**PRD- Twitter**

**Overview**  
The Microblogging Platform provides a space where users can share concise, real-time updates with their followers. This platform allows users to connect through posts, direct messages, and a curated feed of people they follow. The platform also offers features to engage with and explore a wide range of content, supporting rich interactions like likes, shares, and comments.

**Hero Scenario**

* Users can create posts (tweets) that are shared with their followers.
* Users can view and interact with posts shared by those they follow in a continuous timeline feed.
* Users can send and receive direct messages for private communication.
* Users have full control over their profile, which is customizable and visible to others on the platform.
* Super Admins can monitor platform activity, moderate content, and manage user profiles to ensure compliance with platform policies.

**Personas**

1. **User** – Regular user who shares posts, follows other users, and engages with content on the platform.
2. **Super Admin** – Platform administrator responsible for user management, content moderation, and ensuring overall platform functionality and security.

**Key User Stories**

**1. User Onboarding and Authentication**

* As a user, I want to easily create an account and log in so that I can start using the platform.
* As a user, I want to securely log in and out of the platform to protect my account.

**2. Post Creation and Sharing**

* As a user, I want to create short text-based posts (tweets) to share my thoughts and updates with my followers.
* As a user, I want to attach media (images, videos) to my posts to make them more engaging and expressive.
* As a user, I want to control the visibility of my posts (public, private, or restricted to followers only) to decide who can view them.

**3. User Feed and Following System**

* As a user, I want to follow other users so that their posts appear on my timeline.
* As a user, I want a personalized feed of posts from people I follow to stay updated on their content.
* As a user, I want to unfollow users if I no longer wish to see their posts in my feed.

**4. Engagement Features**

* As a user, I want to like posts to show appreciation for content I enjoy.
* As a user, I want to share (retweet) posts from others so that my followers can see them too.
* As a user, I want to comment on posts to share my thoughts and interact with others on specific content.

**5. Profile Customization**

* As a user, I want to set a profile picture, bio, and personal information to represent myself on the platform.
* As a user, I want to edit my profile at any time so that I can update my details as I choose.
* As a user, I want to see other users' profiles to learn more about the people I'm following or interacting with.

**6. Direct Messaging**

* As a user, I want to send and receive direct messages with other users for private communication.
* As a user, I want to search through my direct message history to easily find past conversations.
* As a user, I want to delete or archive messages to keep my inbox organized.

**7. Bookmarking and Saving Content**

* As a user, I want to bookmark posts so I can revisit content I found interesting.
* As a user, I want to organize saved content into categories or folders to make it easier to find specific posts later.

**8. Notifications**

* As a user, I want to receive notifications for likes, comments, retweets, and new followers so that I stay updated on my engagement.
* As a user, I want to customize my notification preferences to only receive updates on things I care about.

**9. Platform Search and Discovery**

* As a user, I want to search for other users, hashtags, and popular posts to discover new content and connect with others.
* As a user, I want to see trending topics and hashtags to engage with what’s popular on the platform.
* As a user, I want to explore recommended users based on my interests to grow my network.

**10. Content Moderation and Reporting**

* As a user, I want to report posts or users if they share inappropriate content or violate community guidelines.
* As a Super Admin, I want to review reported content and take necessary actions to maintain a safe platform environment.

**11. Super Admin Capabilities**

* As a Super Admin, I want to view and manage user accounts to assist users with account issues or concerns.
* As a Super Admin, I want to moderate content and enforce community standards to keep the platform respectful and safe.
* As a Super Admin, I want to have access to analytics on platform activity to understand usage patterns and improve functionality.

**12. Extensibility and Scalability**

* As a developer, I want the platform to support future feature additions so that it can adapt to changing user needs.
* As a developer, I want the platform architecture to scale as the user base grows, ensuring stable performance.

**Metrics**  
The success of the platform will be measured through the following metrics:

1. **User Engagement Metrics**
   * Number of active users (daily, weekly, and monthly active users).
   * Number of posts created daily.
   * Average time users spend on the platform.
2. **Content Engagement**
   * Average likes, shares, and comments per post.
   * Engagement rates for popular posts.
3. **Network Growth**
   * Average number of followers gained per user.
   * Number of new users following other users daily.
4. **Direct Messaging Activity**
   * Number of direct messages sent daily.
   * Engagement rates in messaging (open rates, response times).
5. **User Retention**
   * User retention rates over time (7-day, 30-day retention).
   * Number of posts or users saved/bookmarked.
6. **Platform Health**
   * Number of reports and actions taken on content moderation.
   * Downtime or system errors affecting user experience.

**Mockups**

* **User Feed and Timeline**: A continuous scrollable feed showing posts from followed users.
* **User Profile Page**: Profile image, bio, follower count, and recent posts.
* **Post Composer**: Interface for creating and attaching media to posts.
* **Direct Messaging Interface**: Chat-style interface for private messages.
* **Notification Center**: Display for likes, comments, new followers, and messages.
* **Explore Page**: Search bar, trending topics, and recommended users.