

# TWITTER

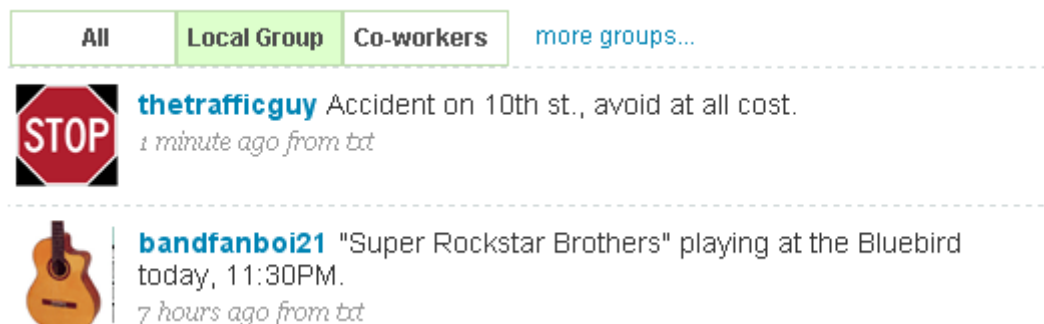
## ACTION WHICH CAN BE DONE IN TWITTER:

Twitter allows you to:

- easily promote your research, for example by providing links to your blog stories, journal articles and news items
- reach a large number of people quickly through tweets and retweets
- follow the work of other experts in your field
- build relationships with experts and other followers
- keep up-to-date with the latest news and developments, and share it with others instantly
- reach new audiences
- seek feedback about your work and give feedback to others
- follow and contribute to discussions on events, for example conferences that you can't attend in person
- express who you are as a person.
- Details of new publications or resources you've produced
- News items that feature your research
- Links to any blog posts you've written
- Thoughts on conferences you attend
- Questions to invite feedback
- Interesting news items you've found
- Interesting photographs
- Replies to other people's tweets
- Retweets of other people's tweets

## 10 Features That Will Make Twitter Better

### 1. Enable grouping of friends and followers



Figure

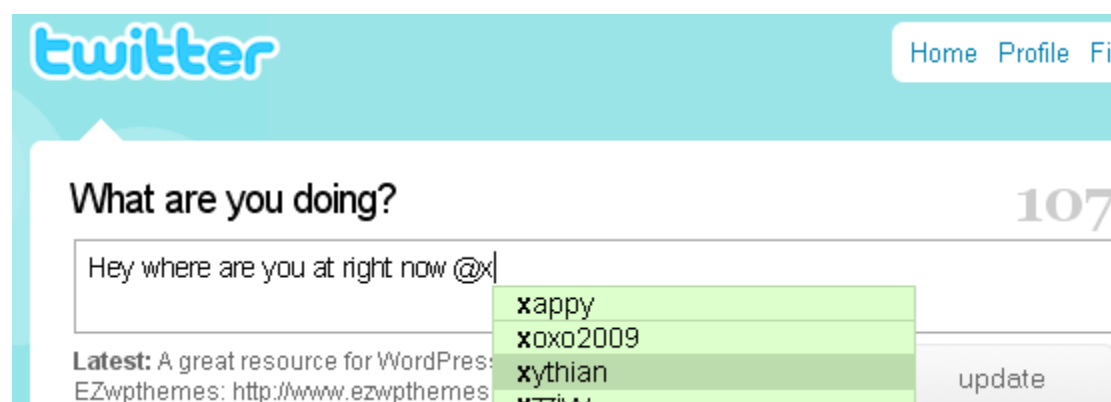
1 shows tabs that you can use to quickly see tweets in a particular group.

Twitter's increasing popularity has gotten many people on board and using the web application. With the growing number of active users comes the need for following more people.

The ability to create groups (or categories) of Twitter users that you follow can reduce the noise in your Twitter feed and can help you immediately see updates from particular groups of users.

For example, having a group for "co-workers" or "local tweeters" can help you quickly see what your co-workers are saying or find up-to-the-minute information on local events such as traffic accidents.

## 2. Auto Complete in Tweets



Figure

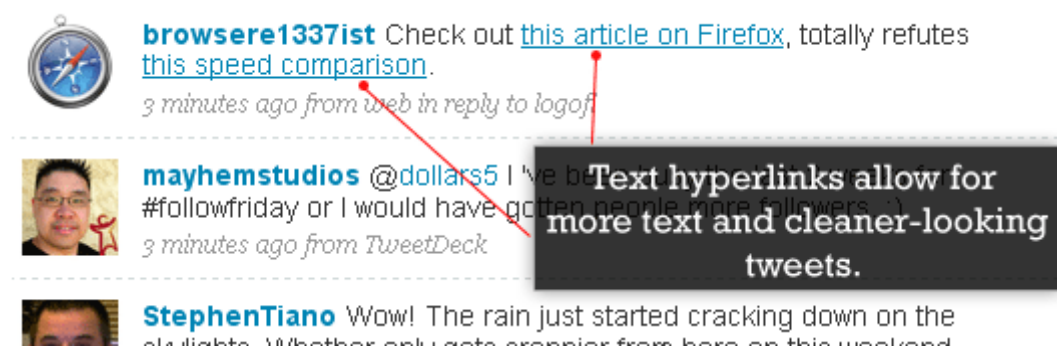
2 shows an auto complete dialog box appears when you type the @ symbol.

Auto complete is an interaction design pattern that involves displaying a list of suggestions as the user types in text. Auto complete can speed up the process of sending a tweet directed to a particular user using the @username format.

It will also help in times where you're having trouble spelling someone's username.

Another application of the auto complete feature is for suggesting #hashtags (keywords associated with a tweet) to make keyword-tagging of tweets easier.

### 3. Text links in tweets



With a 140 character limit, it's often difficult to have links in a tweet without robbing yourself out of precious characters. By allowing users to tweet hyperlinked text, not only will it give them a little bit more room for including additional characters, but will also make Twitter feeds look cleaner.

### 4. Tweets-threading

Twitter is a great source of information and is a wonderful forum for discussing various topics. Unfortunately, the current user interface doesn't allow you to easily view a conversation between two or more people.



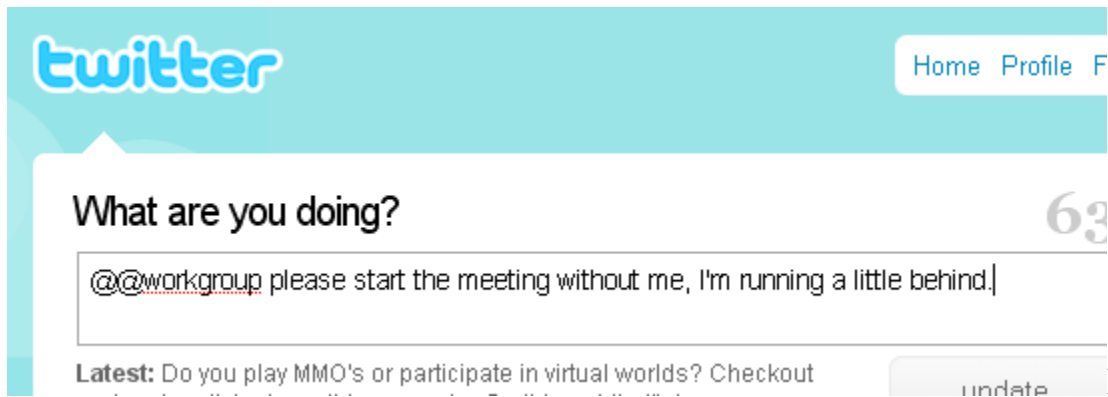
Figure

3 show how threaded comments could look.

Coupled with the “reply to” feature in the current user interface, threaded tweets can give users the chance to participate in (or follow along with) conversations taking place in several Twitter feeds.

Threaded tweets can also serve as a means for people to find other Twitter users that are interested in similar subjects of conversation.

### 5. Allow Tweets directed to a group of people (“group tweet”)



Figure

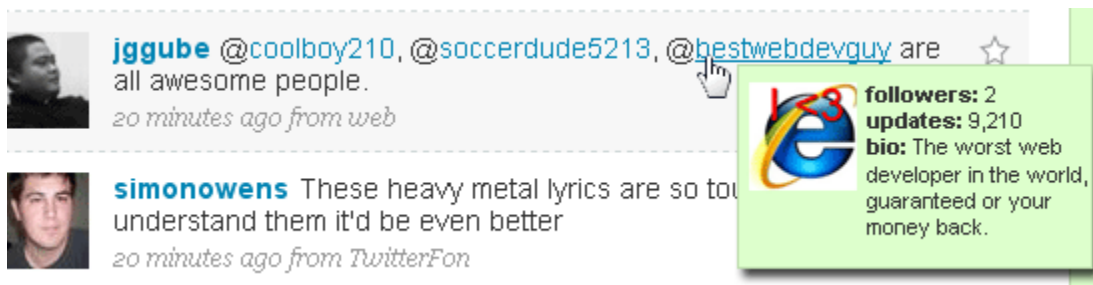
4 shows a possible syntax for tweets directed to a group of users using a double @ syntax.

With companies and communities joining in on the fun, the ability to tweet to a group of Twitter users offers a convenient way of specifically targeting a set of people. For example, if you wanted to tweet to your co-workers, the syntax could be:

@@friends I'll be a little late for our lunch date, start ordering without me.

The double @ serves to differentiate a tweet directed to a single user from one that's directed to a group of users.

## 6. Display meta data through hover tooltips



A tooltip is an effective graphical user interface element that allows users to view more information when they hover or click on a text or object of interest without having to leave the current web page. They enable information-gathering with fewer clicks and fewer pages to visit.

One way tooltips can be helpful is in seeing the bio information of a Twitter user when you hover over their username on your Twitter feed. If you see a username mentioned in an interesting Twitter update, simply hover over the name to see more information about the user that was mentioned.

## 7. Use the sidebar more effectively to display information

ly friends and if you have a webdesign  
et to submit it to <http://brainsites.info> to

sck

cool... any ideas. I'm a simple coder  
nm what else oh php ajax css and  
AKA SEO

eply to RichCurrie

found after a week in belly of fish and  
thx @beaudotgiles (via @karllong)  
in reply to karllong

thought of you when I felt asleep this  
: I'll be all night long awake, some will

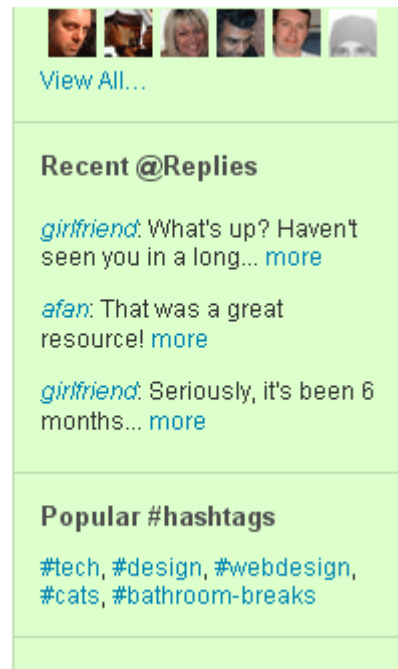


Figure 5

shows a “Recent @Replies” and “Popular #hashtags” section on the side bar.

Twitter can utilize the right sidebar more effectively by showing relevant information and statistics. For example, a “Most Recent Replies” section or a “Most Used #hashtags” section can be very helpful in showcasing the latest activities and the hottest topics.

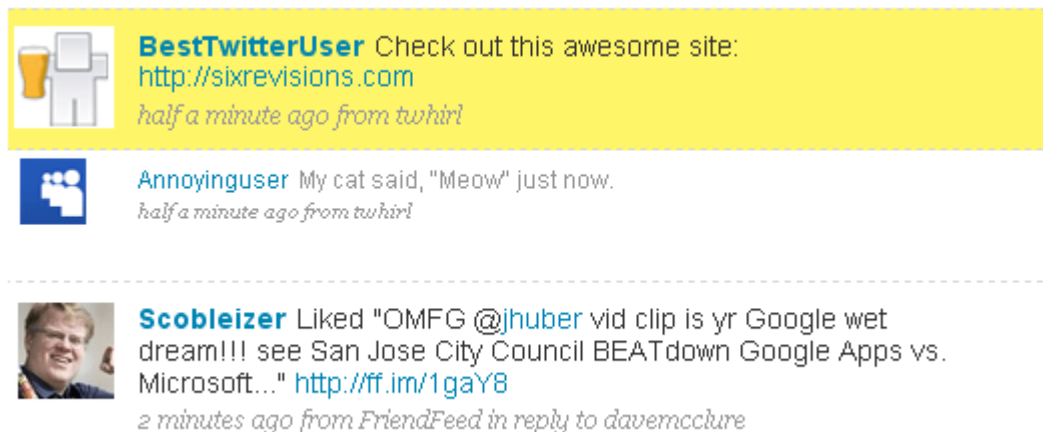
## 8. Add a page that displays tweets mentioning your username



Twitter users (me included) like seeing their names mentioned. Currently, only @replies (tweets that begin with @username) can be seen in the @Replies page. A nice optional feature would be to have a page that lists tweets where your username is mentioned or where a particular tweet of yours is re-tweeted (example: “RT @username”).

A less self-centered benefit for this feature is the opportunity to find people who are interested in what you have to say, enough that they update their own Twitter feed with a tweet of yours, or to see what types of your tweets are popular amongst people who follow you.

## 9. Highlight specific users, deemphasize others in feed

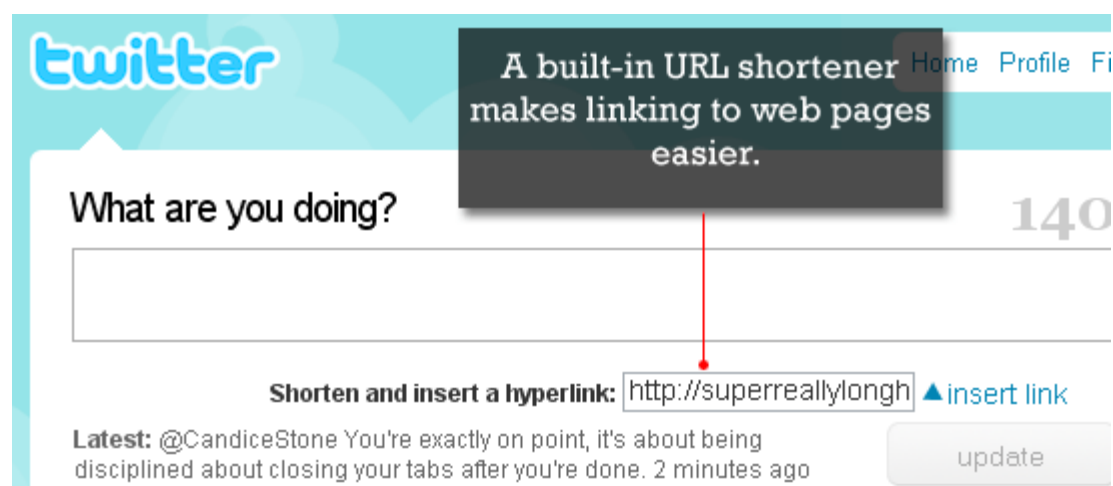


Figure

6 shows the first tweet as being highlighted, and the second tweet being deemphasized. The third tweet is how tweets normally look like in the current interface.

Users who follow many people run into the trouble of Twitter feed overload where there's just too much going on and too many tweets to read. The ability to mark favorite Twitter users, as well as deemphasize users that you don't care much about (but still want to follow for some reason), can give users better visual queues on what to pay attention to first when perusing one's Twitter feed.

## 10. Add a Built-in URL shortener



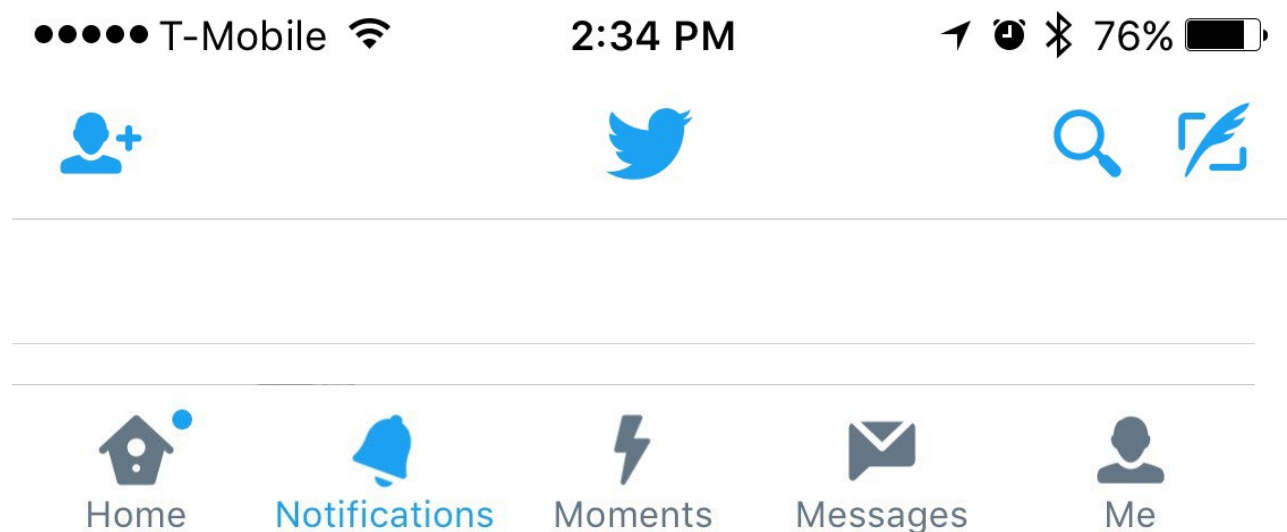
With Twitter's current user interface, hyperlinks are counted towards your 140 character count limit even if it gets reduced in length by a URL-shortening service like TinyURL.com after you hit the "Update" button.

One way to allow users to enter more text – without having to go to another website just to shorten URL's – is to have a built-in URL-shortening feature.

This would not only save user's some time, but also eliminates the need to rely on other websites to perform an action that should really be handled within the system.

### Twitter's iOS Mobile App

Twitter is a perfect example of good UI design. It not only integrates the design disciplines from iOS, but also has a consistent design that makes it easy for the users to learn the interface.



Menu bar and navigation of the Twitter iOS app

**Design discipline** — A common design practice for iOS apps is to have its main actions buttons to be on the top and have navigational buttons on the bottom. This makes it easy for users who just downloaded the app to recognize instantly where to look at to post a tweet. It also makes navigation second nature due to its design's prevalence throughout iOS.





**Julius Randle** @J30\_RANDLE · 1m



I support the work that the NBA and USAB are doing to help grow and improve the game! [YouthGuidelines.com](https://YouthGuidelines.com)  
[#JrNBAWeek](#) [#USAB](#)



**ESPN CollegeFootball** @ESPNCFB · 1m



In Week 7, the sad fans of college football were really, really sad.



Home



Notifications



Moments



Messages



Me

Tweets in the Twitter iOS app

**Consistency** — With common color themes and tweet designs, the users can easily skim through the app to get the information they want. Blue icons are either highlighted or an action button, which helps prevent the user to click on something invalid. The tweets have common designs and don't differ too much from each other, allowing the users to quickly identify who is and what they're tweeting.

Through color schemes and common design elements throughout the app and ecosystem, Twitter has made a particularly well designed app that can be easily picked up by any mobile user.

### Discovery

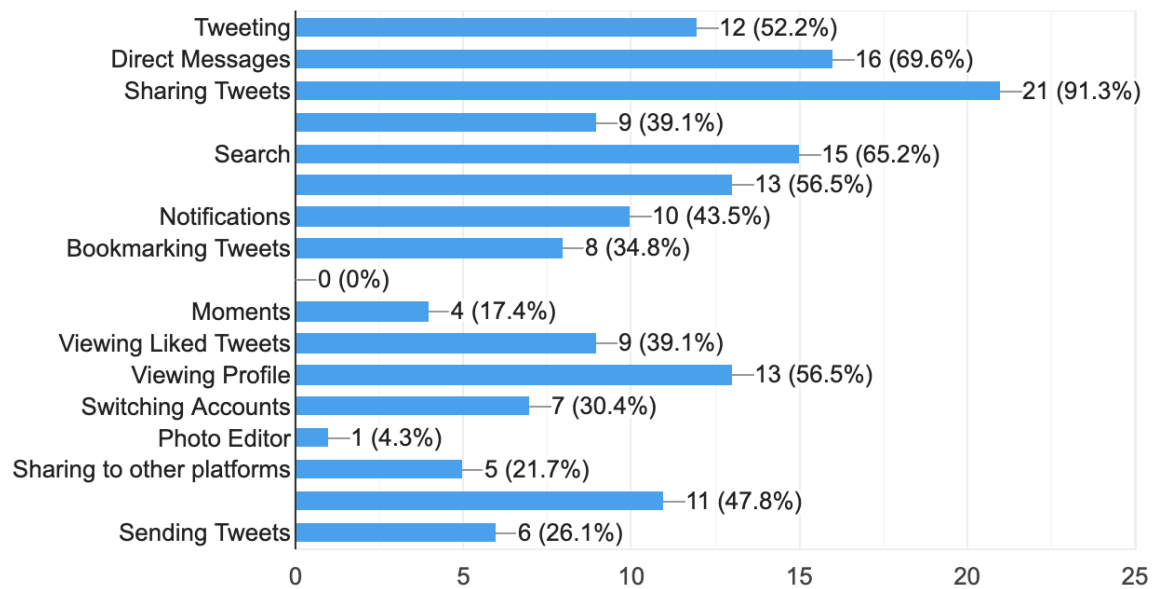
I started the project by conducting surveys and interviews. In order to develop a design that solves the user's problems, I created 2 research objectives.

1. To understand who the users of Twitter are and their motivations for using the app.
2. To understand the processes users take when using the app and what the users think and feel during their engagement with the app.

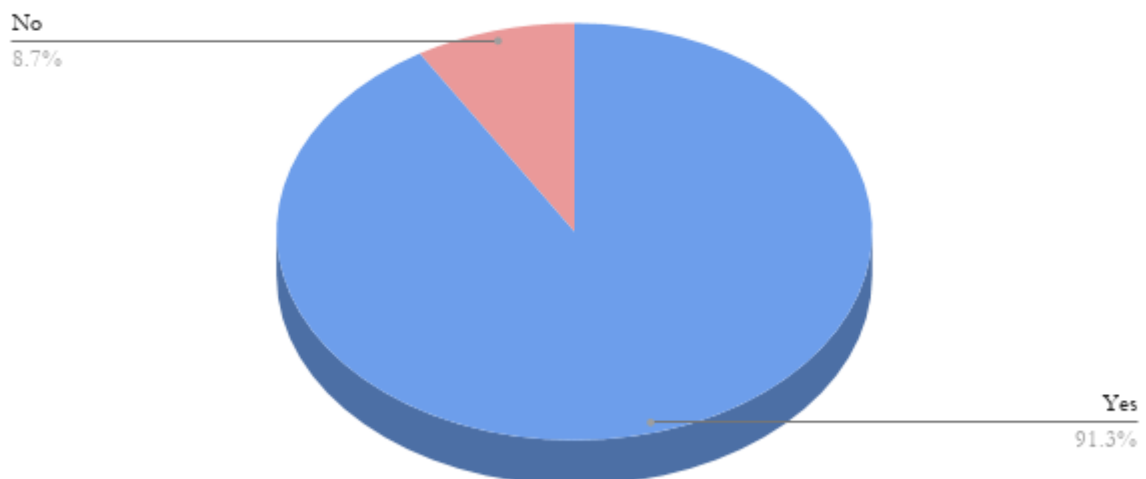


## Which of these features do you use on Twitter?

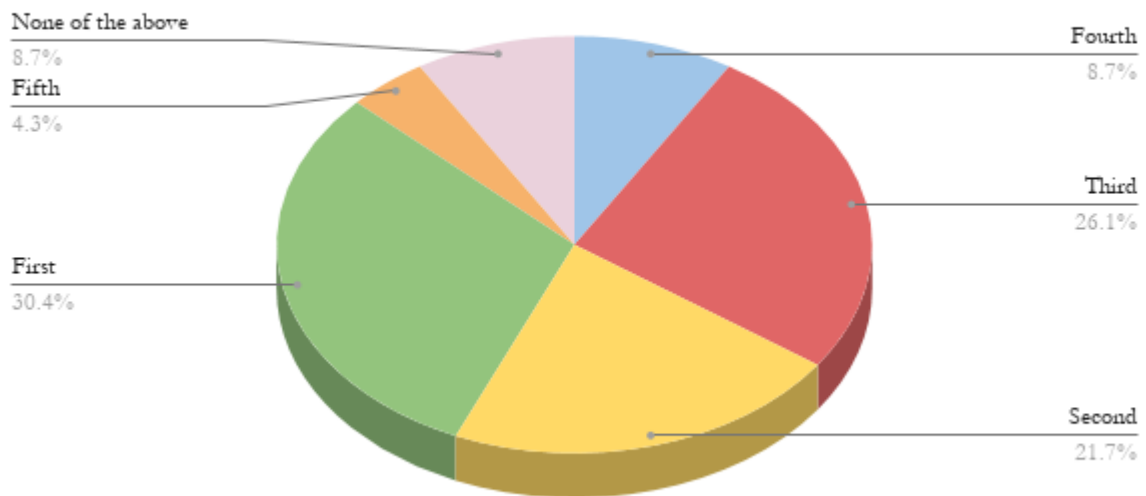
23 responses



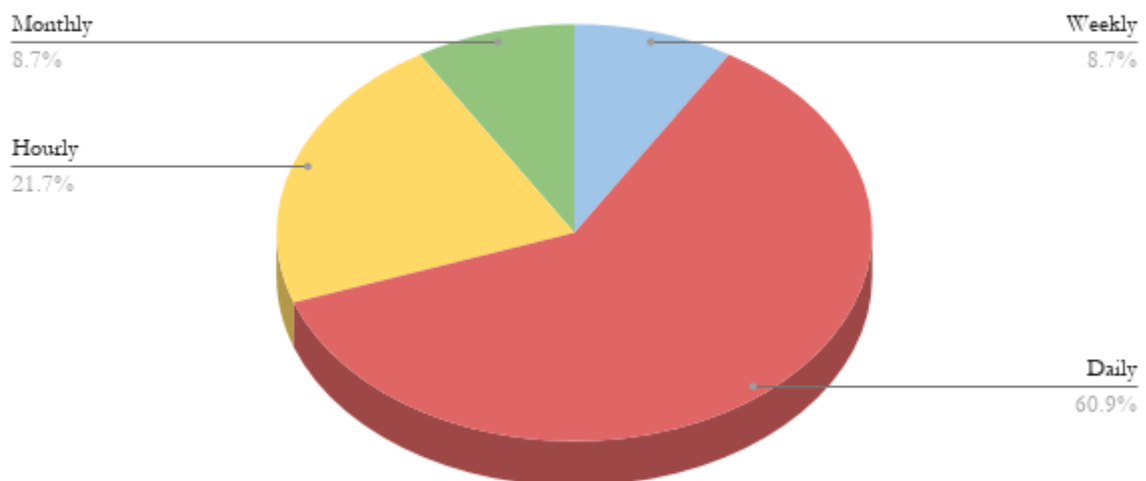
## Is Twitter in one of the top 5 apps you use a day?



What position would you rank Twitter in your most-used apps?



How often do you use Twitter in a week?



I surveyed 23 people and conducted 10 in-depth interviews in person or via phone to solve the objectives. According to the London School of Economics, the largest demographic group of Twitter users are between the ages of 18 and 29 (37%). The people I surveyed were aged between 16–30 which is respectable

representation of Twitters demographics. I collated some survey results into the graphs on the right.

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+).

I was intrigued to see how people would describe their Twitter experience so I asked for 3 adjectives from each person. Overall the 3 most common adjectives were:

**“Funny, Informative and Entertaining”**

### **Key Insights**

This was my first time conducting UR interviews, it was exciting to sit and discuss all things Twitter with the users. I was able to empathise, learn and understand their needs, thoughts and feelings towards the app.

The results from the interviews gave a deeper insight into the likes, dislikes and frustrations the users feel, the main pain points I was able to amalgamate are:

#### **Insight 1**

69.6% of users send DM's and an astonishing 91.3% share DM's! Messages are a huge part of the Twitter experience, however, users wish they can search through messages. Also they wish to archive messages.

#### **Insight 2**

A large proportion of the people I spoke to mentioned that they use Twitter to keep up to date with local, global news and their communities (e.g UI/UX, Film and Tech). Users are craving tailored content but struggle to work out how to use lists and moments to achieve this. In fact, only 17% of users surveyed utilised moments when on Twitter (and 0% used or created lists☹).

#### **Insight 3**

I was really surprised to find that 56.5% of users have 2 or more twitter accounts. They have accounts for professional and private tweets. Users feel they have to create multiple accounts in order to control who views their tweets.

#### **Insight 4**

Users desire to have a dedicated profile widget. Along with this, users want more space for their header pictures (example tweet about the header problem **here**)

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## Define

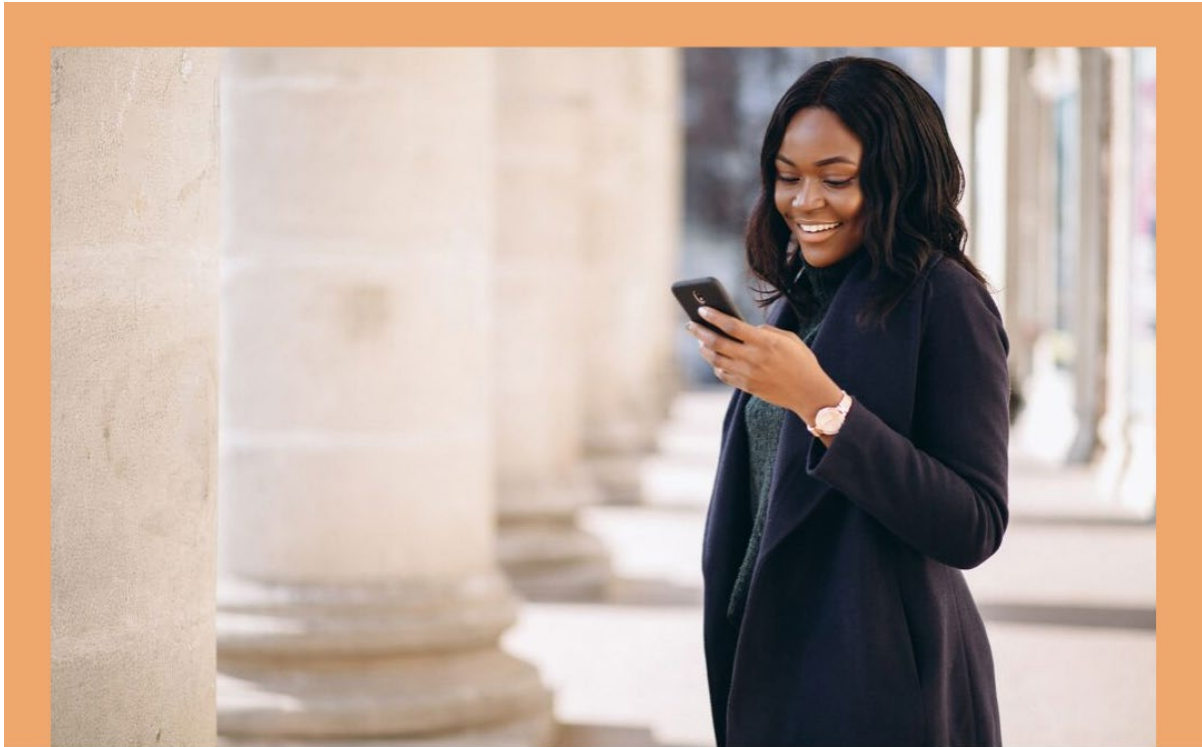
### Personas

After reviewing all the data I collected, I created 2 personas to represent the target demographic. I will be basing my design decisions on personas, John and Nicole.



JOHN, 20  
SECOND YEAR  
ECONOMICS STUDENT

John is a second year economics student at London School of Economics. He spends a lot of time studying and uses Twitter as a method to keep up to date and release stress. John mainly uses Twitter to be updated on current affairs, the economics community and his friends. However John finds it difficult to find the tailored content he is looking for. Outside of university John loves music, business, politics and is an avid reader. He views Twitter as a safe space where he can join in discussions speak his mind.



Nicole is a junior software developer at a technology startup in London. She is very focused on building her career and raising awareness to the Women In Stem Campaign. Nicole currently has two Twitter accounts, one for personal tweets and one for professional tweets. She likes to use the app as a way of networking and also to enjoy funny content. She feels like there is no way to control who views her tweets so divides her time on Twitter between the two accounts.

**NICOLE, 22  
JUNIOR SOFTWARE  
DEV**

Following the creation of the personas, I dived right into sketching and wire framing. Throughout this whole process there was only one thing on my mind; What would John and Nicole want?

I worked through the insights to brainstorm new ways to enhance the current experience. The hardest aspects for me were generating ideas for insight 2 and 3. What is the best solution for a user who has multiple purposes on Twitter: integrate or accommodate?

### **Sketches and Wireframes**

(Sketches and wireframes can be found on my site [here](#))

Sketching and wireframing gave me a better insight into the possible UI solutions. While wireframing I couldn't shake the feeling of something feeling

wrong with the design, therefore I gathered user feedback and completed multiple iterations until the feeling disappeared.

“I use twitter to keep up to date with world drama/news, get in touch with other people in Cyber Security”

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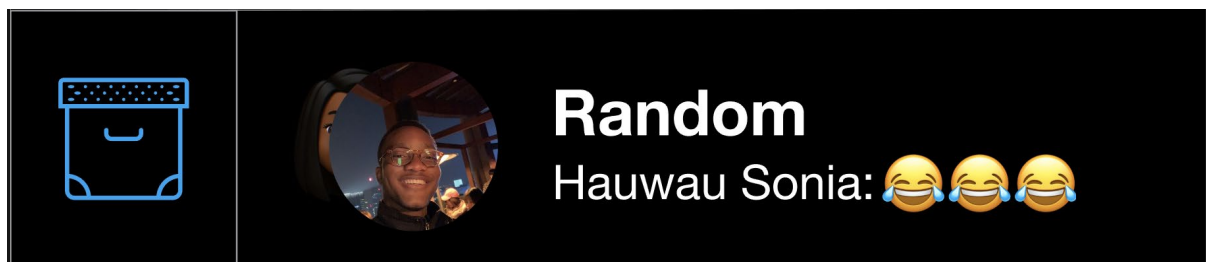
## Develop

I spent a large amount of time pre-planning my every step! Does this feature actually help the user? Is this design solving the problem? Can I justify what I have done?

Note: I made my prototype as an extension of Twitters Lights Out dark mode theme.

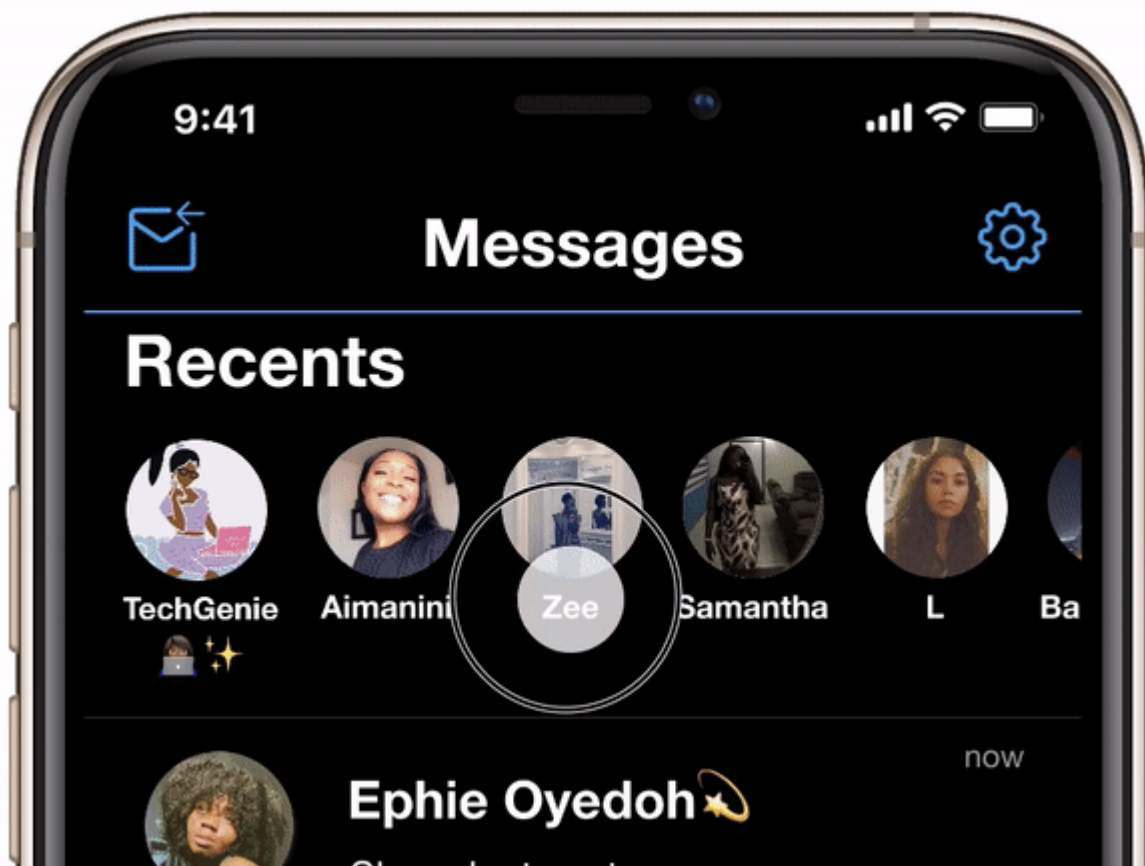
## Insight 1

From my research, I found out that a mighty 91.3% of users are getting down in the DM's. I made a few changes to the standard DM scene:



Firstly as some of the interviewees mentioned no way to archive a message (only to delete), I added a swipe to archive function on for every message box.

Now users can tidy their DM's without deleting messages forever, thus more control over their messages (also great for a temporary spring clean).



When I started this project there was no search feature available to users. I implemented this feature in order to give more purpose to the DM's. The search feature is available by sliding down, therefore does not take up space when it is not needed — out of sight, out of mind.

DM's can often feel clustered and finding a specific person can feel like an endless pit of scrolling. Due to this reason, I thought a Recents bar at the top of the page can speed up the process by keeping the user's top accounts ready and available at the top.

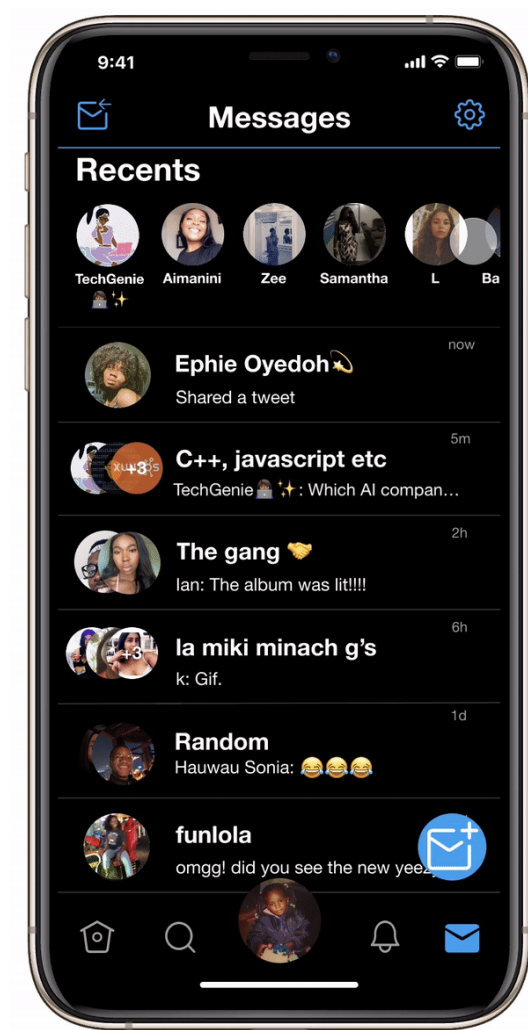
Now here comes the biggest change to the DM's:

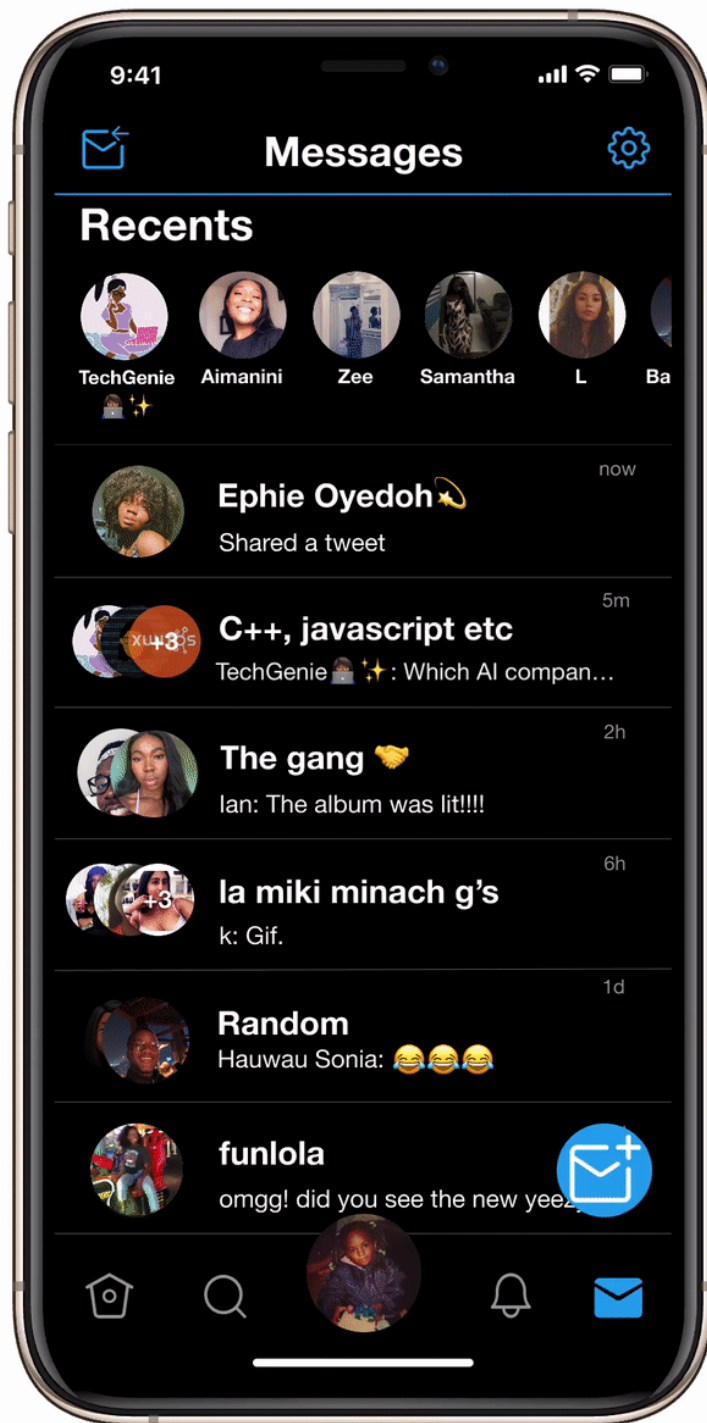
### **Quick Replies!**

Quick Replies are a feature I implemented to enhance the sharing experience, allowing users to quickly convey emotions via emoji it keeps the conversation flowing. I also created this with the persona's in mind, most users are busy (fun fact: 80% of twitter users are affluent millennials), therefore quick reply aids people in a rush / using twitter free time/ working.



The most difficult aspect about designing this feature is choosing which 6 emojis to use. Brandwatch has a very interesting report about emoji use in tweets, which really helped me to decide on 6 emojis that speak for the users.





(The adobe meme made me laugh.)

**Insight 2 & 3**



The Beyhive Nest is shown on the TL.

What I understood from these pain points is that users are craving tailored content. **56.5%** of the people I contacted have more than 1 account (**8.7%** have 3!). The additional accounts are used for specific content on the TL (like memes vs work) or to control who views tweets from that user (like private vs public). It was frustrating knowing that users have to go through so much trouble just to have a wholesome experience.

**For the solution, I didn't create anything new, I only rebranded lists and made it a core feature of the TL experience.**

Introducing Nests (trying to keep in the bird theme):

- Rather than keeping lists in the side menu (out of site), lists have been integrated into the TL home page as Nests.
- Users can swap between different Nests to tailor what they see on their TL.
- Users can also choose to tweet to all users or tweet specifically to the Nest (subscribers). If the nest is private then only subscribers that the user approves can view the directed tweets.

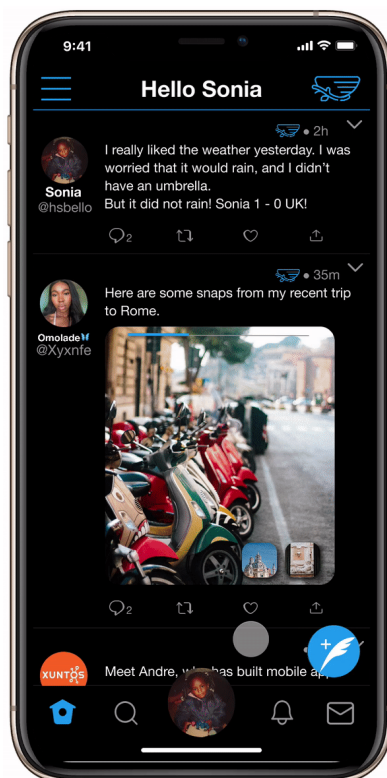
Integrating Nests into the TL this way adds more value and encourages users to use the feature.

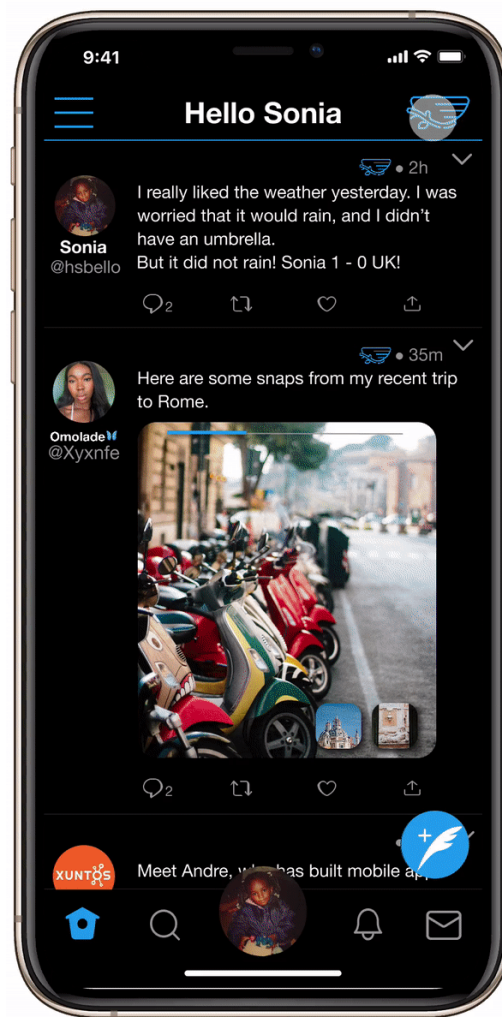
Nests that the user creates are identified by a single colour. This colour is shown around the profile photo of a nest member.

The user selects a Nest colour when a new nest is created (similar to the colour option for Twitter Web).

In order to truly design for all, I wanted to create a more accessible way to identify different Nests. Instead of utilising colours, I incorporated patterns to emphasise the different Nests. This feature will hopefully allow colourblind users to still enjoy a wholesome Nests experience.

To further the usability of Nests, users can easily decide who they are tweeting by clicking on their profile when on the new tweet screen.





UK weather as always.

Note: If another user tweets to their Nest, the small nest icon is shown next to their tweet.

### **I also made a few small cosmetic touches on the Home Page.**

“There’s no designated widget for the profile. You have to swipe and click profile.”

Following this comment from my user research, I decided to add a profile widget to the navigation bar. According to Alex Kirhenstein, the bottom area of a phone is the most accessible by a thumb. Most of the people I spoke to stated that they use Twitter in their free time or on public transport, therefore it’s likely that they fall into the 49% of people use one hand to hold their phone. Due to this reason, I made the profile icon a central focus of the navigation bar and slightly bigger than the other icons to make it even easier to reach.

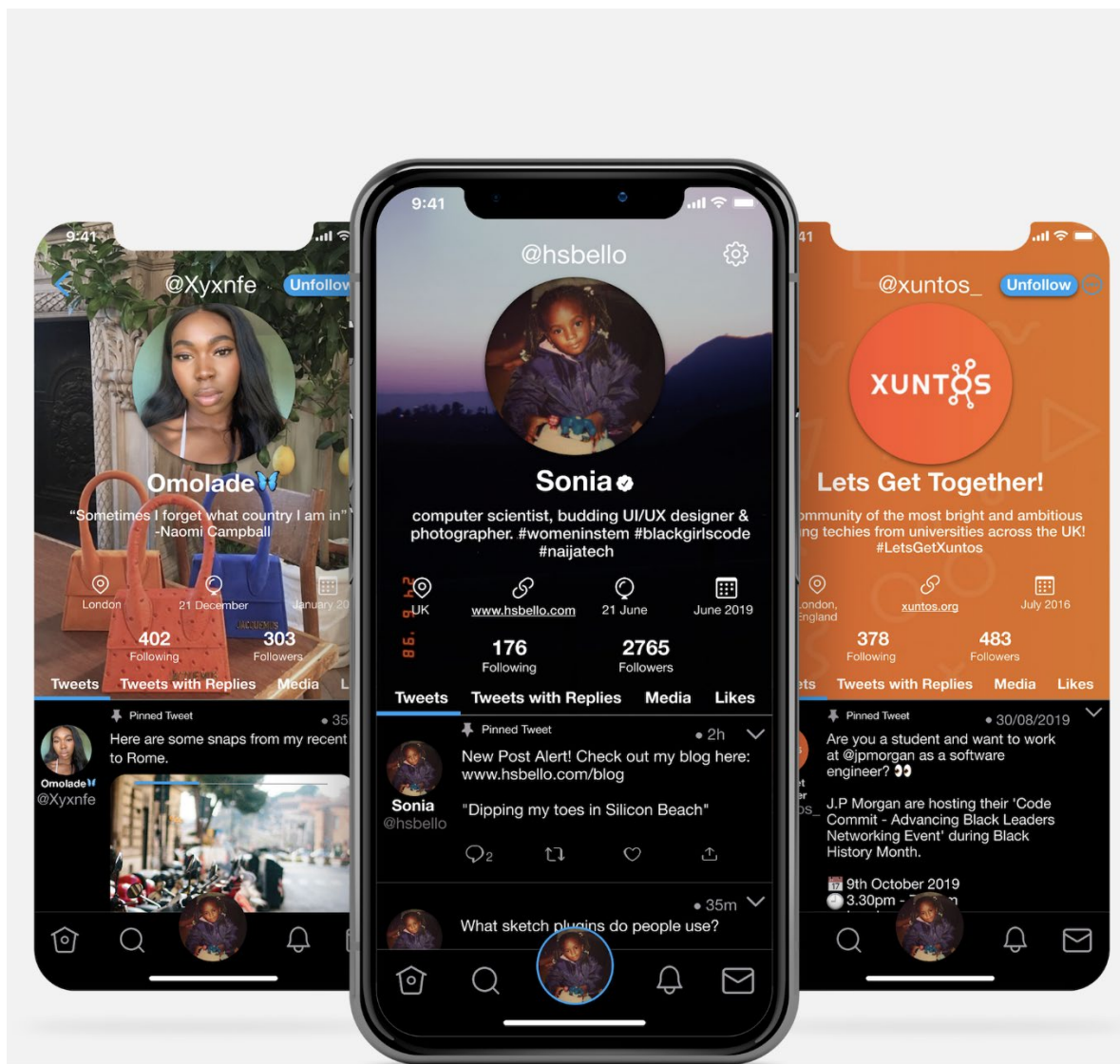
I decided to move the username and name to the left side to add more negative space and give a cleaner look. Going with my research on reachability, I

changed the multiple image view to a single image slider. This creates a fluid, uninterrupted journey.

## Insight 4

Last but not least... Profiles!

In the spirit of Oprah, 'You get a header, you get a header and you get a header!'.



3 different profiles.

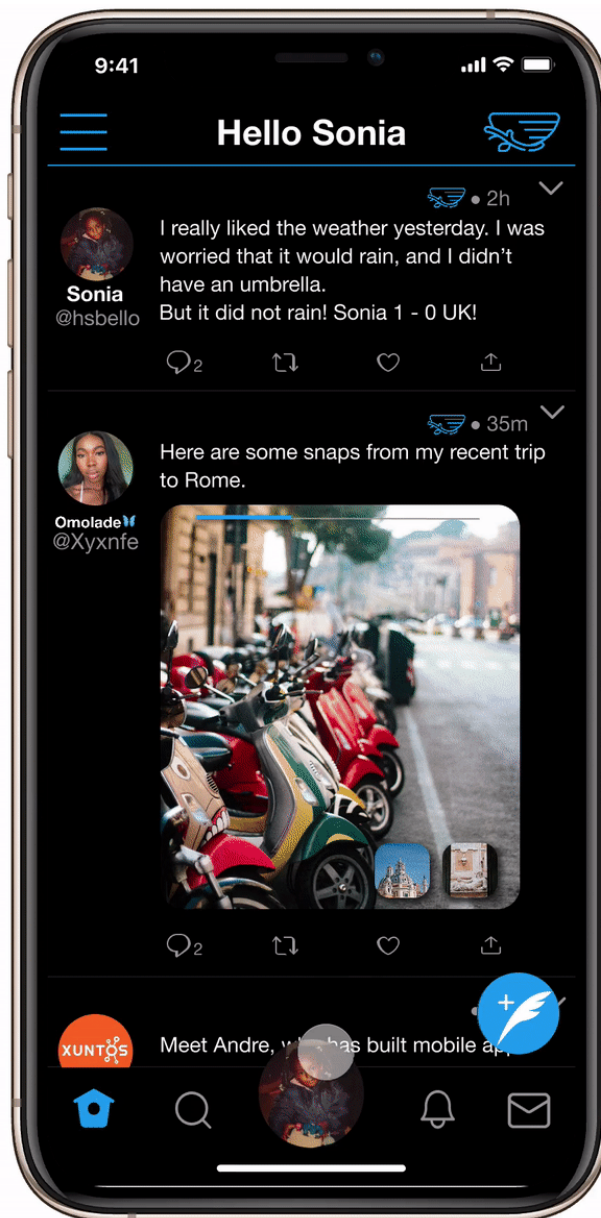
Headers now cover approx 2/3 of the page giving users more space for their own images. I also increased the size of the profile images, bio and profile icons and texts. There is more space and therefore more breathable.



During the interviews, I asked users how they decide on following someone and a majority of the answers mentioned scrolling down their profile to 'get a feel for the user and the content'. Adding more space for headers is a feature I was really excited to implement as I was aware of the demand for it. I feel that this will help users better express themselves.

For the 56.5% of users that have multiple accounts, they have to go to the side menu first then reach to the top left corner (out of reach) in order to choose their other account. To reduce the length journey they have to take I added a multiple profile toggle right from the comfort of the bottom navigation.

Keeping everything is close to home!





## **Bonus #1**

Twitter already has a great notifications screen however, I made a few tiny changes to increase usability. I combined likes and retweets into one group to reduce excess space on the screen. I decided to integrate the mentions page into the original notifications via a drop down menu. This is just to create a simpler experience.

To create a more seamless design, I decided to add an inline reply for replies. This lets the user continue the conversation quicker, especially when they don't have a lot of time.