

Search about

Twitter

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1- Introduction:

- The purpose of Twitter is to provide a social media platform for users to share their thoughts, ideas, and opinions in short messages called tweets.
- Twitter's services include the ability to post and read tweets, follow other users, create, and participate in conversations using hashtags, share images and videos, and send direct messages to other users. These services are free to use for all Twitter users. Twitter also offers various features for businesses and advertisers to promote their products or services, such as promoted tweets and accounts, as well as analytics to measure the performance of their campaigns.
- The domain address for Twitter is www.twitter.com.

2- Strategy:

- Twitter's business category can be described as social media or communication, and this is obvious on the website.
- The design of Twitter effectively accomplishes its purpose, with a simple and intuitive interface that allows users to quickly compose tweets and interact with others.
- Twitter's target audience is a broad range of individuals, from celebrities and politicians to everyday users. The design takes this into consideration by providing various features and customization options for users. For example,

verified accounts and Twitter Blue are features that serve high-profile users, while the ability to customize one's profile and privacy settings allows everyday users to personalize their experience on the platform. Additionally, Twitter's use of algorithms and machine learning to curate timelines and suggest content to users helps ensure that each user's experience on the platform is relevant to their interests.

3- Usability

- Based on a test made using GTmetrix

Test Server Location: Vancouver, Canada

Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

it appears that the page being tested has a Fully Loaded Time of 5.9 seconds, with a Total Page Size of 2.82MB and 165 total page requests. While some metrics such as Time to Interactive and Total Blocking Time appear to be within recommended ranges, others such as Speed Index and Largest Contentful Paint are much longer than recommended.

This could potentially lead to a negative user experience, as visitors may become bored or frustrated while waiting for the page to load. It is recommended to aim for a page load time of 2-3 seconds or less.

- Twitter makes it easy to find information through its search bar, advanced search feature, and algorithm-generated trending topics and hashtags. Users can also create and follow lists of accounts based on specific interests to curate their Twitter experience and access relevant information quickly. create and

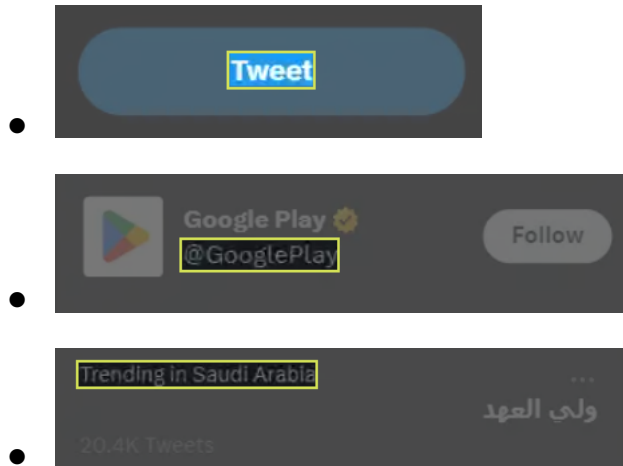
follow lists of accounts based on specific interests to curate their Twitter experience and access relevant information quickly.

- There is a search button available for visitors to search for specific tweets, users, or hashtags.
- Based on a test made by DrLinkChecker, all 19 links found on Twitter have successfully passed the test, indicating that they are fully functional and operational.
- Twitter works well in most widely used browsers, including Chrome, Firefox, and Safari, thanks to its commitment to cross-browser compatibility and optimization. By implementing web development best practices and following widely accepted web standards, Twitter ensures a smooth experience across different browsers.
- The Twitter website is optimized for mobile devices, with a responsive design that adapts to different screen sizes and provides a streamlined user experience.

4- Content and Readability

- The fonts on Twitter are generally easy to read, with a clean and modern typeface used throughout the platform.

- Generally, there is a considerable contrast between the font color and background color, which enhances the website readability and legibility with the except of a few examples that we found below:



- The text size on Twitter is appropriate, with various font sizes used to distinguish between different types of content.
- The content on Twitter is generally concise and useful, with a focus on short messages that convey a lot of information in a small space.

5- Conclusion and Recommendations

In conclusion, the Twitter website is a well-designed social media platform that provides a range of useful features and services for its users.

Based on our analysis, we recommend the following improvements for the Twitter website:

- Provide more options for customizing the user interface, such as font sizes and color schemes, to improve accessibility and user experience.
- Improve the search functionality by adding more advanced search filters and options to help users find the content they are looking for.
- Improve the moderation and management of content on the platform to reduce the spread of misinformation and harmful content.
- Provide more sufficient contrast ratio between the font and background color especially on dark mode, to improve readability and accessibility.

By implementing these recommendations, Twitter can further enhance its user experience and continue to be a leading social media platform that connects users worldwide.