**Twitter Project Plan Draft**

The 3 Musketeers

Team Members: Tyler, Mukunda and Sebastian

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# Introduction

## **Scope and purpose of document (TV, MN)**

The purpose of this Project Plan is to provide a comprehensive framework for the successful execution of the Twitter mobile application enhancement project. It serves as a roadmap that outlines project goals, scope, timelines, resource allocation, and communication strategies, enabling effective coordination and monitoring of activities to ensure the project’s successful completion.

Twitter is a social networking platform that allows users to share thoughts, updates, images, and videos with their followers and engage in real-time conversations with a global community. With millions of active users, Twitter has become a central hub for news, information, and social interaction. The proposed enhancements to the application encourage growing online communities and user to user relationships. This will motivate users to interact more with Twitter, improving the overall user experience and Twitter’s data collection and profits.

# System Scope

## **Problem/Opportunity Description (TV, MN)**

The primary goal of Twitter is to substantially improve the overall user experience and engagement on the platform. The default Twitter experience of being recommended to popular content creators leaves the site feeling with a lack of community. Our goal is to add features that aim to create a more user-friendly, efficient, and inclusive environment for the millions of users who rely on Twitter for social networking and communication.

Furthermore, this project seeks to seize the opportunity to innovate and remain at the forefront of social media by introducing new features and refining the user interface. By doing so, we aim to solidify Twitter’s position as a leading platform for real time information sharing, fostering meaningful conversations, and connecting individuals and communities across the globe. In essence, this project aims to solve existing challenges and leverage opportunities to make Twitter an even more essential and enjoyable part of users’ online experiences.

## **Anticipated Business/Personal Benefits (TV)**

The new community aspects will encourage users to engage with the platform while giving us more accurate user data for advertising and algorithm related purposes. By being both a place that can foster a community, relationships, and send out viral tweets related to user interests, users will not need to use other services and can spend a majority of their time using our service. After all these features are shipped out Twitter should see a massive boost to user retention time and advertising profits.

For users, these enhancements translate into a vastly improved Twitter experience. Users can look forward to a more intuitive and visually appealing user interface, quicker loading times, and a feed that is more fit for them. The addition of an enhanced search function will empower users to personalize their Twitter experience and find and engage with content more easily. Furthermore, being able to connect with more casual Twitter users will allow users to form relationships with people they never would have without these features. The enhanced advertising will also allow users to be informed about products they never knew they wanted and gifts their friends want but they would have never known. Ultimately, these enhancements are designed to make Twitter a more enjoyable, accessible, and secure place for users to connect, share, and stay informed.

## **System Capabilities (TV)**

1. User Account Management And Verification

* Users will be able to create accounts to be used under our service as a representation of themselves. This will allow them to interact with our service and allow Twitter to customize their user experience to properly fit them.
* Account verification is also an important feature to ensure that users have faith that they are speaking with who they believe they are speaking to. Celebrities, Businesses, Professionals in fields of study, and any online influencers Twitter can verify the identity of will be marked with a clearly visible verification to ensure impersonation is not an issue.

2. Home Feed and Timeline:

* Displays a personal feed of Tweets from followed users and communities that updates in real time.
* Sprinkles in not followed users and communities to try to engage users.

3. Tweet Creation and Interaction:

* Creating and editing tweets with text, images, videos, and links.
* Liking, retweeting, and commenting on tweets.
* Mentioning and tagging other users in tweets.
* Nesting the tweet in a community

4. User Search and Discovery:

* Search functionality to find users, hashtags, topics, and communities.
* Trending topics, hashtags, and community will be pushed for better discovery.
* Suggested user and content recommendations based on other similar users.

5. Messaging and Direct Messages:

* Direct Messages will be encrypted messages tied to two unique user id’s using encryption with keys connected to those accounts to ensure no one besides those two users can see the messages passed between them.

6. Profile Customization:

* Customizable profile pictures, banners, and themes.
* Privacy settings for managing visibility of followed communities and users.
* Bio editing and additional profile information.

7. Bookmarking Tweets:

* The ability to bookmark and save tweets for later reference.
* Organizational features for managing saved content.
* Private way to save tweets, as opposed to liking tweets.

## **System Context (SL)**

FinalProjSysContextDiagram.vsdx

# **Schedule (TV)**

Twitter Project Schedule.mpp

# **Staff Organization (SL)**

Our team leader is Tyler Vansickle, who as a team leader offers guidance and support whenever the team faces difficulties whether it's a question on our app or a task at hand.

The way we are organized is very simple yet very efficient. Each week we get a set of goals for our team to achieve. When we are done reviewing, we assign each member a specific role in achieving them. Once we assign individual roles, we use Trello workspace to keep track of our progress and schedule any deadlines/assignments that need to be completed. If there are any questions during the process, communication is never a problem as we use multiple sources such as our group chat, Slack and Zoom.

# **Tracking and control mechanisms (TV)**

We have regular meetings where we discuss all the recommendations and changes we plan to make. There is a centralized document that we can make copies of but will only take edits when in a meeting we agree to the change. We use Slack and texting to keep track of tasks and ensure everyone is on the same page about who is working on what.