

## B1IX MEMO: TWITTER 2.0 IDEATION DECK

Design thinking is a process of relentlessly thinking about a problem in such a way that research and prototyping lead to invention. More often than not, the process itself has emergent properties that one records as the investigation continues.

I based my design experiment on a single tweet that begins the ideation deck, which acknowledges both revenue loss, and suggests an implicit question about brand and user trust and safety.

Particularly, the problem of free speech is complicated by freedom of the press, and the right to assembly, which could each be construed as functions Twitter enables - which invokes both journalistic principles and new approaches to civil discourse.

If the root value proposition for Twitter 2.0 is free speech, it is empirically clear this alone won't pay the bills. After all, all citizens and entities have rights, and responsibilities - suggesting that the utility of a digital public square has to be executed as a set of technologies framed by a new business model.

The ideation deck considers these critical factors, defines new information experiences and products, and places them into a networked ecosystem, that can be built iteratively, leveraging brand assets against current market dynamics.

Ultimately, with the sale and acquisition of Twitter, Twitter has disrupted itself. And for this I see a lone unicorn asset with a massive opportunity to create leadership in the space of how we bring people together and solve problems collectively.

My observation is that the fulcrum of the tweet as a new media technology has so much goodwill that Twitter can overcome its technological debt and be worth well more than the \$44B forked over. It's a legacy brand, with deep and dormant market potential, that requires new creative technologies.

The process I have used to visualize this potential demands extended design thinking modes, which collectively I call the "Big Idea." It begins with a writerly mode where I explore imprints I've collected, build brand IP, and work with digital mockups to extrude my thinking into tangible paper artifacts.

And just like AI, I train on the data and the models get stronger. The result is a high level overview with low-res prototypes, which requires sharing and team building to implement - all organized as the Blix platform (a methodology built on the big idea, design thinking, lean startup principles, and blitzscaling strategy).

The potential of Twitter 2.0 offers a horizon that can include: *structured social, the superlink, news futures*, and so much more.

*Ideation Deck available by request: ip@blix.com.*