

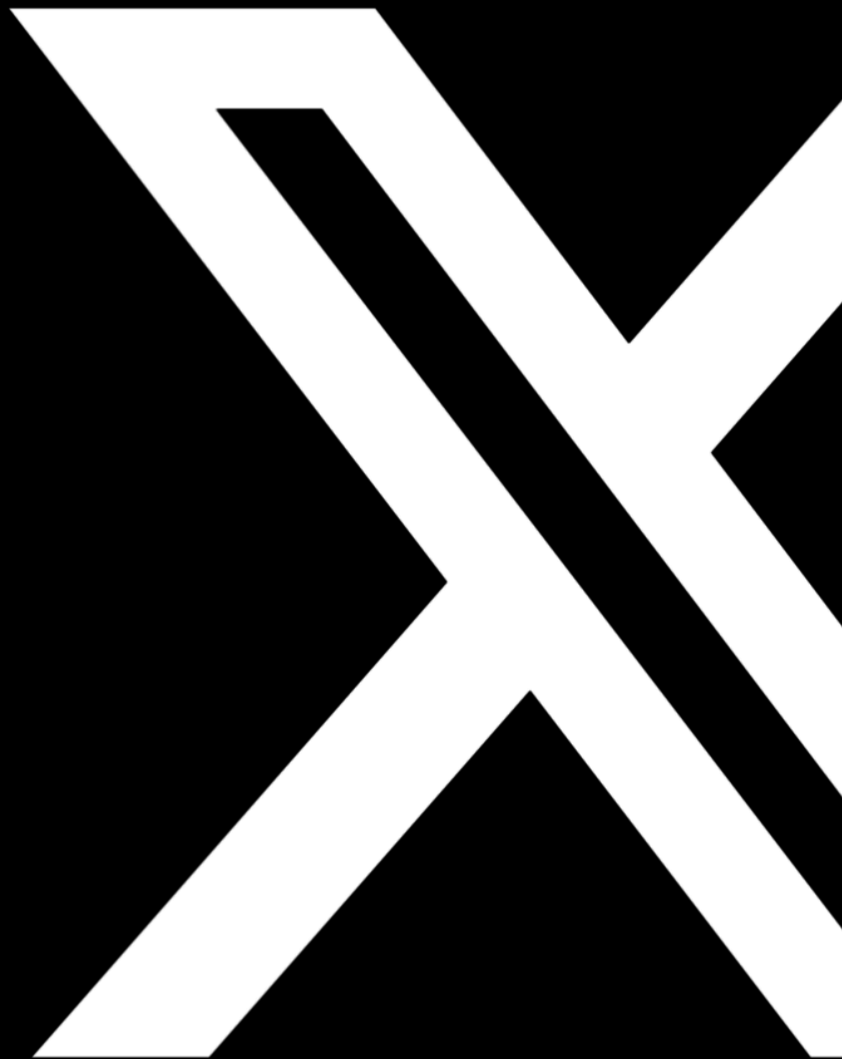
Group Project Assignment 2

Design Mockup Sketch of X

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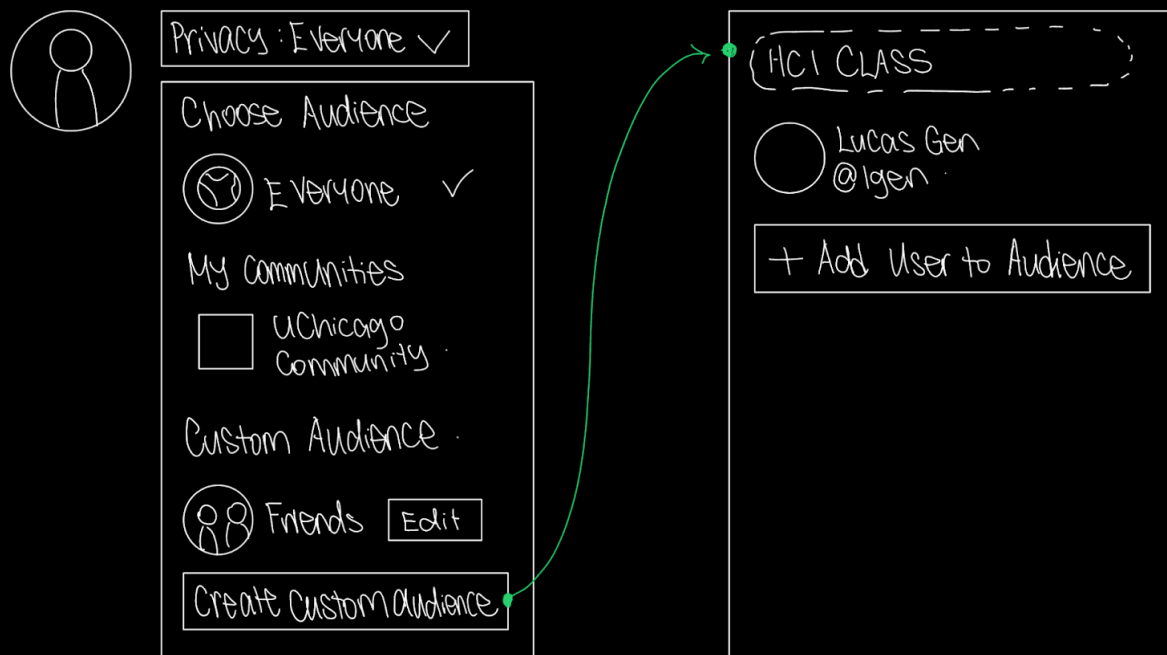
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Post Privacy	1
Bookmarks	2
Lists	3
Filtering Timeline	4

Post Privacy

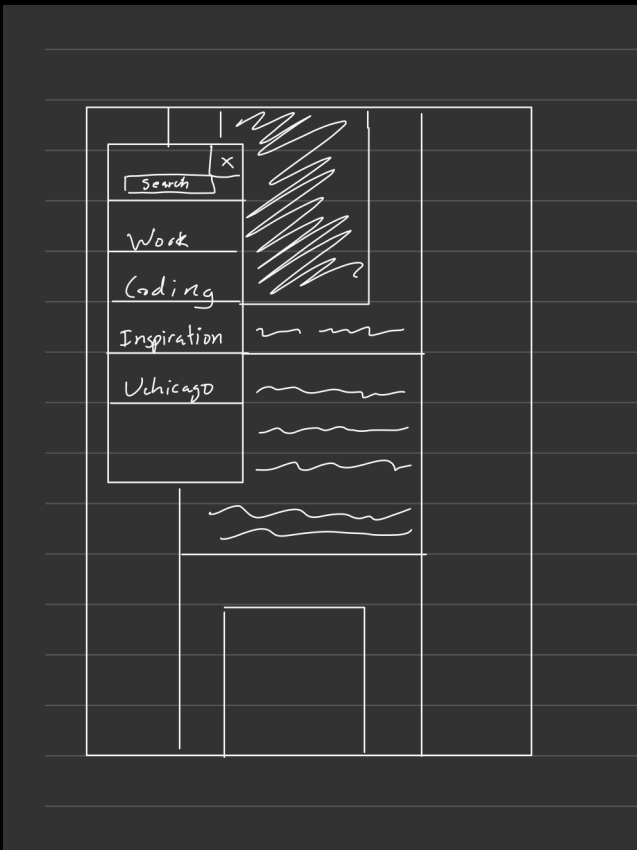


In this first sketch, we are depicting a new feature that allows users to control who gets to see their post. We identified this as a high impact area for improvement in our expert analysis and thus decided to propose a new design that improves upon it. When users currently try to publish a new tweet, they have the option to send this tweet to “everyone” or to certain communities. The problem is that these options do not give users enough control over who gets to see their posts. Furthermore, the ‘Communities’ feature is very confusing and unintuitive.

Therefore, we are proposing additional options on this panel under the title “Custom Audience”. Under this header, the user will see a list of private lists that they have configured such as “Friends Only” and “Coworkers”. Furthermore, we add a simple toolbar on the right side of each list item that allows users to clearly see and edit who is a part of each list. We also clearly show the option to create a new private list in a very clear and intuitive way.

These new features add what we consider to be critical functionality to Twitter, and also gives the user a lot more peace of mind when posting that they have control over their online presence. These new features align with Nielsen’s 3rd principle around user control and privacy.

Bookmarks

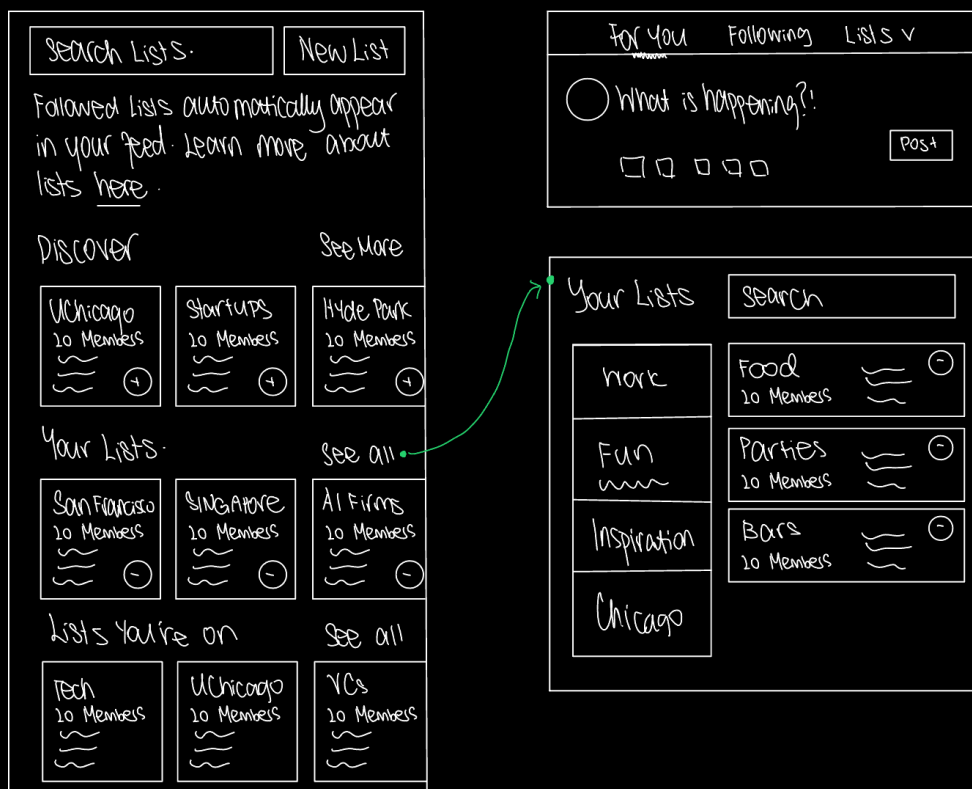


The second sketch that we have depicts a better way to organize user bookmarks. We identified this as a medium impact area for improvement in our expert analysis as it is a violation of heuristics 4 and 7. This is because it is inconsistent with expected bookmarks behavior, and is extremely inefficient. If one would like to retrieve a bookmark that was saved several months ago, he would have to scroll through all of the bookmarks that have been saved since then. For a user that utilizes bookmarks substantially, the inability to easily categorize and search for bookmarks drastically reduces efficiency.

We propose the addition of categories and folders at the left hand side of the bookmarks feature, allowing users to categorize their bookmarks and easily locate saved bookmarks. By clicking on a tooltip, one would be able to easily filter for the category of bookmarks that they are seeking to locate. In addition, we propose the addition of a search bar atop the filters, which allows users to easily search for bookmarks.

This new design is intended to align the bookmarks feature with user expectations and industry standards, and improve the efficiency of the feature. By allowing users to easily search for their bookmarks and categorize them, we substantially reduce the friction involved in locating saved bookmarks, allowing the feature to actually be usable.

Lists

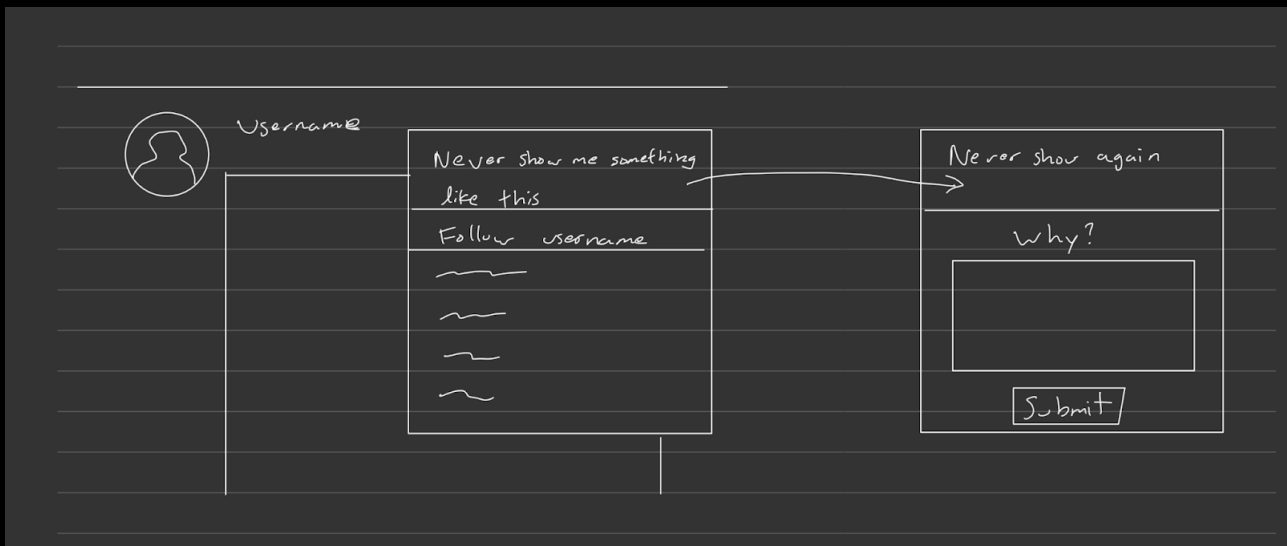


The existing lists functionality and layout violated heuristics 7 and 10. Firstly, there was a lack of clarity on whether lists that you follow will be shown on your feed. Secondly, we realized that it was difficult to search through the lists that you have followed, and categorize them accordingly. Thirdly, we noticed that in order to find out which lists you were on, you would have to first access a submenu - making it extremely challenging to locate this functionality. Finally, we noticed that you would have to pin your lists for them to show up as an option on your feed.

We streamlined the design by adding help text below the search box to provide additional context on how lists work. In addition, we shifted the “Lists You’re On” functionality to the bottom of the screen for easy access. We also added the ability to categorize and search for lists easily. Finally, we created a dropdown list on the timeline to allow you to easily access the lists that you are following.

Through this redesign, we provided users with additional clarity on the purpose of lists. In addition, we increased the efficiency of the product feature, allowing users to easily search, categorize, locate, and view lists. We believe that this redesign substantially reduces user frustration when using the lists feature.

Filtering Timeline



The third sketch we have depicts a better way for users to filter their timeline. In line with Nielsen's third heuristic about users having control and freedom, we believe that there are not sufficient options for users to currently filter their timeline. More specifically we think there needs to be better options to ban certain kinds of posts from appearing on one's timeline. Currently there is an option that says "Not interested in this post" but we don't think this is sufficient control, or strong enough for certain kinds of content and users.

Therefore, our sketch depicts a new option that allows users to say "Never show me something like this." Then, after they select this, they have the option to further explain what they don't want to see. For example, if the post contained certain words or images that were triggering, the user could clearly state this in the text box and then submit it. This new design is meant to make each user feel more heard and to have more fine-grained control over their timeline.

With just one button that makes a post disappear, the user can never be sure that the algorithm knows why they don't want to see that post and thus the user will not feel reassured. We believe that our design will improve user control substantially.