form content
2. Mark tweet as seen

Second Priority:

Long-form content > Mark tweet as seen

Chosen Feature: Long-form content

Which features would you like to be added on your twitter app? (First priority)

31 responses



Which features would you like to be added on your twitter app? (Second priority)

31 responses





Long-Form Content Feature

- Current character limitation forces users to leave Twitter and go to an external website to read longer content.
- Long-form content will replace outside links on Twitter with **in-platform original long content** that can be opened inside Twitter.
- Will enable interested users to read **in-depth content in the app**, enabling more in-depth discussions on topics and events, without losing users to external sites.
- Opening up word limits will increase the variety, volume and richness of content on Twitter, **attract more users** and **make them stay longer**.



Reward Feature

- Readers on Twitter will be able to **tip the author** if they appreciate his or her long post, or simply donate if they appreciate a nonprofit's cause.
- We decided to test this as a second feature enhancement as **it is very complementary to the long-form content feature**.
- Through long-form content and the accompanying reward feature, we think we can increase time spent on Twitter.
- Expand Twitter's user base, **increase interactions and connectivity between creator and reader** and make Twitter an even better platform for information digestion through enrichment of its content and motivation for creators.



Design and Prototyping/Wireframing

1. Place users in control of the interface
2. Make it comfortable for a user to interact with a product
3. Reduce cognitive load
4. Make user interfaces consistent



SEE MORE



My Reward

Prototype link : <https://xd.adobe.com/view/17b78da6-3b10-4bf2-49eb-c719b379850c-6186/?fullscreen>



Usability Testing (First Round)

	Ease of Long Content Task (1-5 with 5 easiest)	Ease of Reward Task (1-5 with 5 easiest)	How Much Would You Like Long Content Added (1-7 with 7 very much)	How Much Would You Like Rewards Added (1-7 with 7 very much)	Ease of Navigation (1-7 with 7 very much)	Frustrations with or Comments about Interface and Features Being Tested
User 1 (19, Female, Full-Time Student, \$150-175K)	5	5	N/A. Question added after first 2 user tests	N/A. Question added after first 2 user tests	7	-No major frustrations. Found it very easy to use. -Slightly confused by lack of a confirmation page for the Rewards feature.
User 2 (25, Male, Art & Design, \$100-125K)	5	5	N/A. Question added after first 2 user tests	N/A. Question added after first 2 user tests	7	-Pretty easy to use. -Don't really understand why you would want to contribute to someone for long-form content. -The pictures integrated into the longform content made it look like a series of tweets instead of actual extended content like an article. -Enhancements fit in relatively well with Twitter interface I'm used to.

Outcome: • Hulu was a somewhat confusing example to some testers since they didn't understand why one would reward a subscription service. • They also thought long-form content looked itself like a series of tweets due to all the images.

- We decided long-form can be accessed without having to click to poster's Twitter profile/account as intermediary step.
- Reward feature lacked the confirmation page mentioned in the task instructions.

Decision for Next Testing Phase: • Change to a nonprofit news provider for long-form content example (Voice of America).

- Add Reward confirmation page and more in the script/instructions about the Reward functionality.
- Allow users to click on "SEE MORE" to access long-form content right from their feed without going into poster's Twitter account.
- Change age demographic required for testers from 18-50 to 25-50.
- Change post-test questionnaire to focus on enhancements tested.

Testing Iterations

1st, 2 users:

- Discovered we named a thank you page as confirmation page, causing one user's confusion. -> Added a confirmation page and changed instructions accordingly
- Users are confused about why rewarding Hulu, as a commercial brand, needs to be rewarded. -> Changed to Voice of America, a non-profit news provider
- Current long-form content looks like a series of tweets due to all the images. -> Changed to a very long article and enhanced reward aesthetics.
- One user is only 19. -> Changed age from 18-50 to 25-50 to avoid college kids just earning money
- Added rating scales on users' desire to add the two features and changed current post-questionnaire to be more telling of users' reaction to the features being tested (e.g. rating scale on desire to add it, will you stay longer/will you use it)
- Remove an unnecessary intermediary step.

2nd, 4 users:

- One user is confused about money sent to his wallet as he was just walked through a task where he rewarded another account. -> Added explanation of transactions in the wallet in the instructions.
- Clarified where the UI design is just a demo. (e.g. reward amount is fixed and donation from wallet is a demo, not testable yet.)

3rd, 6 users



Usability Testing (Second Round)

	Ease of Long Content Task (1-5 with 5 easiest)	Ease of Reward Task (1-5 with 5 easiest)	How Much Would You Like Long Content Added (1-7 with 7 very much)	How Much Would You Like Rewards Added (1-7 with 7 very much)	Ease of Navigation (1-7 with 7 very much)	Frustrations with or Comments about Interface and Features Being Tested
User 3 (39, Female, Ops VP, \$60-80K)	5	5	6	7	7	-No frustrations except screen a bit narrow. -Would stay on Twitter longer with long-form content. Would be nice to bookmark it. -Would for sure use Reward feature to donate to content creators, but wouldn't like to see political figures or celebrities use it.
User 4 (35, Female, Media & Comms Mgr, \$40-60K)	5	5	7	7	7	-No frustrations at all. -Would absolutely spend more time on Twitter with long-form content. I tend to lose my place on Twitter so think it's a great way to keep folks on the platform. -Would possibly donate to an independent news media outlet/nonprofit.
User 5 (27, Nonbinary, Purchasing Mgr, \$100-125K)	5	5	6	5	6	-Would prefer paying a subscription to news publishers rather than paying for content pieces individually. Might or might not use Reward feature. Found Rewards a bit confusing. -Maybe would spend more time on Twitter with long-form content depending on its quality.
User 6 (29, Female, Education, \$60-80K)	5	5	5	7	6	-Yes, I would spend more time on Twitter with long-form content and would like to be able to share it easily via email, Twitter DM or other social network. -Rewards feature confusing because it mixed up rewards you have given with those you have received... would recommend these be on separate tabs and being able to reward directly using people's Twitter profile. Would definitely use rewards feature to donate to creators and would encourage me to create better content so I could earn donations from others. -Seamless and straightforward navigation.

Outcome:
Feedback was very positive.

Decision for Next Testing Phase:
Added a few more lines of explanation.
Continue.



Testing Iterations

1st, 2 users:

- Discovered we named a thank you page as confirmation page, causing one user's confusion. -> Added a confirmation page and changed instructions accordingly
- Users are confused about why rewarding Hulu, as a commercial brand, needs to be rewarded. -> Changed to Voice of America, a non-profit news provider
- Current long-form content looks like a series of tweets due to all the images. -> Changed to a very long article and enhanced reward aesthetics.
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- Remove an unnecessary intermediary step.

2nd, 4 users:

- One user is confused about money sent to his wallet as he was just walked through a task where he rewarded another account. -> Added explanation of transactions in the wallet in the instructions.
- Clarified where the UI design is just a demo. (e.g. reward amount is fixed and donation from wallet is a demo, not testable yet.)

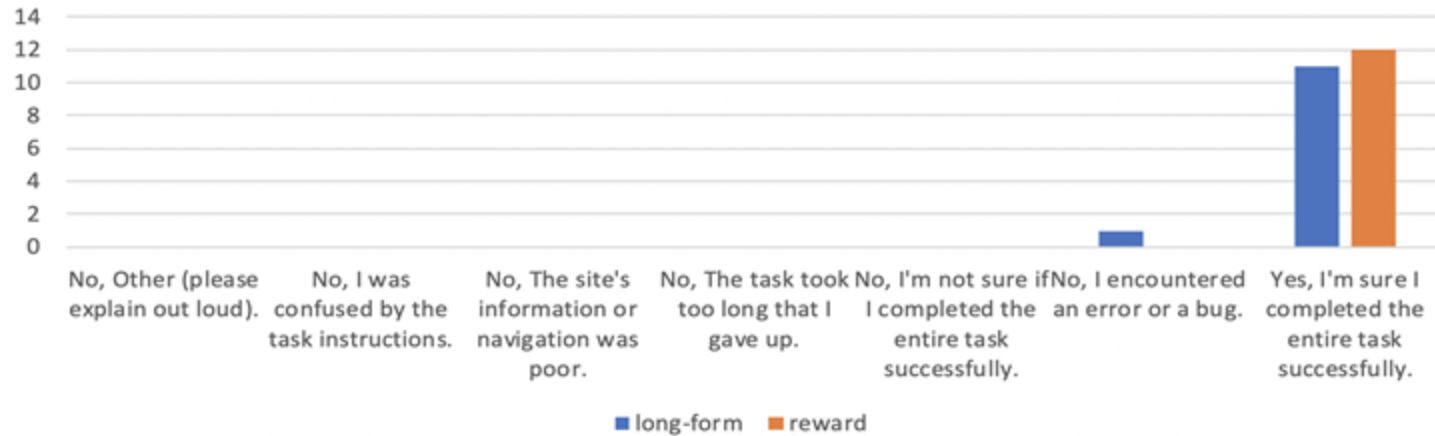
3rd, 6 users



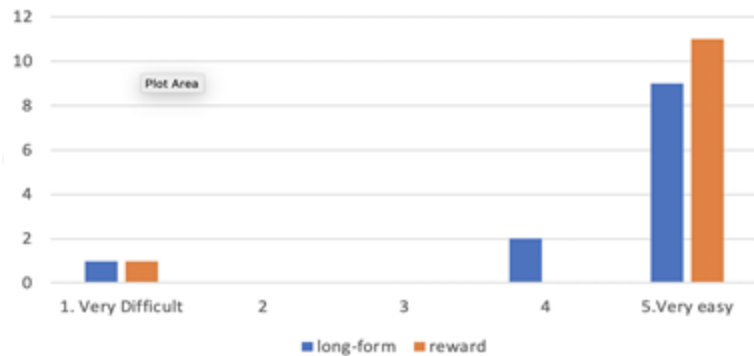
Usability Testing (Third Round)

	Ease of Long Content Task (1-5 with 5 easiest)	Ease of Reward Task (1-5 with 5 easiest)	How Much Would You Like Long Content Added (1-7 with 7 very much)	How Much Would You Like Rewards Added (1-7 with 7 very much)	Ease of Navigation (1-7 with 7 very much)	Frustrations with or Comments about Interface and Features Being Tested
User 7 (37, Male, Product Mgr, \$100-125K)	5	5	7	7	7	<ul style="list-style-type: none">-They were both implemented in an intuitive way and I think they are great ideas. I had zero issues.-Yes, would spend more time on Twitter with long-form content. I like the idea of staying locked into twitter's ecosystem rather than navigating out to web browser third party sites.-Likes the Rewards feature. Yes. I love the idea of showing appreciation to content creators and writers who contribute valuable experiences to a platform I enjoy.-No other suggestions. I think it shouldn't be too chromed out and bloated. The simplicity is on brand with the Twitter experience.
User 8 (32, Female, \$60-80K)	5	5	5	4	7	<ul style="list-style-type: none">-Really nice.-The long-form content is pretty cool (like that you don't have to leave Twitter) but since I don't post not sure I would use it.-Not sure I would use the reward function.
User 9 (33, Female, \$80-100K)	4	5	4	2	6	<ul style="list-style-type: none">-Would be difficult without instructions but very easy because of the instructions.-I do not post content so long-form content not that useful. But there are times I would prefer not to leave Twitter to read an article.-Not crazy about the reward feature... can't imagine using it and takes away from Twitter experience.
User 10 (32, Male, \$40-60K)	5	5	7	7	7	<ul style="list-style-type: none">-Very interesting and like it very much.-Asks how will Twitter monitor who can post long-term content? Otherwise, it will become like a blog. Quality of this type of content should be kept high.
User 11 (37, Female, \$40-60K)	4	5	6	6	7	<ul style="list-style-type: none">-First task seemed a little sprawling-Doesn't bother her to leave Twitter to access longer-form content currently-May not have been right tester because says she mostly uses Twitter on desktop not phone
User 12 (47, Female, \$40-100K)	1	1	1	2	4	<ul style="list-style-type: none">-Didn't like either feature and found instructions overwhelming-Didn't really understand reward feature-Recommend tasks be designed differently

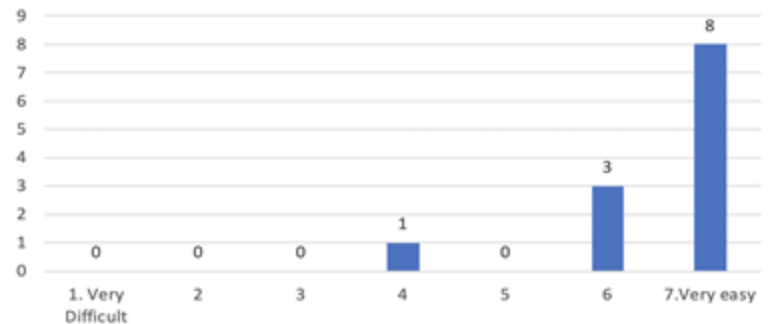
Task Completion



Task Difficulty



Was it easy to navigate between one page and another?





UI Design Feedback

Positive:

“Pretty neat, very intuitive very clear. Very standard stuff, ui design, nice design, nothing confusing.”

“very easy to use and fit relatively well with in the regular Twitter interface that I’m used to.”

“Very seasoned Twitter user, it was already fairly easy for me to navigate through the app, instructions given facilitated that navigation, everything went smoothly, easy to find where to go because of bolded/differently colored icon.”

“very easy to navigate between one page and another especially if I’m looking to interact or create a longform content it seems like it’s a relatively pretty good solution”

“Actually really nice.”

“The simplicity is on brand with the Twitter experience.”

“difficult if without instruction very easy because of the instruction.”

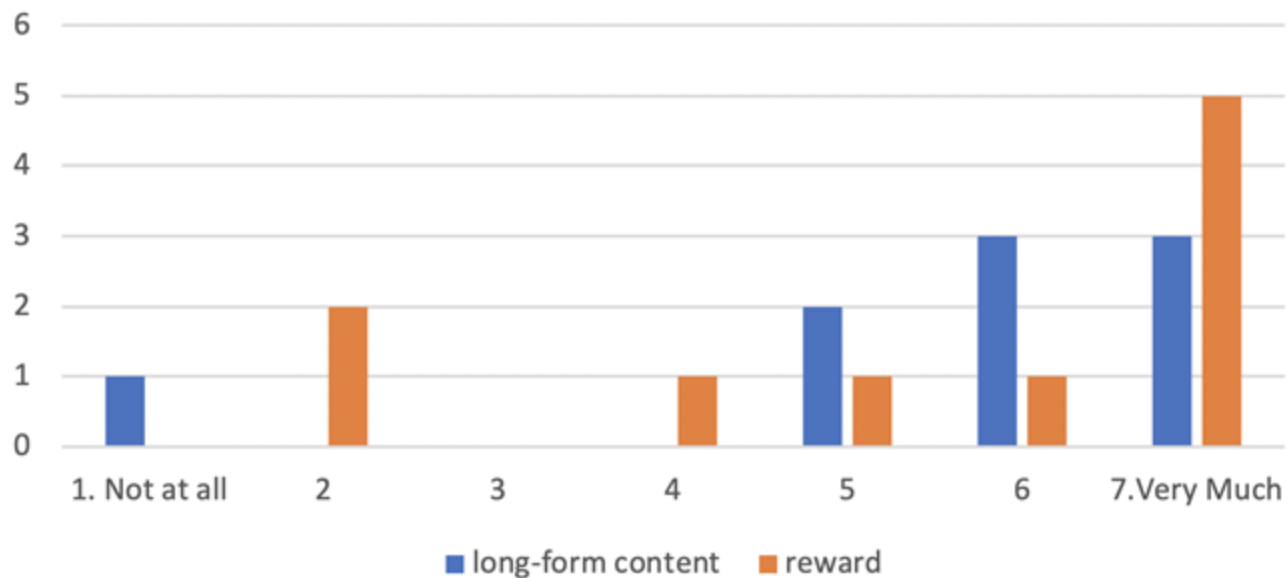
“very easy to navigate between one page and another especially if I’m looking to interact or create a longform content it seems like it’s a relatively pretty good solution.”

“They were both implemented in an intuitive way and I think they are great ideas. I had zero issues.”

“Seamless navigation, interaction make a lot of sense, novel idea, nothing taken away from the core essence of what make twitter unique, add on. Win-win.”

Negative: “I didn’t see the confirmation page.” (Fixed)

How much do you want the feature to be added to Twitter?



Long-Form Feedback

Positive: “I definitely like the way it says see more and just pops out.”

“I wanna a 7, I like it. I like the idea. I like it very much.”

“More time on Twitter on my phone, yes. Wouldn't affect my desktop use.”

“Twitter is known for quick messages that stick, but I really think it would be great to be followed by long -form content ”

“Very cool feature. I don't like go to another site and lose my place in Twitter, starting all over again with my news feed. Good for data metric.”

“Yes, I would spend more time on Twitter because I would be reading content on Twitter itself as opposed to reading it on a separate tab from the news site where it was originally posted. This feature would allow me to get in depth information about a subject more seamlessly.”

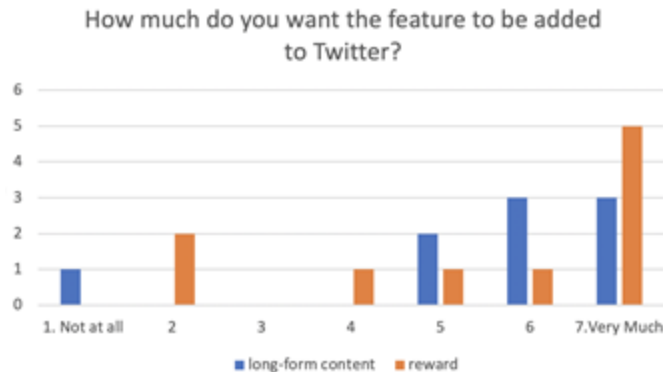
“I like the idea of staying locked into twitter's ecosystem rather than navigating out to web browser 3rd party sites/jumping back and forth.”

Neutral: “I don't think I would spend enough time to make it worth it for me, but I would probably spend a little more time.”

“Pretty neat that I don't need to leave Twitter. I hate when I read something and it takes somewhere else then I can't find where I was. But I don't know if I will use it all that much. ”

“Definitely times do not want to leave twitter to read article but it takes away the twitter experience so 4. I am a little mixed about this.”

Negative: “no. I look at Twitter for bite size info nuggets. that's it.”





Reward Feedback

Positive:

"7, I am already thinking using it. I like it very much. It's very interesting, very interesting."

"Yes! I am already thinking in building quality contents to add to my Twitter page to see if people support me and earn money through it."

"7 very much. Good for non-profit news who rely on subscription, support journalism industry, information resources different from fake news on FB, twitter stands out as means for media to reach reader, provide factual info to dispel myth, fiction going out of control misleading so many, me not creator do not care for it but journalism industry changing drastically, great addition, opportunity."

"I would definitely use the reward feature to donate to creators to show my appreciation for their content. The rewards feature would also encourage me to create better content so that I could earn donations from others."

"Yes. I love the idea of showing appreciation to content creators and writers who contribute valuable experiences to a platform I enjoy."

Neutral: "I don't post things like that. It's not affecting me as much. Pretty cool though so 4."

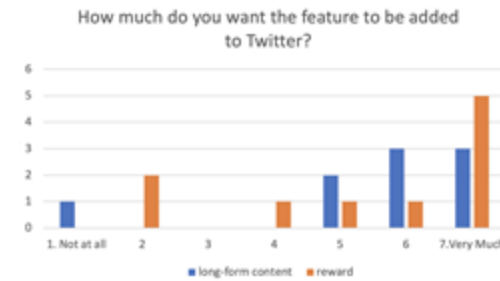
Negative: "I do not write so not something that will be valuable to me at all. And I can't imagine when I will use it to donate to somebody else so 2. I would consider a small amount of donation depending on the source."

"Already have subscriptions, make more sense if I can add premium subscription on twitter not reward individual article, not sure how to realize logistically."

Feedback: "Some requirements to the contributors would be good to assure quality of the contents because I like twitter for its quality."

"I would like to be able to highlight and retweet certain segments from the long form content."

"I think a subscription model is better than rewarding article one by one."





Insights, Lessons, and Takeaways

- Overall, testers liked both the long-form content and rewards features and would like them incorporated into Twitter.
- They felt they were well integrated into the look and feel of Twitter and did not detract from the simplicity that is at the heart of the Twitter brand.
- We would explore a subscription model for some long-form content providers (e.g., news publishers) in addition to the pay-per-article option.
- We feel that the features will accomplish the core objectives of:
 - Keeping users on Twitter longer
 - Attracting more users to Twitter and encouraging them to develop high-quality content
 - Making the platform more competitive against rivals such as Weibo and TikTok
 - Increasing advertising revenue as advertisers perceive more value in the Twitter platform