



Twitter

UI/UX Case Study



What is Twitter?

Twitter is an online news and social networking site where people communicate in short messages called tweets. Tweeting is posting short messages for anyone who follows you on Twitter, with the hope that your words are useful and interesting to someone in your audience. Another description of Twitter and tweeting might be microblogging.

Why is Twitter so popular?

Twitter's big appeal is how scan-friendly it is. You can track hundreds of engaging Twitter users and read their content with a glance, which is ideal for our modern attention-deficit world.

Twitter employs a purposeful message size restriction to keep things scan-friendly: every microblog tweet entry is limited to 280 characters or less. This size cap promotes the focused and clever use of language, which makes tweets easy to scan, and challenging to write. This size restriction made Twitter a popular social tool.

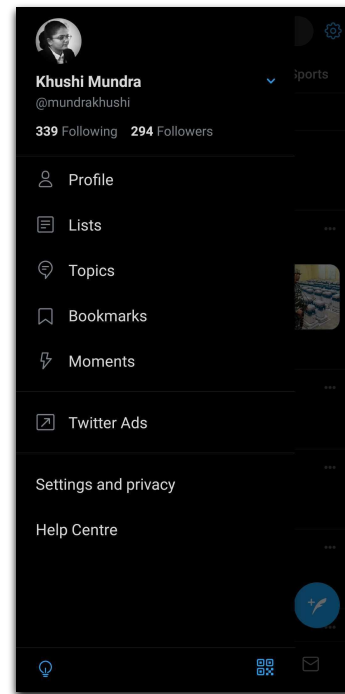
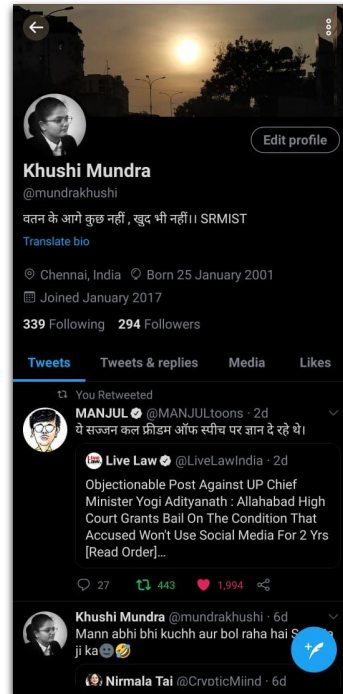
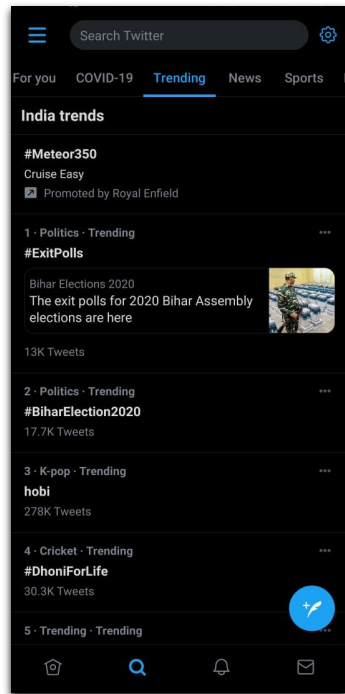
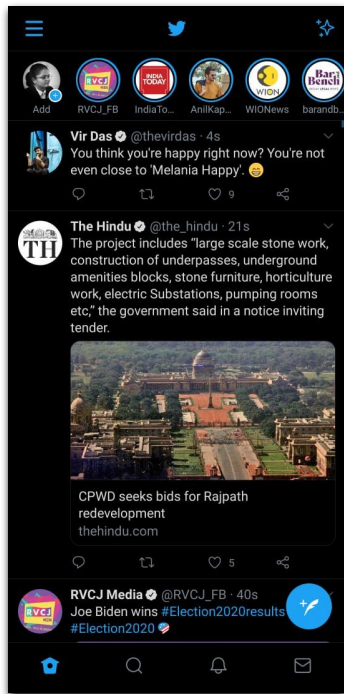
How Twitter works?

Twitter is easy to use as either broadcaster or receiver. You join with a free account and Twitter name. Then you send broadcasts (tweets) daily, hourly, or as frequently as you like. Go to the What's Happening box next to your profile image, type 280 or fewer characters, and click Tweet. People who follow you, and potentially others who don't, will see your tweet.

Encourage people you know to follow you and receive your tweets in their Twitter feeds. Let your friends know you are on Twitter to build up a following slowly. When people follow you, Twitter etiquette calls for you to follow them back.

To receive Twitter feeds, find someone interesting (celebrities included) and press Follow to subscribe to their tweets. If their tweets aren't as interesting as you can always unfollow them.

Twitter UI Design



Project Goals

To create a seamless redesign based on the needs of current users.

To work through the design process meticulously and produce deliverables for all stages of the process.

To learn and create using design thinking (HCD).

To utilise agile/ scrum methodologies during the project.

To create a design in accordance with my design principles: Understanding, Usability, Accessibility, Empathy, Consistency and Beauty.

Objectives

To understand who the users of Twitter are and their motivations for using the app.

To understand the processes users take when using the app and what the users think and feel during their engagement with the app.

Survey Questions

Name, Age, Gender, Occupation, Location

Q.1 What interests you on Twitter?

Q.2 Which of these features do you use on Twitter? (Tweeting, Direct Messaging, Sharing Tweets, Searching Trending topics, Bookmarking Tweets, Moments, Sharing to other Platforms, For News and Daily Updates)

Q.3 How often do you use Twitter?

Q.4 What new feature would you like to add on Twitter?

Q.5 Which current feature would you like to re-design/remove from Twitter?

Survey Analysis

We did some research about the range of Twitter users by age group. According to the London School of Economics, the largest demographic group of Twitter users are between the ages of 18 and 29 (37%).

So we surveyed 21 participants based on Twitter's target audience, with the age around 18-29 years old to get a better understanding of who we are designing for.

Q.1 What interests you on Twitter?

21 responses

Trending hashtags

The basic n simple design

It helps me to get updates on whats happening in the world.

Updated and clean notifications.

Political posts, twitter storms on social issues, etc.

I don't use it

Ability to meet like minded strangers on in internet and fall in love with them and still know the fact that you never gonna meet them in real life and also for just ranting and sharing your day to day problems to strangers on the internet who connect with you in a way that no one is capable of 🤔👍

Updates

Opinions of people I want to know more about

Tweets

Donald Trump

Following Kim Kardashian

The punchy content

UI

It helps in making your voice heard

Meme

Football

Fandom related tweets

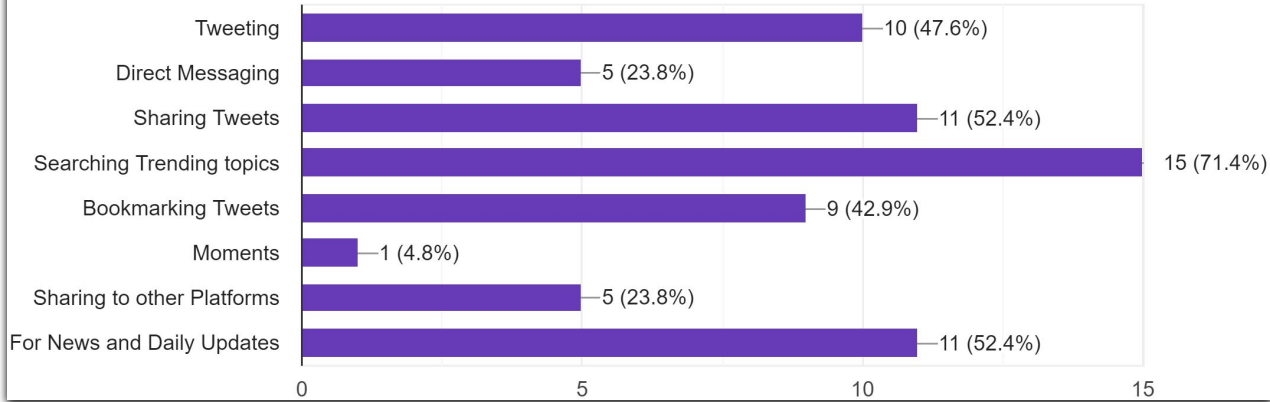
Following celebrities

Hashtags, trending tweets

Sports, Celebrities, Trending News

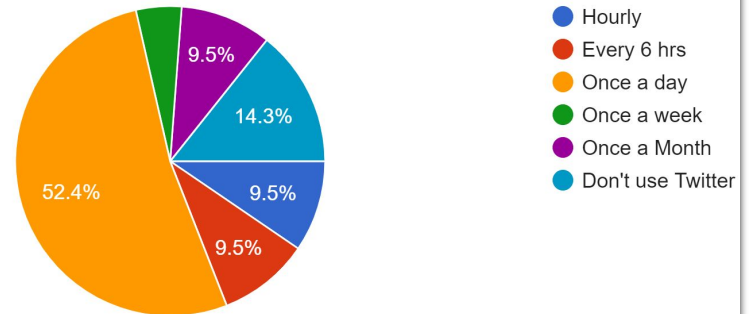
Q.2 Which of these features do you use on Twitter?

21 responses



Q.3 How often do you use Twitter?

21 responses



Q.4 What new feature would you like to add on Twitter?

Viewing infinitely nested replies

Don't know not a usual user

Nothing

Maybe Twitter payments

The word limit should be increased and more security measures should be taken to prevent hate tweets and propaganda

I don't use it

Unsend option in direct message on twitter

Tweeting with your own voice

Should have more form of engagement in terms of liking or disliking a tweet. Currently it is just a singular like button... No other reactions possible

Extend the tweet limit

Option to add more than 4 photos

Tweet stickers

Twitter's own URL shortener to save characters :)

None

NA

Nothing

Maybe increase the word limit of tweets.

Personalized list of hashtags

Make a tab for group chats

Add a profile tab in home page

Personalize search tab

Q.5 Which current feature would you like to re-design/remove from Twitter?

Story-like updates

Don't know much

fleets

Notification panel

Remove- direct messages without consent of both parties

I don't use it

I want to increase my reach somehow don't know how tho

Direct message

The Direct Message

Story

Fleet

Remove Fleet

Carousel than grid view photos in tweets

None

Ability to read comments and better recommendations

Nothing

None.

Too many profile accessing tabs in side bar

Edit search section with more tweets of my choice

Search section to be set according to my choice

Divide the message tab to access groups chats separately

After the survey we conducted few in-depth interviews to know more details about them:

1. How often do you use Twitter?
2. What's the main reason you use Twitter?

83% of people stated that they utilise Twitter the most when they had free time, and the average session runs for 20 minutes (but can range for 5 minutes up to 1 hour or more).

User Personas

Ken Adams

Age: 29

Businessman

Interests: Sports, Politics, Current affairs

Ken has been using Twitter for nearly three years. He mostly follows sportspersons, politicians and news pages. He loves football and uses twitter to get updates on players and trending hashtags related to sports. He also likes to keep himself up to date with the world politics and economy. He uses twitter every 6 hours. He spends more time on twitter than on other social media platforms as it is more formal and gives more news updates than other platforms. He also likes to express his views through his tweets.

Rachel

Age: 18

High school senior

Interests: Movies, Music, Fashion

Regina is an extrovert girl and has been on twitter for nearly a year now. She loves to watch movies. She uses instagram and snapchat more than twitter. She uses twitter once a day, mostly at night. She likes to follow the celebrities and is a part of many fandom groups. She mainly tweets about the movie or music reviews, and share the tweets by celebs.

Amy

Age: 22

College graduate

Interests: Reading books, Cooking, Dancing

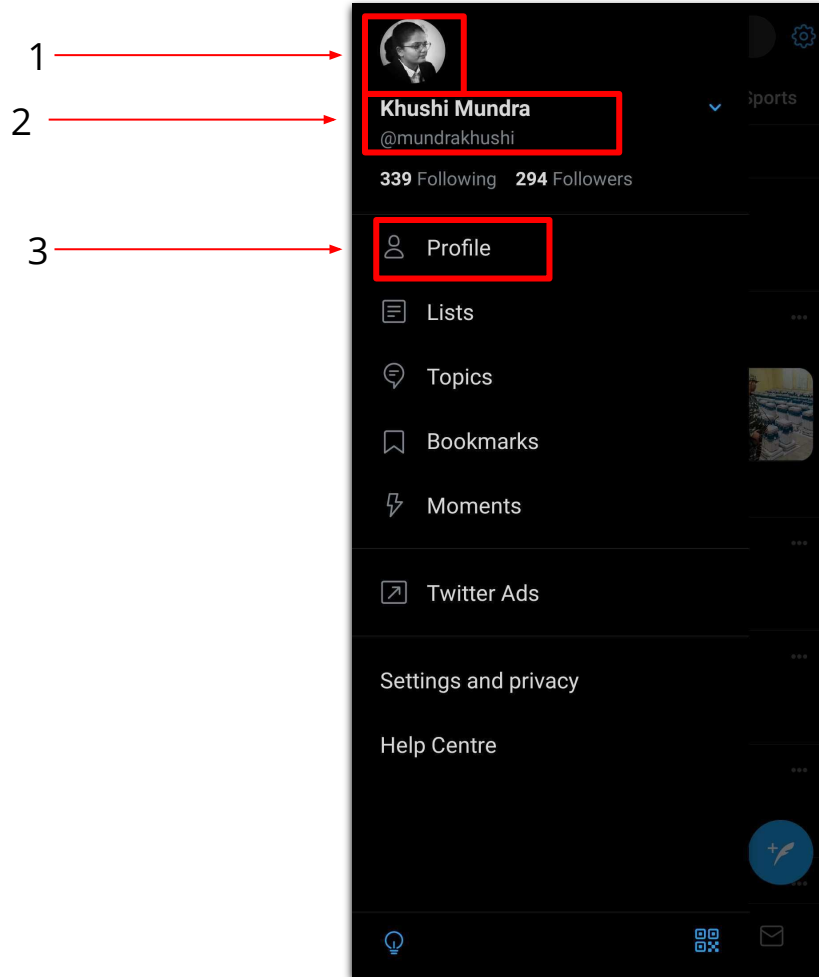
Amy has just started using twitter and uses it once a week. She is an introvert girl but has recently started using twitter under the influence of her friends. She is trained in classical dance and spends her leisure time reading books and cooking. She feels hesitant to tweet publicly. So, she mostly uses twitter to read tweets of those she follows. She mostly follows famous personalities from the fields she is interested in.

Problems

SideBar Navigation

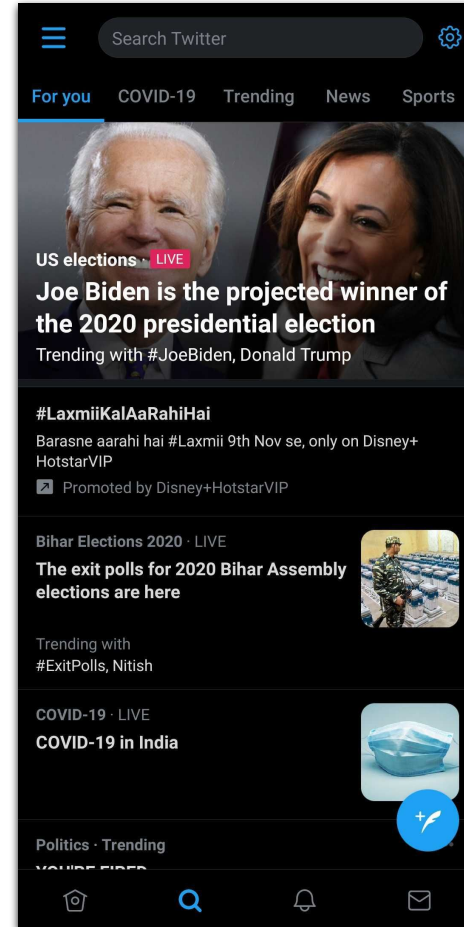
-Profile Opening Redundancy

As shown in the image, there are 3 ways to open the profile in the same section(Sidebar), which are unnecessary.



Explore Section

In this section, the user doesn't have the option to select/edit the topics that he/she wants to explore.

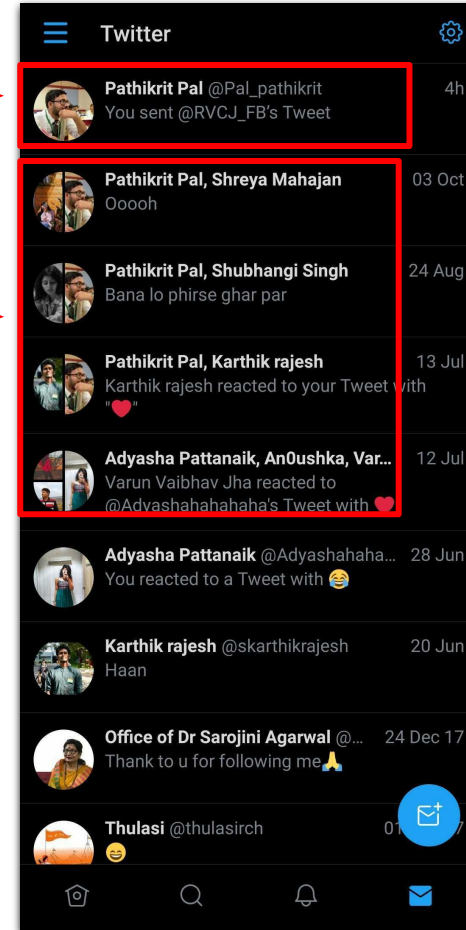


Message Section

There is no bifurcation for Personal Chats and Group Chats.

Personal Chat →

Group Chat →

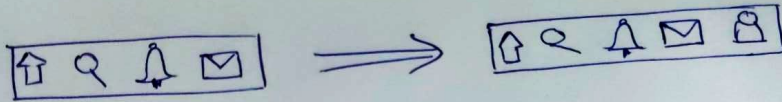


Solutions

SideBar Navigation

Bottom Navigation

(Merging the side-Bar Navigation
with Bottom Navigation)



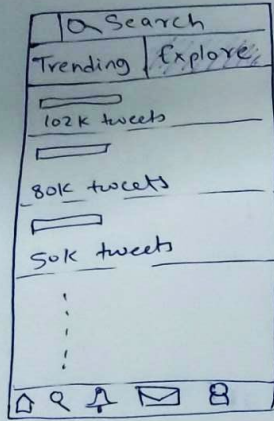
Message Section

The mockup shows a mobile app screen with a title bar 'Messages' and a settings gear icon. Below the title bar is a table with two columns: 'Personal chat' and 'Group chat'. The table lists three items: 'XYZ', 'ABC', and 'PQR', each with a corresponding group icon and label. At the bottom of the screen is a navigation bar with five icons: home, search, notifications, messages, and profile.

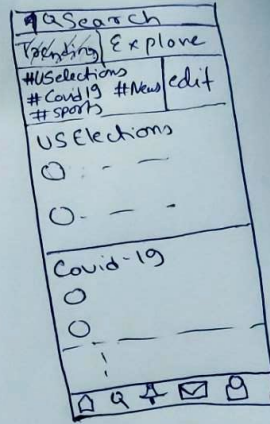
Personal chat	Group chat
XYZ	⊕ Group1
ABC	⊕ Group2
PQR	⊕ Group3

Having a bifurcation between
personal and group chats.
It will help easily to
locate the group chats

Explore Section



Trending
section
(will show all
trending topics
according to location)

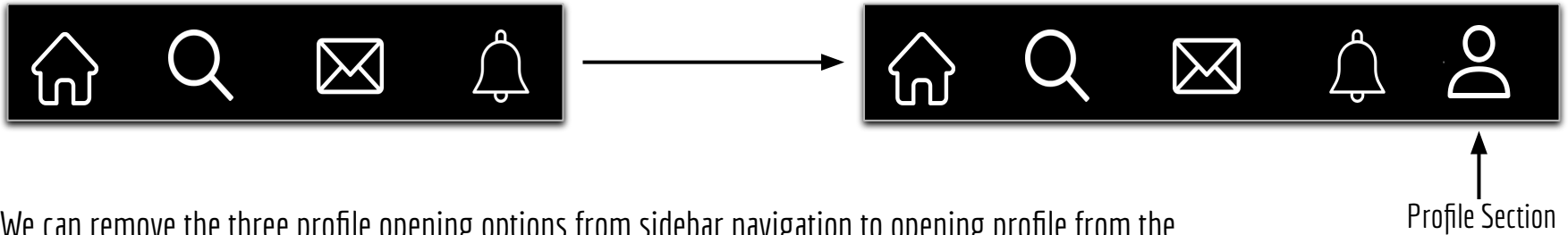


Explore
section
(you can edit your topics
which you want to
explore)

After the survey and personal interviews, we came with these 3 major design changes that needs to be addressed. After thinking on the design, we built the wireframes for the proposed design.

Wireframes

SideBar Navigation



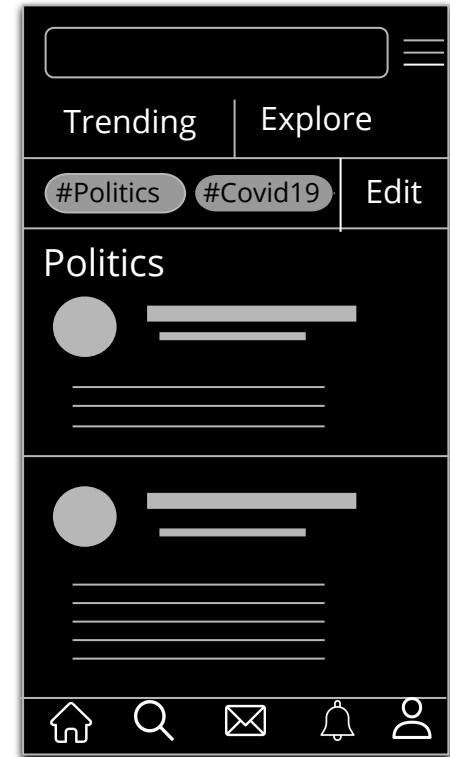
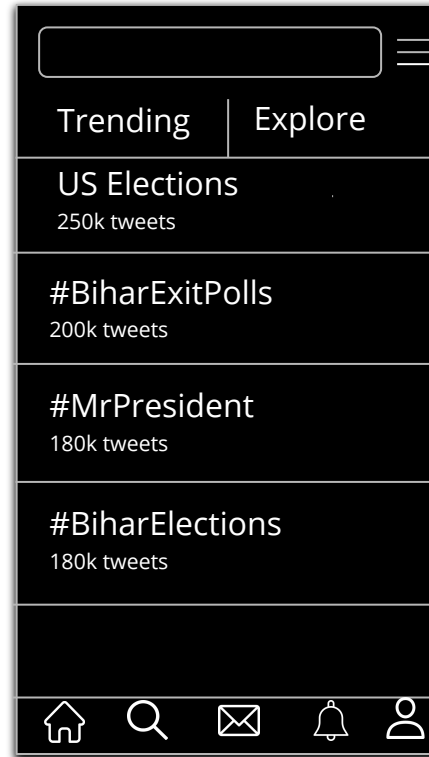
We can remove the three profile opening options from sidebar navigation to opening profile from the bottom navigation because users like to get the profile option handy. And as the Jacob's rule suggests, creating a profile icon at the bottom right corner of the home page increases its accessibility. Also swiping to find swipe bar isn't user-friendly for a user who doesn't understand that.

It's best to keep the experience to be user-friendly for all of the users, whether they are a new user or a comeback user. Because making them feel lesser effort to learn the experience again will make them feel enjoyable in using it.

Explore Section

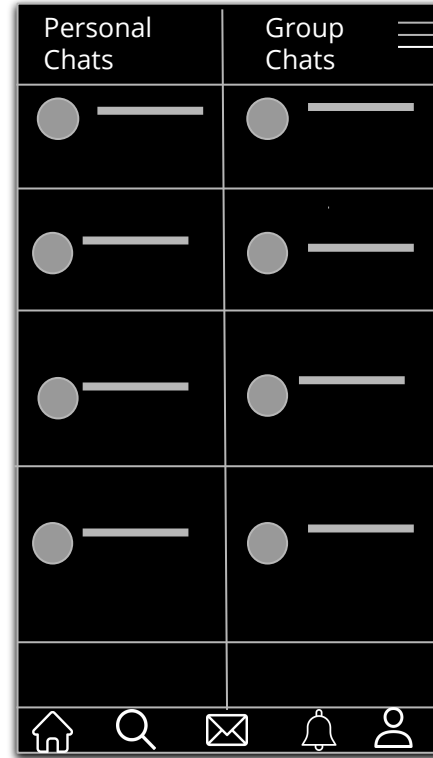
One of the features that interests twitter users the most is the hashtags, thus creating an extensive list of hashtags to follow from. The hashtags the users follow, vary with their age, location, occupation, hobbies.

In the explore section the relevance of the tweets cannot be set according to the users. To solve this problem, we propose to create a personalized list of hashtags for the users to filter out the relevant tweets. This list can be edited by the user at any point of time.



Message Section

There is a feature to be part of different groups of user's choice. But Twitter does not have an efficient way of accessing these groups. Since there are already 5 tabs in the bottom navigation panel based on the most used features of Twitter, we don't wish to congest the panel. Instead we propose to divide the message tab into personal and group chats.



Twitter is a great product with millions of users worldwide. Redesigning twitter was a challenging task for us because to come up with an idea to redesign a product with a good user experience. This has been a challenging, exciting and edifying experience for both of us.

Thank you for this opportunity!

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