



tweak the tweet

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what is tweak the tweet?



An idea for utilizing Twitter to communicate, organize and map information during emergencies, crises, and disasters.

1 | create



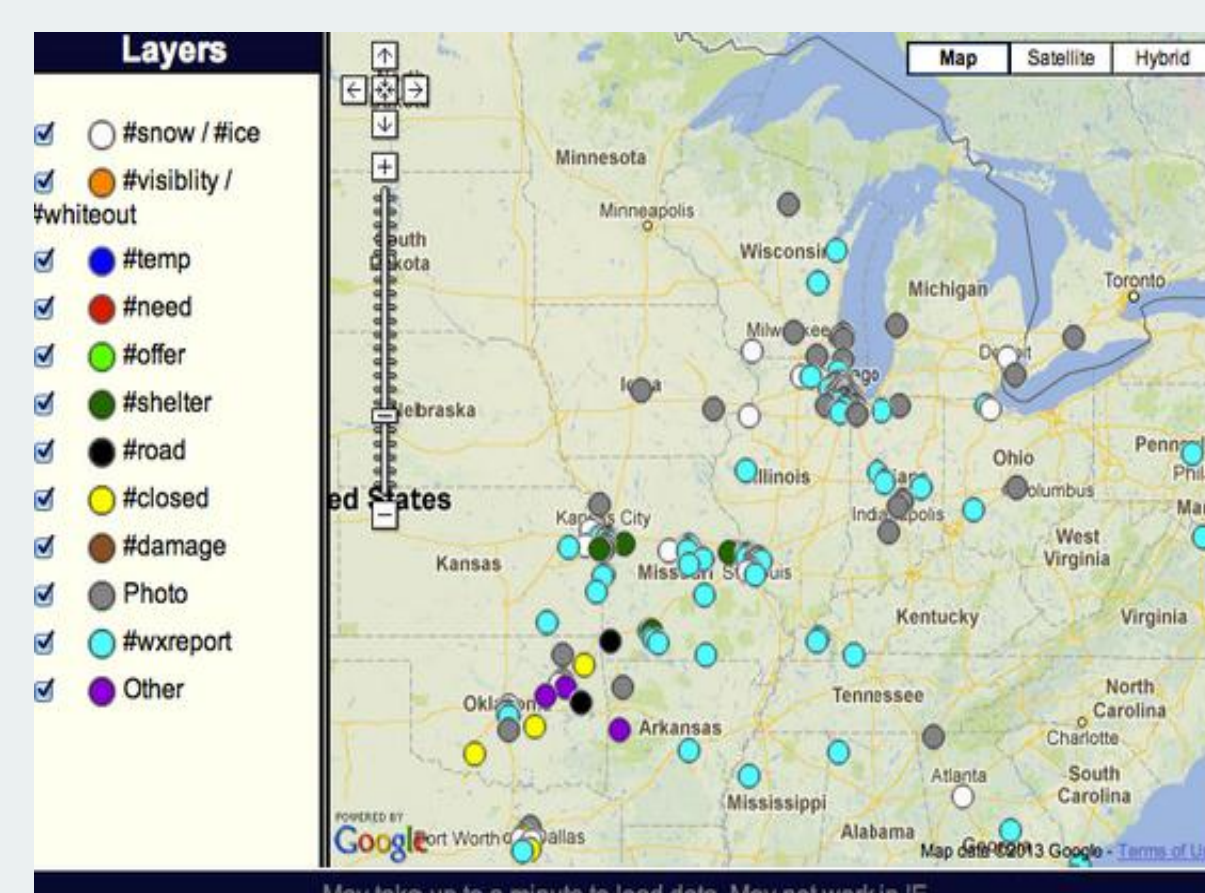
Format tweet with hashtags

2 | categorizes

EVENT	Report Type	Report	Time - EDT	Location	Text
#zombie	#rising	from the grassy area in front of	2/12/2013 23:04:16	Siag Hall	report of a sign that says "zombie" near the
#zombie	#need	NA	2/12/2013 3:37:47	NA	Obstacle
#zombie	#need	totrain	2/12/2013 13:08:09	NA	#zombie
#zombie	#need	bandages	2/12/2013 21:56:47	4040 7th Ave NE	#zombie
#zombie	#road	blocked road! Zombies coming from the front!	2/12/2013 22:03:17	NA	#zombie
#zombie	#road	blocked road! Zombies coming from the front!	2/12/2013 22:03:27	4732 Brooklyn Ave NE Seattle, WA 98105	#zombie
#zombie	#attack	IM BEING ATTACKED ZOMBIES ATTACKING RAPIDLY	2/12/2013 22:23:34	4504 18th Ave NE Seattle, WA 98105	#zombie
#zombie	#attack	ATTACKING RAPIDLY	2/12/2013 22:25:10	Kane Hall	#zombie
Event Unknown	#video	NA	2/12/2013 22:28:03	NA	#zombie
#zombie	#attack	im being eaten alive!	2/12/2013 22:46:06	Seattle, WA	#zombie
#zombie	#need	food	2/13/2013 16:10:30	002 @time 2:18pm	#zombie
#zombie	#need	NA	2/14/2013 0:57:04	NA	#zombie
#zombie	#road	kill	2/14/2013 20:36:45	NA	#zombie

Processes and sorts into different categories

3 | maps



Maps tweets based on #loc

problem

Main Event Tag (Must be included)	Main Category Tags (Choose only one)	Location tag (Always include if you have location info)	Other Data Tags (Choose as many as you need and can fit)
#zombies, #TERT	#missing #attack #need #photo #violence #road #damage #food	#loc To add location, type #loc, then write your location information, then add with another tag symbol OR add location anywhere in tweet in lat, long form: #loc 47.31800,-122.3999034 OR enable geo location on your phone and Twitter client settings for locating the tweets where you are.	#src #time #contact #loc #details #details After date tags, write the info that goes with these tags: i.e. #contact Mary 555-5555 #time 3pm #source @CNN

Instruction guides have been unsuccessful.

A mobile app is needed. It should help citizens (who are reporting from the ground of crisis events) tweet using the Tweak the Tweet syntax. This will also minimize tweet volunteer work.

solution | prototype



user research



Users had trouble with mapping because they weren't inputting #loc details correctly. Some users included "what, where, when and from who?" to set up the tweet to be processed and mapped correctly.

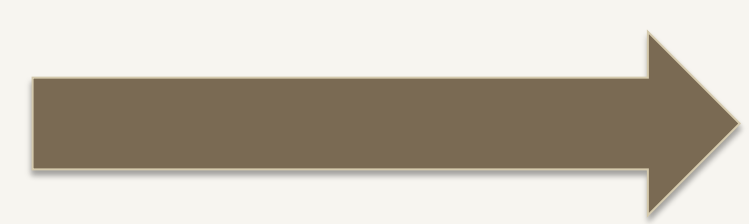
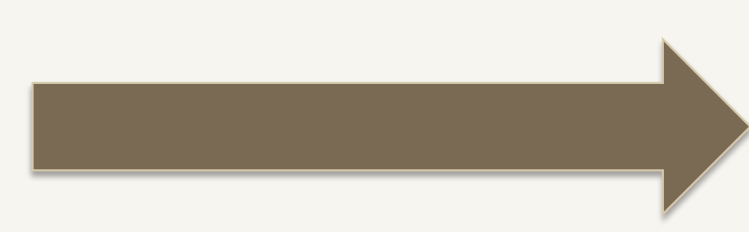
related work

Microsoft Helpbridge helps connect families and friends in a disaster event. However, it does not communicate disaster information to the larger community.

architecture flow



SMS



Twitter API



Creates tweet, sends to Twitter via either the API or SMS depending on user preferences and phone capabilities

timeline | week

1 2 3 4 5 6 7 8 9 10

user research



brainstorm



backend



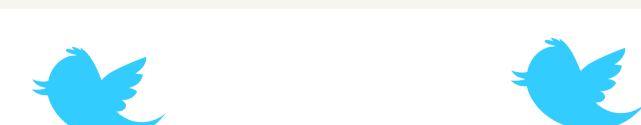
re-design



hi-fi prototype



usability testing



frontend



poster & presentation

