

# Why Hasn't the 'Upside Down Blue Bird' on Twitter Made Users Fly Away?

Twitter appears to be gaining in popularity despite its reputation for unstable, and at times unreliable, service. Users still flock to Twitter & many find their own ways to manage Twitter's faults & limitations. Twitter has shown that a web application does *not* have to be perfectly designed, nor does it have to be 100% functional.

There are lessons to be learned from Twitter's successes & failures, there is something unique about this application - Users tolerate imperfection despite their options.

I'd like to explore what Users value in Twitter so that this knowledge can be applied in your next Web 2.0 venture:

- What factors contribute to Twitter's success despite its flaws?
- What drives Users to continue using Twitter?
- How do Users manage Twitter's constraints?
- What do Users use Twitter for?
- What value do Users place on Twitter?

Jen Cardew can do for YOU

- Native web user & active social network member, which helps her to better understand & communicate with Users
- User-focused researcher
- Experience in internet-based research
- Creative uses of qualitative research methods & data
- Application of data-based results into design implications

Informing design implications through User-centered research & input - not just "intuitions," for a more successful, meaningful, & efficient User experience.

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