

Blogger Research Protocol

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Research goals

The overarching goal of this project is to increase the number of registration conversations, and decrease the total time spent by users from home page to first post.

Goals of these sessions

To see if users unfamiliar with blogging understand the basic concept of the site, can explain its functionality, and comment on why that may be valuable. All without actually using the application.

To ensure usability and cognitive ergonomics of the registration process.

- Can users sign up in just a couple minutes, without making errors?
- Can users recover from any errors they make without becoming frustrated?
- Is the vocabulary of introductory text, instructions, and inline help appropriate for each user segment?

Ultimately, can users create a blog and start posting regardless of their level of technological sophistication?

Audience Segments

Newbies

- Following "Powered By" links
- Google Tool Bar
- at least a year online

Readers

- Can define "blog" as a "personal diary site" or "personal site where people post daily"
- Can name a couple blogs they read

80% users

- Have a blog, but don't host it themselves (blog*spot, live journal, typepad)
- Don't know what a "permalink" or "RSS Feed" is
- Don't know HTML

Demographics

- Age: six 24-35, two over 40, one 18-24
- Sex: 50/50

Script

NOTE: This script is intentionally written in a conversational style.

Introduction

[Begin, monitor off, video off]

Hi, welcome, thank you for coming. How are you? Did you find the place OK? I'm Jeff, I'm a researcher working with Google. Are you familiar with that product? We've invited you here because we're trying to understand a bit more about how people use the internet for things besides searching.

Let me give you some background as to what this is: This is going to be an interview. It should take about 60 minutes, though we may run a little long. We're going to start by talking for a few minutes about how you use the Internet, how you get news and information, what kinds of problems you run into, that sort of thing. Then I'm going to show you a Web sites and have you try out some things with them. Then we'll do a quick little exercise and wrap up with a few more questions.

Also, you should know that there are some people in the other room watching through this video camera. Occasionally, someone from my team may step in with a note or something we need. Regardless, feel free to ignore them and say whatever you want.

The video tape is for analysis only. It's primarily so I don't have to sit here and scribble notes and can concentrate on talking with you. It will be seen by some members of the development team, the members of my team and by me. It's not for public broadcast or publicity or promotion or anything like that.

Now I'd like to read you what's called an informed consent clause, it's a standard thing I read to everyone I interview. It sets out your rights as a person who is participating in this kind of research. As a participant in this research:

- you may stop at any time
- you may ask questions at any time
- you may leave at any time
- there is no deception involved
- answers are kept confidential

Does all of that make sense? Any questions before we begin?

Let's start!
[Video on]

Preliminary Questions

Demographics

What's your occupation?
How long have you done that job?
Do you use a computer in your job?
Do you use a computer at home?
Do you have a digital camera? Do you ever share photos with friends or family?
How do you do that?
How would you describe your relationship to technology in general?

Webographics

How much time do you spend on Internet in a typical week?

How do you generally use it?

What kinds of things do you use it for that are not email-related?

In general, what kinds of information do you look for? [prompt: general categories & Sites – if information related ask what stories they sought information on]

How do you feel about registering for Web sites, like when your shopping or signing up for a service?

Participation on the Web

Have you ever participated in a "community" Web site? Like posting to a message board?

How about sites like Friendster? Ever meet people online through a service like this? How about dating services on the Web? Ever use one?

Ever post a profile of yourself online for any reason?

Do you have your own Web site?

[NO] Have you ever wanted one? How would you go about getting one?
[YES] Where is it? What service do you use to publish it? What tools do

you use to develop it?

Evaluation Instruction

In a minute I'll ask you to turn on the monitor and we'll take a look at the product.

The most important thing to remember when you're using it is that you are testing the interface, the interface is not testing you. There is absolutely *nothing* that you can do wrong. Period. If anything seems broken or wrong or weird or — especially — confusing, it's not your fault. However, we'd like to know about it. So please tell us whenever *anything* seems out of order to you.

Likewise, tell us if you like something. Even if it's a feature, a color or the way something is laid out, we'd like to hear about it.

Just be as candid as possible. If you think something's awful, please say so. Don't be shy, you won't hurt anyone's feelings. Since it's designed for people like you, we really want to know exactly what you think and what works and doesn't work for you.

I'd like you say your thoughts aloud while you're using the product. That gives us some idea of what you're thinking when you're doing something. Just narrate what you're doing, sort-of as a play-by-play. So what I mean is not "now I'm moving the mouse to the right", but more like "I'm expecting this to do X--oh, it did Y, which surprised me".

Does that make sense? Any questions?

FIRST IMPRESSIONS

Please turn on the monitor. While it's warming up, you can put the keyboard and mouse where ever it makes you comfortable.

Now that it's warmed up, I'd like you to select ["site #1"] from the "Favorites" menu. [A fairly generic blog will load, including a "Powered By Blogger" button.]

Have you ever seen a Web page like this before? How would you characterize it?

Did you notice that orange button at the bottom with a "B" on it? What does that mean? What would happen if you clicked on it?

[Prompt user to click Blogger button]

Home page

What's the first thought that comes into your mind when you see this page?
What's the first thing your eyes are drawn to? What's the next thing?

Take a minute to look over the page.

What's the feeling you get about this site? What kind of site is it? Is it interesting to you?

Does it remind you of any other websites? What parts remind you of that? Is that good or bad?

After looking at this page, can you describe what this site does? Would you find that service valuable?

What would you do next here?

Registration

Alright, I'd like you to get your own "blog" now. How would you do that? [watch for entering reg system, prompt if necessary]

[on each page, watch for hesitation, changing text field entries, or re-reading of anything. Let user be self-direct through screen, but pause them before they continue

Additional questions:

Page 1: Did you notice the column of text to the right? What is it for?

What does the question mark mean?

Page 2: Why did you chose that name? How is that different from the user name you chose? What is a URL? Where would you use that?

Why did(n't) you choose "advanced setup"? What would you expect to find there?
[allow user to visit page and describe functionality/vocabulary.]

Page 3: What is a "template"? Why did you choose that one? Are these good

enough; do they accurately illustrate how you would like your Web site to look? Is this a permanent decision?

Page 4: What is happening now? What just happened?

Logged in home page

Where are we now?

What did you look at first?

What would you do next?

Can you tell me what each thing on this page does?

- My Blogs
- Blog name link
- change settings
- new post
- new blog
- profile
- find
- Blogger News

Please click on the Profile button. Can you tell me what each thing on this page does?

Please click on the Find button. Can you tell me what each thing on this page does?

How would you get back to this page in the future?

Now, let's take a minute to change your password, then log out of the system.

Blue Sky and Wrapup

Please turn off the monitor.

If you were to describe the Blogger site to someone with a similar level of computer experience to you, in a couple of sentences, how would you describe it?

OK, now that we've seen some of what this can do, let's talk in blue-sky terms here for a minute. Not thinking in practical terms at all, what kinds of things would you like a site like this to do for you? Have you ever said "I wish that some site would do X for me"? What was it?

Finally, take this sheet of paper and draw for me the Blogger home page. I don't care how nice it looks, just sketch out the things you remember. I'm only going to give you about a minute, so go fast.

Do you have any final questions? Comments?

Thank you, if you have any other ideas about this thing on your way home, please feel free to email me [hand out card] And that's all the questions I have about the prototype, but I have one last question:

Do you have any suggestions as to how we could run these tests better, either in terms of scheduling or the way we ran it?

Thanks. That's it, we're done.

[Turn video off]

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