



Increasing average number of tweets per user



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LIVE CHALLENGE - 183



Problem Statement

You've been hired as the CPO of Twitter/X.

It has been observed by numbers that only **10% of Twitter users are responsible for 92% of Tweets.**

The average Twitter user doesn't Tweet much – just once per month on average.

You want to improve upon these metrics by launching **new features** on the platform/**gamifying** the platform and increase the average tweets per user from **once per month** to **once per week** by next year.

Why solve this problem ?

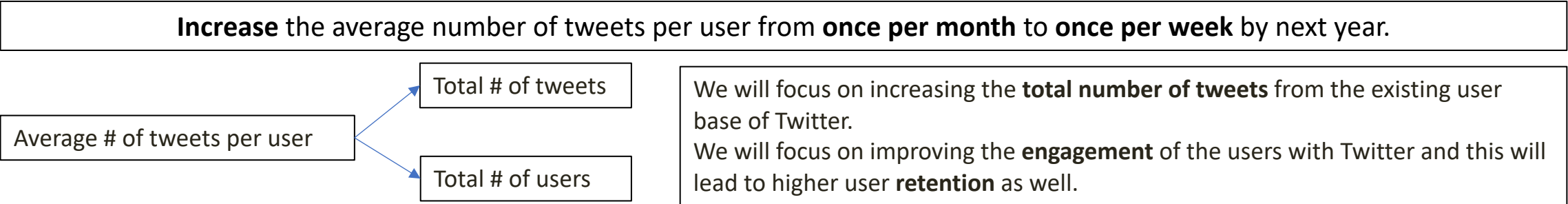
- 1

More frequent tweeting generally equates to higher **user engagement** and **activity levels** on the platform. Weekly tweeters are likely to be more active and invested users compared to monthly tweeters.
- 2

Each additional tweet creates an opportunity for retweets, replies, follows, etc. amplifying **network effects**. More weekly tweets strengthen these compounding feedback loops.
- 3

More user activity generates more data for **Twitter's algorithms and ad targeting**. Higher weekly tweet volumes enable better personalization and more advertising inventory.

Key Objectives



About Twitter

Microblogging and Social Networking Platform:

Users can post short text updates or "tweets" up to 280 characters long.

Real-Time Information Network:

Users can follow accounts of interest and easily share and discover the latest news, trends, and updates.

Hashtag Culture: Users can join and follow conversations with hashtags, discuss and amplify ideas, movements, and cultural phenomena.

Influential Reach: Powerful platform to shape public discourse and provide direct access to thought leaders and decision-makers.

Mission

To **democratize** access to information and give everyone a voice.

Vision

To enable free flow of information, ideas, and opinions across geographic and cultural boundaries real-time before a global audience.

Key Features

Tweets

Hashtags

Twitter Spaces

Retweets

Trends

Moments

Live Video

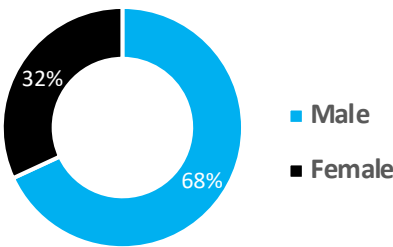
Twitter Ads

Direct Messages

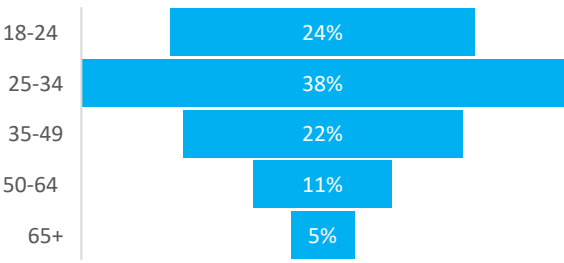
Lists

Analytics

Twitter Blue



Twitter has one of the highest differences in users by **gender**



Users under 35 years by **age** account for 60% of Twitter's total user base.

Twitter has 528.3M mMAUs in 2023, projected to reach 652.23 million by 2028

Twitter has significant user bases in **geographies** like the United States, Japan, India, and Indonesia

News channels, celebrities, influencers, and businesses tend to be among Twitter's **power users**.

Twitter is estimated to have a high share (around 25%) of **daily active users**.

User Persona



Name- Sara Davidson
Age- 29 years
Profession- Tech Influencer
Location – New York

Behavior

- Social media manager and blogger focused on technology trends, gadgets, and start-ups
- 85K followers on Twitter built through consistent, quality content sharing
- **Very active** Twitter user, posts multiple times a day with a mix of original thoughts, product reviews, commentary on tech news

Needs and Motivations

- Personal branding, networking with industry peers, and driving traffic to her blog/YouTube channel
- Partners with tech brands for sponsored content, product launches, and Twitter marketing campaigns

Pain points

- Coming up with a constant stream of fresh, interesting topics or angles to tweet about frequently can be challenging.
- Pressure to tweet more frequently could lead to sacrificing the quality, polish and value of her tweets.
- Managing multiple platforms and finding dedicated time to increase overall tweet volume is difficult.



Name- Arjun Kapoor
Age- 32 years
Profession- Finance Manager
Location – Chicago

- Works as a finance professional in Chicago
- Active on Twitter but doesn't post daily, more of a **casual user**
- Uses Twitter primarily as a news source, occasionally tweets his own quick thoughts on market news, economy, personal finance etc.
- May occasionally reply or join conversations around big trending financial news stories

- Uses Twitter lists to organize feeds into specific categories like FinTech, Investing, Chicago News etc.
- Not much emphasis on personal branding or Tweet analytics, just uses Twitter for **information consumption**

- Apprehension about tweeting too often or sharing too many personal thoughts on a public platform.
- Having to mentally switch from his work mindset to compose casual, conversational tweets more often.
- Not wanting to over-share with real-life contacts also following his tweets.

Solutions Proposed



What user problem we are solving?	Solution Description	Solution
<ul style="list-style-type: none">Coming up with a constant stream of fresh, interesting topics or angles to tweet about frequently can be challenging.	Use random tweet idea generators or introduce genAI powered features for new content creation of personalised tweets	TweetGPT
<ul style="list-style-type: none">Pressure to tweet more frequently could lead to sacrificing the quality and value of her tweets.	Implement multi-tier achievements that incentivize quality over just quantity. Higher level badges awarded for highly engaging/valuable tweets.	Top Badges
<ul style="list-style-type: none">Managing multiple platforms and finding dedicated time to increase overall tweet volume is difficult.	Leverage AI-powered automatic text generation, video/image transcription and captioning to streamline multimedia tweets.	TweetGPT
<ul style="list-style-type: none">Apprehension about tweeting too often or sharing too many personal thoughts on a public platform.	Provide prompts that encourage personal storytelling, open-ended self-expression through tweets.	Rewrite with AI
<ul style="list-style-type: none">Having to mentally switch from his work mindset to compose casual, conversational tweets more often.	Integrate creative writing prompt tools specifically tailored for translating work-related thoughts into more casual/conversational tweets.	Rewrite with AI
<ul style="list-style-type: none">Not wanting to over-share with real-life contacts also following his tweets	Provide rich personal-professional content filtering and audience segregation tools. Let users build distinctly customized and branded "personal" and "professional" Twitter profiles they possess.	Account by Type

Prioritization

Solutions	Reach	Impact	Confidence	Effort	RICE Score
TweetGPT	5	5	100%	1.25	20 1
Top Badges	3	4	100%	1	12 3
Rewrite with AI	4	5	90%	1	18 2
Account by Type	3	3	100%	1	9 4

During the Sprint 1, we will implement TweetGPT feature and Rewrite with AI feature. In the next Sprint, we will implement the other 2 features.

Feature 1

TweetGPT



Feature Description

1. Users will click on TweetGPT to generate meaningful and contextual tweets for the target audience in their areas of interest.
2. Users can go through an interactive onboarding flow where they can familiarize themselves with the AI tweet generation process.
3. Users can customize the underlying AI model to better capture their unique voice, tone, and areas of expertise through persona training and prompt engineering tools.
4. Users can accumulate and own a portfolio of their highest-rated, most engaged AI-generated tweets
5. Introduce creative constraints like topic randomizers, designated content formats, or stringent character limits

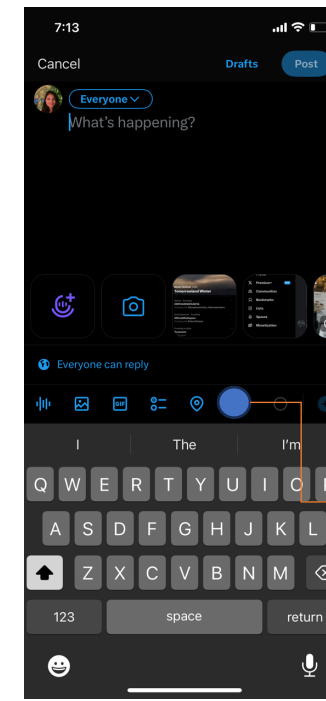
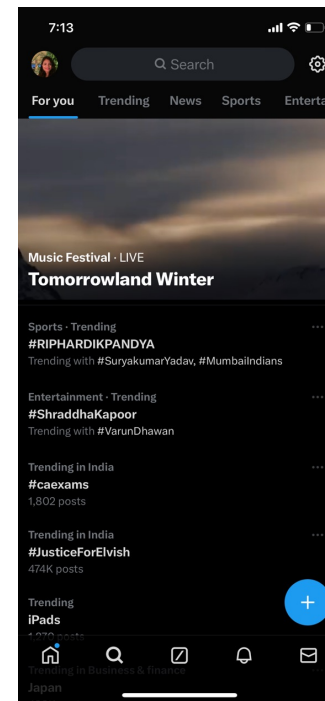
Success Metrics

North Star

Increase in the number of tweets/user

L1

Number of tweets generated by AI and posted by user



Click on
TweetGPT



Step 1 – User can single click or use voice command.

Step 2 – User can customize the AI model's prompt by specifying the desired tone, style, and intent for their tweet. Provide pre-set options like "casual," "professional," "humorous," etc., or let users input their own prompt.

Step 3 – User can input a broad topic, keyword, or context for the tweet they want to compose. This will help the AI model generate relevant and contextual content.

Step 4 – Upon receiving the user's prompt and topic input, the AI language model should generate an initial draft tweet that adheres to Twitter's character limit.

Step 5 – Display the AI-generated tweet draft side-by-side with the user's original input (if any) and provide options to:

- Accept the AI draft as-is
- Modify/edit the AI draft
- Request a new draft from the AI model

Feature 2

Rewrite with AI

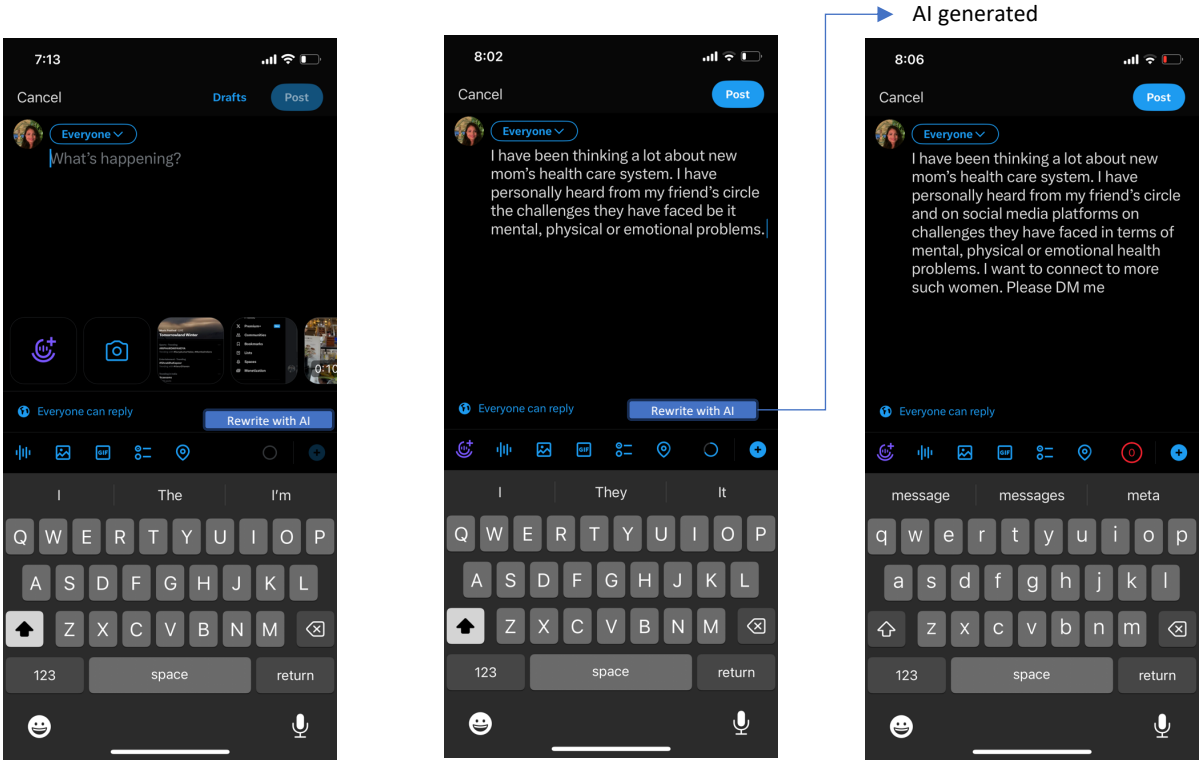
Feature Description

1. User onboarding flow that explains how the "Rewrite with AI" tool can help them express thoughts more confidently by polishing tone and phrasing.
2. Allow users to draft and experiment with personal thoughts in a private, untweetable sandbox. The AI rewriter can suggest rephrasing to get comfort before posting.
3. Design a simple, single-click interaction model to initiate AI rewriting of drafted personal thoughts, with ability to review side-by-side before posting.
4. Implement celebratory achievement badges for overcoming initial hesitation and hitting self-expression milestones like first public personal tweet, prolonged streaks, etc.

Success Metrics

North Star Increase in the number of tweets/user

L1 Number of tweets posted by using AI version/user



Step 1 – User can generate an alternative, rewritten version of the tweet.

Step 2 – User can compare and evaluate the original draft and the AI-rewritten version side-by-side, allowing the user to check any differences.

Step 3 – Implement a gamified achievement system that rewards users for consistently publishing high-quality, engaging AI-rewritten tweets. Offer badges, customization options, or other incentives.

Step 4 - Implement a quality scoring system that evaluates the AI-rewritten tweets based on factors like clarity, engagement potential, tone consistency, and adherence to the user's preferences. Display these scores to help users make informed choices.

Go to Market Strategy

Prelaunch

- Define the requirements and create PRDs
- Create detailed level of product features along with high level wireframes designs
- Add any new changes to the requirements in the product feature list for next sprints

- Beta testing in internal groups prior to feature release
- A/B testing to study controlled group behaviour

- Ensure the platform's infrastructure is ready to handle the potential increase in traffic and usage from the new features.
- Conduct load testing, performance optimizations, and security audits to ensure a smooth rollout.

Launch

- Consider a staged rollout, gradually releasing the features to a percentage of users before a wider release.
- Monitor user feedback, engagement, and performance metrics during the phased rollout to make any necessary adjustments.

- Execute the pre-planned marketing campaigns across various channels (social media, email, in-app notifications, etc.).
- Leverage influencers and power users to generate buzz and encourage adoption of the new features.

- Prepare customer support teams to handle an influx of inquiries and issues related to the new features.
- Provide comprehensive training and documentation to ensure support staff can effectively assist users.

Post Launch

- Closely monitor user engagement, feedback, and performance metrics related to the new features.
- Gather insights from analytics and user feedback to identify areas for improvement and iterate on the features.

- Foster an active dialogue with the user community, encouraging feedback, feature requests, and suggestions.
- Leverage user-generated content (tweets, videos, etc.) to showcase successful use cases and inspire others.

- Based on user feedback and performance data, plan for future iterations and enhancements to the features.
- Develop a roadmap for additional features or improvements that align with the platform's long-term vision and user needs.



THANKYOU

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