Improving the User Experience of Customer Reviews with Twitter

Challenges

With most customer review sites, less than 1% of unique visitors actually leave a review. For example, in the dining category, for every seven tweets about a restaurant there is only one review on traditional review sites. Twizoo recognized that this could be an opportunity to tap into Twitter and use Tweets as the source to power the review conversation -- perhaps disrupting the "traditional" customer review space. The company set out to create a better user experience for people looking for places to eat or drink by leveraging the volume and realtime nature of Twitter.

To do this, Twizoo needed an intuitive UI that helped users make quick decisions by narrowing down millions of Tweets into overall recommendations. And to give their recommendations more credibility, Twizoo wanted to provide their users with Tweets about each place, built within Twitter's display guidelines. The company wanted their users to instantly know their recommendations were pulled from Twitter—so their developers needed to make the Tweets look like more than just plain text. Twizoo knew there was a lot of data to be leveraged, but didn't have an easy way to access and display the data within their app.

> *Fabric reduces development time by 50%, with this time, we could have gone to market 2 months sooner.*

Madeline Parra
CEO and Co-Founder
Twizoo

Solution

By leveraging the power of Fabric, Twizoo was able to easily tap into the review conversation on Twitter by:

- Offering Sign in with Twitter to create personalized recommendations for users

- Adding interactive syndicated Tweets that allow for favorites, follows and direct response within the app, further encouraging users to contribute to the review conversation on Twitter

- Adding Crashlytics Crash Reporting to ensure stability throughout the entire app experience, and enabling a quick response if something went wrong

Results

Using Fabric, Twizoo was able to markedly improve the user experience and they have received strongly positive user feedback. By incorporating the features built into the SDK, the development team was able to focus their time and effort on core app functionality.

With Sign in with Twitter, Twizoo can access the users' social graph in real-time, enabling Twizoo to personalize recommendations to each user as well as to highlight Tweets from friends and followers. Tapping directly into Twitter helps users easily jump into the conversation through following, favoriting and replying to Tweets about their favorite restaurants — and Tweeting directly to the restaurants, sharing their experience.

- From start to finish Fabric cut development time in half on iOS and Android.
- Twizoo was able to remove three libraries from its iOS app, drastically improving its speed.
- Fabric saved two months of developer time and allowed focus on core app functionality.

Twizoo

Location: London

Industry: Food & Drink, Mobile

Kits: Crashlytics Kit, Twitter Kit
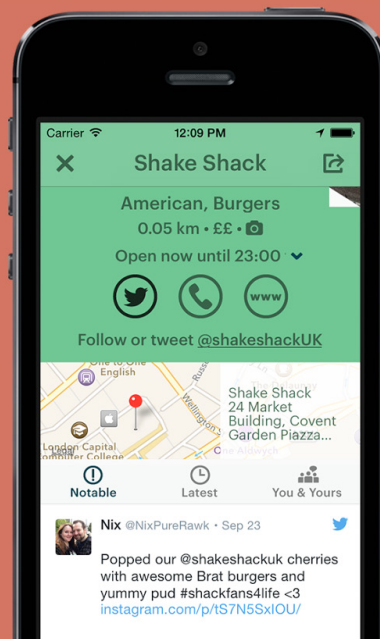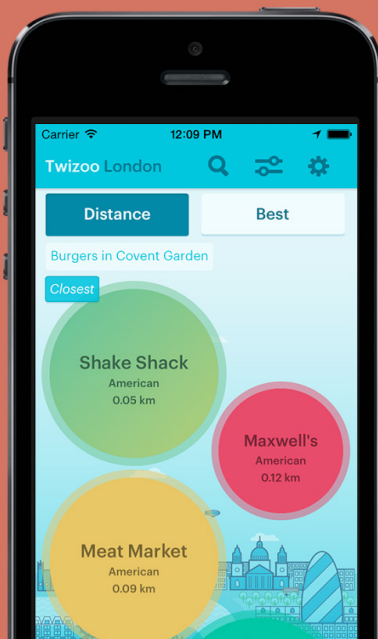
Quick Facts:

- Twizoo launched in London in July 2014.
- Twizoo's been featured as Best New App in the App Store twice since launch.
- Twizoo just launched a beta version of Twizoo San Francisco on 10/22 at Flight!

Twizoo taps into Twitter to find the best places to eat & drink.

Go for Green!

Green = great, red = steer clear

Tap into the bubble for more info & to see tweets about that place.