what is tweak the tweet?

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

1 | create
   | Tweak the Tweet
   | View my profile page
   | 12 TWEETS 2 FOLLOWING 4 FOLLOWERS
   | #Hashtags: 12 km NE #Time: 10:22 pm
   | Contact @AllieChoy 808-900-1000

2 | categorizes
   | Formats tweet with hashtags

3 | maps
   | Processes and sorts into different categories
   | Maps tweets based on #loc

problem

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

related work

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.

architecture flow

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

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

timeline | week

1 | user research
   | brainstorm
   | backend
   | re-design
   | hi-fi prototype
   | usability testing
   | frontend
   | poster & presentation