

Twitter Redesign

Interaction 2
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Table of Contents:

Project Description

Part One: Goals + Requirements	3
Part Two: Existing Interface	4
Part Three: Analyses	6
Part Four: Moment of Clarity	7
Part Five: Components + Logic	8
Part Six: Features	9
Part Seven: Accessing the Data	11
Part Eight: Accessing the User	13

Appendix

Twitter Site Outline	14
Twitter Content Review (by page)	16
Mind Map	18
Meta Scenario	20
Design Studies	22
Final Design (with walk through)	28

Credits: Special thanks to my professor Tanja Diezman for her patience with me throughout this semester. Also, credit to my classmates for their late night talks about Interface Design. I would finally like to thank coffee growers around the world for your continued support throughout graduate school. God Bless.

Part One: Goals + Requirements

Twitter.com is a free social networking and micro-blogging service via SMS, instant messaging, third-party applications or its website. This redesign address issues the following issues:

Hierarchy:

In its current state, the Twitter site maintains a focus on the interaction between who the user is "following" and its "followers." This should remain the priority. However, I believe there is an opportunity space to highlight its API and subsequent applications, hacks and mashups created by its fans. Moreover, these applications could be endorsed and integrated into the site.

Visualizing Data:

Text messages appear in a linear-fashion that is both uninspiring and boring. Instead, Twitter could offer more serendipity in its display mode. As data, these text could be used in way that:

- motivates the user to text more
- reveal unexpected connections
- create narrative

Output/Input:

Finally, the current Twitter site essentially streamlines its data in a two-directional way: either by SMS or computer. I believe this network could extend to consider other variables such as place, sound or the analogue. As a result, Twitter could hold a unique place in the creation of "design objects" such as books, products or happenings.

In general, I believe that sometimes less is more. My goal for this project would be to create a user interface that simplifies the interaction while showcasing the rich content created by its users. If it is not careful, Twitter could be swallowed up by other social networks that are adding SMS features. Instead, Twitter needs to work within the affordances of the medium in a simple, clear-cut way.

UI Requirements

Multiple forms of input such as Cell Phones, Computers or speculative alternatives such as Objects, Places, Robotics.

Application Features, Media Types and Actions:

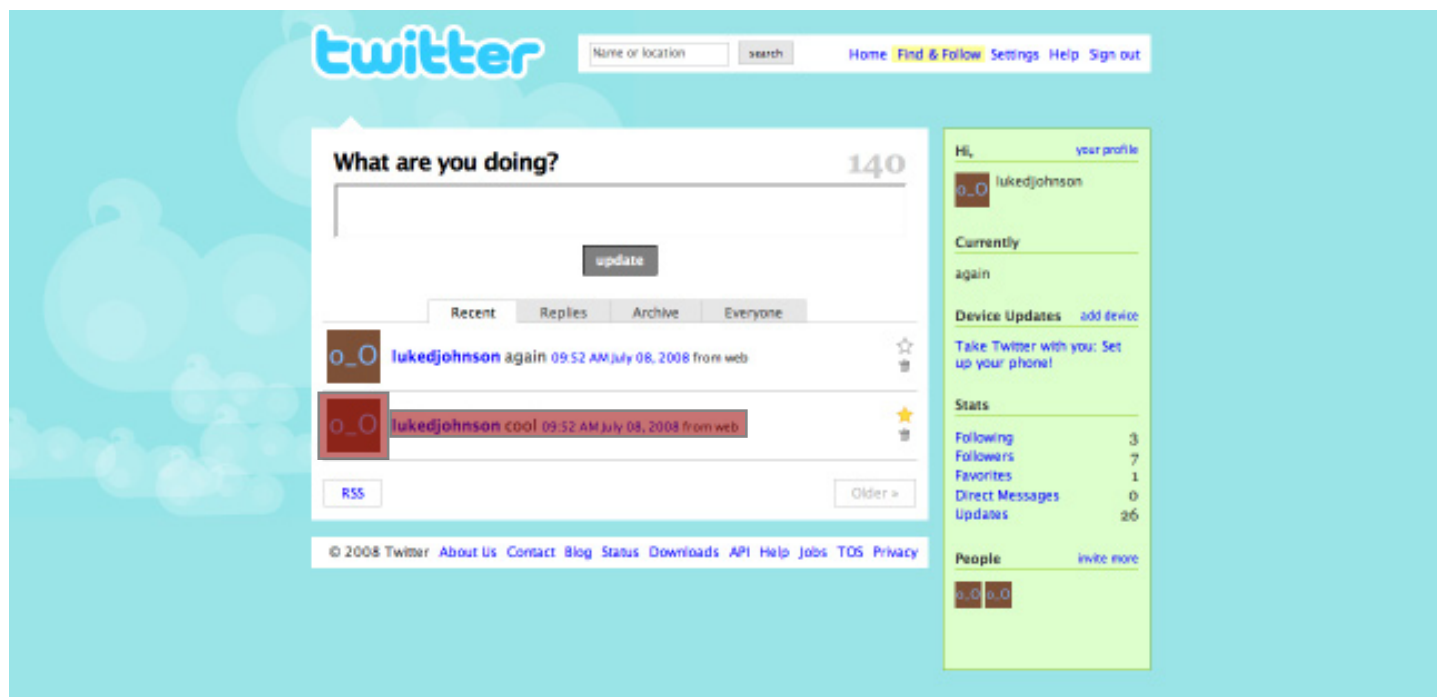
The Visualization of data could include using existing applications such as Twitter Vision, the Sorting of Data based on words, scale, time, etc, Creating an embedded narrative structure, or highlighting featured members.

Part Two: Existing Interface



The original Twitter site can be found at www.twitter.com

The social networking site Twitter allows “friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?”



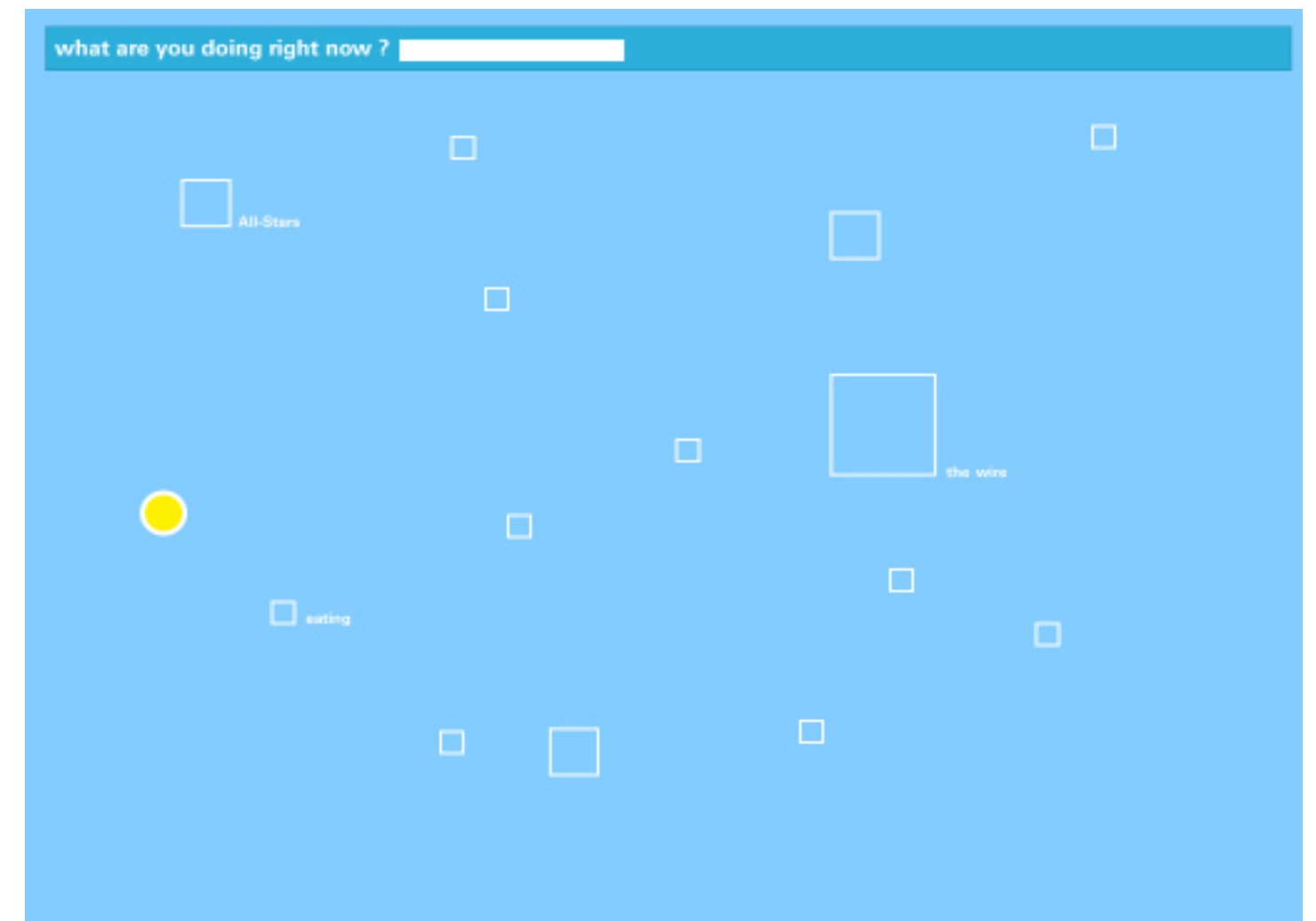
After log in, the user is directed to this page. User, content, time and device are all highlighted in red. Notice how there is no distinct or hierarchy between the four components.

After mapping all the components of the current site such as actions, functions and content, it became apparent that there were four data components driving the current interaction: the user, the content (message), time and the input device. I also observed that the hierarchy placed an equal value on both content and the user throughout the site.



galleytank nice relaxing day. Church. Lunch w/ the fam and a great friend(s). Ikea. Couch. **less than 5 seconds ago** from web

Each message sent contains a user (picture, username), content in the form of a message, the time of the message, and the input device (in this case it is the web).

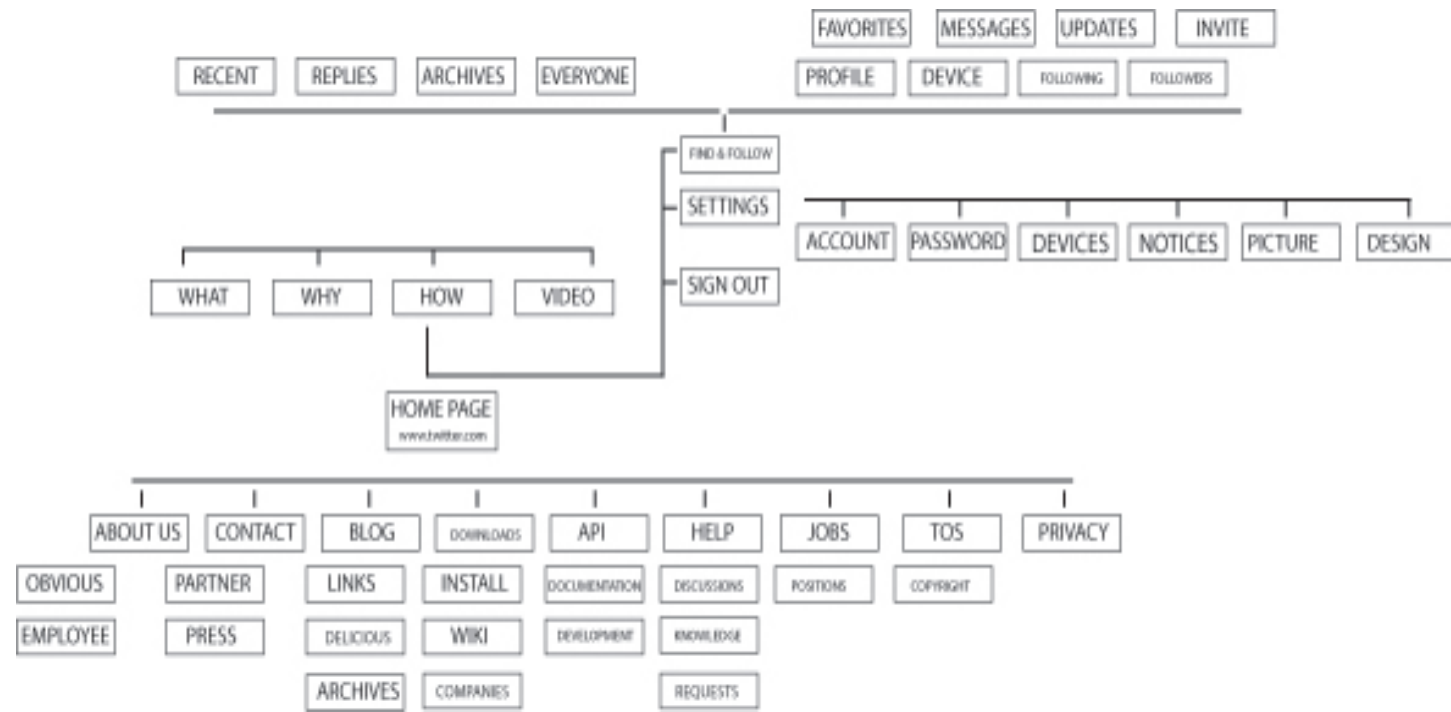


Proposed redesign of the loadpage.

By emphasizing the shared content currently available, my redesign introduces Twitter users to the possibility of serendipity and inspiration between messages. Moreover, it aims to expand the users network from “family, friends and co-workers” to the greater Twitter community at large.

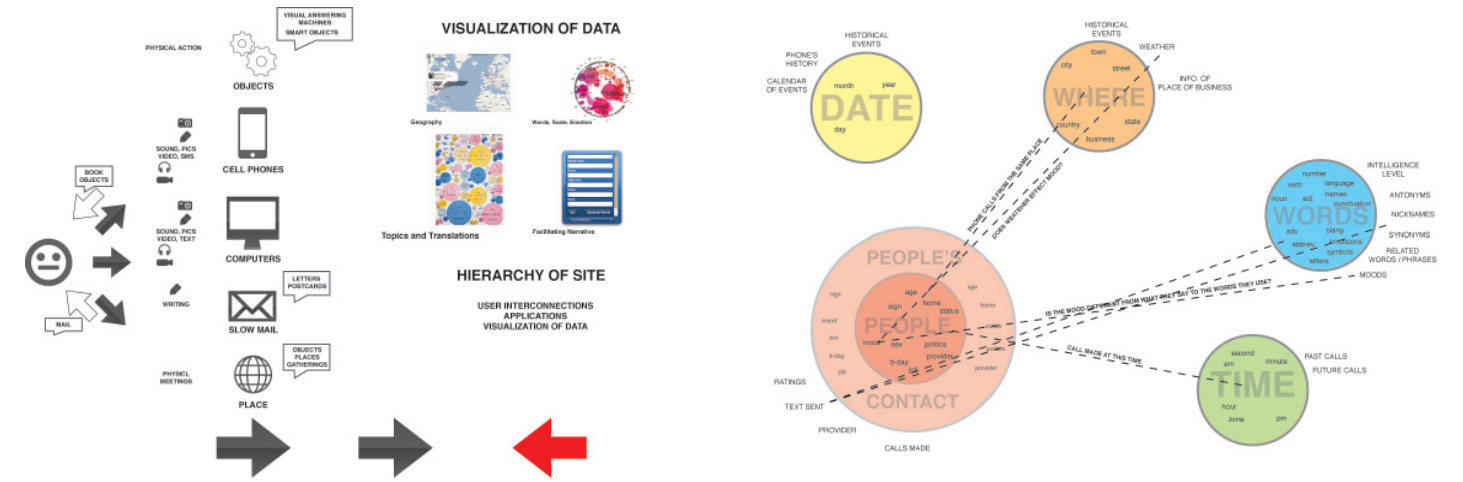
Part Three: Analyses

Before visualizing my design, I began to map the four data components to avoid redundancies common in today's websites. What emerged were the following:



Mapping of the original Twitter site

1. The four data components of content, users, time and device were comprised by even larger amounts of data. For example, users could be defined by hair color, occupation, gender, etc. The list was endless.
2. From this primary information emerged secondary information. For example, text message content reveals the location of the message. In turn, it is possible to find the weather that occurred during this time. In this case, the weather is the secondary information.
3. What became even more interesting was the the intersection of these data points, connections that I believe create an even more dynamic and interesting interface. In this scenario, it would be possible to map the words used in a message and its effect on by the weather. This unintended cross-section of data reveals the unintended connection that users unknowingly seek.

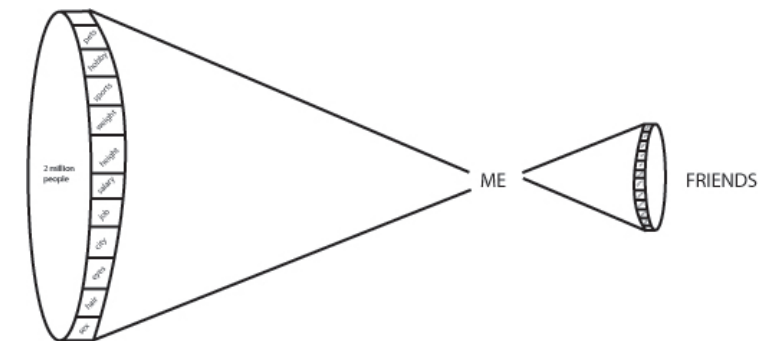


Mind and Meta maps of the data components

In retrospect, I wasted valuable time trying to map these elaborate scenarios and developing an interface that provided a level playing field for all four components. Instead, I should have identified a hierarchy and its navigational specifications earlier to move the design forward.

Part Four: Moment of Clarity

My ah-ha moment came after observing that the current Twitter interface places a heavy emphasis on users without any reference to how the content or user information is related. In turn, this closed system provides an insular view of how its members related to each other. As a result, I choose a design that emphasizes the shared content that connects all Twitter users. While time and device were important, they were not essential to the interaction itself.

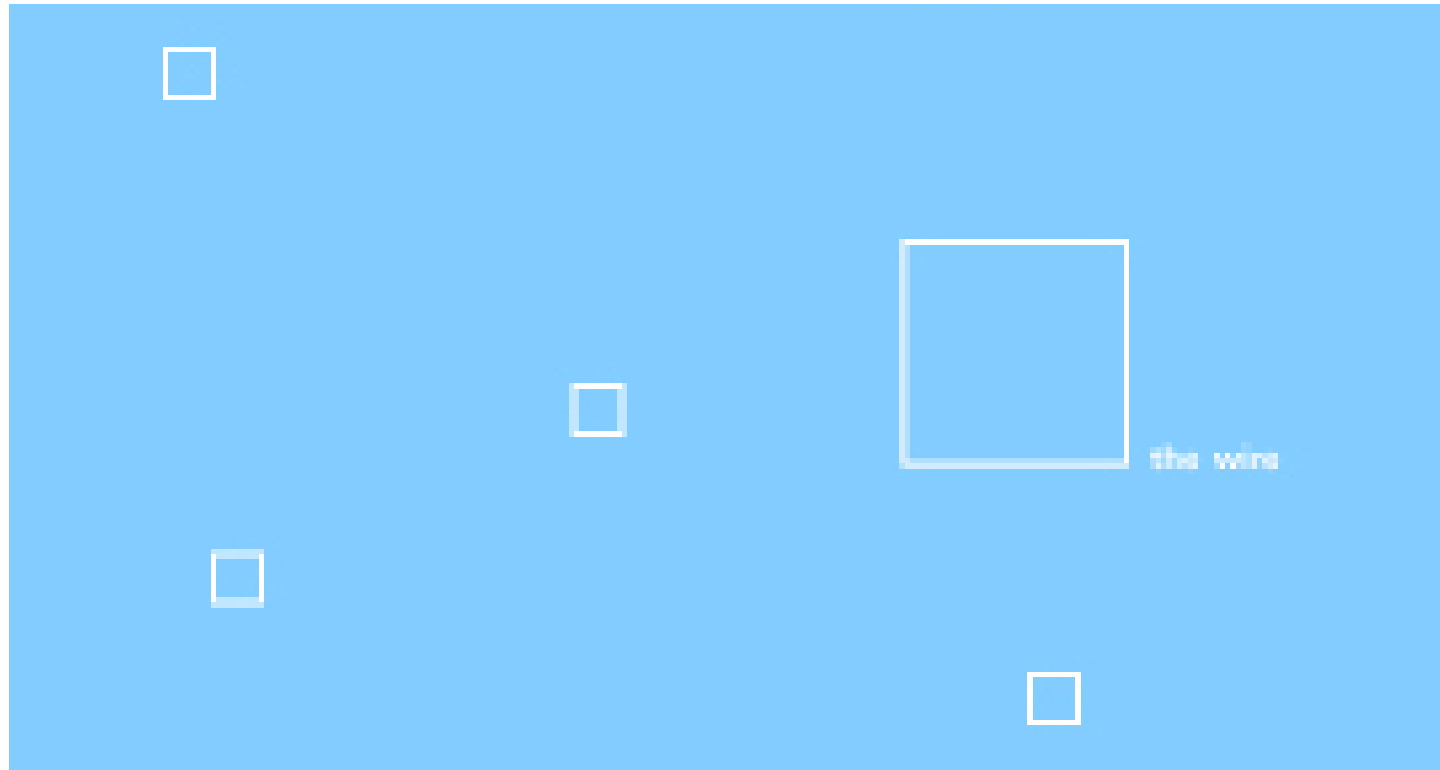


Oscillating cone visualizing the path of interaction from the general to the specific.

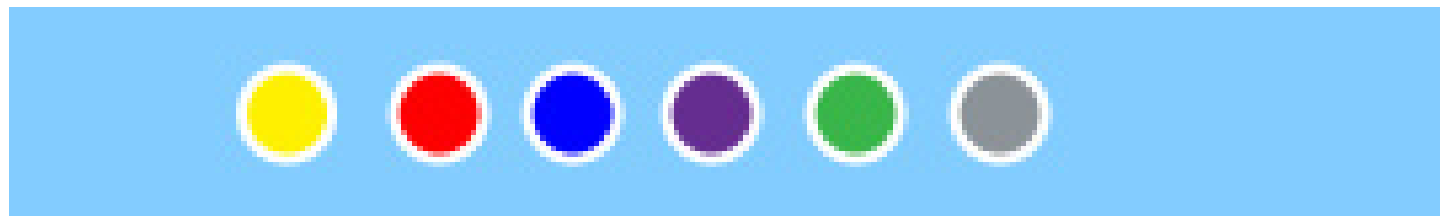
As a result, I began to visualize the user experience as an oscillating cone between the specific and the general, the personal and the community at large.

Part Five: Design Components + Logic

In its current state, content is defined by those messages submitted to the Twitter site while Users are those who submit the content.

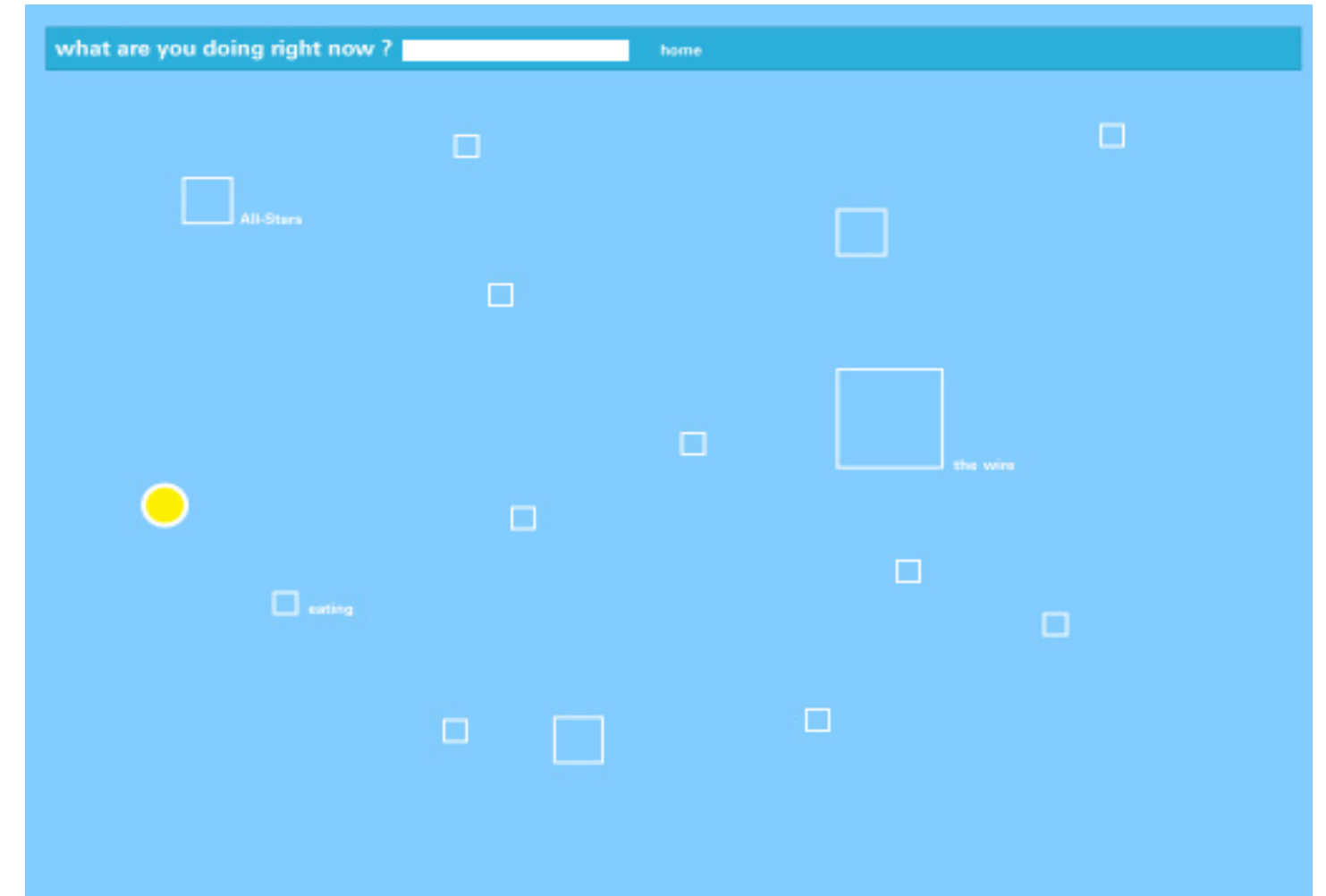


Content or “text boxes” are connoted by a square and reflect what current Twitter members of the Twitter community are talking about in real-time. A larger text box represents a widely discussed topic while a smaller box represents a less commented on area of discussion. To create interest in all topics, the text associated with any three boxes may be revealed at one time. These topics change every five seconds. However, at any one time the user may rollover any of the text boxes on stage to reveal the topic within.



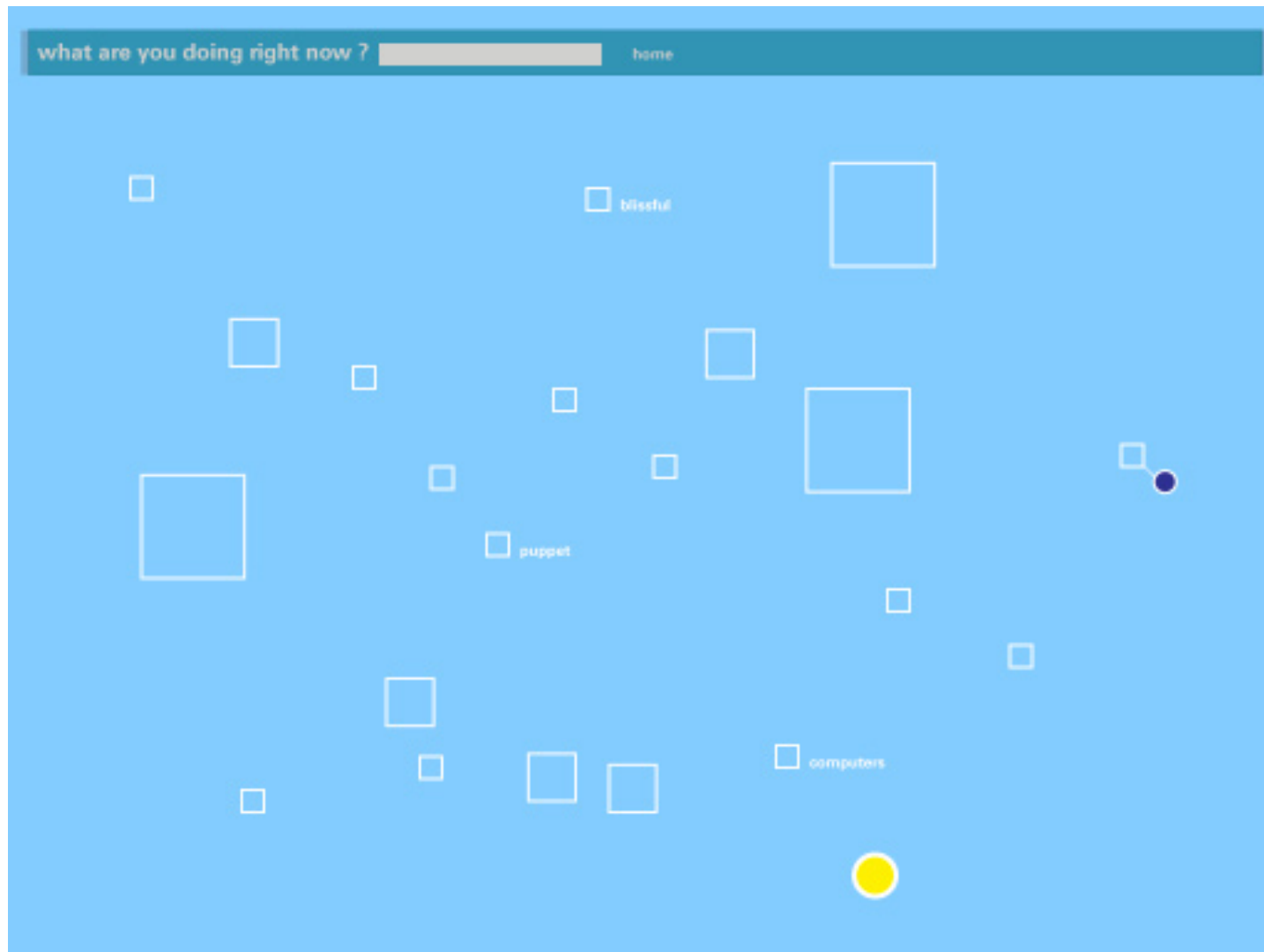
The circles, on the other hand, represent the users of the Twitter community and are coded by color. A yellow circle identifies the current logged in user. Followers, or those who receive messages from the user, are red. Following members, or those messages that the user gets from other community members are coded blue. Mutual members, or those the user both follows and is being followed by, are purple. General members of the community are denoted in green while those members who are blocked a user are coded grey..

Part Six: Features



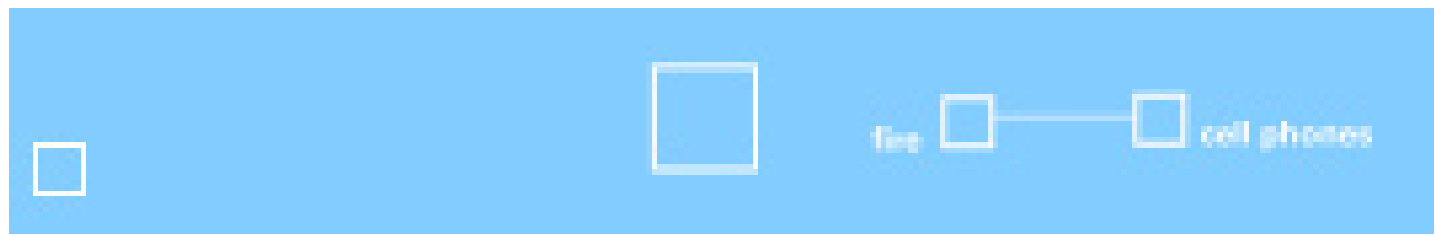
Load page. Notice that only three boxes have labels. Also, the user is defined by a yellow circle. At any time the user can return to this page by clicking the home button at the top.

After logging in , the user observes text boxes of three sizes on screen. These sizes (small, medium, large) reflect a discussed topic, and its interest, by the Twitter community. As before mentioned, only three topics may be revealed at any one time to create interest. However, all boxes and their topic may be revealed on rollover. Furthermore the logged in user, represented by a yellow circle, can by appears on screen allowing direct access to the user personal information. This view of the larger community can be view by simply clicking on the home button at the top of the page.



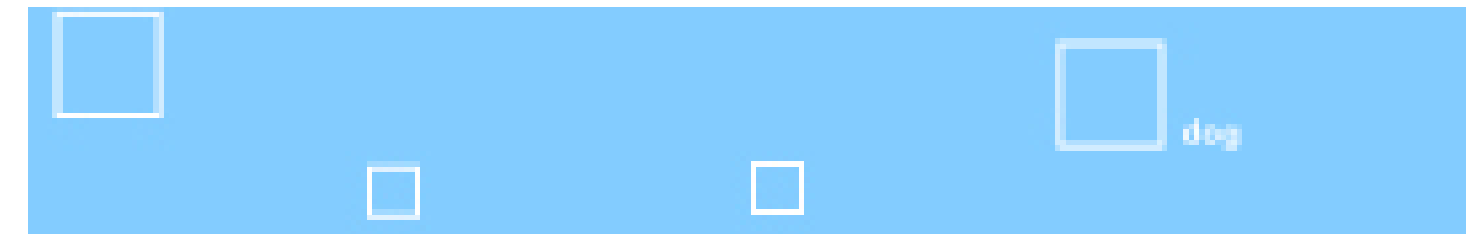
5 seconds later, the home page has changed. The changes are minor. Three new topics are highlighted and another circle appears. This circle represents a mutual friend and connects them to a topic that have recently added to Twitter.

It should be noted that from time to time other colored circles may appear on screen revealing a connection between users and content. At other times, lines connecting content to content may express an unintended connection between words.

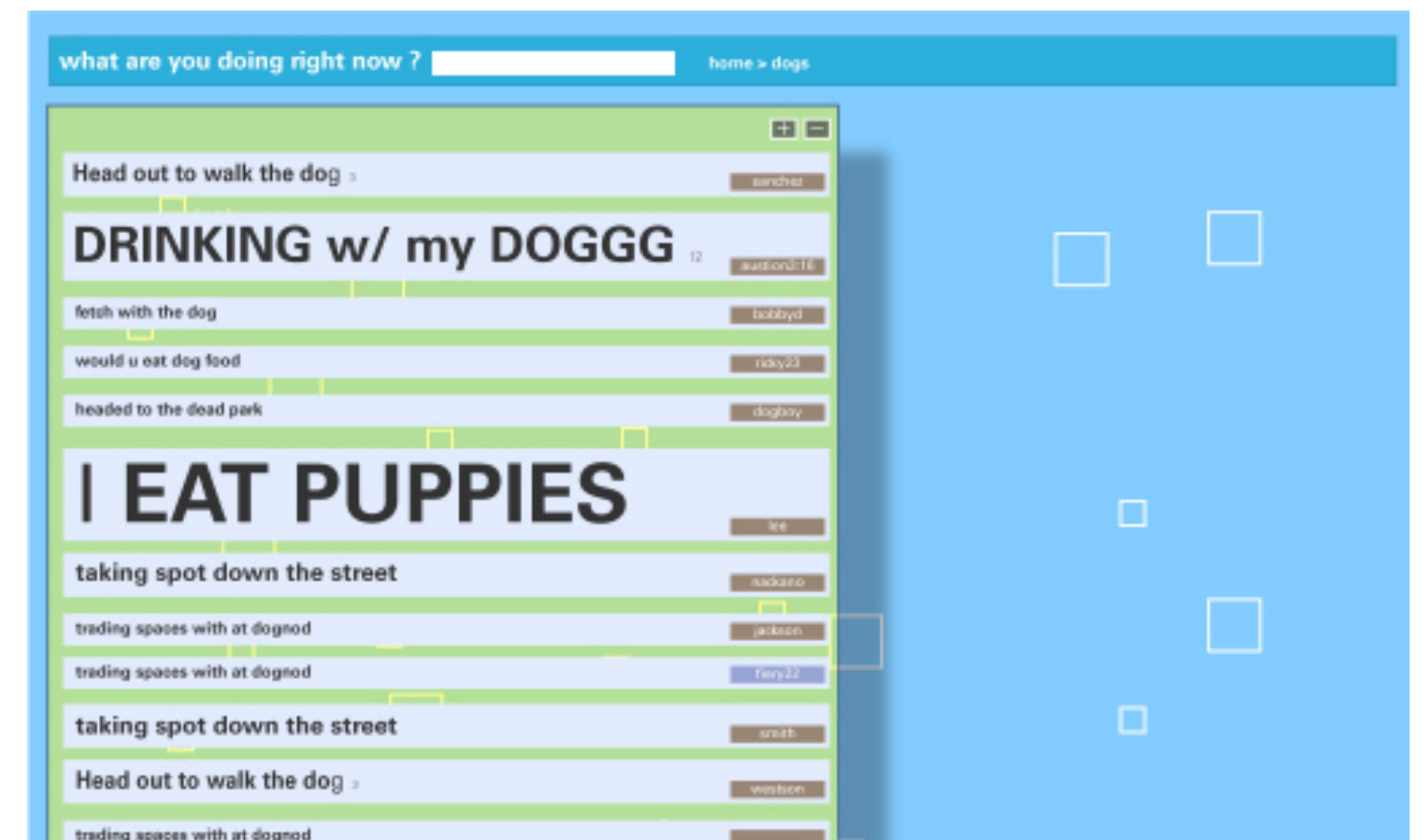


Connections between content provides further inspiration for users to explore the site.

Part Seven: Accessing the Content



Clicking on a text box allows the user to access how a topic is being discussed by the Twitter community. It should be noted that the redesign generously groups the words together. For example, dog could reflect a literal translation of the word, a nickname, or an unintended similarity.



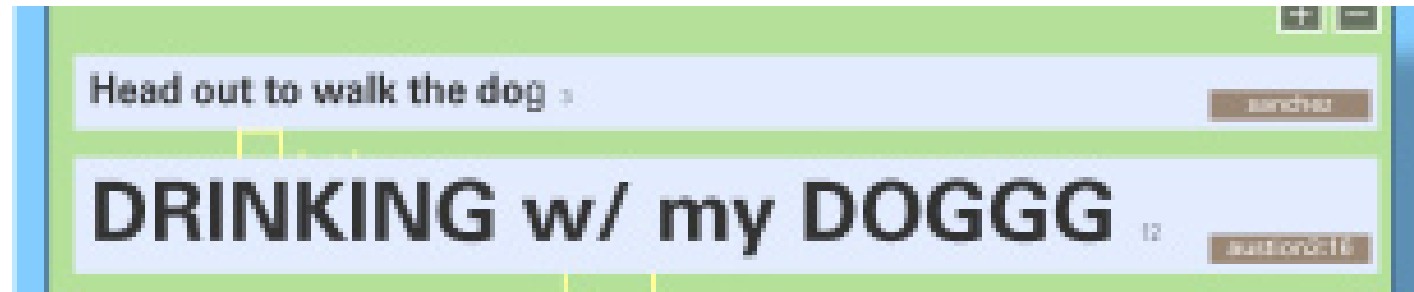
In the default mode, messages are scaled according to number of responses and the order from top (most recent entries) down.

At this point, the user has three choices: read the responses to these entries, take action to the entries (via a response) or discover more about a community member. These options allow more direct access to the community and the content than is currently available.

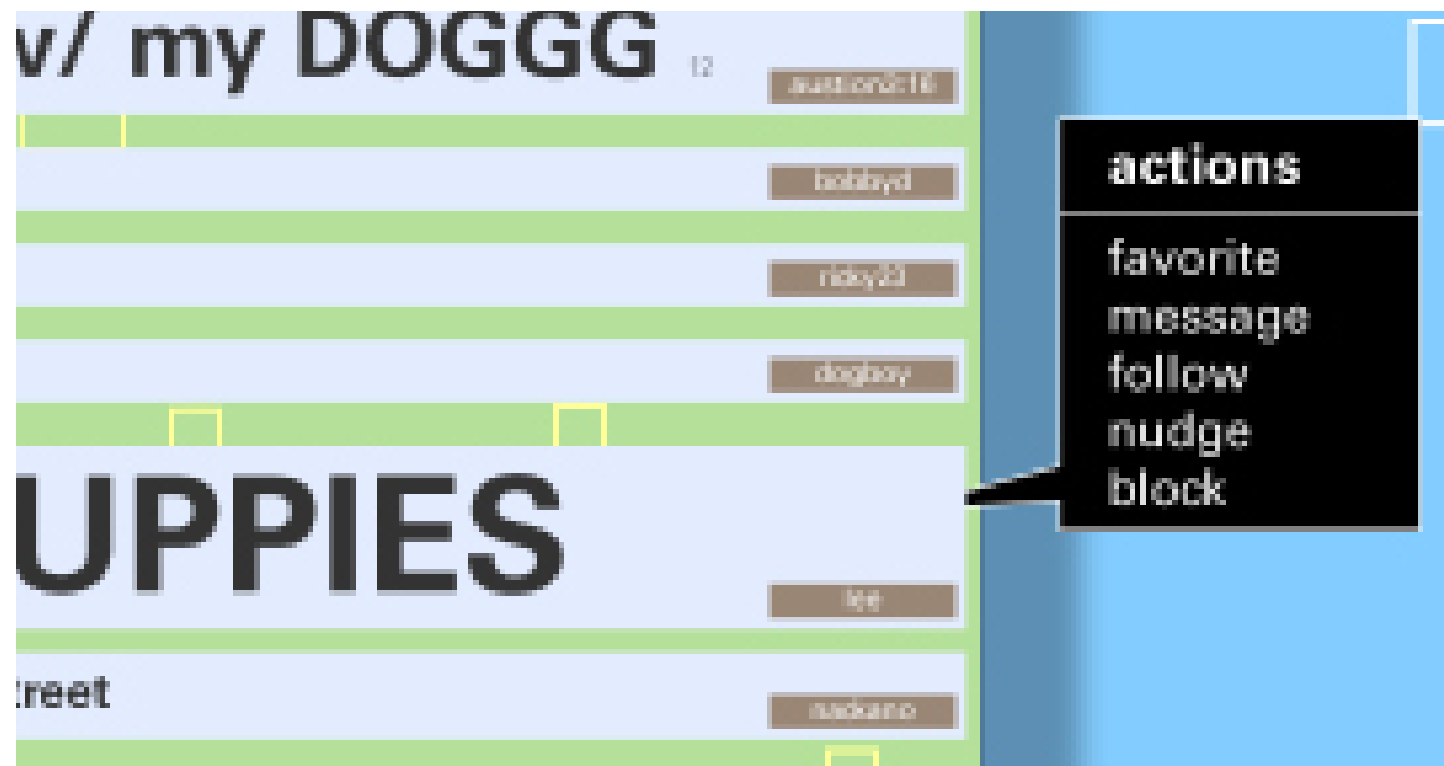
Future design options may include further connections between content as well as other methods for sorting data (search bar).

Part Eight: Accessing the User

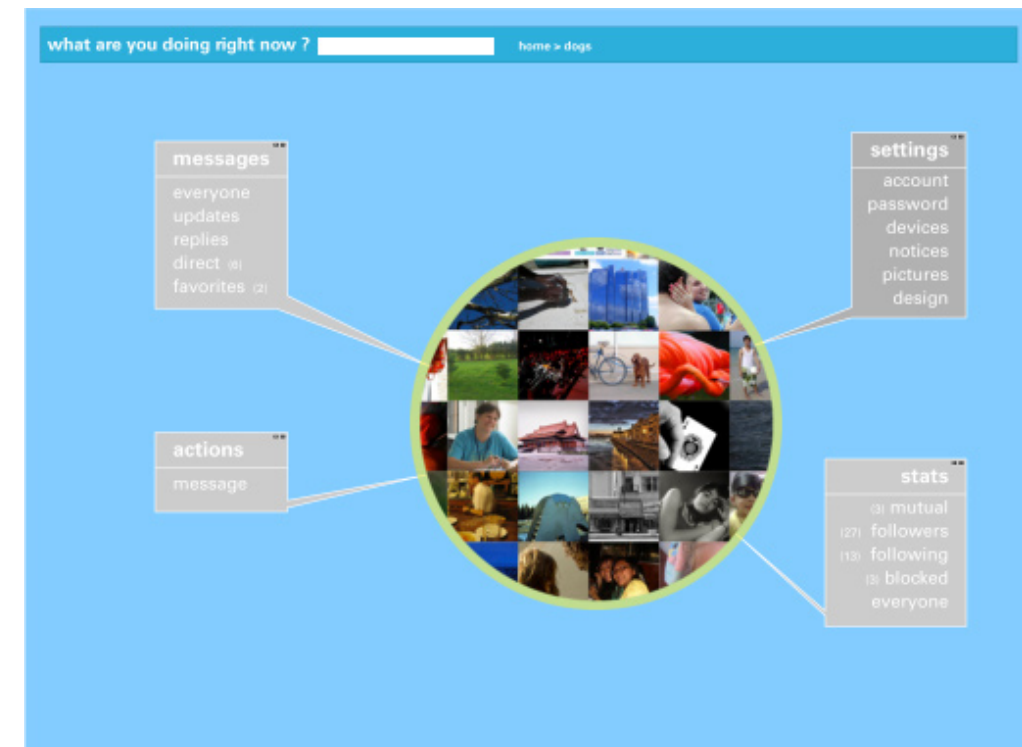
This course offered new insights consolidating information and reducing redundancies in information. As before mentioned, the first step in this process was the identification of four data components common to the Twitter experience: user, the content itself, time and input device. After careful consideration, it became apparent that the user and the content were essential to the interaction while the time and device could be further incorporated into the design.



The scale of the message is a reflection of the responses to that particular comment. To access these responses, click on the small number to its right.



By clicking on the message itself the user can send a message to the author or save it as a favorite message.



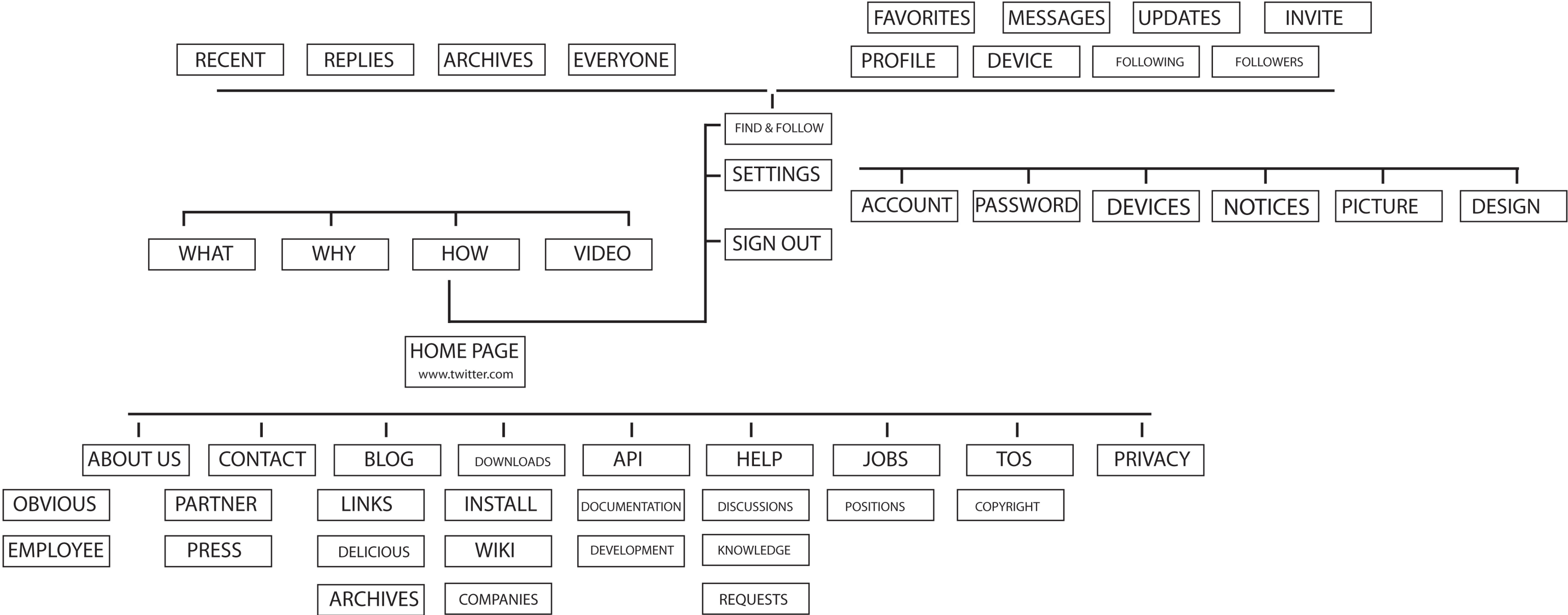
In the old Twitter sites, users were identified by a single icon. In the redesign, users are recognized through pictures on their Flickr page. This cross-application platform gives a more diverse way of self-representation while providing speculation into what drives the user's content.



Finally, by clicking on the brown bar allows the user access to information about the author

The result was a clear and simple consolidation of the user's information that could be accessed directly.

Appendix: Twitter Site Outline



Appendix: Twitter Content Review (by page)

Home Page:

Background (2 colors) repeating image
CSS

Links:
What?
Why?
How?

Video:
Watch a video?

Log In:
Username
Password
Remember Me
Click here (forget password)
Click here (Twitter SMS OR IM)

Language Select:
English
Japanese

Links at the bottom:
About Us
Contact
Blog
Downloads
API
Help
Jobs
TOS
Privacy

About Us

Search:
Name
Location

Links:
Login
Join Twitter
Obvious
Twitter blog
Contact Us

Images:
Thumbnails of workers (also links)

Language Select:
English
Japanese

Links at the bottom:
About Us
Contact
Blog
Downloads
API
Help
Jobs
TOS
Privacy

Downloads:

Twitteroo (PC_
Twitterrific (Mac)
Twitbin (firefox)
Twitter Widget
Opera Widget
Spaz
Mobio Service
Twitter Gadget

Link:
Twitter fan wiki
API

Links at the bottom:
Twitter
About
Contact
Blog
Help
Terms of Service
Privacy

Contact Us:

Login
Join Twitter
Customer Support:
Partnership Inquires:
Press Page:

Twitter is DEL.ICIO.
US:

Archives:
August 2006 - May
2008

Search:
Name
Location

Information:
Where Twitter is lo-
cated?

Images:
used as links

Links at the bottom:
Twitter
About
Contact
Blog
Help
Terms of Service

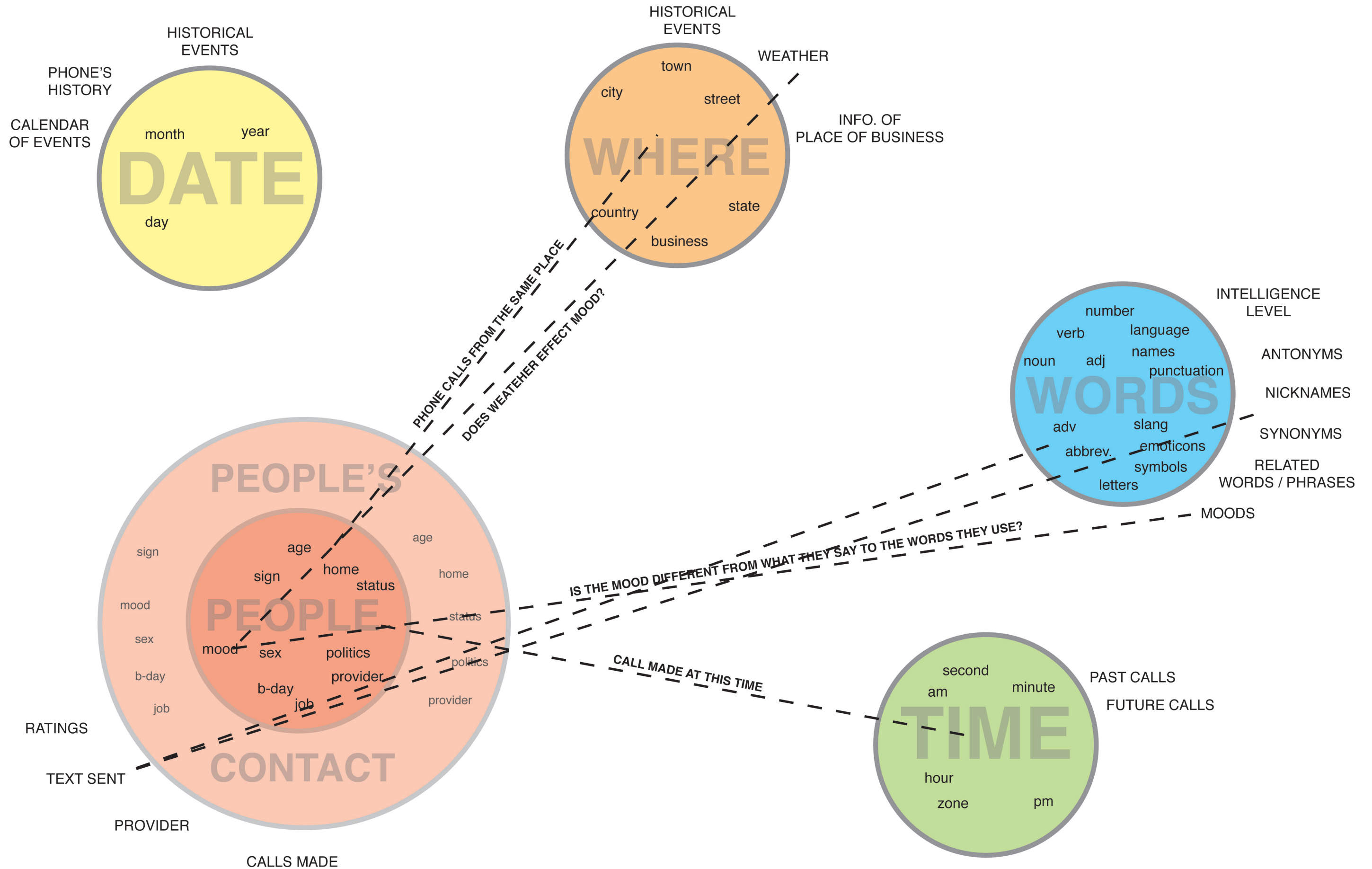
API:

Official Twitter API
documentation
Twitter Development
Talk
Twitter Fan Wiki

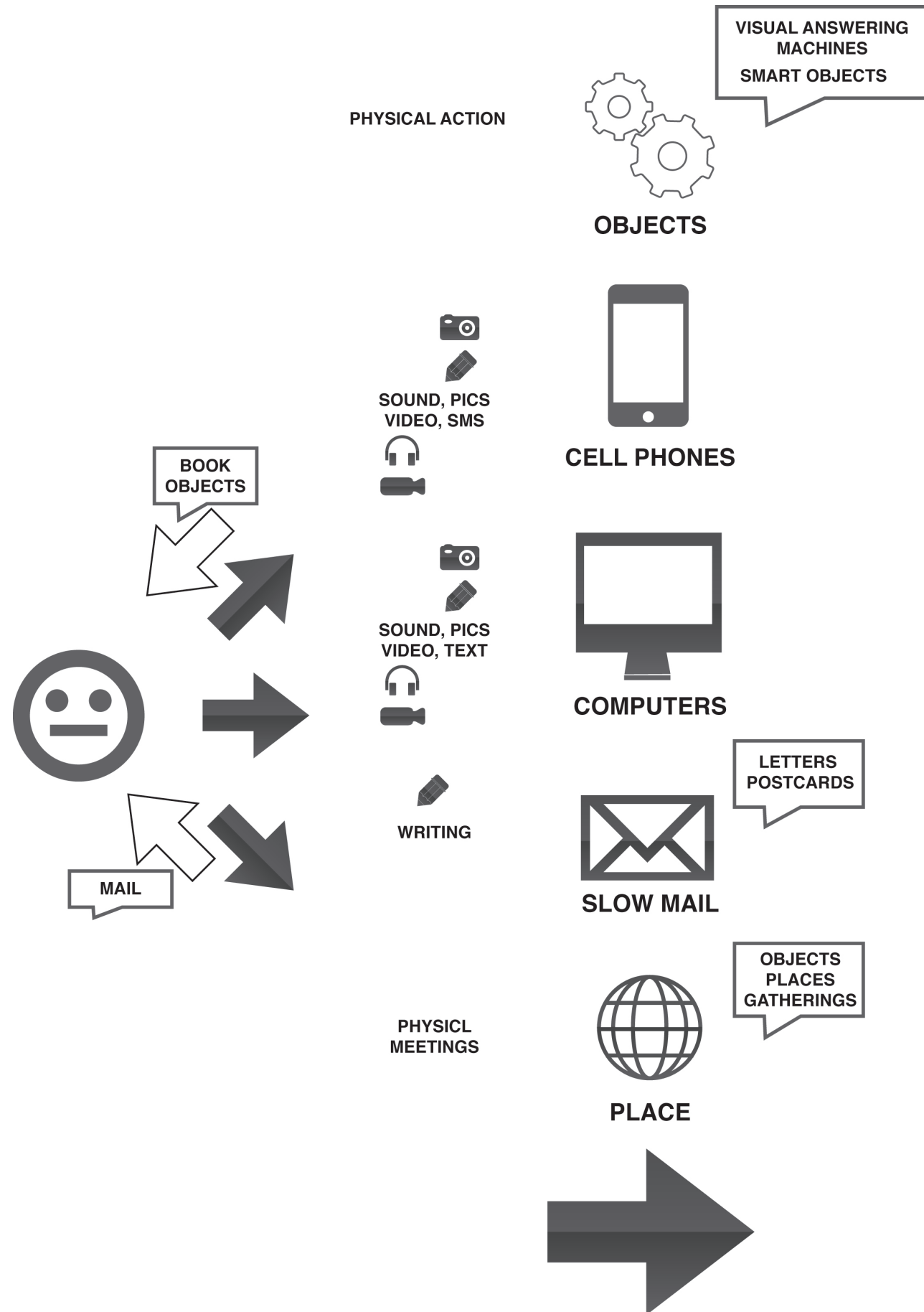
fill out this form (appli-
cations)
request to be on our
whitelist

Links at the bottom:
Twitter
About
Contact
Blog
Help
Terms of Service
Privacy

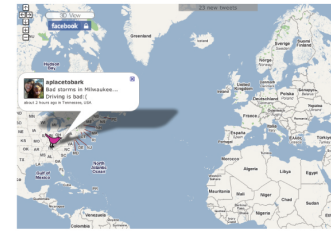
Appendix: Mind Map



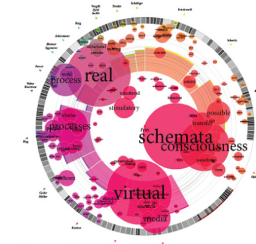
Appendix: Meta Scenario



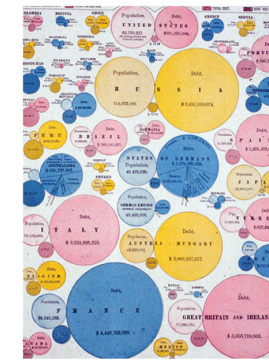
VISUALIZATION OF DATA



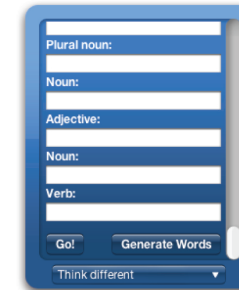
Geography



Words, Scale, Emotion



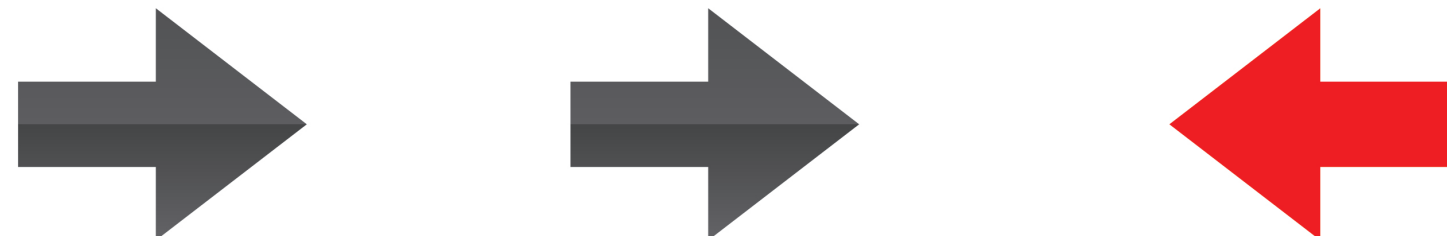
Topics and Translations



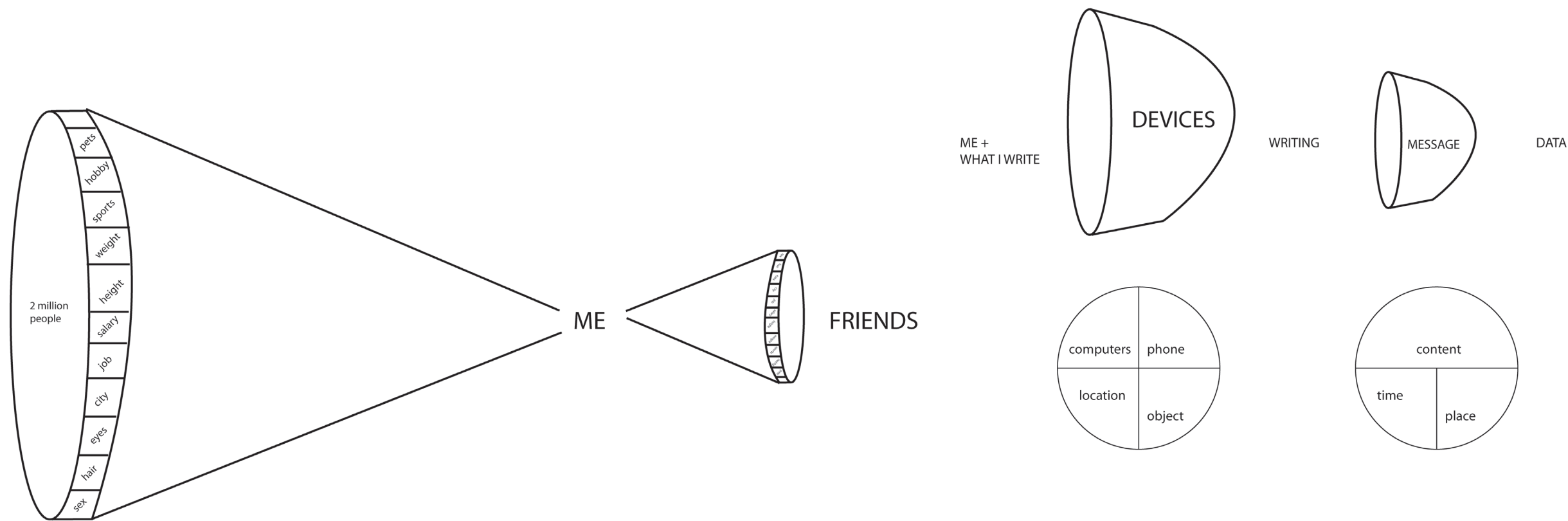
Facilitating Narrative

HIERARCHY OF SITE

USER INTERCONNECTIONS
APPLICATIONS
VISUALIZATION OF DATA



Appendix: Design Studies



THOUGHTFULNESS INDEX

$$\text{TIME SPENT ON TEXT} + \text{WORDS USED}$$

TRAUMA

$$\text{ANNIVERSARY} + \text{WORDS USED}$$

CODEPENDENCY

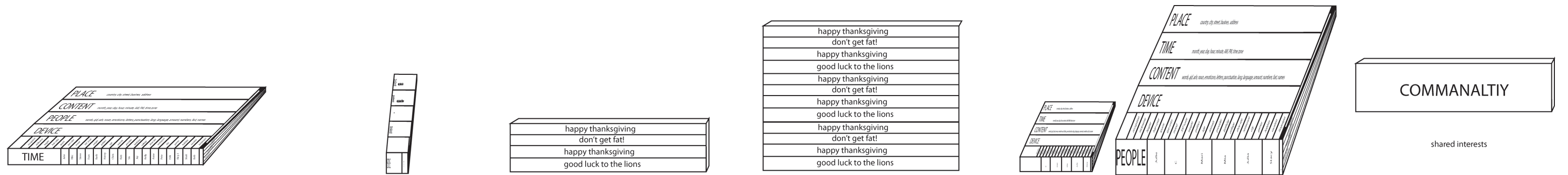
$$\text{PEOPLE YOU TEXT} + \text{FREQUENCY VARIATION}$$

LOYALTY

$$\text{TEXT RECEIVED} + \text{TIME SENT BACK}$$

QUALITY OF LIFE

$$\text{TEXT RECEIVED} + \text{TIME BETWEEN TEXT}$$

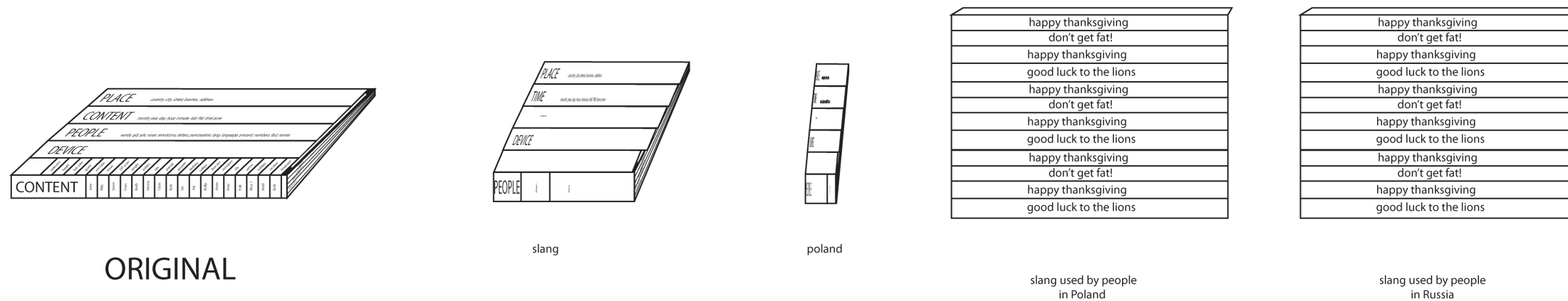


ORIGINAL

Thanksgiving

side view
(content
by message)

side view
(content
by year)



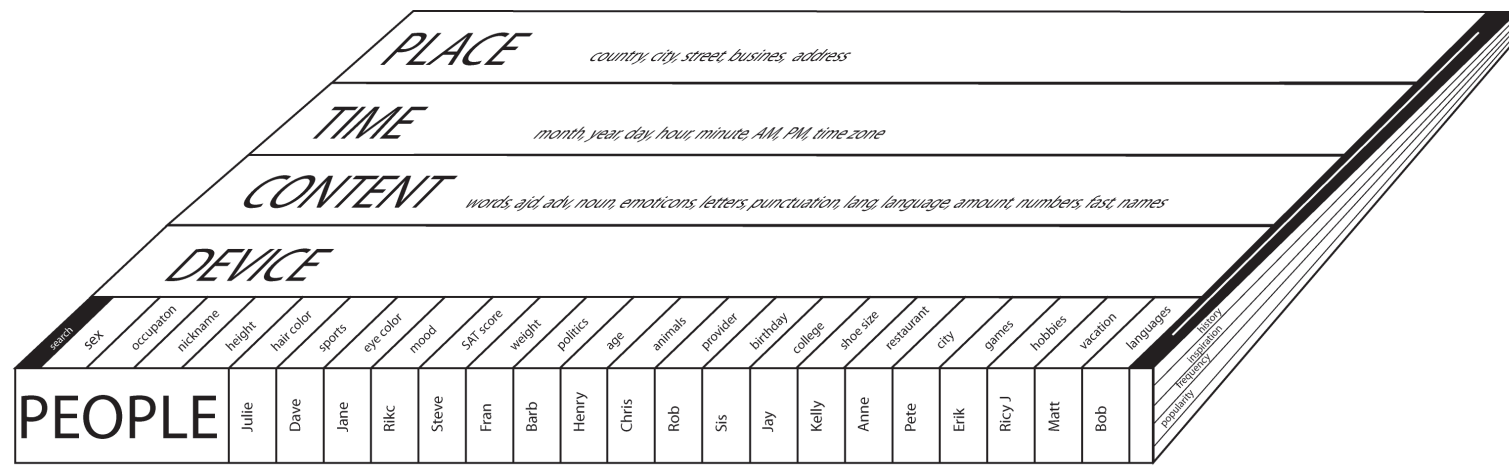
ORIGINAL

slang

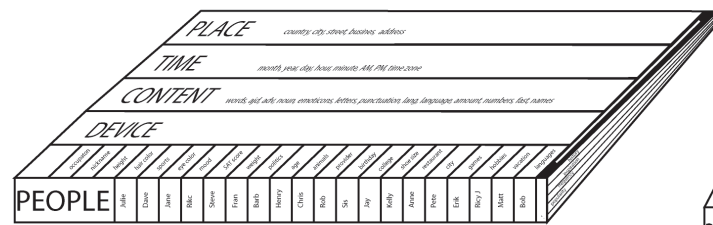
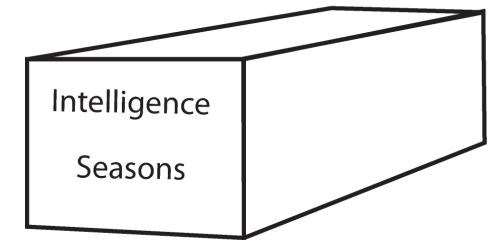
poland

slang used by people
in Poland

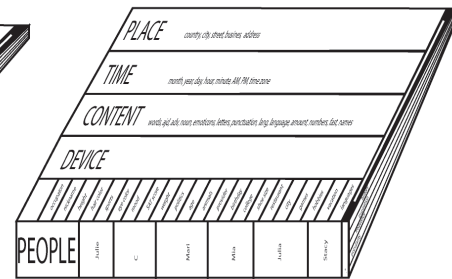
slang used by people
in Russia



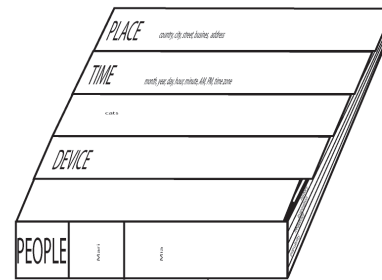
popular they are (writing appears in other blogs)
 cultural references in blogs
 common interests
 frequency and variation in writing



ORIGINAL



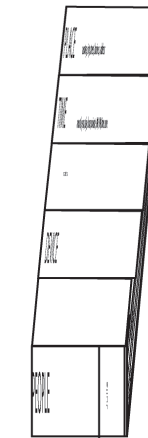
women



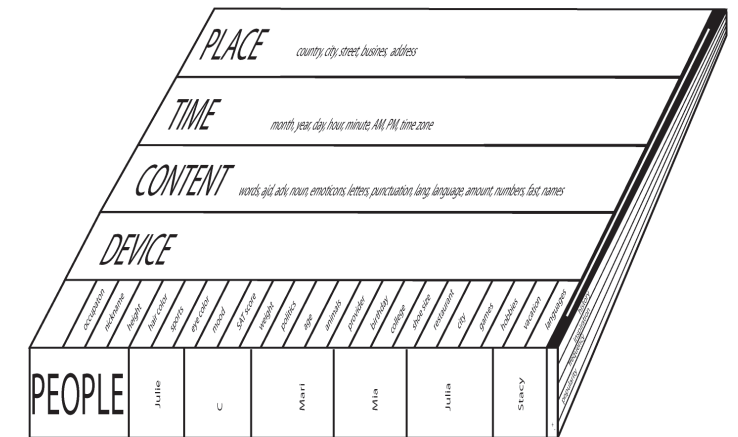
Cats and dogs



ten o'clock at night

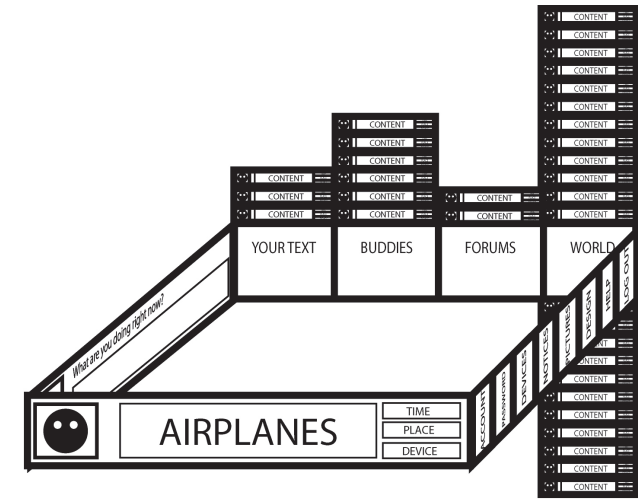
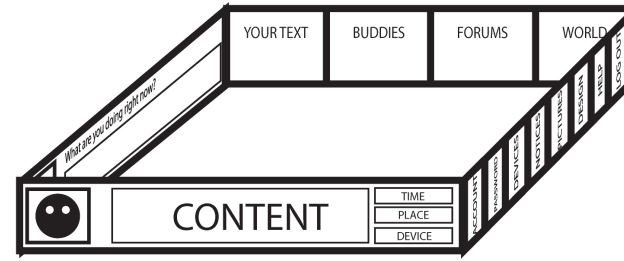
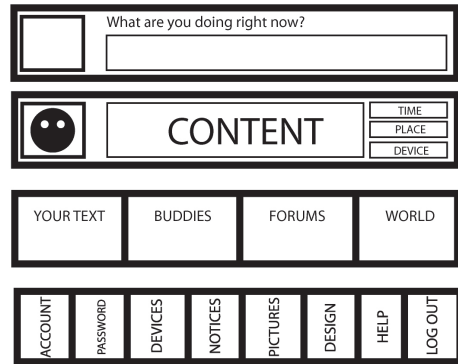
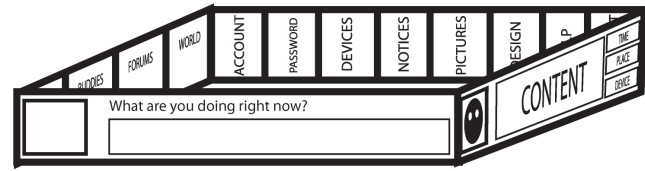


Inspired by
Faucault

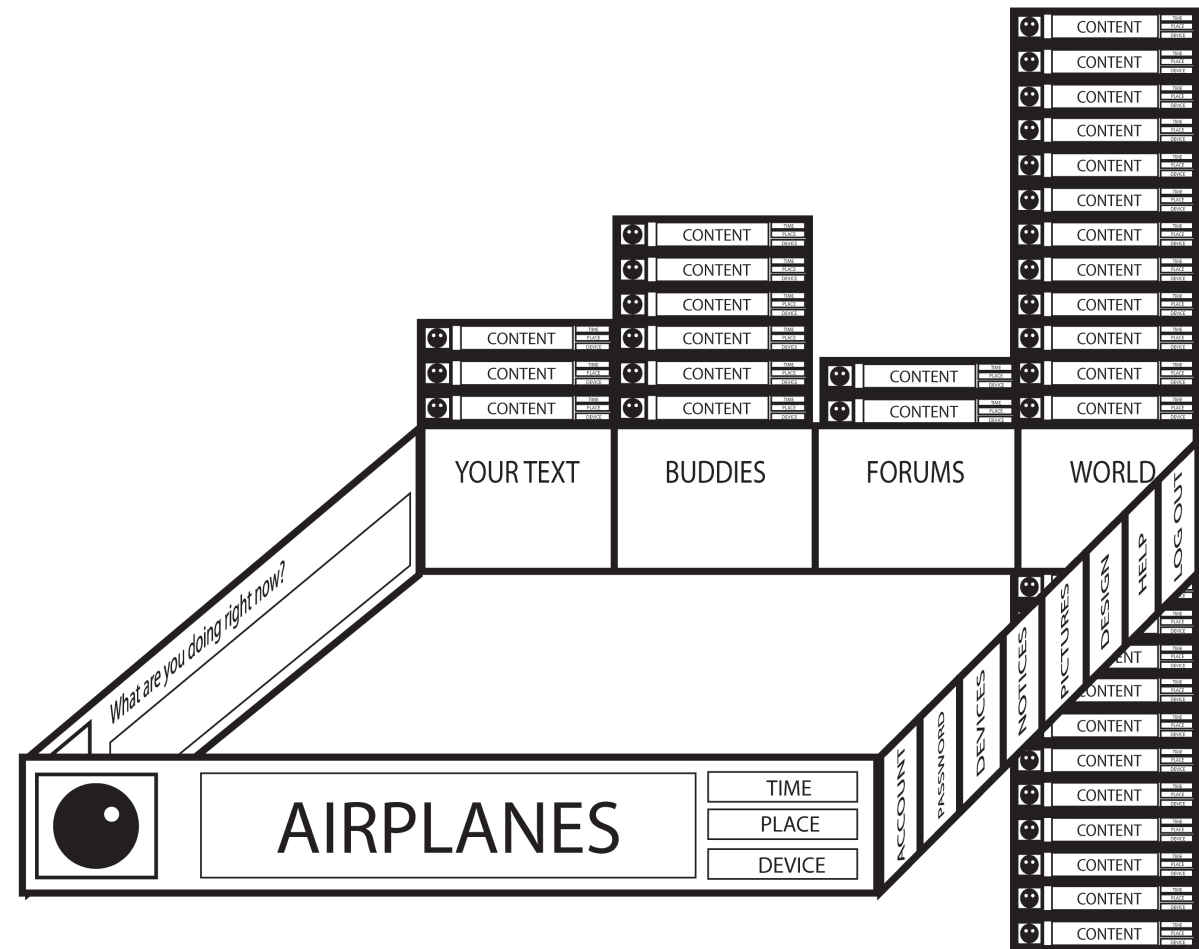


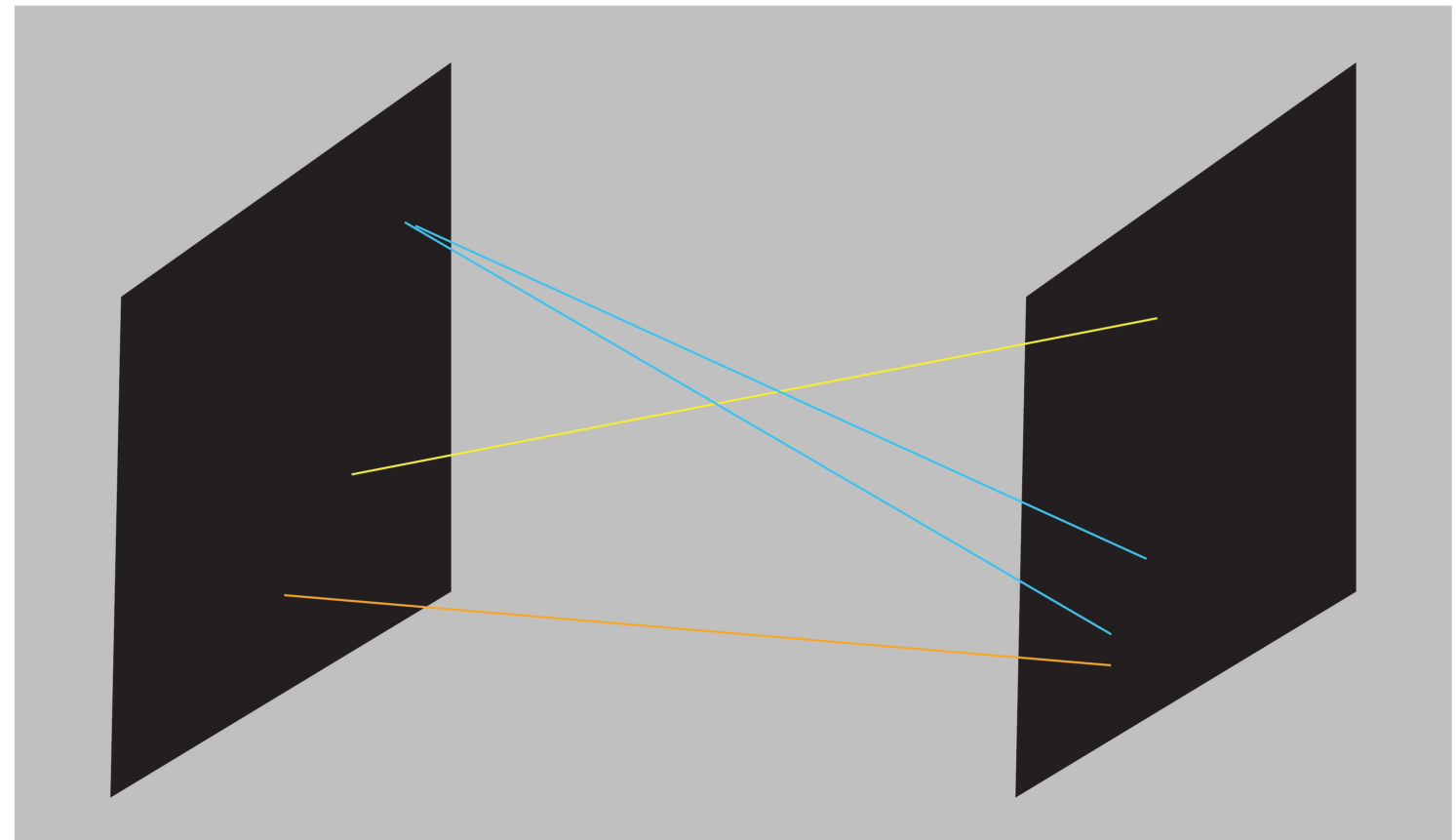
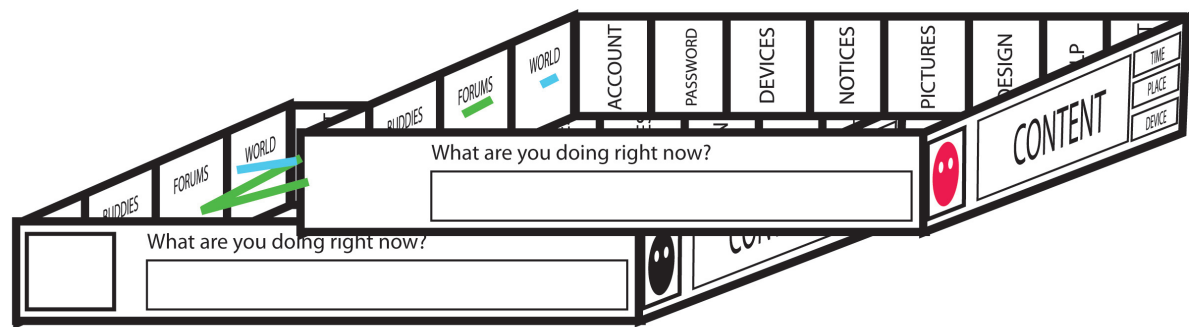
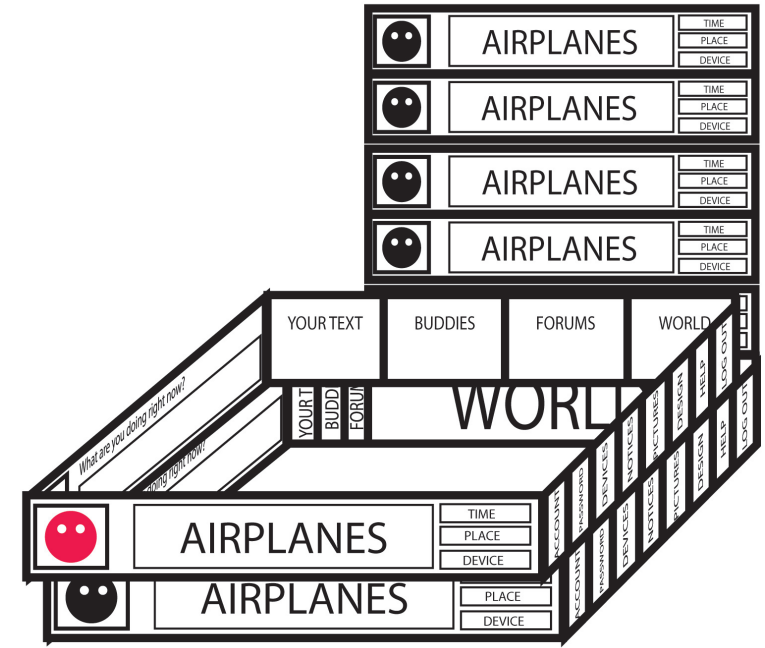
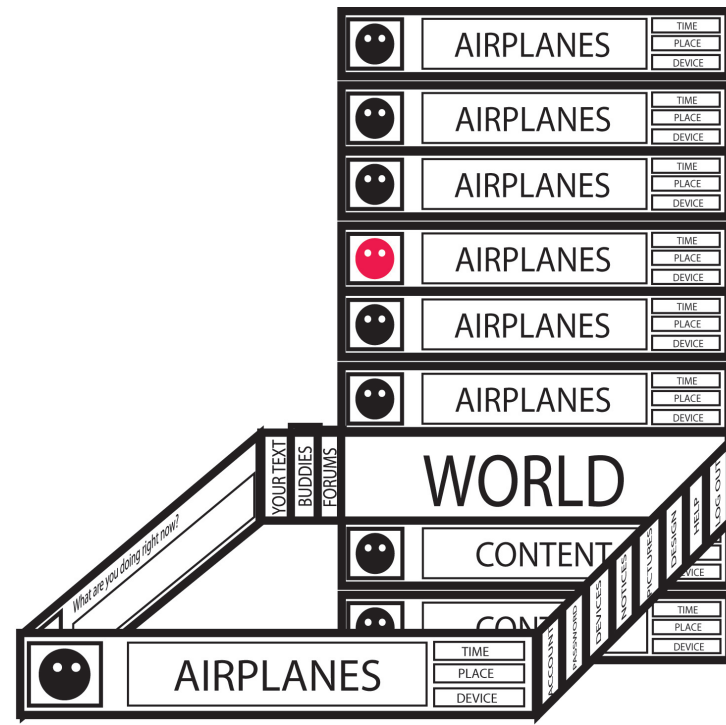
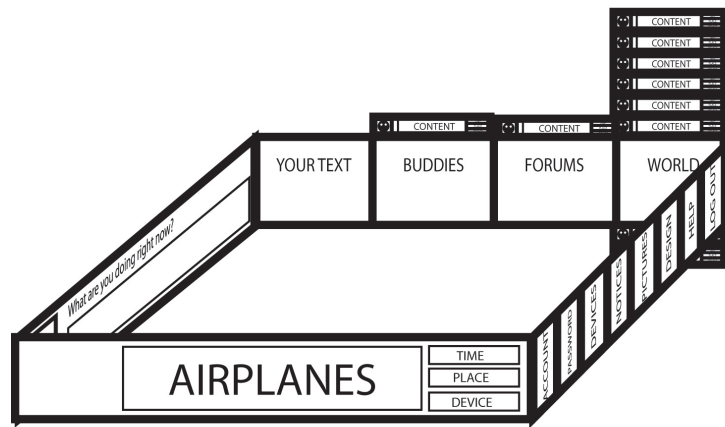
8 people use Faucault
in their texts





TYPE	TYPE	TYPE	TYPE	TYPE
TYPE	HAIR	TYPE	TYPE	TYPE
TYPE	TYPE	TYPE	TYPE	TYPE
TYPE	TYPE	TYPE	TYPE	TYPE
TYPE	TYPE	TYPE	TYPE	TYPE
TYPE	TYPE	TYPE	TYPE	TYPE







● What are you doing? ● Search ● Track ● Answer

6
Recent

12
Replies

5
Direct

3
Favorites

33
Archives

Name: Julia Tsao
Home: Los Angeles
Bio: Born Again

▼ Settings

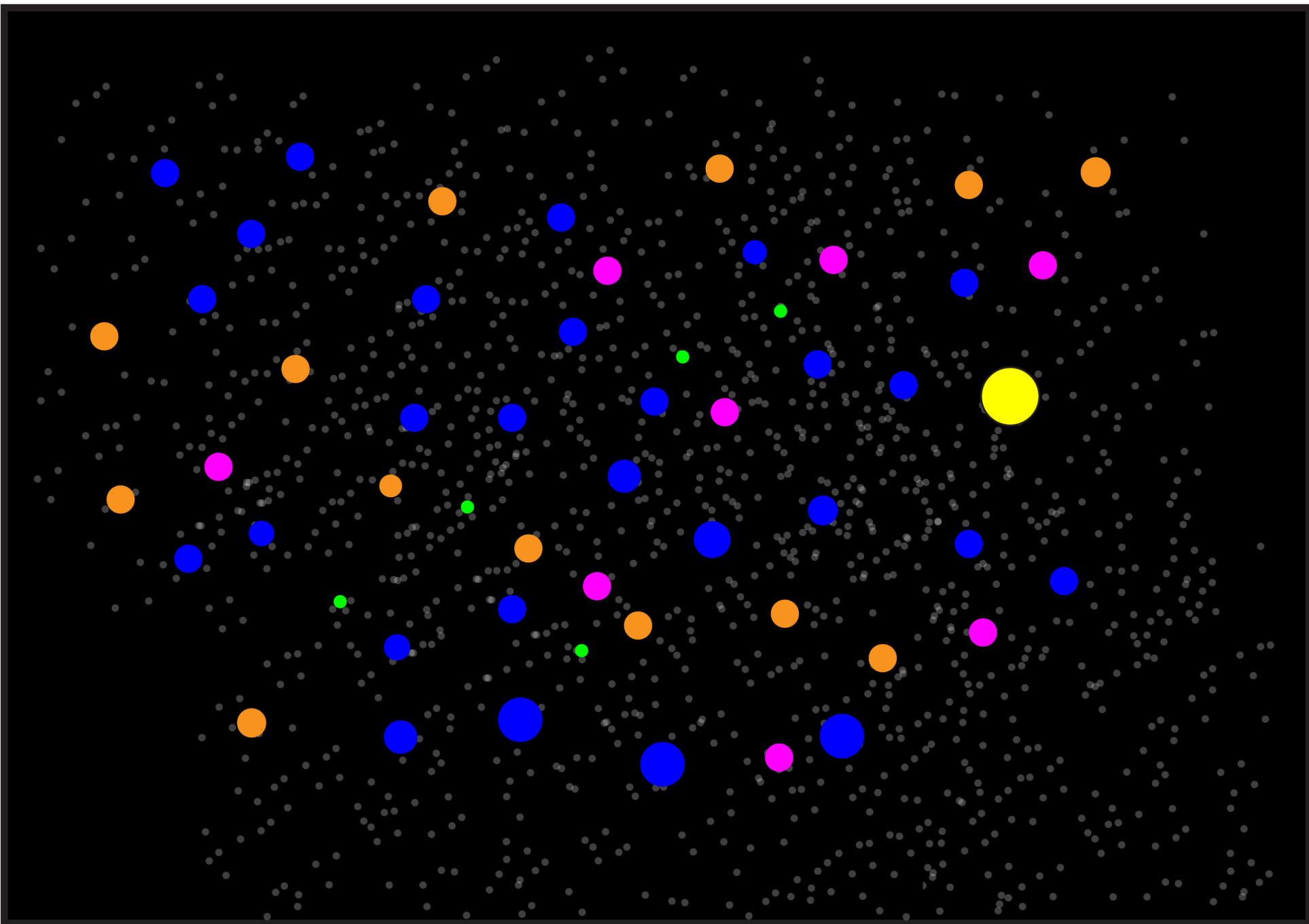
- Personal
- Password
- Devices
- Notices
- Pictures
- Designs

▼ Users

- Everyone
- Followers (13)
- Following (27)
- Mutual (8)
- Blocked (5)

▼ Actions

- Send
- Nudge
- Block



Words

Gender

Age

Location

Time

Device

Filters

Help

Log out

what are you doing right now ?

home > dogs >



Head out to walk the dog ³

sanchez

DRINKING w/ my DOGGG ¹²

austion3:16

fetch with the dog

bobbyd

would u eat dog food

ricky23

headed to the dead park

dogboy

I EAT PUPPIES

lee

taking spot down the street

nackano

trading spaces with at dognod

jackson

trading spaces with at dognod

fiery22

taking spot down the street

smith

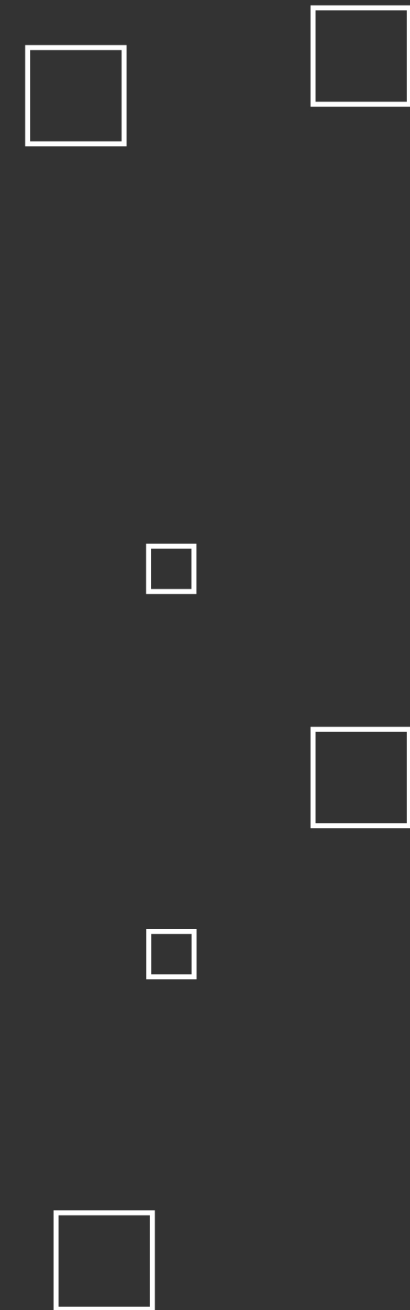
Head out to walk the dog ³

westson

trading spaces with at dognod

ralph

jumping



what are you doing right now ?

messages
everyone
updates
replies
direct (6)
favorites (2)

actions
message



settings
account
password
devices
notices
pictures
design

stats
(3) mutual
(27) followers
(13) following
(3) blocked
everyone

Head out to walk the dog ³ sanchez

DRINKING w/ my DOGGG ¹² austion3:16

fetch with the dog bobbyd

would u eat dog food ricky23

headed to the dead park dogboy

I EAT PUPPIES lee

taking spot down the street nackano

trading spaces with at dognod jackson

trading spaces with at dognod fiery22

taking spot down the street smith

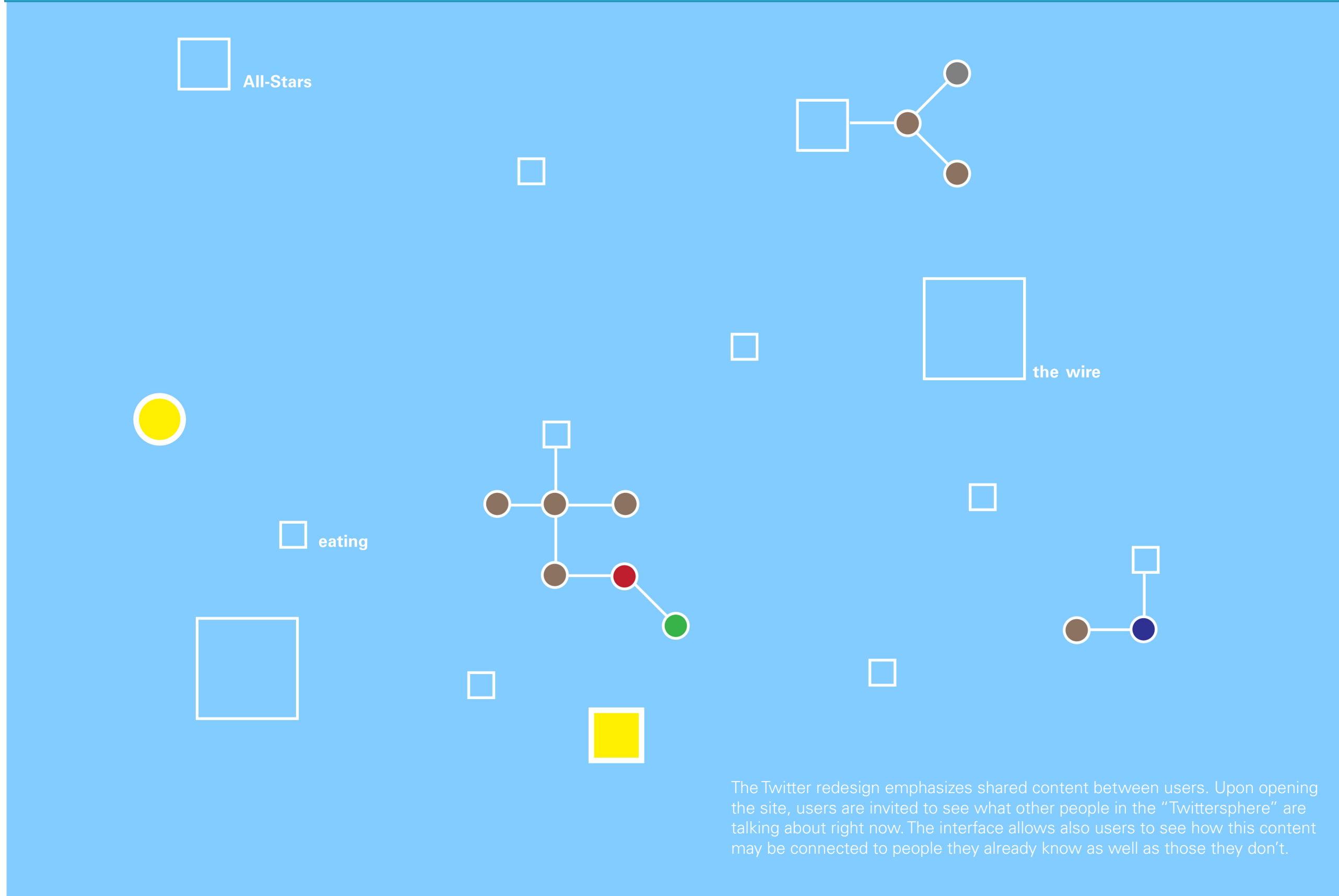
Head out to walk the dog ³ westson

trading spaces with at dognod ralph

jumping

Appendix: Final Design

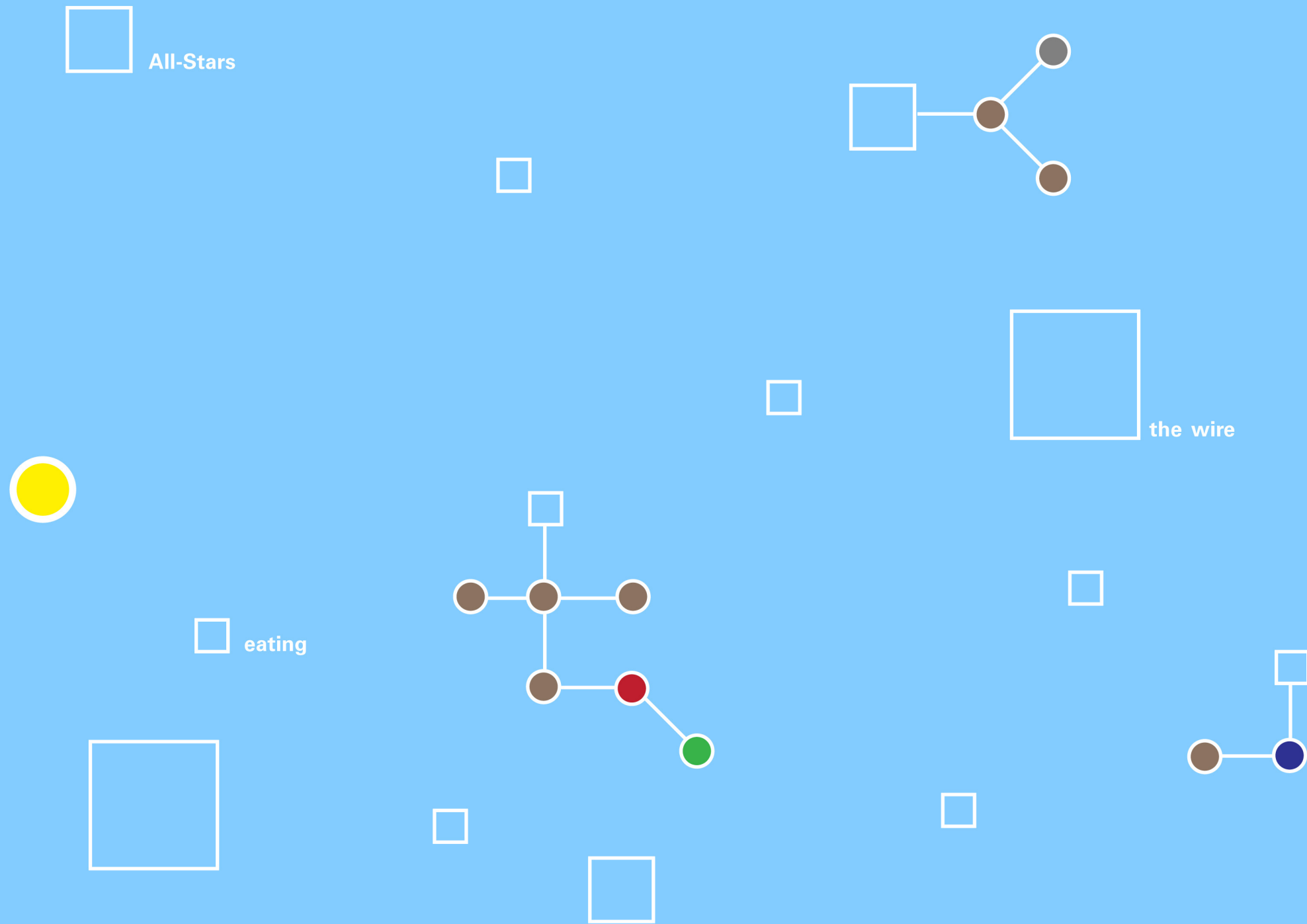
what are you doing right now ? home



what are you doing right now ?

working on my homework

home

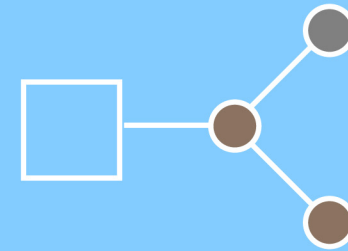


The original Twitter interface asks one central one question: What are you doing right now? The redesign stays true to the original intent. However, when users type in their response. . .

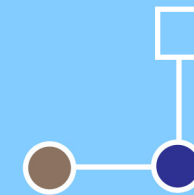
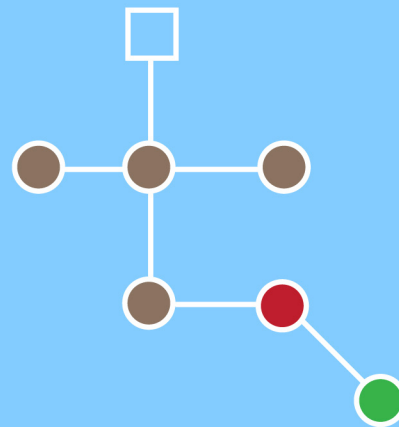
what are you doing right now ?

working on my homework

home



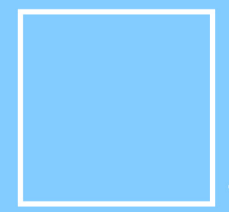
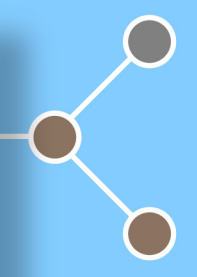
eating



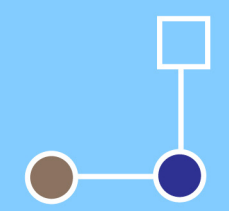
they will receive immediate about its context in the network at large.

search r u t d + -

- Head out to walk the dog
- DRINKING w/ my DOGGG**
- fetch with the dog
- would u eat dog food
- headed to the dead park
- I EAT PUPPIES**
- taking spot down the street
- trading spaces with at dognod
- trading spaces with at dognod
- taking spot down the street
- Head out to walk the dog
- trading spaces with at dognod



the wire



When Twitter users click on one of the content boxes, they can immediately see all the blogs about this topic. Moreover, this view allows users to see who in turn responded to these blogs as well as if they are friends with the author

search

r u t d + -

Head out to walk the dog

DRINKING w/ my DOGGG

fetch with the dog

would u eat dog food

headed to the dead park

I EAT PUPPIES

taking spot down the street

trading spaces with at dognod

trading spaces with at dognod

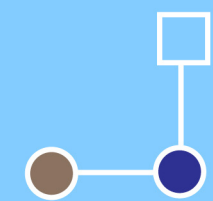
taking spot down the street

Head out to walk the dog

trading spaces with at dognod

about actions stats messages

the wire

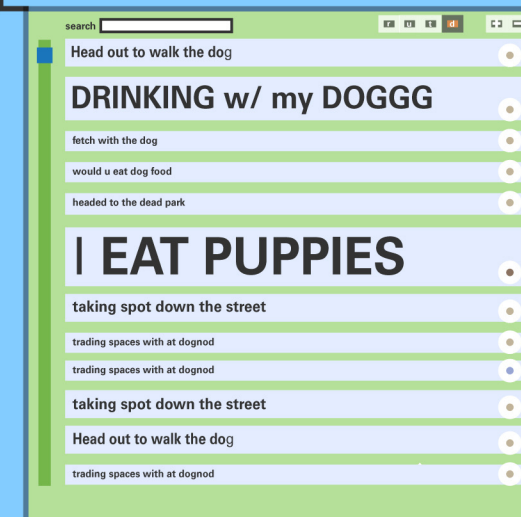


If a user wants to get to know a user they don't know, they can simply click on their circle to find out more information about the author.



about actions stats messages

- update
- reply
- direct
- favorite

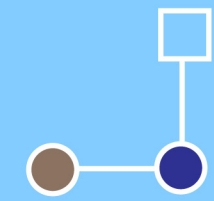


Moreover, users can use this quick view to respond to another person's content. Perhaps more exciting is the quick read of their profile. The pictures on the left reflect a possible collaboration between Twitter and Flickr in which a person's flickr pictures represent them on their Twitter page.

search r u t d + -

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- taking spot down the street
- Head out to walk the dog
- trading spaces with at dognod

cell web t-riffic objects



Finally, it may be possible to sort through this content in a variety of ways. For example, by clicking on the buttons above, you maybe able to further sort data based on the device of the user or do a search for content, other users or time using the buttons or the search button. All options are used to facilitate connections between users.