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.
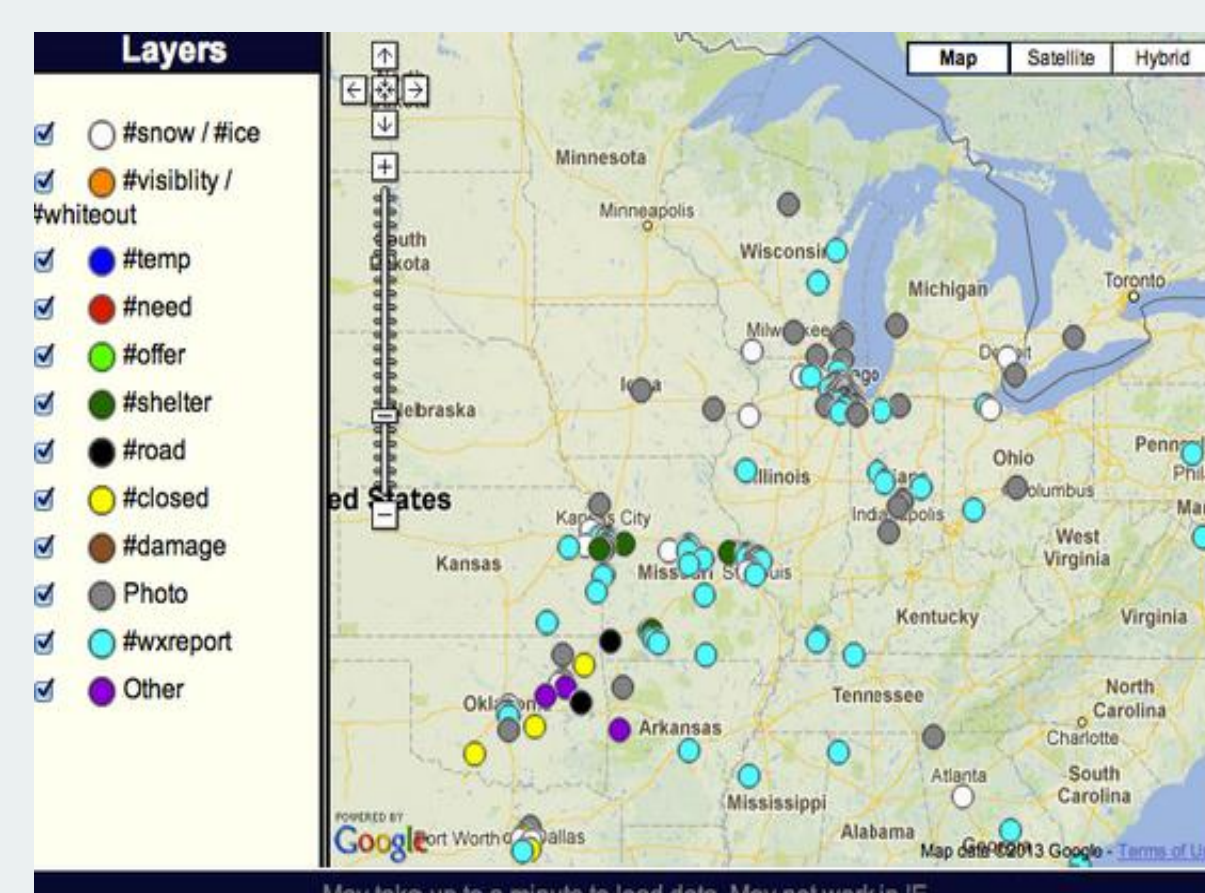
1| create

Format tweet with hashtags

2| categorizes

Processes and sorts into different categories

3|maps

Maps tweets based on #loc

problem

Instruction guides have been unsuccessful.

A mobile app is needed. It should helps 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.
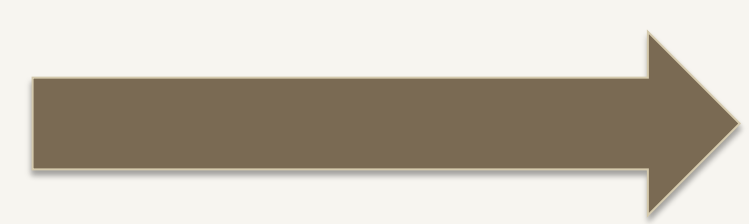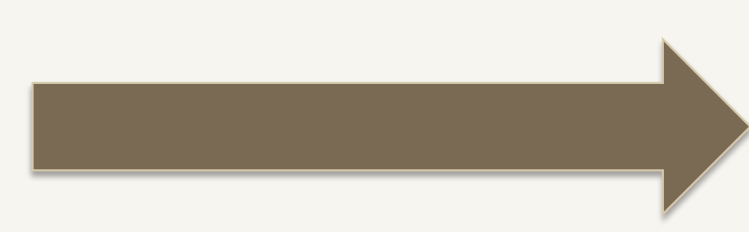
related work

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

architecture flow

#fire #need food #loc 528 street

SMS

Twitter API

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

timeline | week
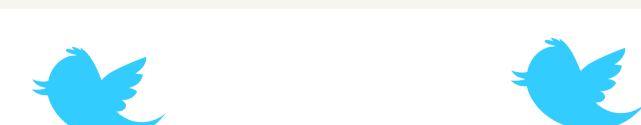
	1	2	3	4	5	6	7	8	9	10
user research	🐦									
brainstorm	🐦	🐦								
backend	🐦	🐦	🐦	🐦						
re-design					🐦	🐦	🐦			
hi-fi prototype							🐦	🐦		
usability testing					🐦			🐦		
frontend						🐦	🐦	🐦	🐦	🐦
poster & presentation									🐦	🐦