Tweak the Tweet

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Background

Who?

- people in the affected area during a disaster event
- volunteers who modify raw tweets from citizen reports about disaster event to be categorized and mapped

What?

- syntax for use during disaster events
- categorizes and maps
Related work

Microsoft HelpBridge

- helps connect families and friends in a disaster event
Prior Work

- Kate Starbird, creator of the Tweak the Tweet microsyntax, has not been an app to help users create syntax.

- Tweak the Tweet App

<table>
<thead>
<tr>
<th>Project EPIC Tweak the Tweet: Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Main Event Tag</strong> (Must be included)</td>
</tr>
<tr>
<td><strong>Main Category Tags</strong> (Choose only one)</td>
</tr>
<tr>
<td><strong>Location tag</strong> (Always include if you have location info)</td>
</tr>
<tr>
<td><strong>Other Data Tags</strong> (Choose as many as you need and can fit)</td>
</tr>
</tbody>
</table>

- **tags**
  - #zombies_TEST
  - #missing
  - #attack
  - #need
  - #photo
  - #violence
  - #road
  - #damage
  - #ruck

- **Instructions**
  1. Include an Event Tag
  2. Include one main category tag
  3. Include location info like this: #location_info #location_info #
  4. Include as many other data tags as you need and can fit.

- **Example Tweets**
  - #zombies_TEST [#your primary tag] information for primary tag
  - #loc geo-coordinates #src where the information came from
  - [#your primary tag] information for primary tag #loc street address #contact whom to contact #zombies_TEST
  - [#your primary tag] information for primary tag #loc place name
  - #more additional information #zombies_TEST

Tweak the Tweet App
Creating or Modifying Tweet

• create or modify tweet
Collecting Data through Tweets

- Aggregated
- Categorized
- Can be referenced by aid providers
Tweak the Tweet App

Mapping

Layers

- #snow / #ice
- #visibility / #whiteout
- #temp
- #need
- #offer
- #shelter
- #road
- #closed
- #damage
- Photo
- #wxreport
- Other

May take up to a minute to load data. May not work in IE.
Problems

- no mobile app yet
- instruction guides unsuccessful
- need to decrease volunteer work
Solutions

• make it easy!
• backend that sends tweets via Twitter API or SMS
• UI that facilitates creation of tweets
• help people learn to tweet in TtT syntax
User #1
Tweet volunteer

Background
uses TtT during the disaster on a desktop at home
Kate showed him how to use TtT

Findings
originally had trouble inputting # after location
Kate told him what he was doing wrong
wants to be able to create his own maps
Tweak the Tweet App

Wrong:

Right!
Interviews

User #2 Tweet volunteer

Background
primarily modifies/tweaks tweets to go to map/spreadsheet
usually works at home
started with Haiti quake
felt instruction sheet was very clear

Findings
did not find location hashtags difficult
always puts disaster event at the end
"what, where, when, from who"
Basic scenario

Tweak the Tweet

Initially disabled. Will be enabled once the field above it is completed.
Architecture

Frontend

• UI that guides user to tweet in TtT syntax
• creates text representation of a tweet

Backend

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

Tweak the Tweet

#fire #need
food #loc
528 street

Twitter
Plan for next quarter

- **Week 1 - 2**
  - Complete conducting user research
  - ideate design ideas and user tasks using sketches
  - Explore frontend building elements available for android to appropriately scope the front-end design
  - Decide on design for first prototype
  - Backend development begins

- **Weeks 3 - 4**
  - Build lo-fi prototype of the tasks
  - Conduct Usability Testing and translate findings into re-design ideas
  - Start assembling elements
Plan for next quarter

Week 6

- Build working hi-fi prototype

Week 7

- Conduct usability Testing and interviews (or other research)
- Re-design.

Week 8

- Re-design
  - Front-end Development continues

Week 9

- All Development complete