

# Organize

Max

## What

Project would create a website which would allow its users to centralize and consume tweets from a single desktop-friendly interface.

Website's default view will aggregate Twitter content from the most crucial influencing accounts ( **think: news website**, but featuring **only** tweets as the content).

Users may sign up and choose to curate their own sections such as news, culture, sports, business and more.

# Why

Tweets have become newsworthy in their own right.

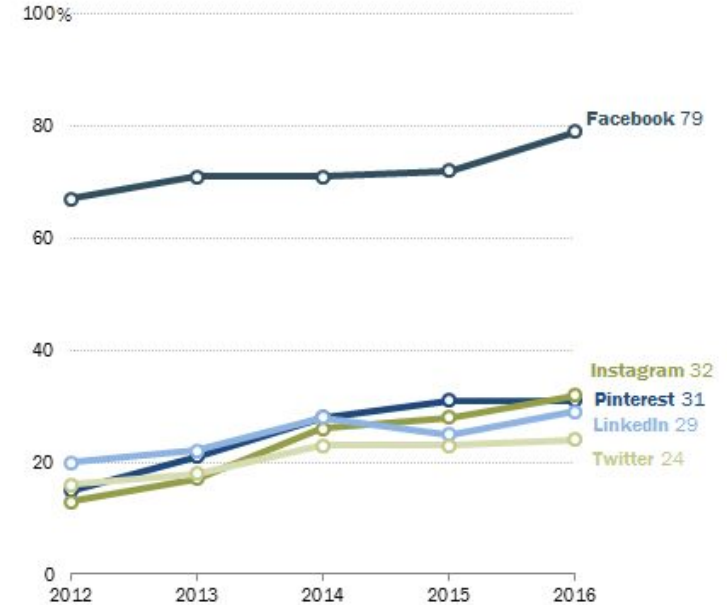
The Twitter interface, while extremely mobile friendly, is not an interface which lends itself to non-mobile experience.

New 280 character limit will allow Twitter to host more expansive content in a single tweet.

Twitter lags in adoption compared to other social media sites. Along with instagram, it also lacks a cohesive non-mobile experience.

## Facebook remains the most popular social media platform

% of online adults who use ...



Note: 86% of Americans are currently internet users

Source: Survey conducted March 7-April 4, 2016.

"Social Media Update 2016"

PEW RESEARCH CENTER

# Objects to Organize

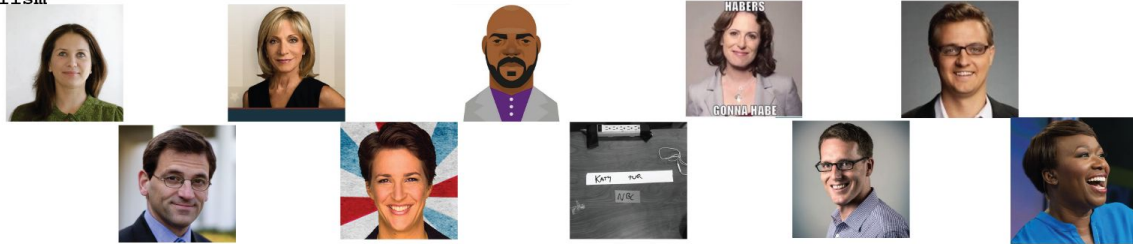
Sports



News

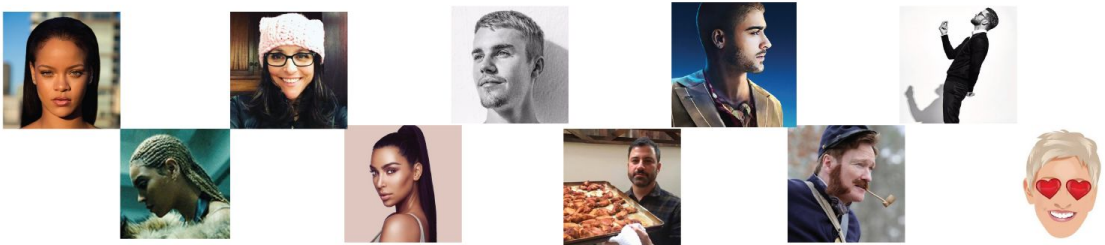


Journalism



# Objects to Organize

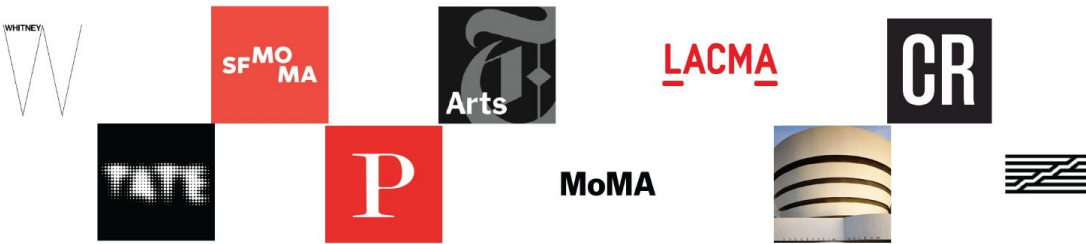
## Culture



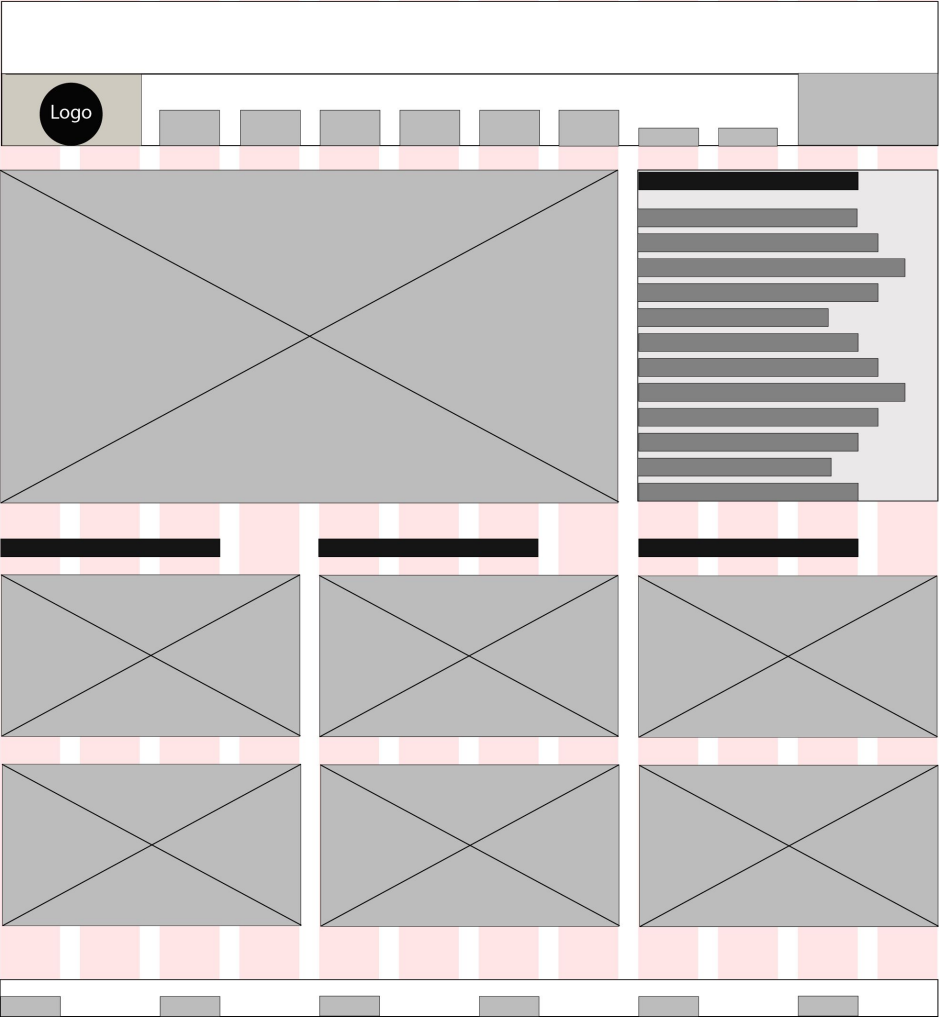
## Business



## The Arts



Wireframe



# Wireframe

Default site

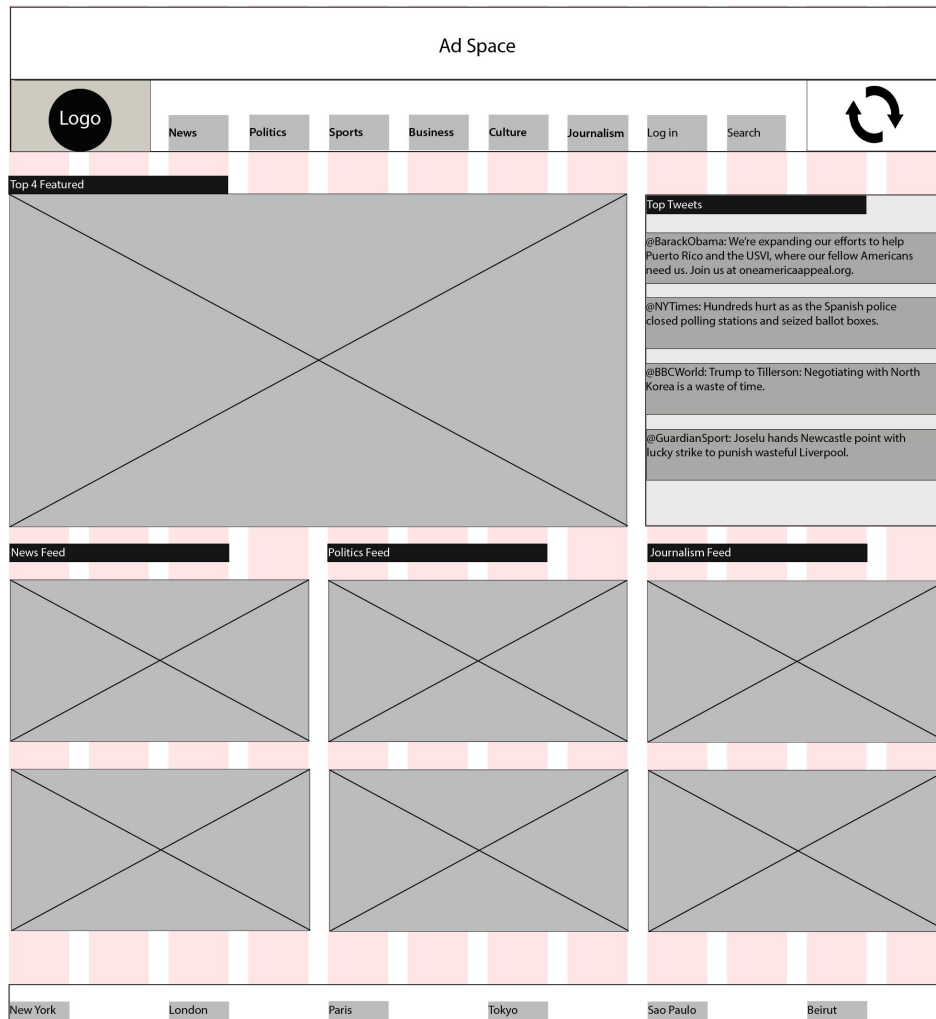
Users can log in and customize preferred content from their own follows.

Tweets are the entire content experience

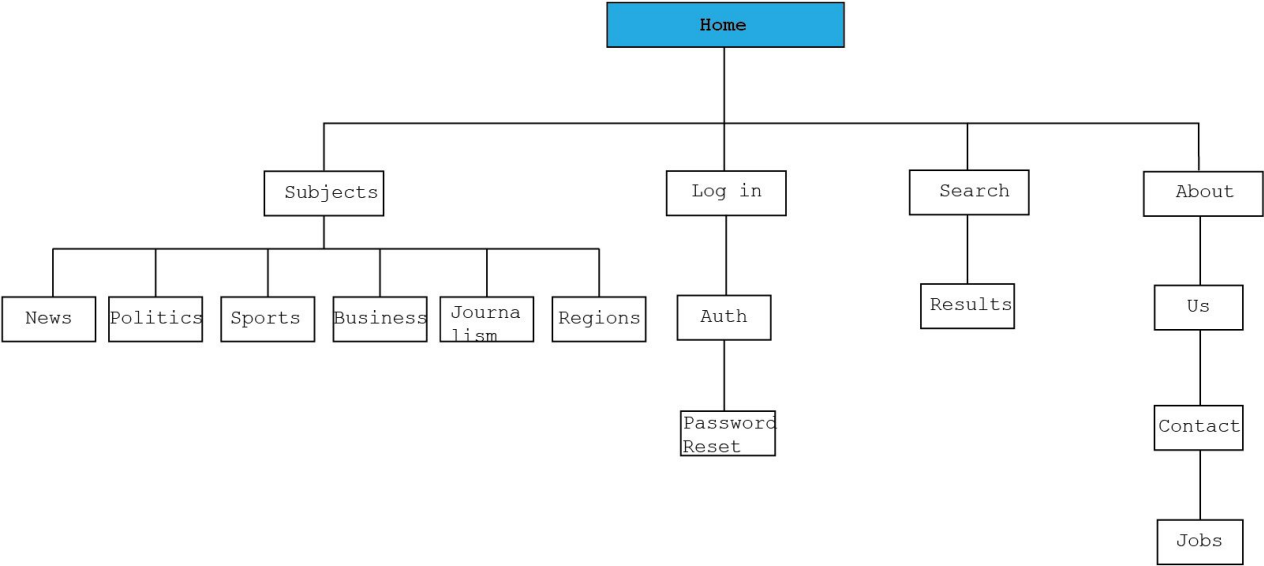
Choosing a subject area from top navigation bar will direct the user to a similar page, but with only that subject's content featured

Regional versions available via footer links

“Cycle” button works as a refresher (new content will cycle in)



# Use





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Jonathan Swan 2 hrs ago

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**Scoop: Trump urges staff to portray him as "crazy guy"**

Illustration: Rebecca Zisser / Axios

In an Oval Office meeting earlier this month, President Trump gave his top trade negotiator, Robert Lighthizer, an Art of the Deal-style coaching session on how to negotiate with the South Koreans.

Trump's impromptu coaching came in the middle of a pivotal conversation with top officials about whether or not to withdraw from the U.S.-Korean trade deal. Sources familiar with the conversation paraphrased the exchange for Axios, and the White House did not dispute this account.

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967 WORDS

<https://www.axios.com/kasich-if-gop-cant-be-fixed-i-cant-support-it-2491654687.html>

# Design References

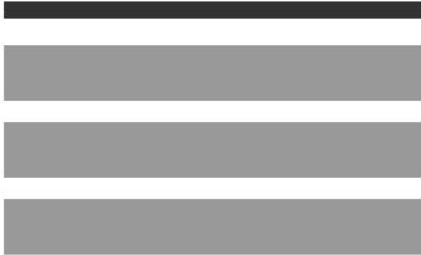
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By Nate Silver

THE TRUMP ADMINISTRATION

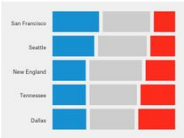
## Tom Price's Use Of Private Jets Wasn't His Only Big Political Mistake

By Pezzy Bacon Jr.

NFL

## How Every NFL Team's Fans Lean Politically

By Neil Pasine, Hazy Enten and Andrea Jones-Rooy



THE LATEST

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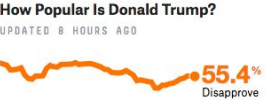
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SEP. 29  
**How Every NFL Team's Fans Lean Politically**

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CNET

**NFL Predictions**  
UPDATED 51 MINUTES AGO

Upcoming games		
 Kansas City	over	Washington 78%
 New England	over	Tampa Bay 61%
 Detroit	over	Carolina 63%
 Philadelphia	over	Arizona 65%

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