

PM

I'm bloated



ACTIVITY:
Find my features

Let's take a quick tour

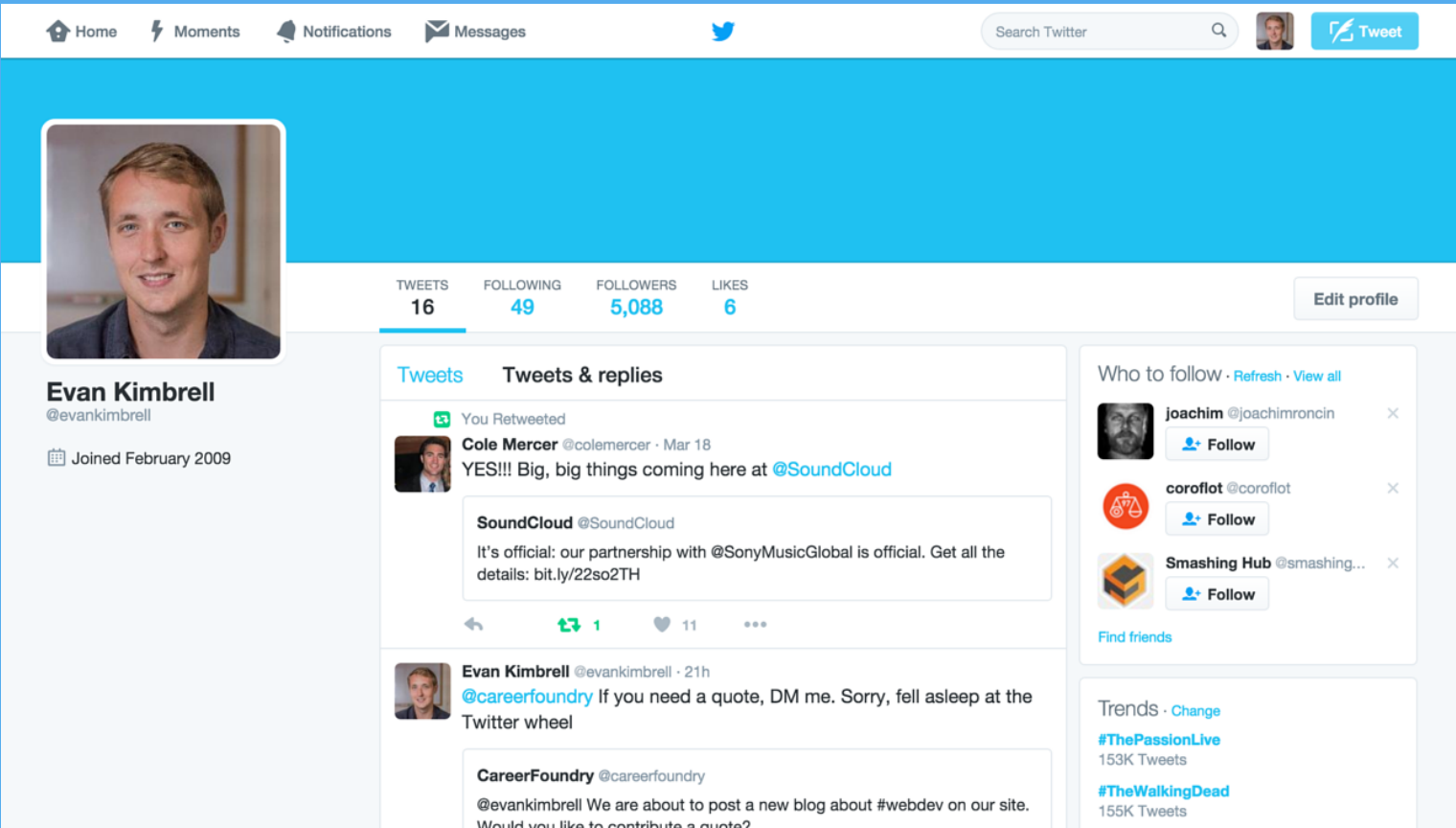
So what is Twitter, exactly?

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but those who are unregistered can only read them

Interesting, how does it work?

Users create a free account, add personal details, & photos. Afterwards they can select any number of other Twitter users to "Follow". "Following" a user subscribes you to receive any tweet they send out.

The profile screen looks like this:



When a user decides to tweet something, it will show up in their own personalized timeline feed shown above.

To follow someone the user just has to navigate to the profile page of another user and click "Follow"

HomeMomentsNotificationsMessages

Search Twitter

ProfilePicture

Tweet

udemy

Learn anything. Anywhere.

ProfilePicture

TWEETS10.3K

FOLLOWING7,766

FOLLOWERS95.9K

LIKES310

LISTS1

Follow

Udemy

@udemy

The world's largest destination for online courses.

San Francisco, CA

udemy.com

Joined August 2009

Tweet to Udemy

TweetsTweets & repliesPhotos & videos

Udemy @udemy · 10h

Get 'Come vivere veramente in salute al 100%, la dieta "ANF"' by @frutta_paradiso now on Udemy! vrl.ht/950E8

11

View summary

Udemy @udemy · 11h

New Udemy course: 'Construct 2 for Gaming Bootcamp Mentors' by @sdcodebootcamp vrl.ht/950A4

2

View summary

Who to follow · Refresh · View all

joachim @joachimroncin

Follow

coroflot @coroflot

Follow

Smashing Hub @smashing...

Follow

Find friends

To see what the aggregate of your Following list is tweeting, you use the Home screen that houses your main timeline.

HomeMomentsNotificationsMessages

Search Twitter

ProfilePicture

Tweet

Evan Kimbrell

@evankimbrell

TWEETS16

FOLLOWING49

FOLLOWERS5,088

Trends · Change

#ThePassionLive

153K Tweets

#TheWalkingDead

155K Tweets

Northern Iowa

58.6K Tweets

#LoveTwitter

212K Tweets

#RHOA

52.5K Tweets

#Sweet16

73K Tweets

Infibeam

17.2K Tweets

Aggies

17.2K Tweets

The Wire

Started trending in the last hour

What's happening?

ProfilePicture

Marc Andreessen Retweeted

matt blaze @mattblaze · 21m

Crypto backdoor proponents' strangest argument: technologists are 'arrogant' when we say we don't know how to build reliable systems.

1715

View conversation

Product Hunt @ProductHunt · 9m

Call @AppleSupport These laser-cut customizable MacBook covers are 🔥

producthunt.com/tech/uncover-2

Image1

Image2

314

Product Hunt @ProductHunt · 16m

Talking With The Pros: Interviews with creative people from all over the world

producthunt.com/tech/talking-w...

Who to follow · Refresh · View all

joachim @joachimroncin

Follow

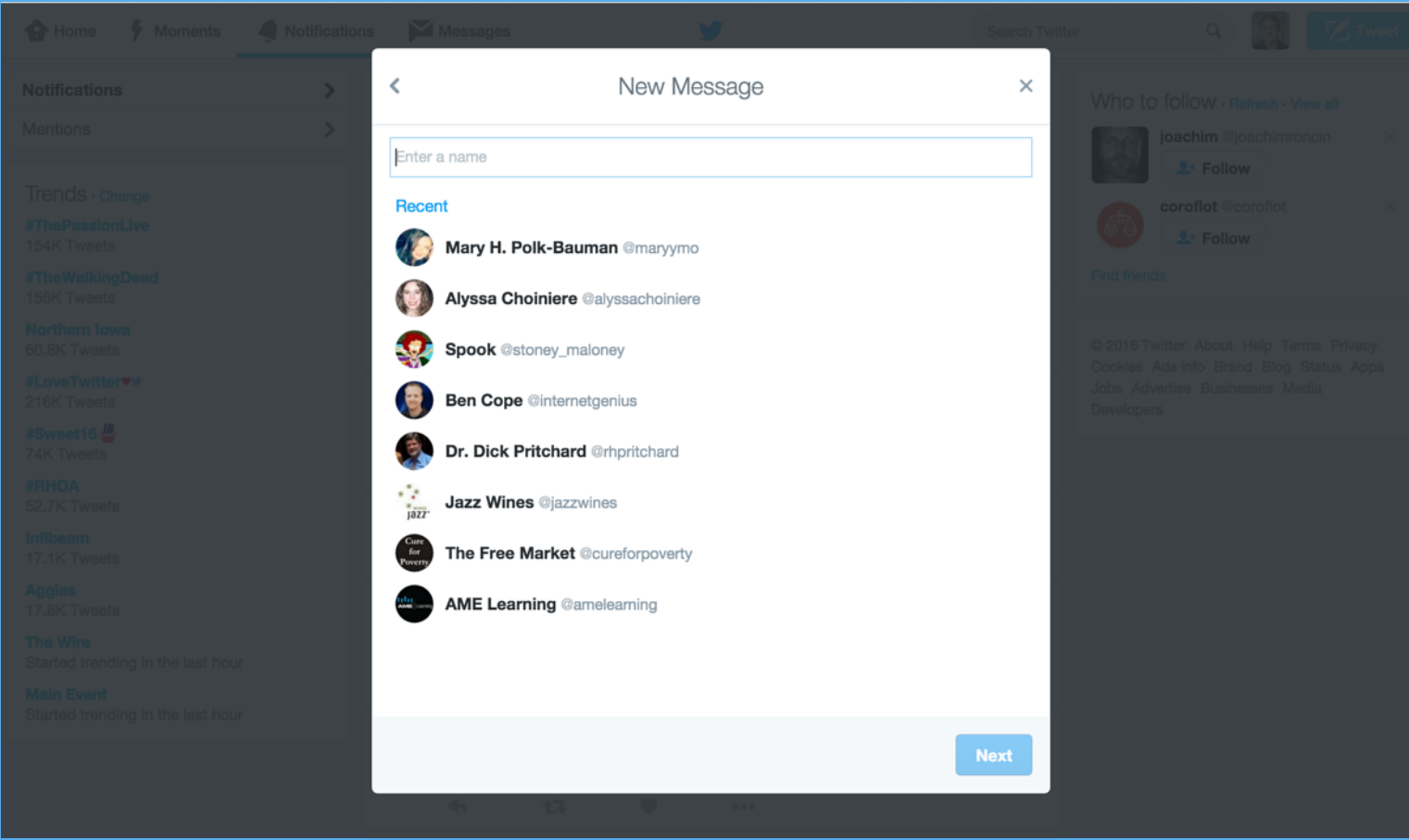
coroflot @coroflot

Follow

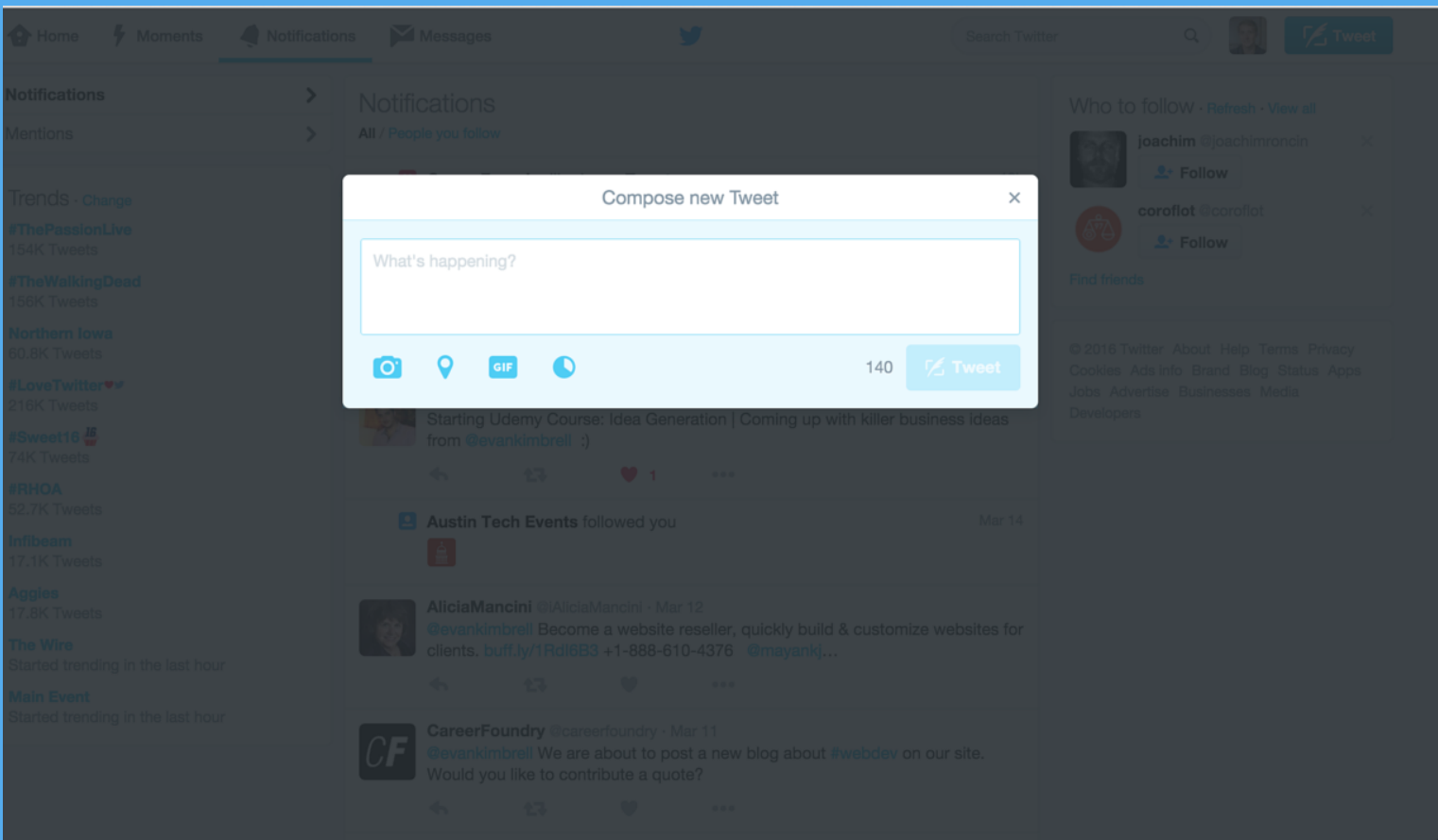
Find friends

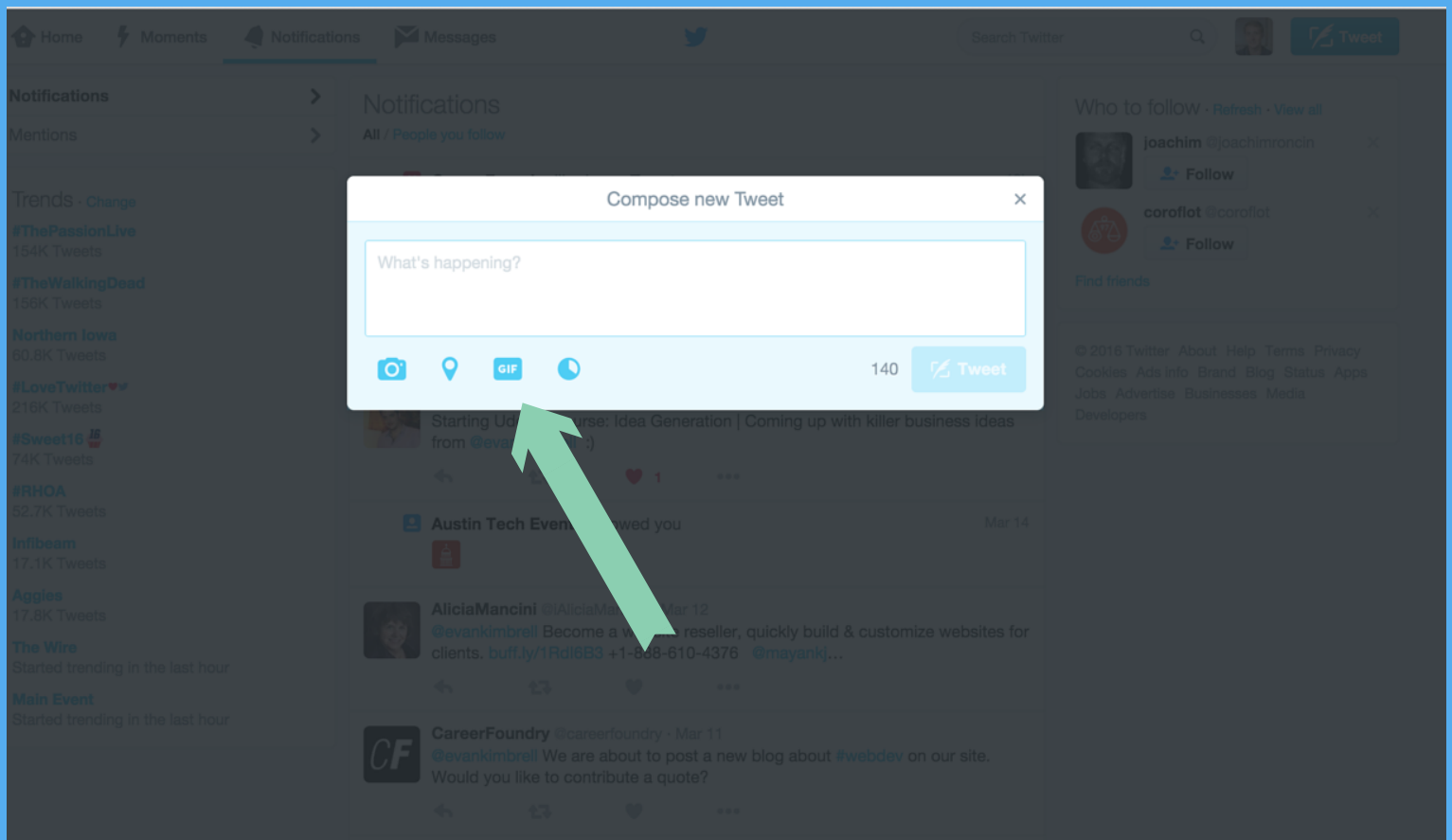
© 2016 Twitter About Help Terms Privacy Cookies Ads Info Brand Blog Status Apps Jobs Advertise Businesses Media Developers

If you want to message someone privately, you have the option of sending a Direct Message (assuming they follow your profile)



When you're ready to tweet yourself, you click Tweet in the right hand corner and get this:





There are several features baked into the Tweet button

Location
Add Photo
Add a GIF
Add a Poll

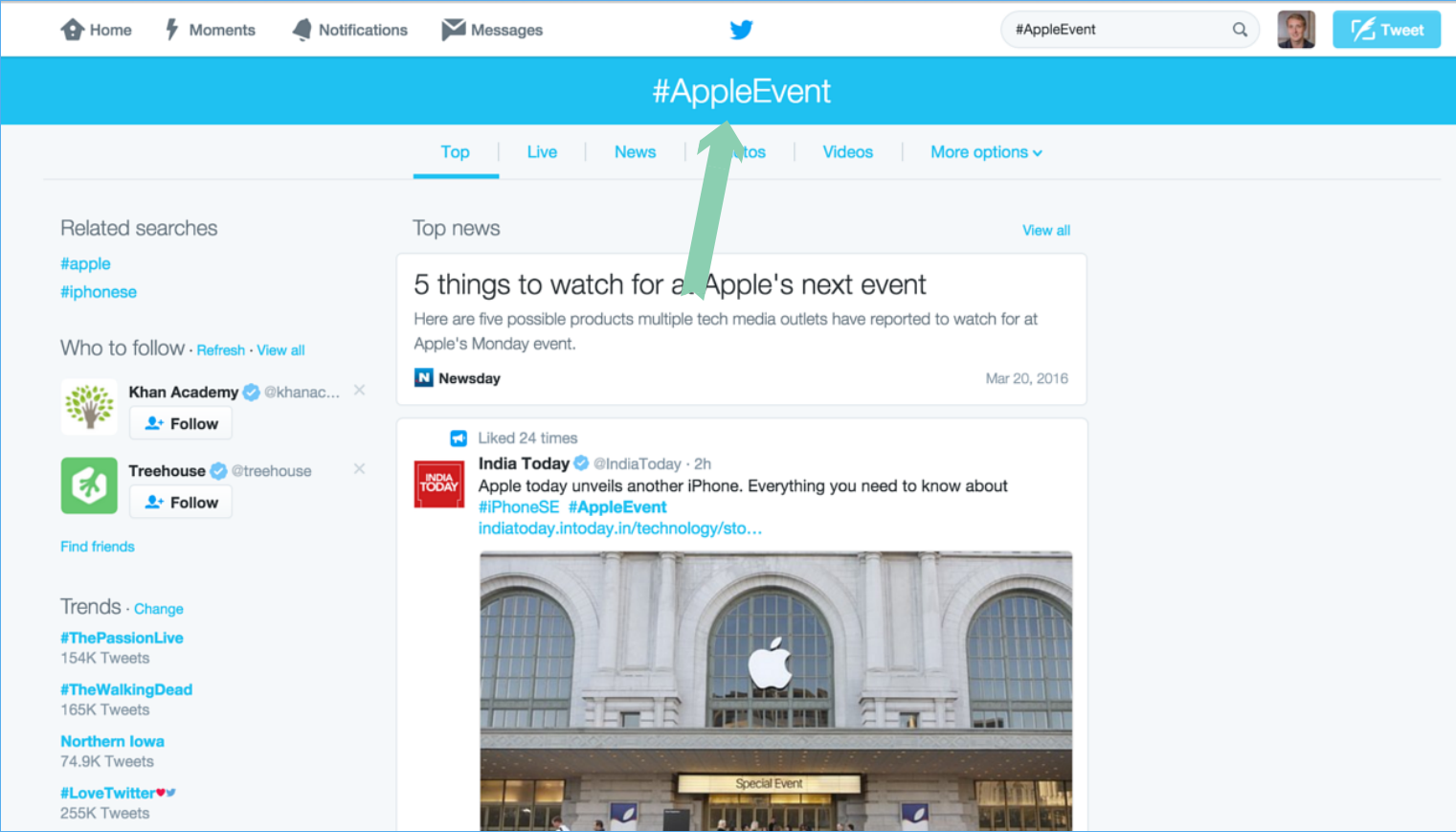
Now you can interact with other people on Twitter publicly. You do this by:

Liking their tweets
Re-tweeting their tweets
Replying to their tweets

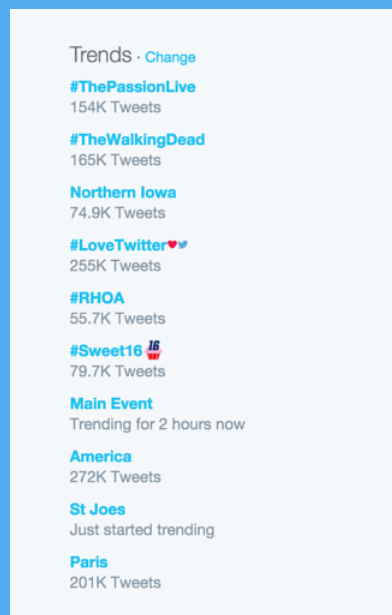
Let's talk about the feature called "Hashtagging"



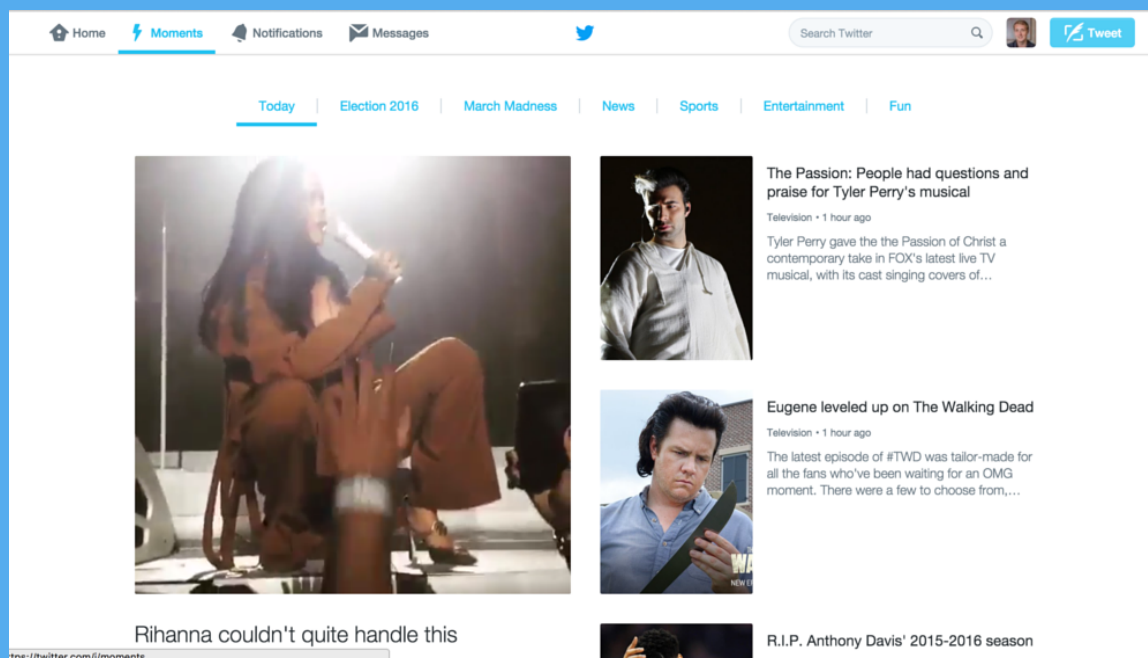
When you tweet and you add the symbol # before a word, it creates a hashtag out of that word. When someone then searches for # plus any word, they'll see a timeline of any tweets that included the hashtag



From the Hashtags, Twitter can then display a list of the most popular at any given time.



Last stop on our tour. Woot woot. Twitter has one last primary feature: Moments



Moments allows you to see a curated list of the largest "moments" happening across Twitter. Mainly curated from celebrities or accounts that are high profile / news related

Alright, now your turn

Find a "product" in Twitter that we didn't cover and share it with the group

I'll give you a hint. We barely scratched the surface of what you can do and what needs to get done on Twitter.

Scour the photos, create an account and browse.

What parts do you think are complicated enough that a Product Manager might be assigned to them?

Twitter has 300m active users so nothing is trivial.

Remember: Whoever gets the most obscure, the most hidden product and posts it will get a prize