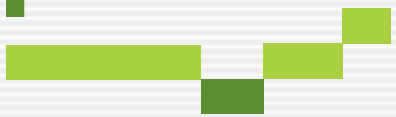
Redesigning Blogger

adaptive path
WORKSHOPS



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Defining the Problem

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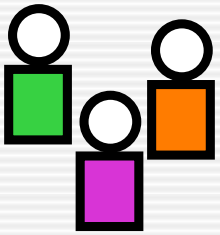
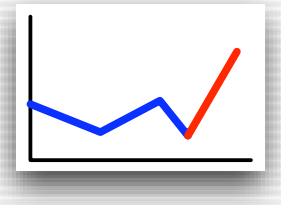
Simple and Fast Research



Audience Personas

Competitive Analysis



Metrics Analysis

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Who blogs?

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The Geek

Political Muckraker

The New Parent

Connected Students

Vacationers

What can we learn from the competition?

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TypePad

Live Journal

© 2003 Adaptive Path

Host			
Create			
Find			
Networking			
Getting Started			
Friendly Identity			

Host			
Create			
Find			
Networking			
Getting Started			
Friendly Identity			

Understanding Metrics

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Common Questions

- What is a blog?
- How much does it cost?
- How hard is it to set up?
- How long does it take?
- Will I get spam?
- Do I need to know Web stuff, html?

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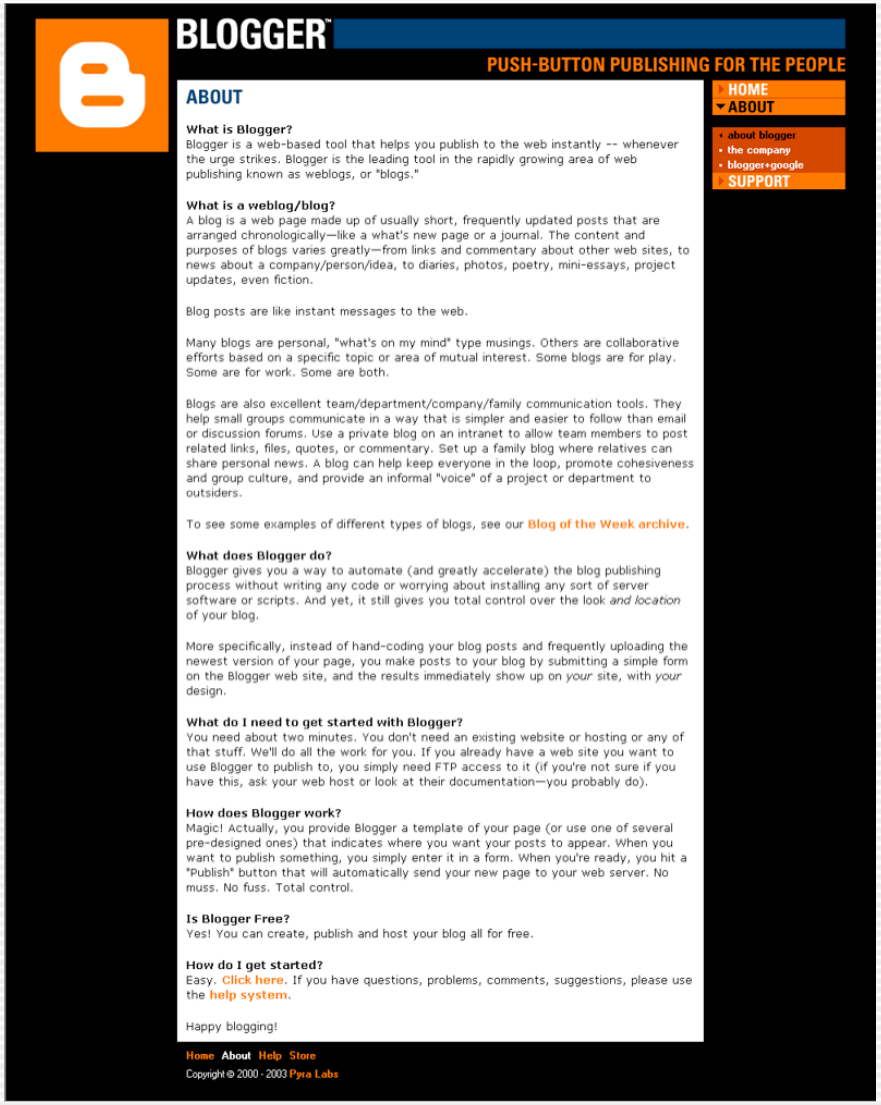
BLOGGER
PUSH-BUTTON PUBLISHING FOR THE PEOPLE
ABOUT
What is Blogger?
Blogger is a web-based tool that helps you publish to the web instantly -- whenever the urge strikes. Blogger is the leading tool in the rapidly growing area of web publishing known as weblogs, or "blogs."
What is a weblog/blog?
A blog is a web page made up of usually short, frequently updated posts that are arranged chronologically—like a what's new page or a journal. The content and purposes of blogs varies greatly—from links and commentary about other web sites, to news about a company/person/idea, to diaries, photos, poetry, mini-essays, project updates, even fiction.
Blog posts are like instant messages to the web.
Many blogs are personal, "what's on my mind" type musings. Others are collaborative efforts based on a specific topic or area of mutual interest. Some blogs are for play. Some are for work. Some are both.
Blogs are also excellent team/department/company/family communication tools. They help small groups communicate in a way that is simpler and easier to follow than email or discussion forums. Use a private blog on an intranet to allow team members to post related links, files, quotes, or commentary. Set up a family blog where relatives can share personal news. A blog can help keep everyone in the loop, promote cohesiveness and group culture, and provide an informal "voice" of a project or department to outsiders.
To see some examples of different types of blogs, see our Blog of the Week archive.
What does Blogger do?
Blogger gives you a way to automate (and greatly accelerate) the blog publishing process without writing any code or worrying about installing any sort of server software or scripts. And yet, it still gives you total control over the look and location of your blog.
More specifically, instead of hand-coding your blog posts and frequently uploading the newest version of your page, you make posts to your blog by submitting a simple form on the Blogger web site, and the results immediately show up on your site, with your design.
What do I need to get started with Blogger?
You need about two minutes. You don't need an existing website or hosting or any of that stuff. We'll do all the work for you. If you already have a web site you want to use Blogger to publish to, you simply need FTP access to it (if you're not sure if you have this, ask your web host or look at their documentation—you probably do).
How does Blogger work?
Magic! Actually, you provide Blogger a template of your page (or use one of several pre-designed ones) that indicates where you want your posts to appear. When you want to publish something, you simply enter it in a form. When you're ready, you hit a "Publish" button that will automatically send your new page to your web server. No muss. No fuss. Total control.
Is Blogger Free?
Yes! You can create, publish and host your blog all for free.
How do I get started?
Easy. Click here. If you have questions, problems, comments, suggestions, please use the help system.
Happy blogging!
HOME
ABOUT
about blogger
the company
blogger+google
SUPPORT
Home About Help Store
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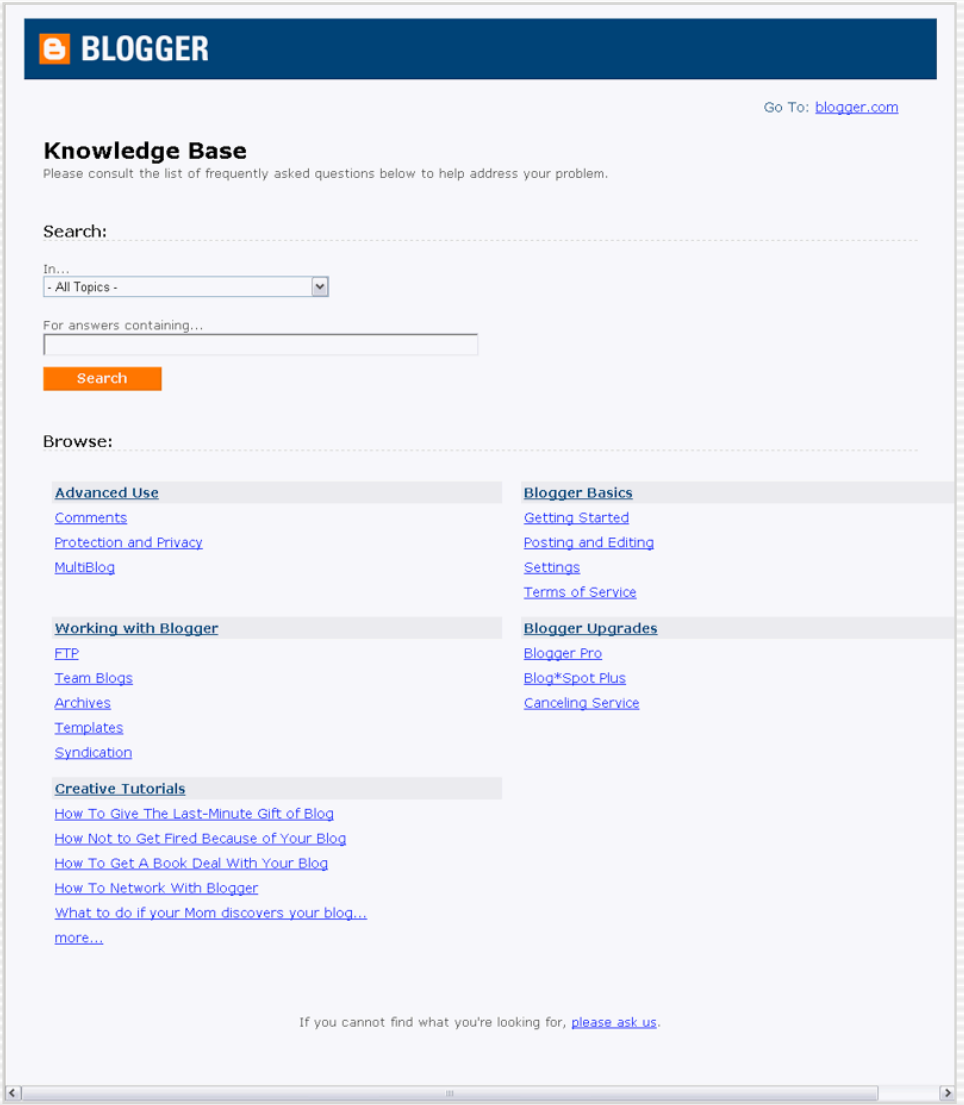
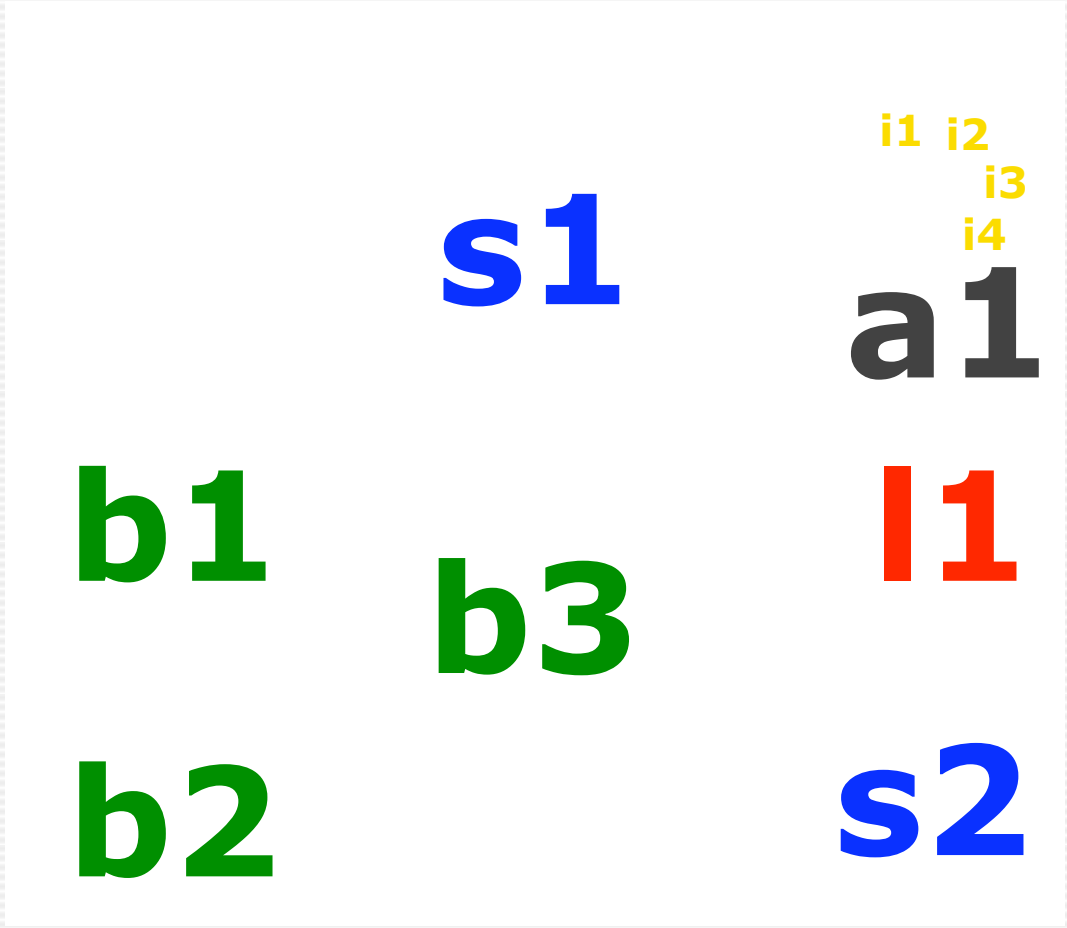

BLOGGER
Go To: blogger.com
Knowledge Base
Please consult the list of frequently asked questions below to help address your problem.
Search:
In...
- All Topics -
For answers containing...
Search
Browse:
Advanced Use
Comments
Protection and Privacy
MultiBlog
Blogger Basics
Getting Started
Posting and Editing
Settings
Terms of Service
Working with Blogger
FTP
Team Blogs
Archives
Templates
Syndication
Blogger Upgrades
Blogger Pro
Blog*Spot Plus
Canceling Service
Creative Tutorials
How To Give The Last-Minute Gift of Blog
How Not to Get Fired Because of Your Blog
How To Get A Book Deal With Your Blog
How To Network With Blogger
What to do if your Mom discovers your blog...
more...
If you cannot find what you're looking for, please ask us.



b_n = blog links

s_n = start links

l_n = login links

a_n = ad links

i_n = info links

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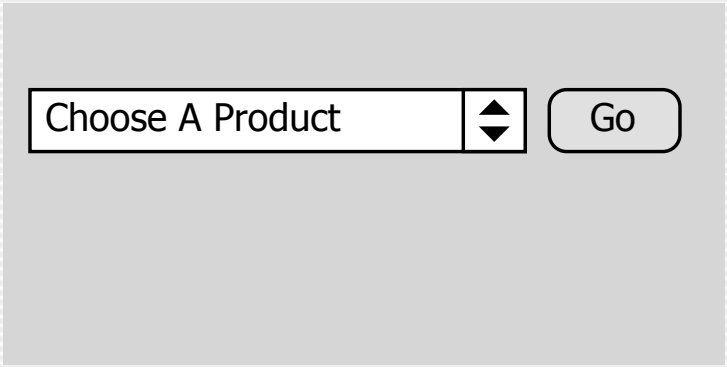
Avoiding Metrics Myths



Choose A Product:
- iPod
- PowerBook
- iBook
- iMac

Hypothesis: Exposing links currently buried in a pulldown menu will increase traffic to those sections.

Result: Traffic to the new links generated almost 200% more page-views to those sections.

However: Where did that traffic come from? Where had it been going before? Are these new patterns the best place for traffic to be going?

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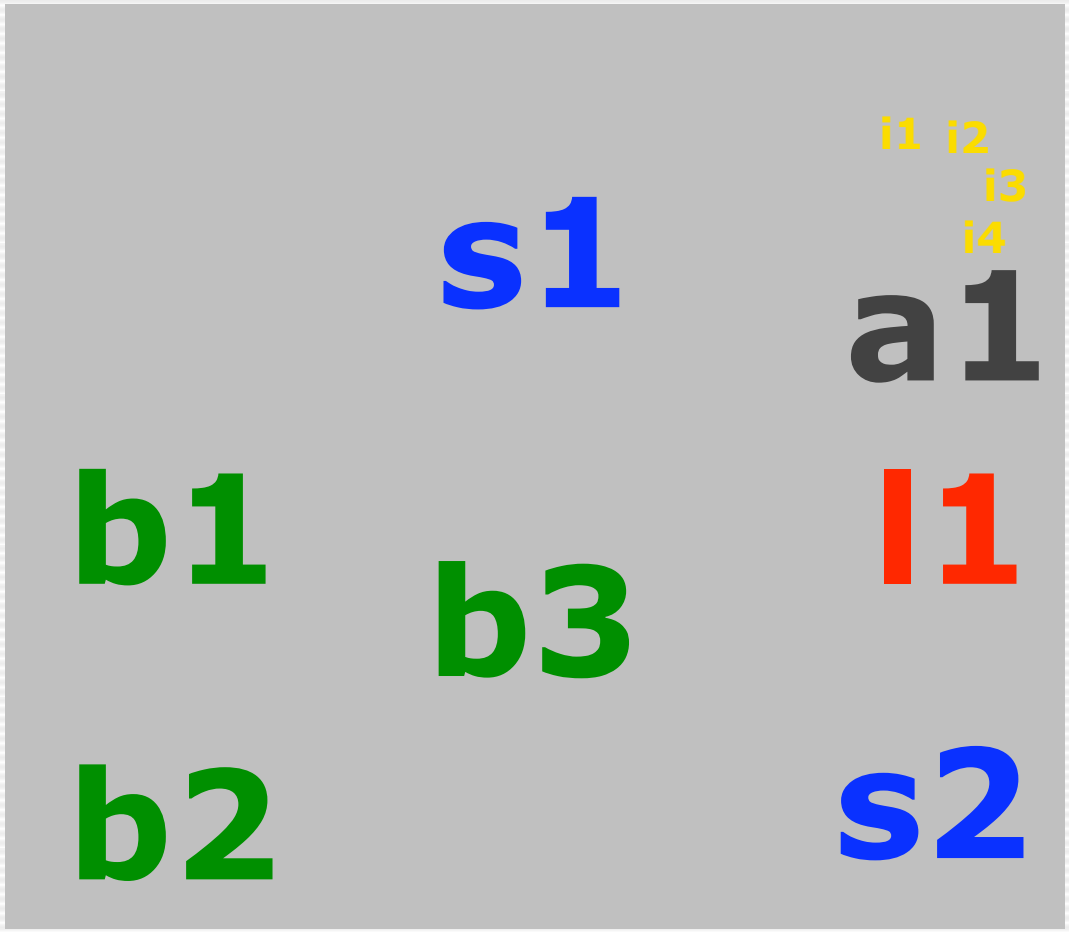

b_n = blog links

s_n = start links

l_n = login links

a_n = ad links

i_n = info links

<a href= “http://blogger.com/redirect/?r=s1”>

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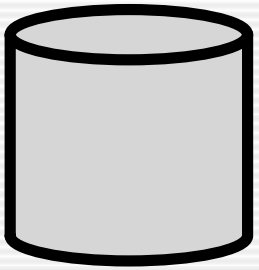
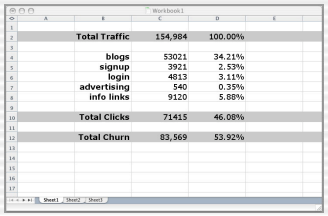
User clicks a link

ID is recorded

User is redirected to intended address





Total Traffic	154,984	100.00%
blogs	53021	34.21%
signup	3921	2.53%
login	4813	3.11%
advertising	540	0.35%
info links	9120	5.88%
Total Clicks	71415	46.08%
Total Churn	83,569	53.92%

Report shows what was *clicked*, not page views.

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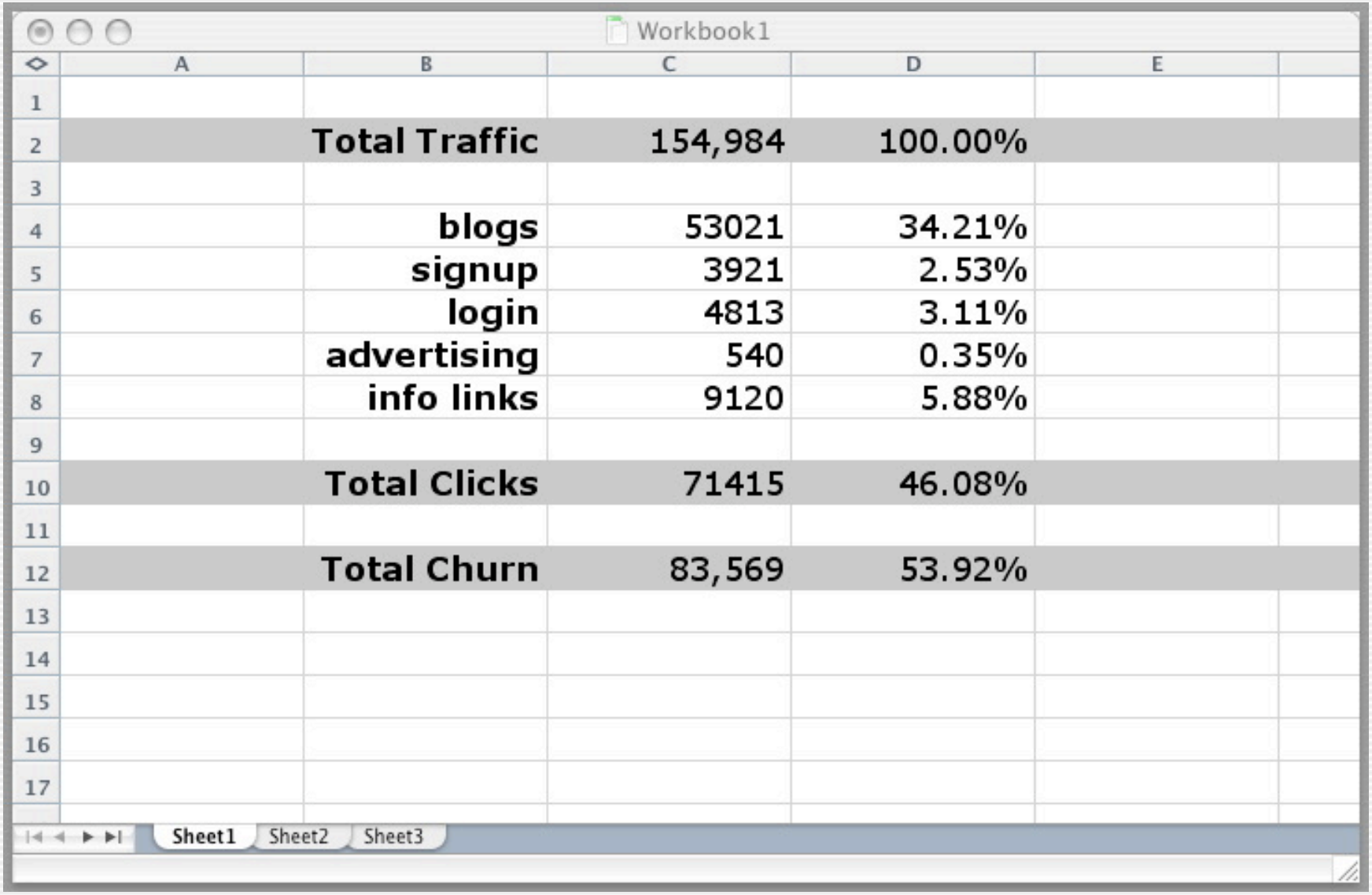

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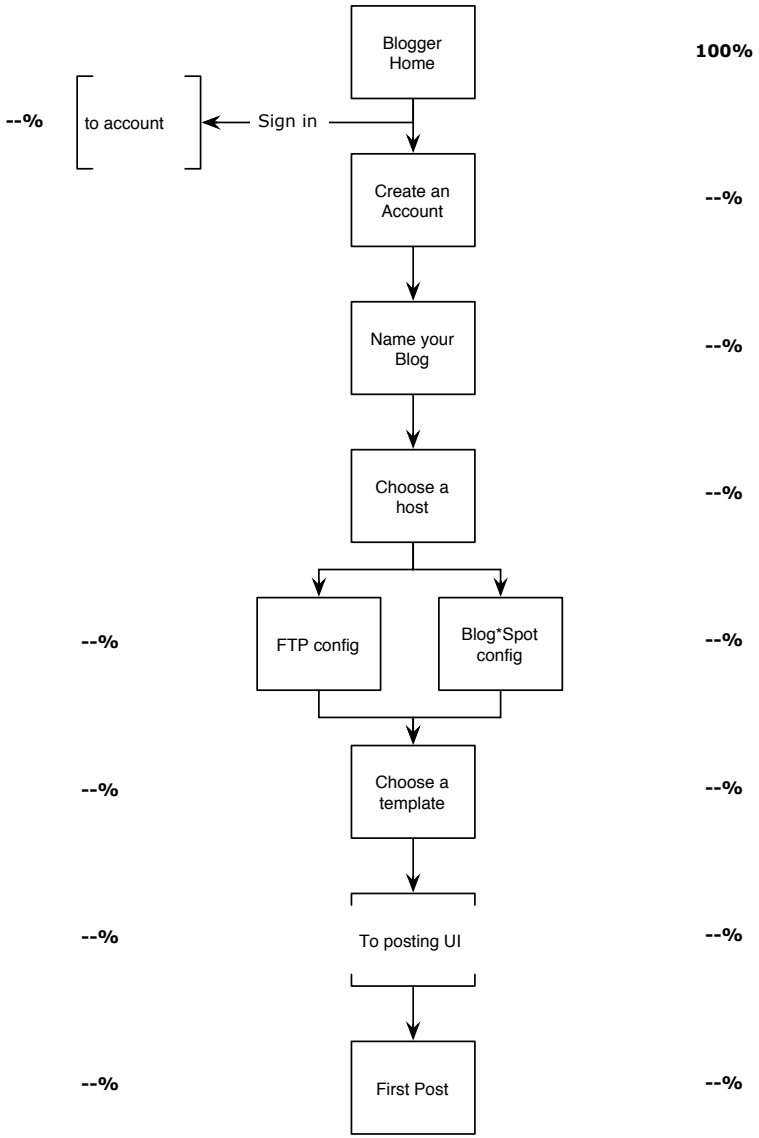

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Registration

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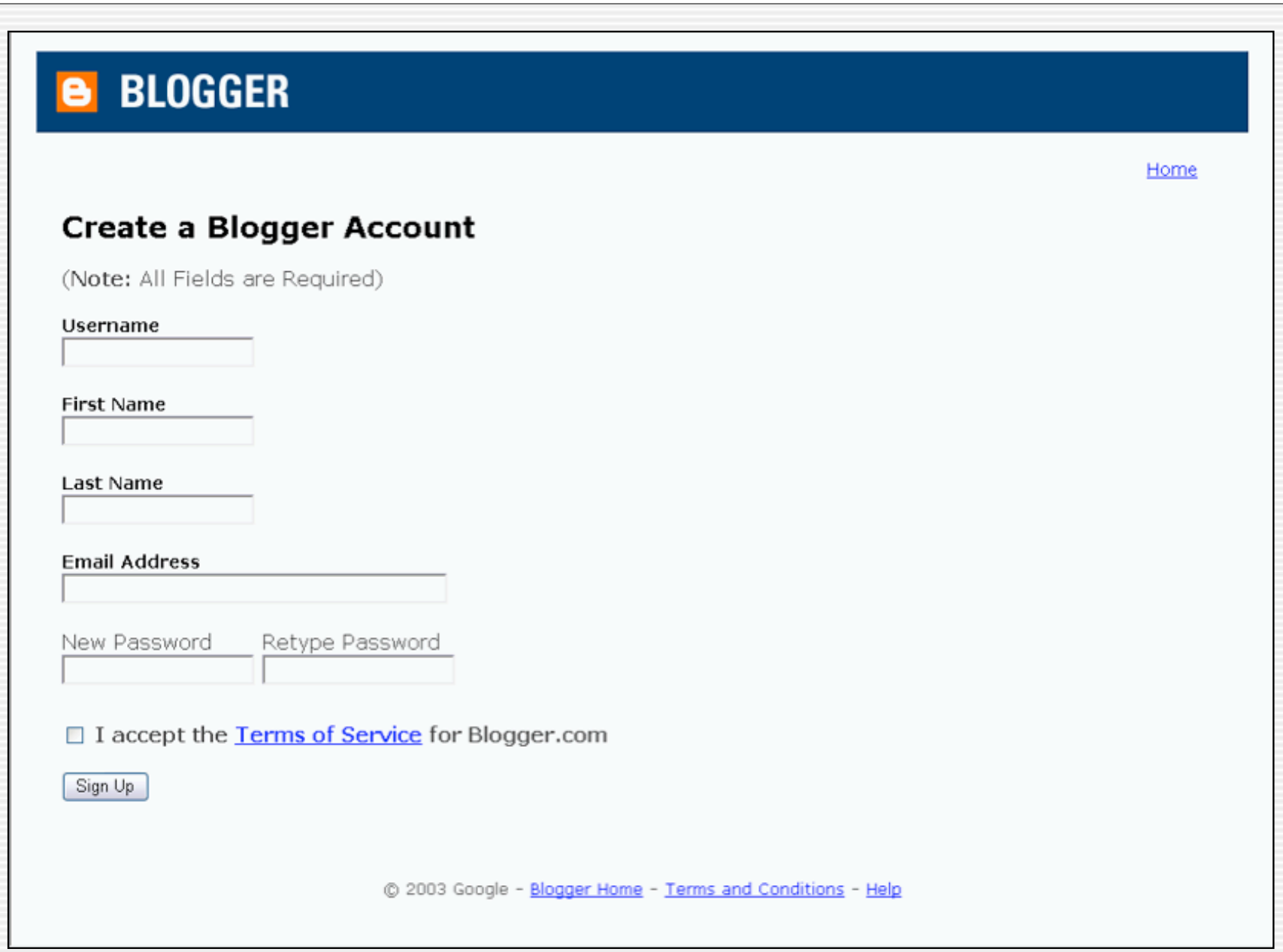
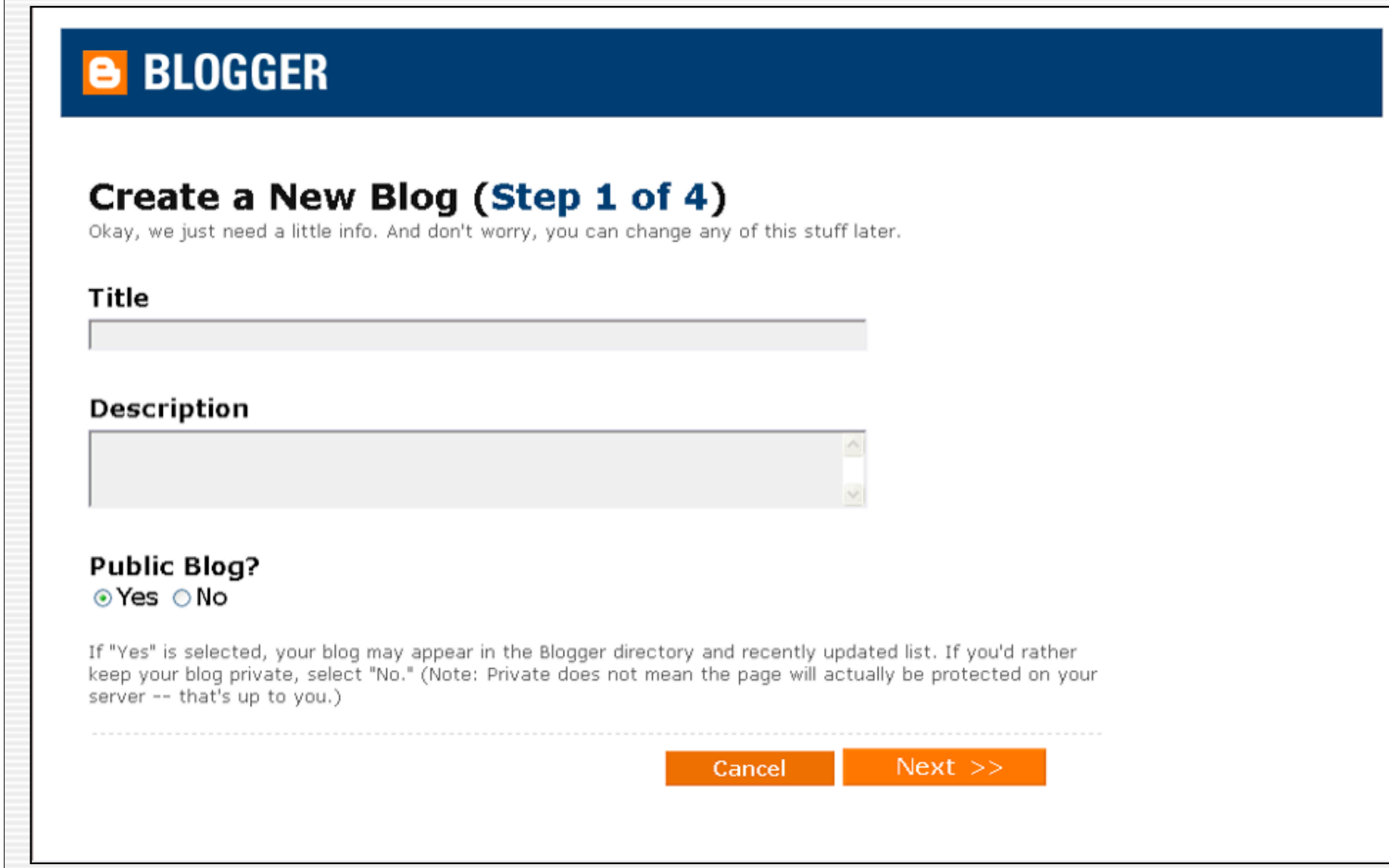

BLOGGER
Home
Create a Blogger Account
(Note: All Fields are Required)
Username
First Name
Last Name
Email Address
New Password
Retype Password
I accept the Terms of Service for Blogger.com
Sign Up
© 2003 Google - Blogger Home - Terms and Conditions - Help



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BLOGGER

Create a New Blog (Step 4 of 4)

Choose a template for your blog **My Blog** from the thumbnails below. Don't worry, you can modify the template you choose, or replace it with your own of your own creation, at any time.

Tekka
Example
Use This

Created By: Evhead, Glish

Bluebird
Example
Use This

Created By: Evhead, Glish

Jellyfish
Example
Use This

Created By: Jason Sutter

Simple II
Example
Use This

Created By: Jason Sutter

Split Pea
Example
Use This

Created By: Jason Sutter

Herbert
Example
Use This

Created By: Jason Sutter

Sand Dollar
Example
Use This

Created By: Jason Sutter

<< Back Next >>

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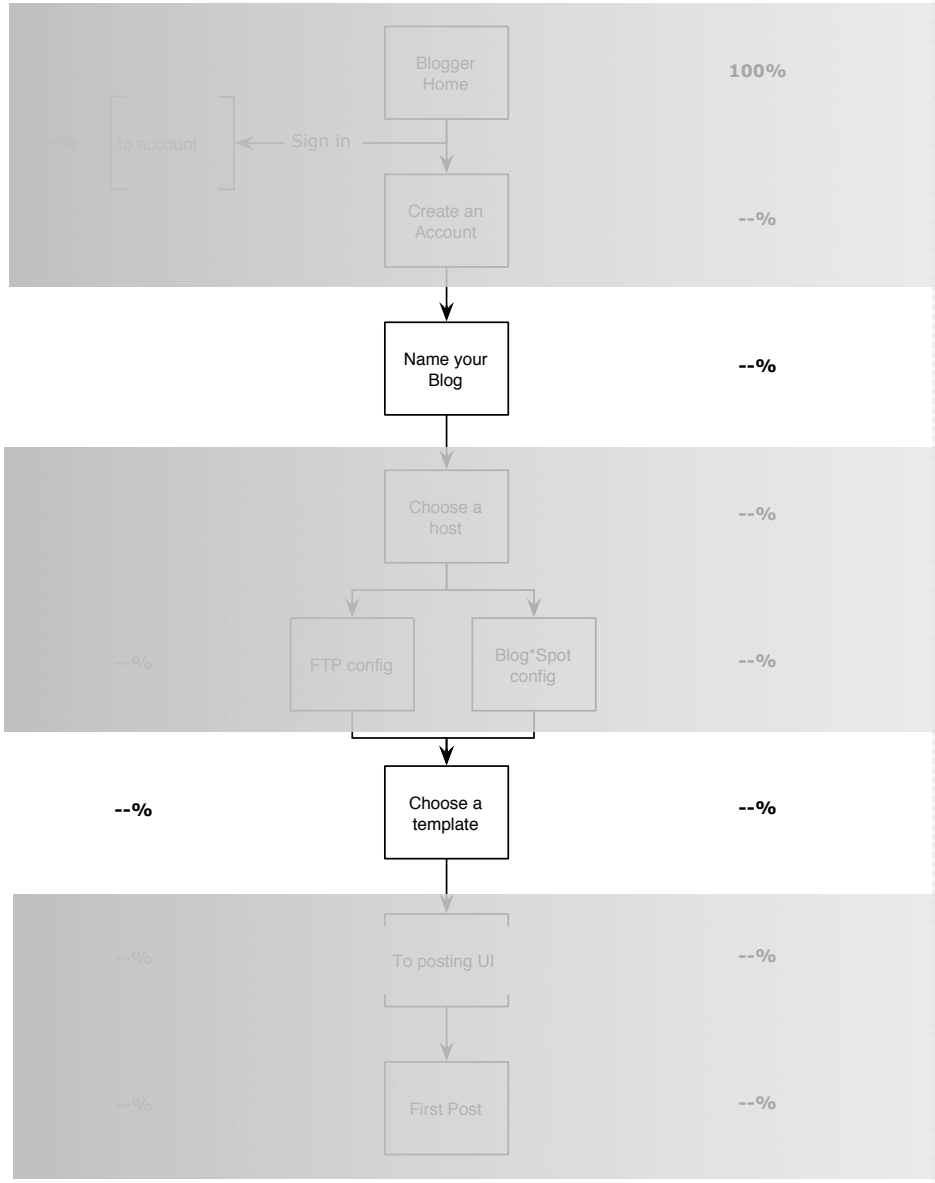

Goal #1
Stop the Bleeding

Goal #2
Lose the Geekiness

Goal #3
First Post ASAP

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Stop the Bleeding

Home Page and Branding

© 2003 Adaptive Path

1. **Rebrand, gently**
2. Absolute simplicity
3. Instant Messages

© 2003 Adaptive Path

Brand

Logo

≠

- public perception
- external to company

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Brand: macro level

- familiarity
- affinity
- loyalty
- trustworthiness
- popularity
- consistency

© Copyright 2004 Stopdesign

Brand: micro level (website)

- ease of use
- pleasure in use
- utility
- coolness

© Copyright 2004 Stopdesign

Logo only symbolizes brand

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Brand attributes

friendly

approachable

fun

connected

simple

free

cool

powerful

easy

adaptable

ubiquitous

confident

Evolution of Blogger brand

refine visual language

create memorable first-time impression

reshape perception

improve user experience

© Copyright 2004 Stopdesign

Evolution of Blogger identity

© Copyright 2004 Stopdesign

“Don’t change the B”

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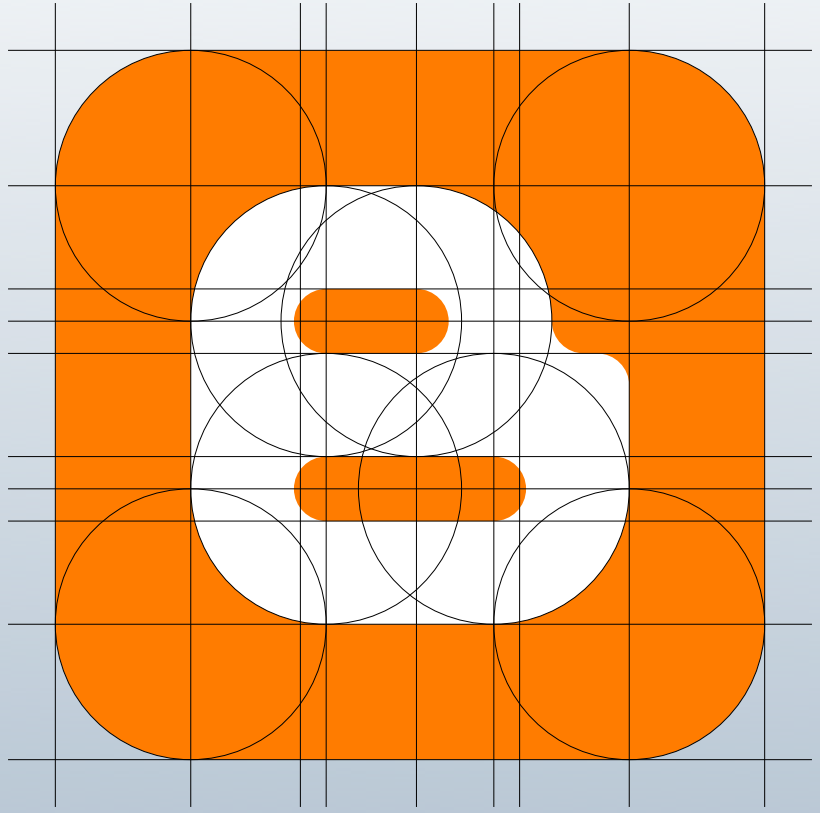
So we changed the B



© Copyright 2004 Stopdesign

The refined symbol

© Copyright 2004 Stopdesign

Logo typeface

BLOGGER™

OLD: Univers Bold Condensed

© Copyright 2004 Stopdesign

Logo typeface

Blogger™

NEW: Info Bold

© Copyright 2004 Stopdesign

1. Rebrand, gently

2. Absolute simplicity

3. Instant Messages

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Welcome to
Peapod
Online grocery shopping and delivery.
Already a customer?
Please Login
Username:
Password:
GO
Save my username & password
Forgot your username or password?
Don't open a new account. Click here
New to Peapod?
Groceries for your home
Groceries for your business
About our Company
©1990-2004 Peapod, LLC All rights reserved. Telephone 1-800-5-PEAPOD (1-800-573-2763)

ofoto A Kodak Company

Not a member?
Join Now

Enter a World of Digital Photography!

- FREE online sharing
- VIVID Kodak prints
- SECURE photo storage
- CREATIVE photo gifts

Why Ofoto?

Returning Members

Email Address:

Ofoto Password:

Remember my password

sign in

Forgot your password?

Start your holiday shopping today! | Spend $25 and save 25% with coupon code **FALL25**. Get details.

KODAK Mobile Service | Easy Uploading | Highest Quality | Great Value | Speedy Delivery

About Us Contact Us Photo Tips Help Pricing Privacy Terms Upload Options

Kodak PerfectTouch

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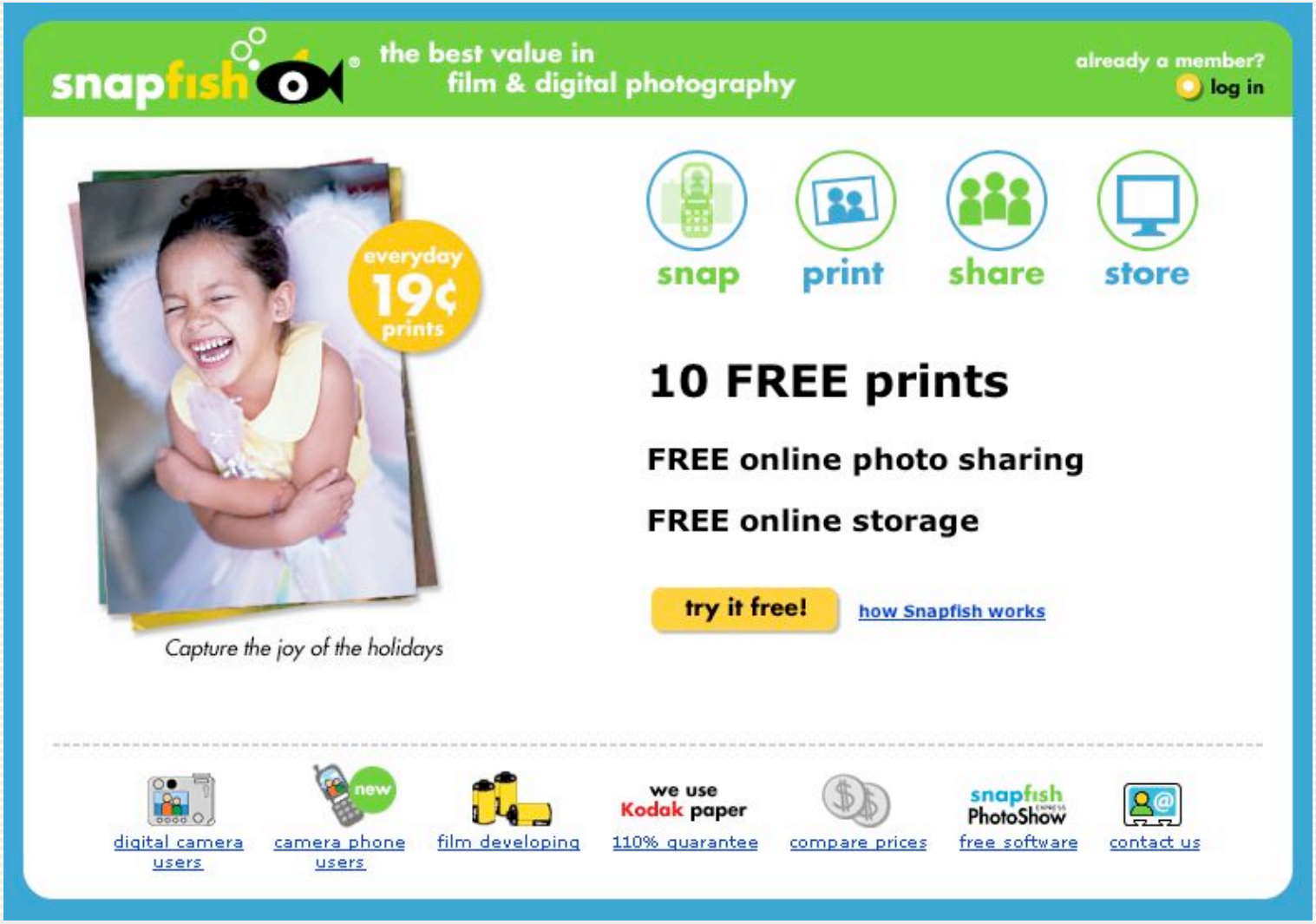

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1. Rebrand, gently
2. Absolute simplicity
3. **Instant Messages**

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1. What is a blog?

2. What can you do with it?

3. How do I get one?

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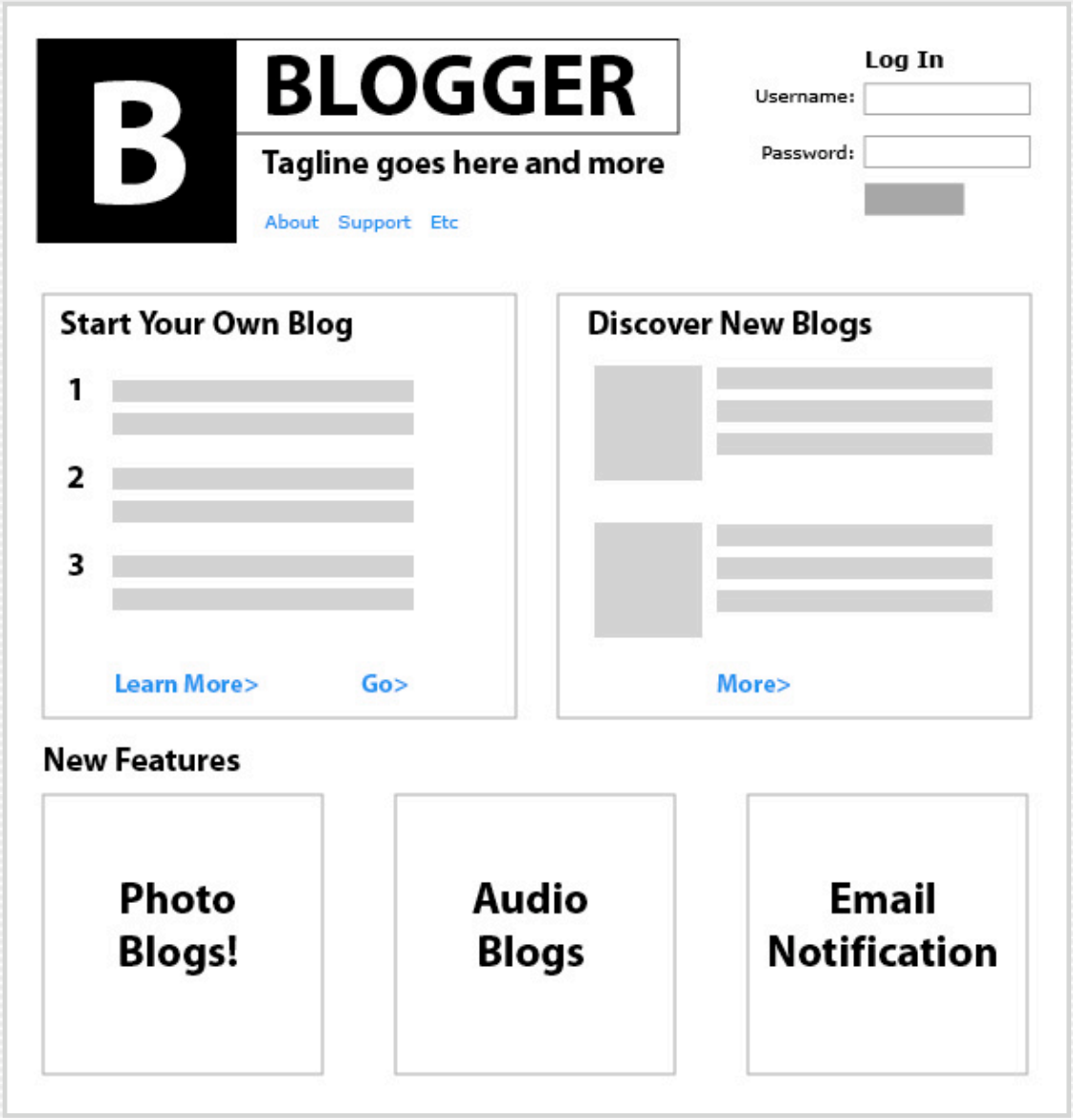
How do I get one?



What is a blog?

What can I do with one?

© 2003 Adaptive Path

BLOGGER

Already a member?

User Name:

Password:

Log In

A Daily Journal

See more Journal Blogs...

Share Your Photos

See more Photo Blogs...

Post From Your Phone

See more Mobile Blogs...

Connect With Others

Search all new Blogs..

Your own Blog in 3 steps...

1. Name your Web site
2. Choose a template
3. Start posting!

Quick Tour

Get a Blog!

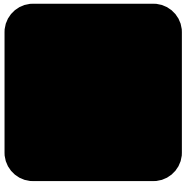
BLOGGER

Push-Button Publishing

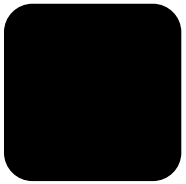
What's a blog?

TAKE A TOUR

Publish ideas and thoughts

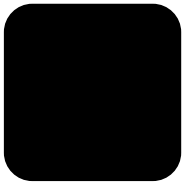


Share your photos



Post & read anywhere

Connect with others



Create a **Blog** in **3 easy steps:**

1. Name it.
2. Choose a template.
3. Start posting!

BLOGGER

Push-Button Publishing

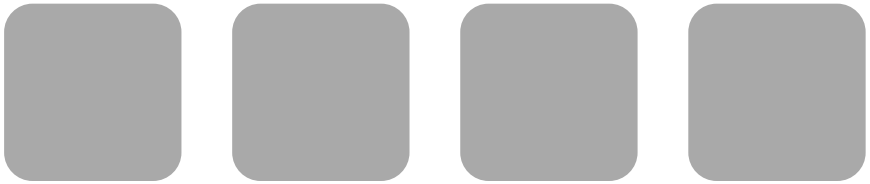
Already have a Blogger account? Sign in:

username:

password:

remember me: [?] sign in

What's a Blog? TAKE A QUICK TOUR



Publish ideas and thoughts

Share your photos

Post from anywhere

Connect with other people

Is the word **Blog** new to you? Let us explain what it means, and walk you through the different ways you can use Blogger to create your very own Blog! Start the Tour!

Create a Blog in 3 easy steps:

1. Name it.
2. Choose a template.
3. Start posting!

CREATE YOUR BLOG NOW

 Copyright © 2000-2003 Pyra Labs

BLOGGER

Push-Button Publishing

Already have a Blogger account? Sign in:

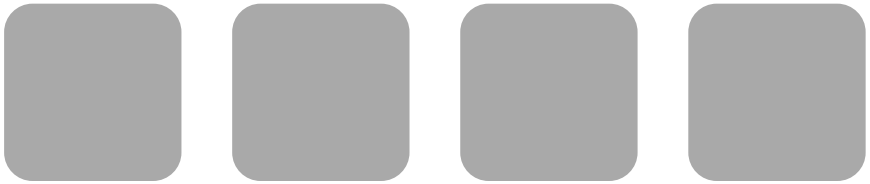
username:

password:

remember me: [?] sign in

What's a Blog?

TAKE A QUICK TOUR



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BLOGGER

Push-Button Publishing

Already have a Blogger account? Sign in:

username:

password:

remember me: [?] sign in

What's a **blog**? TAKE A QUICK TOUR

Publish your thoughts

Share your photos

Post from anywhere

Connect with people

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1. Create an account.
2. Name your blog.
3. Choose a template.

CREATE YOUR BLOG NOW

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BLOGGER
Push-Button Publishing

Already have a Blogger account? Sign in:

username:

password:

remember me: [?]

sign in

Ho out H re

TAKE A QUICK TOUR

Create a Blog in 3 easy steps:

1. ne your blog.
2. Choose a template.
3. Start posting!

CREATE YOUR BLOG

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Forgot your password?

BLOGGER

Push-Button Publishing

Already have a Blogger account? Sign in:

username:

password:

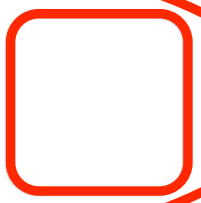
remember me: [?] sign in

What's a **blog**? TAKE A QUICK TOUR

Publish your thoughts

Share your photos

Post from anywhere



Connect with people

Is the word **blog** new to you? Let us explain what it means, and walk you through the different ways you can use Blogger to create your very own Blog! Start the Tour!

Create a **blog** in 3 easy steps:

1. Create an account.
2. Name your blog.
3. Choose a template.

CREATE YOUR BLOG NOW

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Graphite *f*

Hard Disk

iBook 2001

iMac 2002

iMac 2002 17

iMacBlueDalmation

iMacFlowerPower

Indigo *f*

iPod

webmonkey for kids

The fun way to build Web sites

Publish
your thoughts

Share
your photos

Post
anywhere

Connect
with people

Blogger

Already have a Blogger account? Sign in:

username: password: [forgot it?]

remember me [?] sign in

What's a **blog**?

TAKE A QUICK TOUR

Publish
your thoughts

Share
your photos

Post
anywhere

Connect
with people

Is the word **blog** new to you? We can explain and walk you through the different ways you can use Blogger to create your very own blog!

Create a **blog** in 3 easy steps:

1. Create an account
2. Name your blog
3. Choose a template

CREATE YOUR BLOG NOW

PIMP IT OUT IN STYLE:

Get Hoody With It! Blogger schwag is now available at the Google Store. Go get some!

RECENT NEWS:

Audioblogging Traveling during the holidays? Blog from the road with AudioBlogger. It's as easy as leaving a voicemail and it shows up in your blog. There's a free trial. Let's hear it.

Posted 26 November 2003 (by Biz) More news »

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Blogger™

Already have an account? Sign in:

Username: Password: (?)

SIGN IN Remember me (?)

What's a **blog**?

TAKE A QUICK TOUR

Publish your thoughts

Share your photos

Post anywhere

Connect with people

Is the word **blog** new to you? Let us explain the blog concept and the many ways you can use Blogger to do all of the things above!

Create a **blog** in 3 easy steps:

1. Create an account
2. Name your blog
3. Choose a template

(You'll be done in less than 5 minutes)

CREATE YOUR BLOG NOW

RECENT NEWS

Audioblogging Traveling during the holidays? Blog from the road with AudioBlogger. It's as easy as leaving a voicemail and it shows up in your blog. There's a free trial. Let's hear it.

Posted 26 Nov 2003 (by Biz) More news...

PIMP IT OUT IN STYLE

Get Hoody With It! Cool Blogger schwag is now available at the Google Store. Go get some!

Lose the Geekiness

Designing Registration

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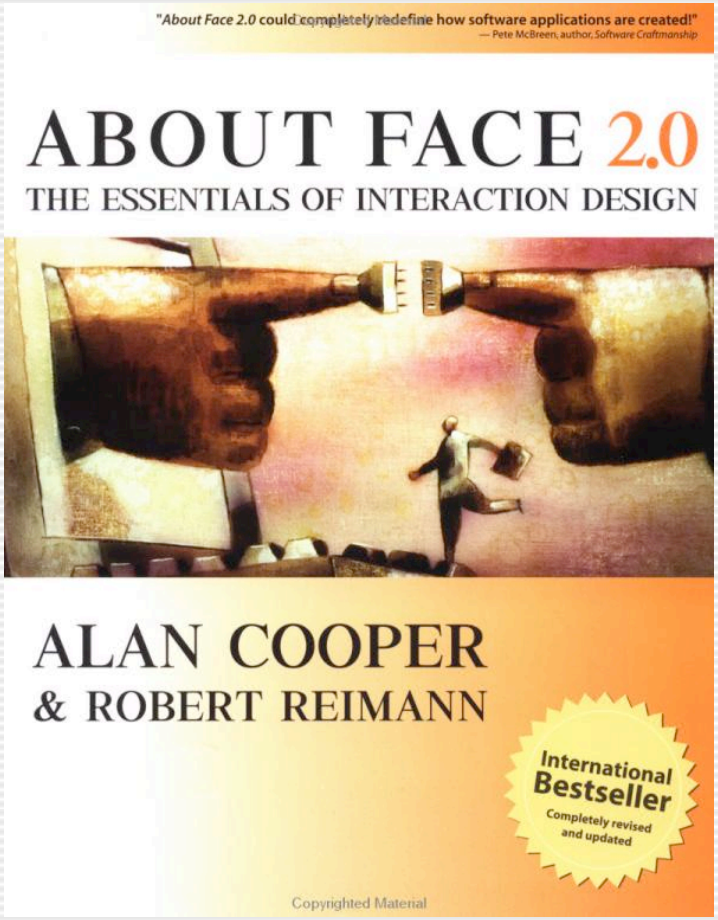
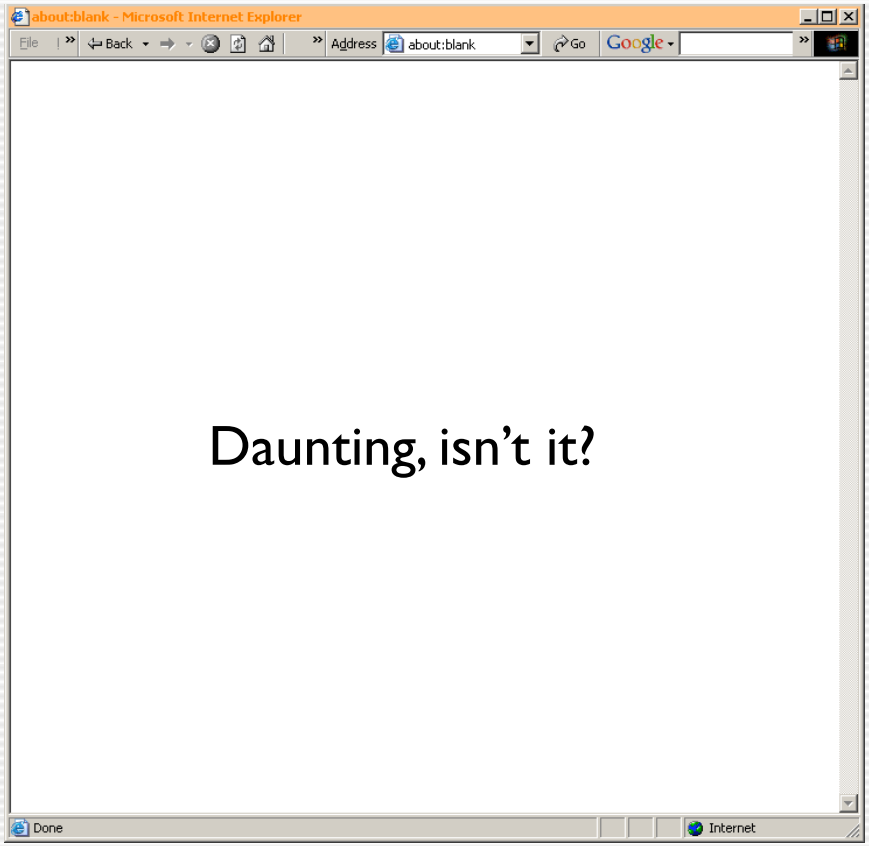
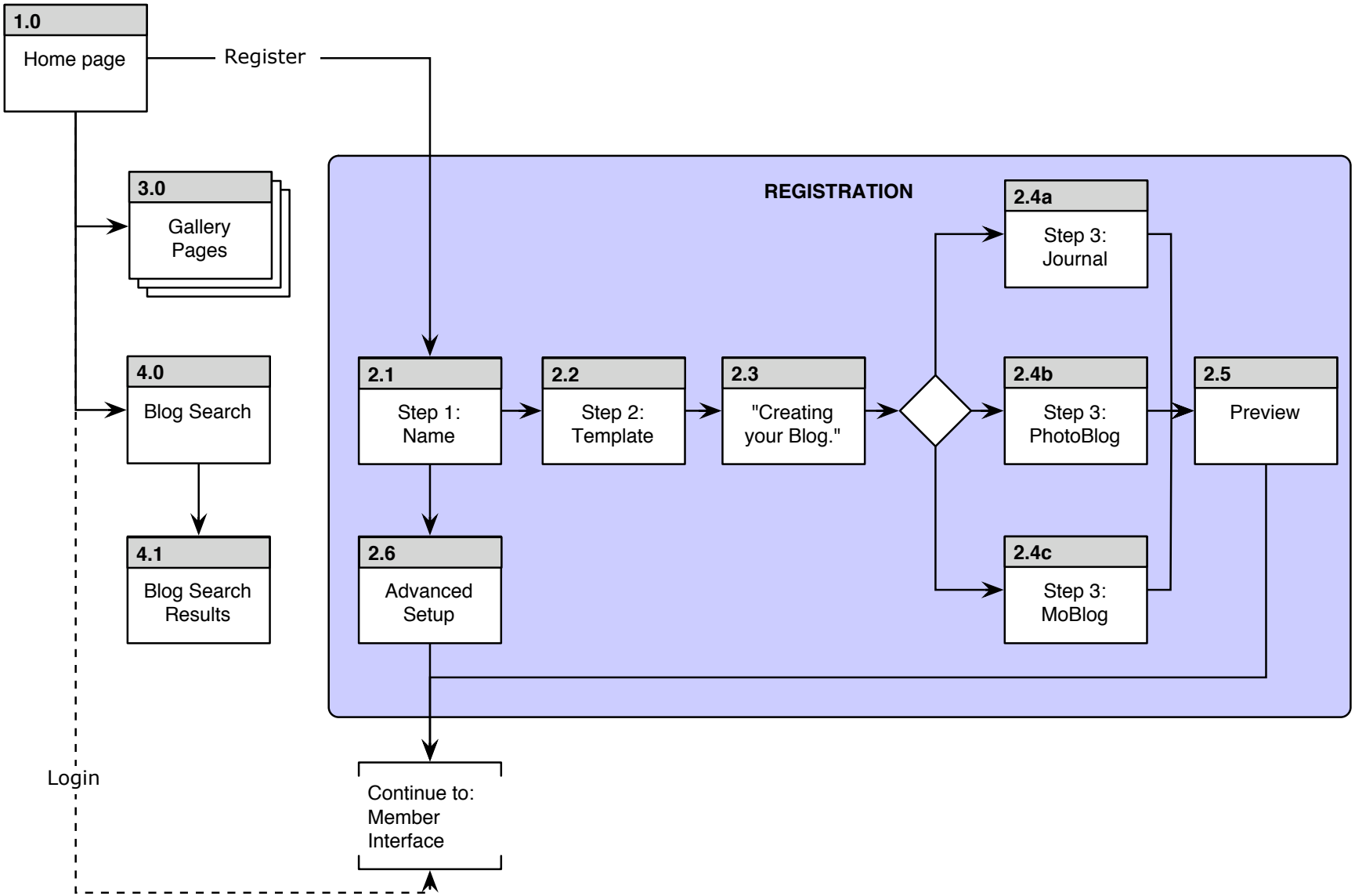
"Our conscious mind is constantly reducing visual input into patterns….The philosophy is to present the components on the screen as recognizable visual patterns [so that] the user can choose, on a purely pattern-matching, unconscious level, which objects to consider consciously."



So where do we start?

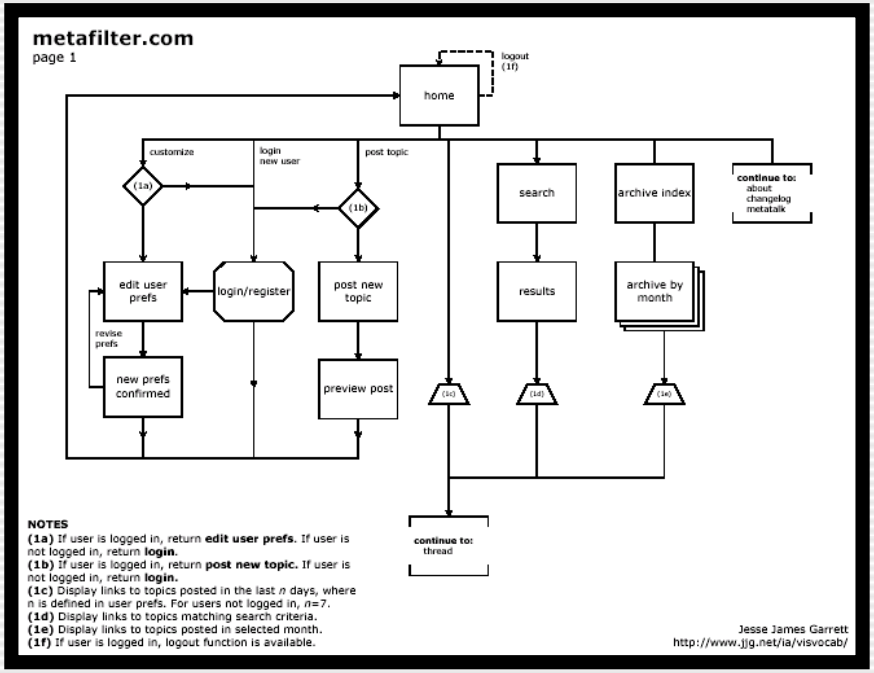


Daunting, isn't it?


1.0
Home page
Register
3.0
Gallery Pages
4.0
Blog Search
4.1
Blog Search Results
REGISTRATION
2.1
Step 1: Name
2.2
Step 2: Template
2.3
"Creating your Blog."
2.4a
Step 3: Journal
2.4b
Step 3: PhotoBlog
2.4c
Step 3: MoBlog
2.5
Preview
2.6
Advanced Setup
Login
Continue to: Member Interface

Go With The Flow(s)…

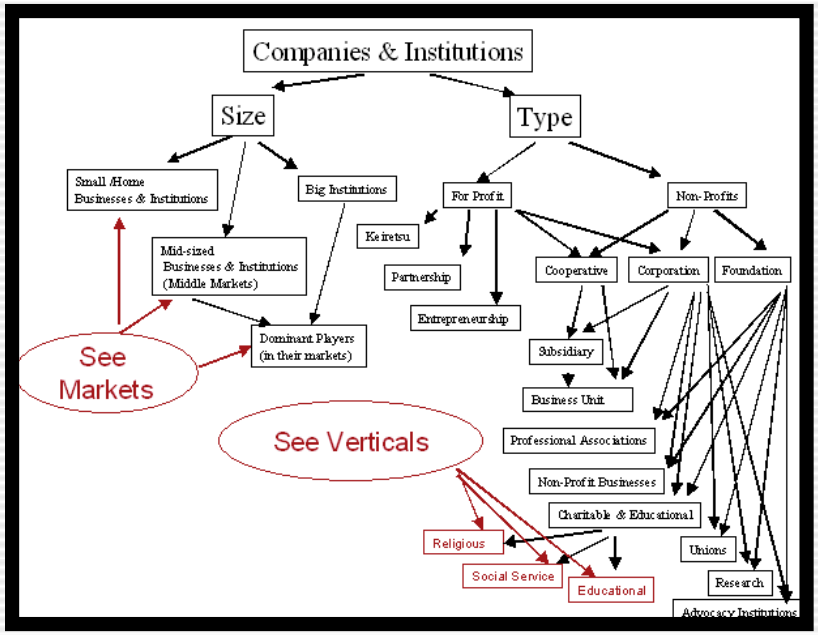
- Use standard symbols
- Include a legend explaining the symbols
- Include error cases
- Follow all pathways to their natural end or clearly mark where your flow connects with another flow



See also: Visual Vocabulary, http://www.jjg.net/ia/visvocab

Observe Diagram Feng Shui

- A flow should be logical and readable by anyone without explanation
- Use principles of good visual design
- Include meaningful labels for all lines that need them
- Don't cross lines



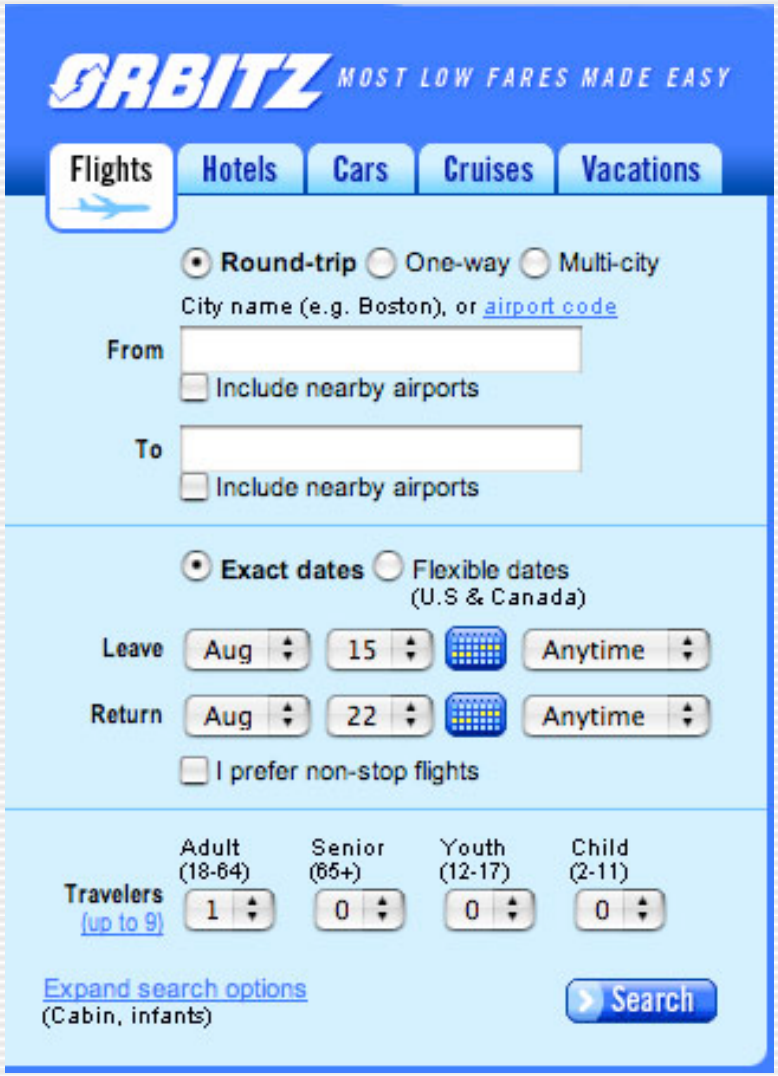
Schematics & Wireframes

- Make schematics that correlate to the flow diagram
- Use standard symbols to represent interaction devices
- Show all functions
- Use consistent names and labels across all flows and schematics
- DO NOT include any visual design direction!
- Use call-outs to describe any functionality that isn't self-explanatory
- Use good visual design principles
- One schematic can serve multiple pages

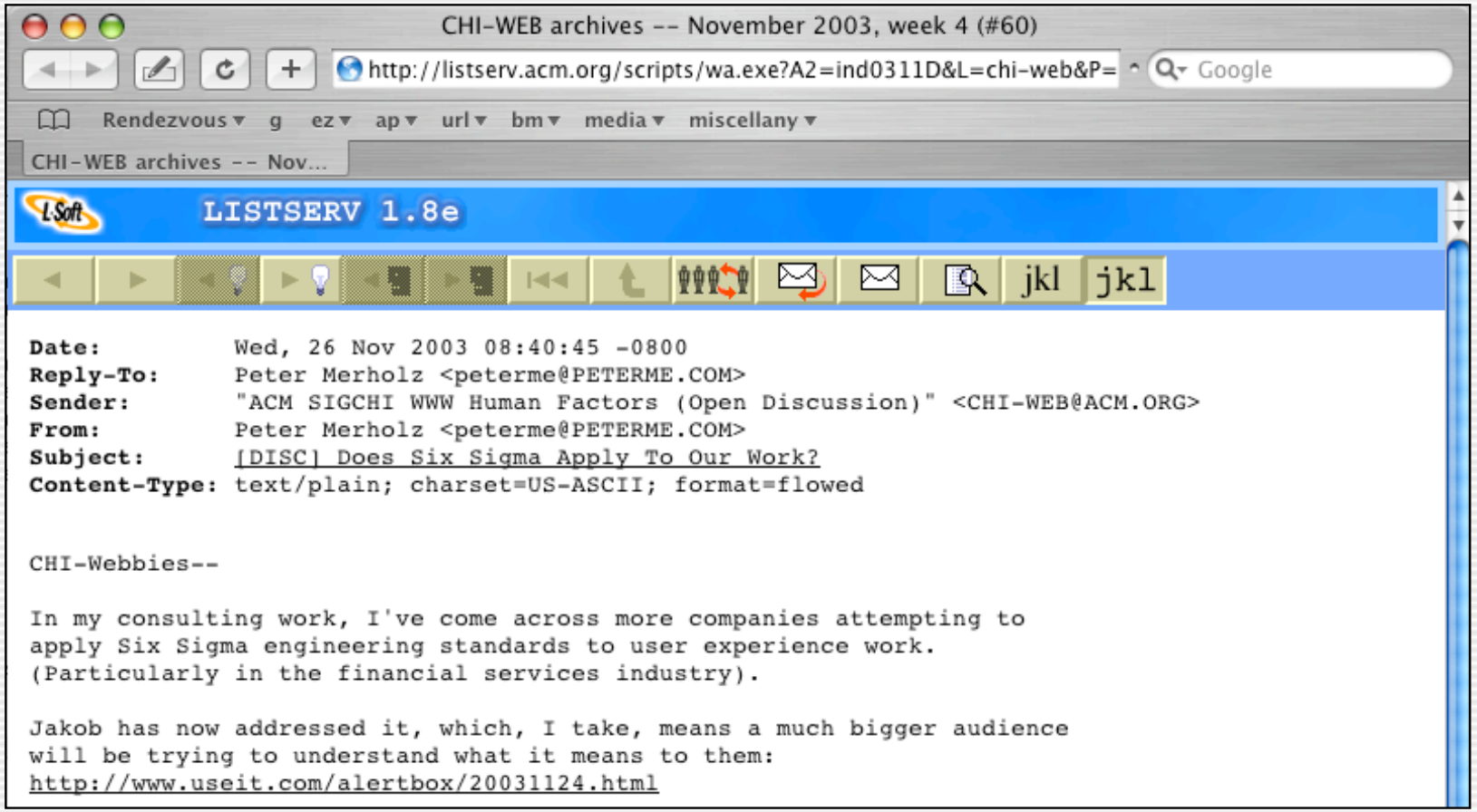
1. Discoverable
2. Recoverable
3. Context
4. Feedback

Discoverable

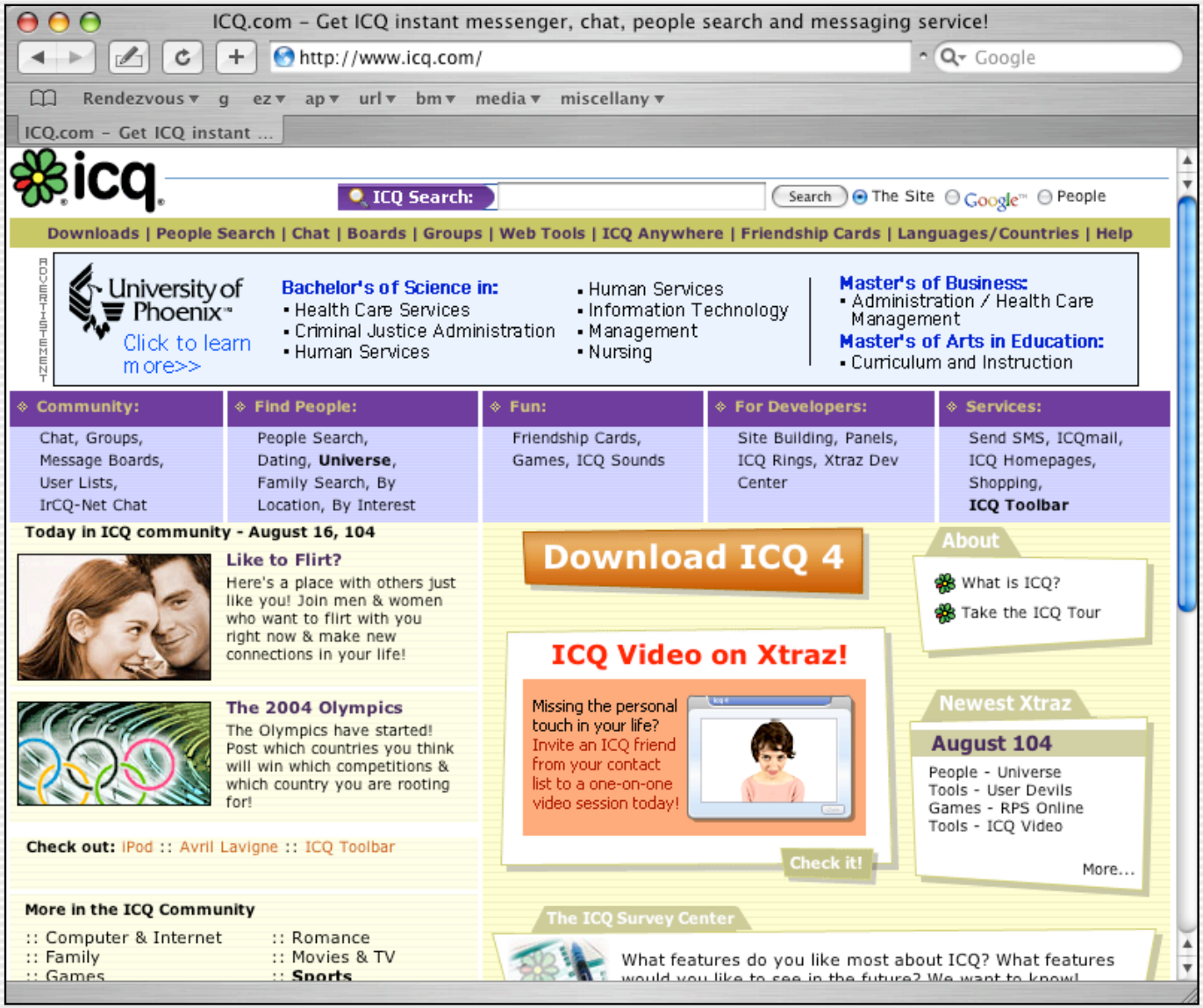
- The user must be able to easily see and understand the actions that they may take.
- Visibility acts as a suggestion, reminding the user of possibilities and inviting the exploration of new ideas and methods.
- Architecture and navigation nomenclature must be meaningful to the users (descriptive, evocative).



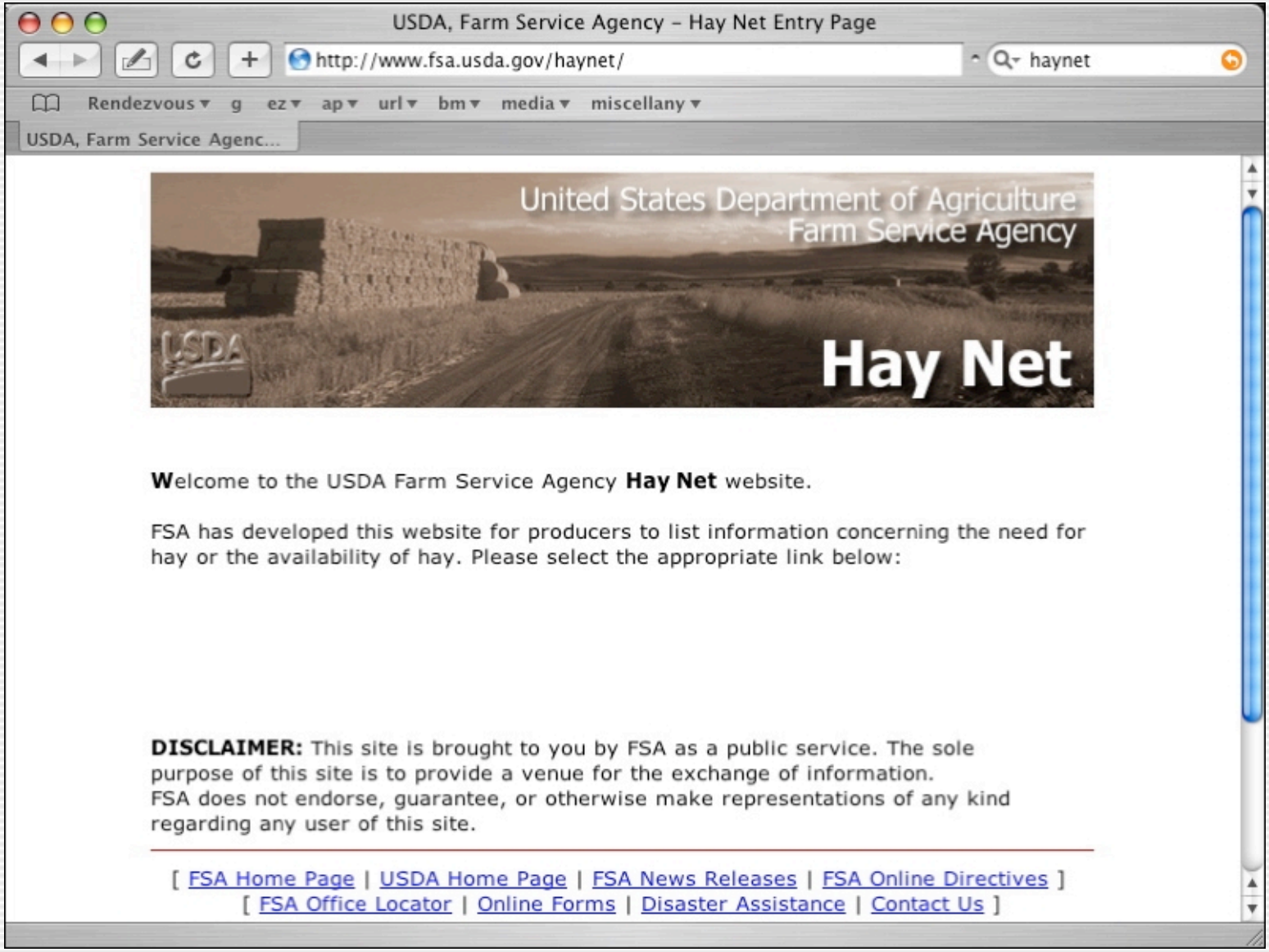
Do my application controls accurately communicate their functionality?



Does the interface favor mental efficiency?



Does the interface favor mental efficiency?



Blogger
Already have an account? Sign in:
Username:
Password: (forgot?)
SIGN IN
Remember me (?)
What's a blog?
TAKE A QUICK TOUR
Publish thoughts
Get feedback
Find people
And more...
A blog is your easy-to-use web site, where you can quickly post thoughts, interact with people, and more. All for FREE.
Create a blog in 3 easy steps:
1 Create an account
2 Name your blog
3 Choose a template
CREATE YOUR BLOG NOW
RECENT NEWS
Email that Post Let your friends publicize your blog! With Email This Post, your readers can share what you've written with others.
Posted 24 August 2004 (by Jason.)
SHARE YOUR PHOTOS
Hello lets you send pictures to your blog with the help of BloggerBot. Check it out.
Home | About | Knowledge | Help | Developers | Gear | Privacy | Copyright © 1999 - 2004 Google

Recoverable

- Actions should be without cost -- make errors less costly
- Errors must be easy to undo.
- The interface should help users recover.

When designing, assume that every possible mishap will happen, so protect against it.

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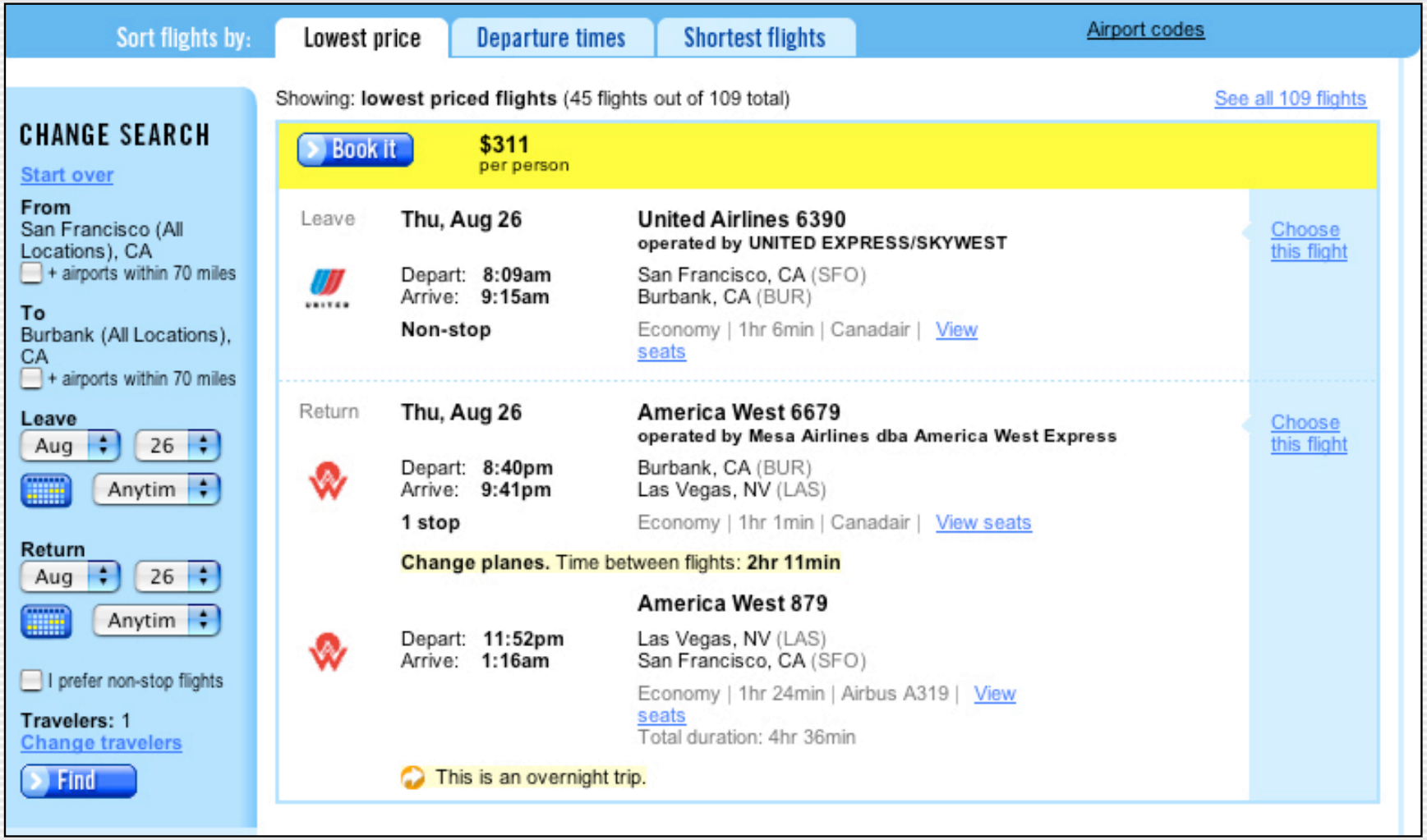
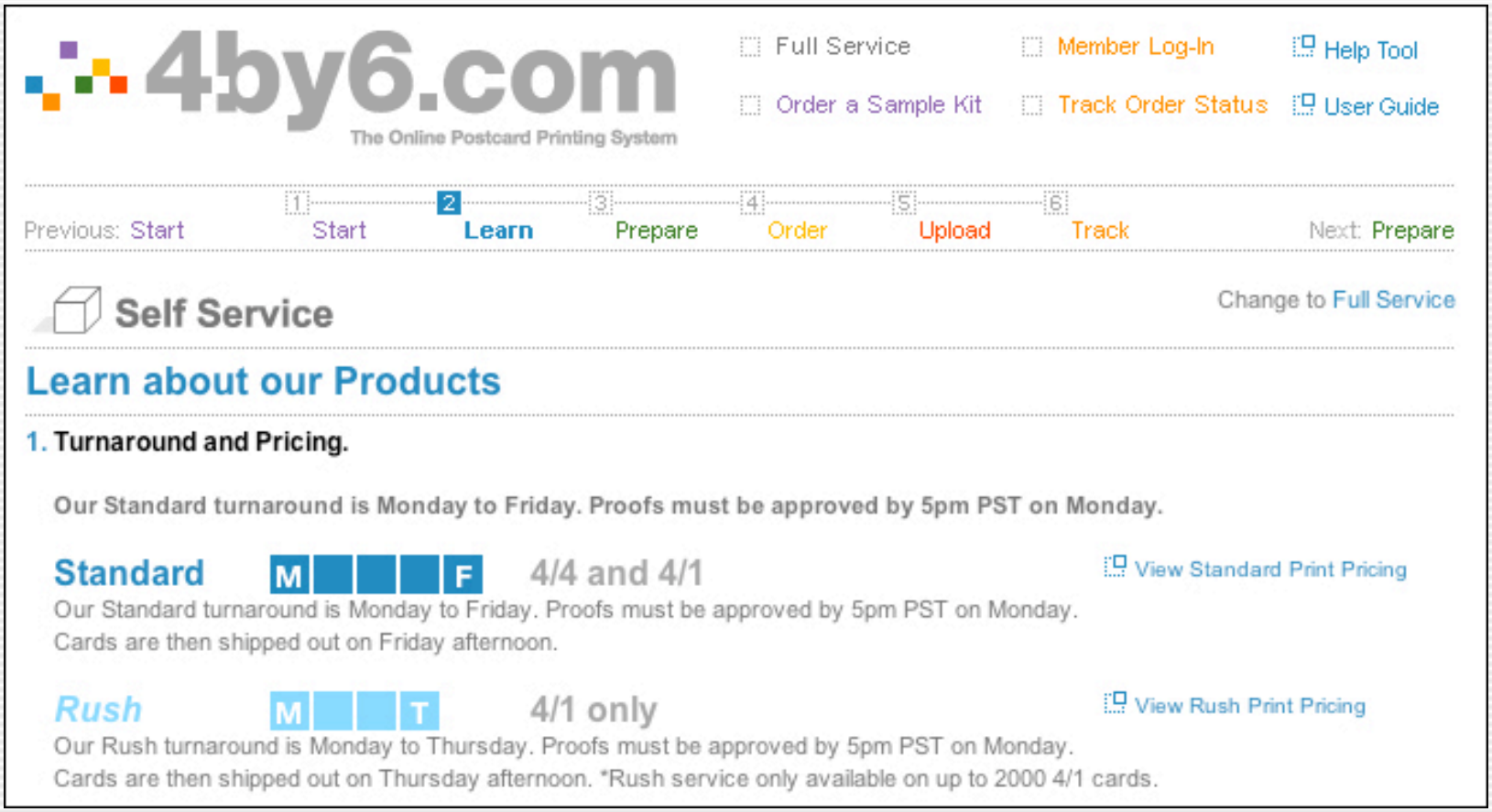
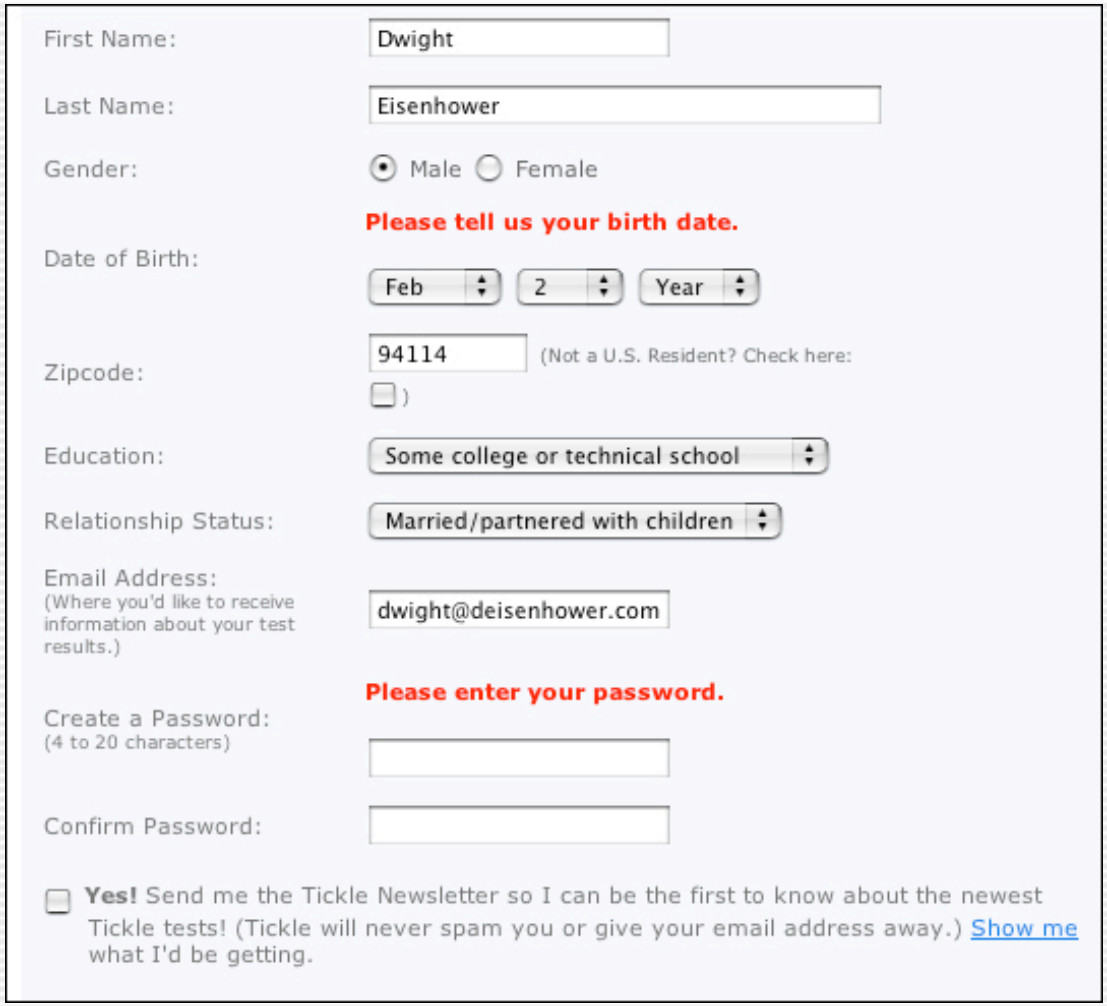
Are actions cheap?



Are errors fixable?



Does the interface offer assistance in recovery?



Is it difficult to perform unrecoverable actions?

Establish new account:

The information entered will be your default contact, shipping, and billing information.
All orders require a signature upon delivery, therefore a physical address is needed. Shipment to a P.O. box address or a hotel room is not allowed. If necessary, you can specify a different shipping address before you finalize an order.

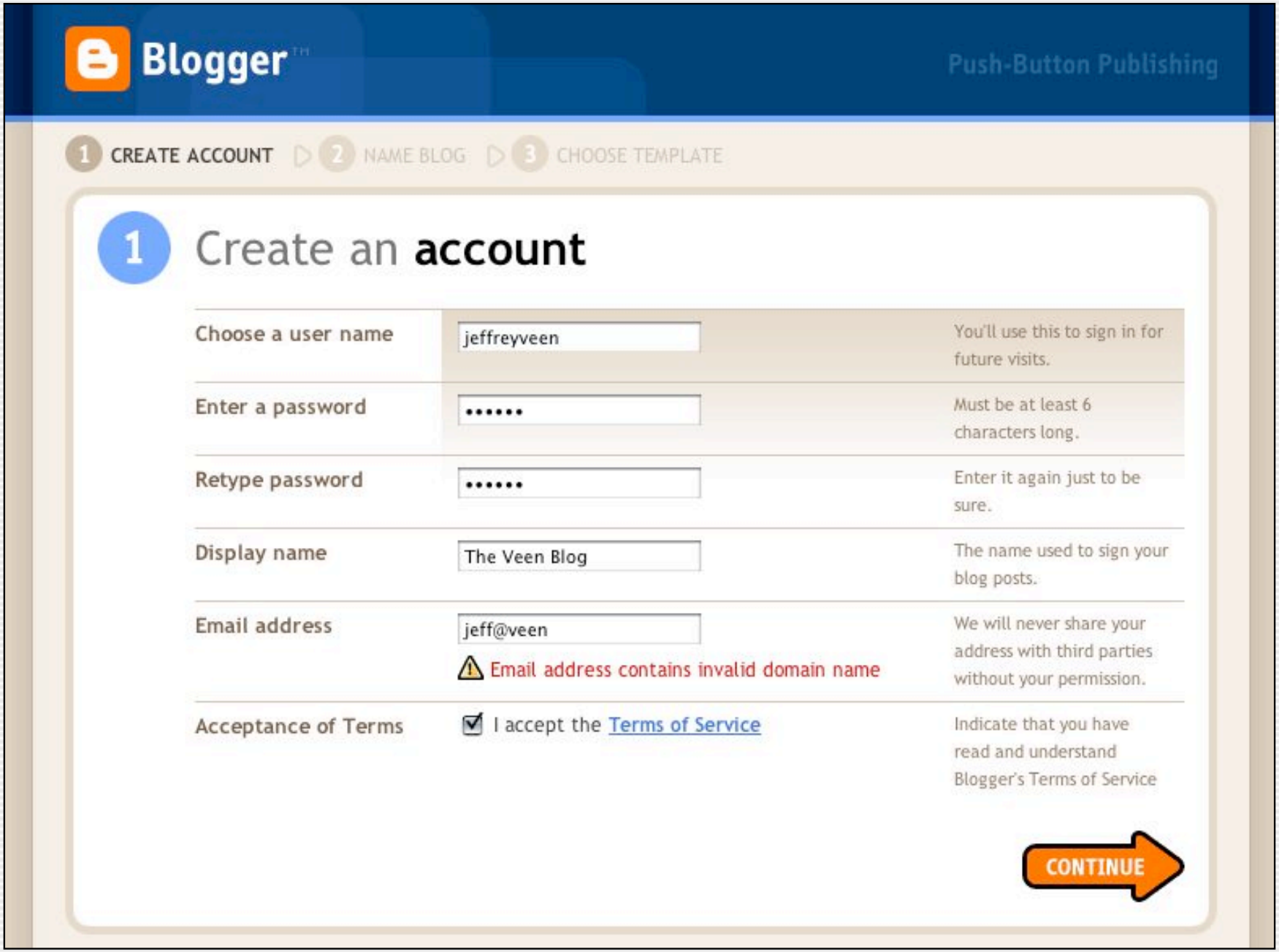
Please Note:

If this address differs from your credit card billing address, further verification may be required, which could delay the shipment of your order.

Bold text indicates required information.

Create New Account (Billing Info)	
***First Name**	
Middle Initial	
***Last Name**	
Questions? call: (877)888-2678	- We cannot ship to - - APOs, FPOs, or P.O. Boxes -
Company Name	
***Address (line one)**	
apt./suite./bldg./etc.	
***City**	
***State**	----------
***Zip Code**	-
Country	USA
***Daytime Phone**	( ) - ext.
Evening Phone	( ) - ext.
E-Mail	
Choose a password	
Re-type password	

Add New Cancel

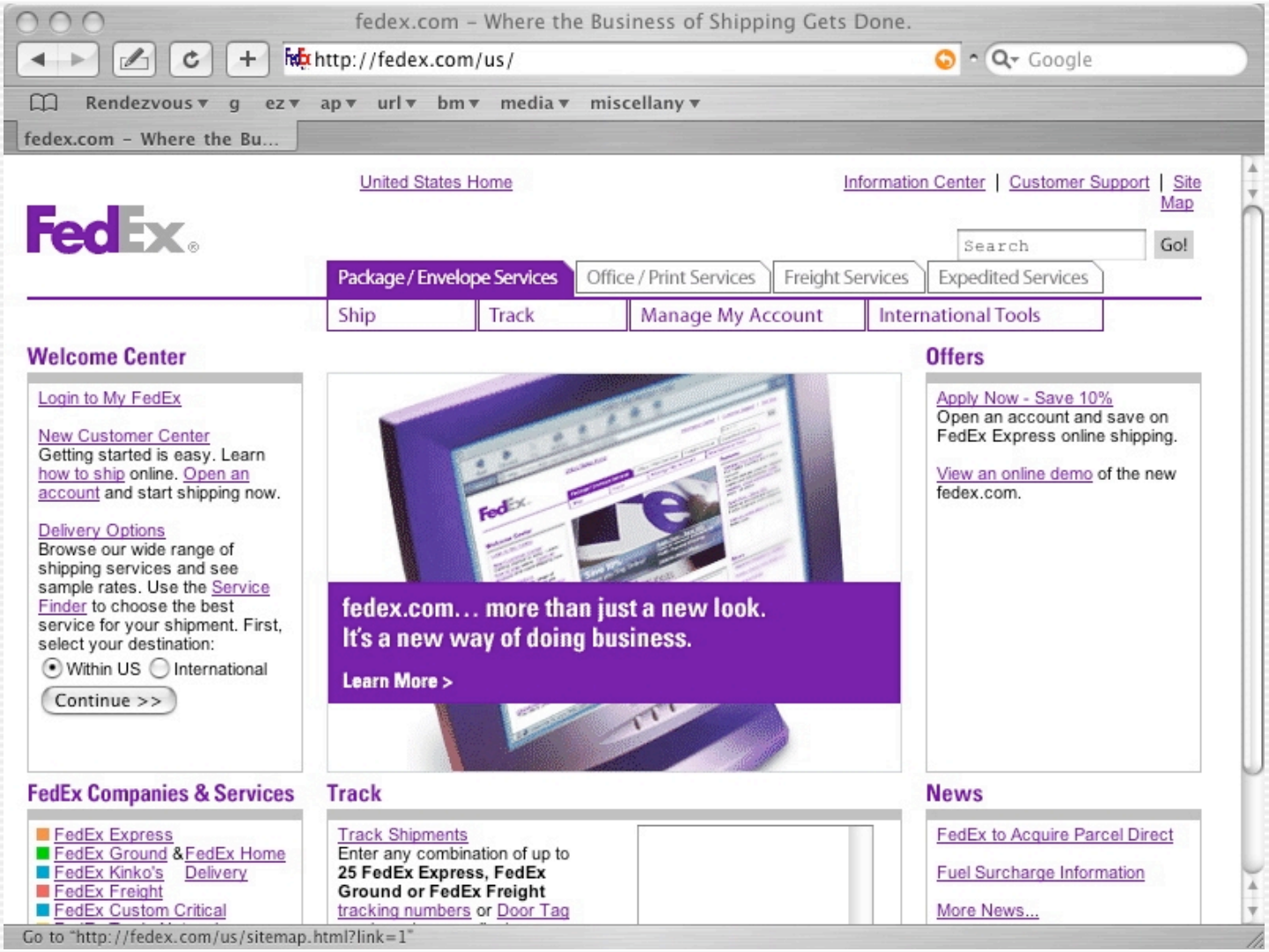

Blogger™
Push-Button Publishing
1 CREATE ACCOUNT
2 NAME BLOG
3 CHOOSE TEMPLATE
1 Create an account
Choose a user name
jeffreyveen
You'll use this to sign in for future visits.
Enter a password
Must be at least 6 characters long.
Retype password
Enter it again just to be sure.
Display name
The Veen Blog
The name used to sign your blog posts.
Email address
jeff@veen
Email address contains invalid domain name
We will never share your address with third parties without your permission.
Acceptance of Terms
I accept the Terms of Service
Indicate that you have read and understand Blogger's Terms of Service
CONTINUE

Context

- Give the user a sense of time.
- Give the user a sense of place.
- Give the user a sense of meaning.
- Users need to know:
  - Where they are
  - Where they came from
  - What happens next
  - What they can do here
  - Why is this happening?

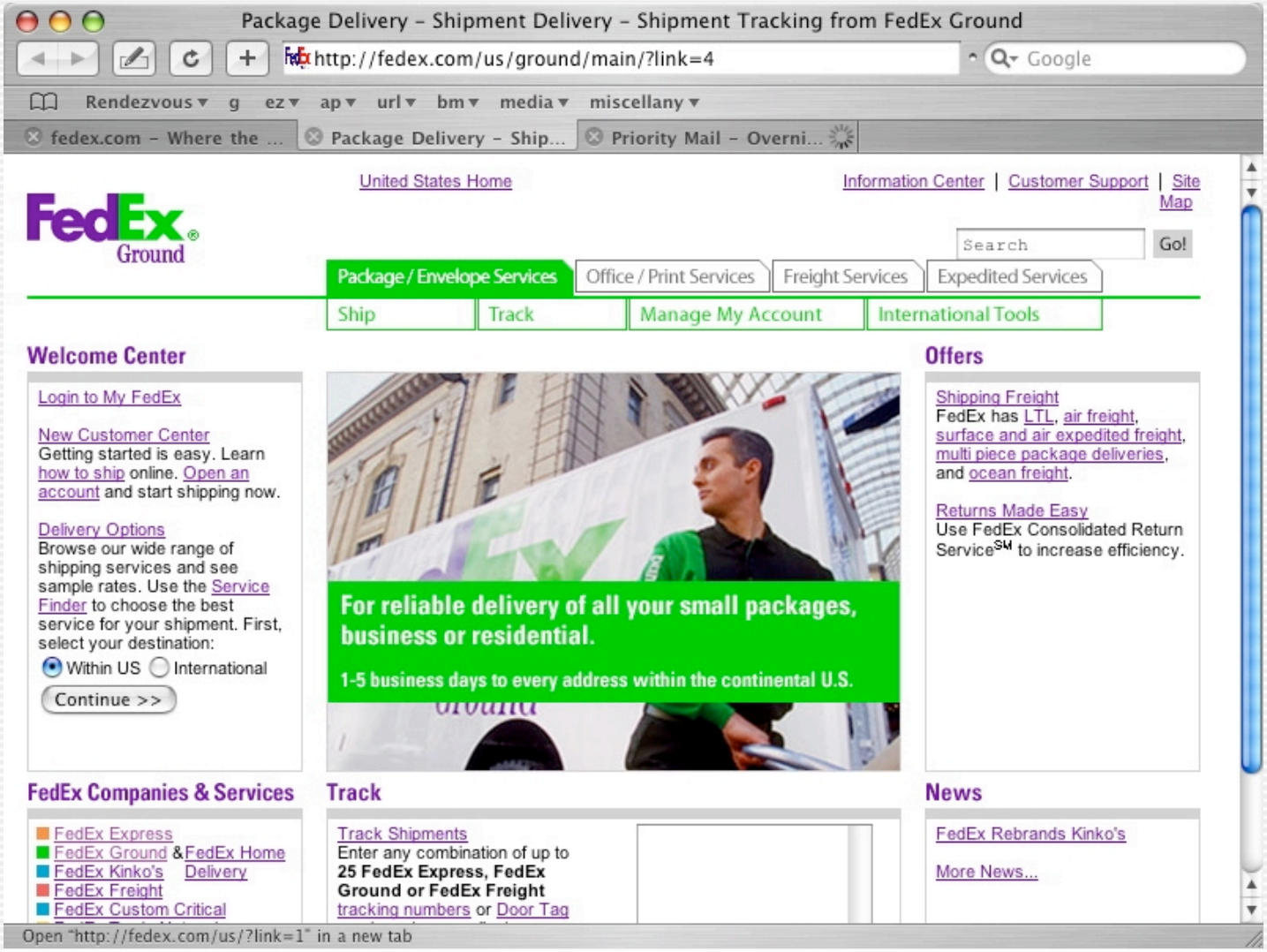
© 2003 Adaptive Path

Does the interface communicate where the user is?



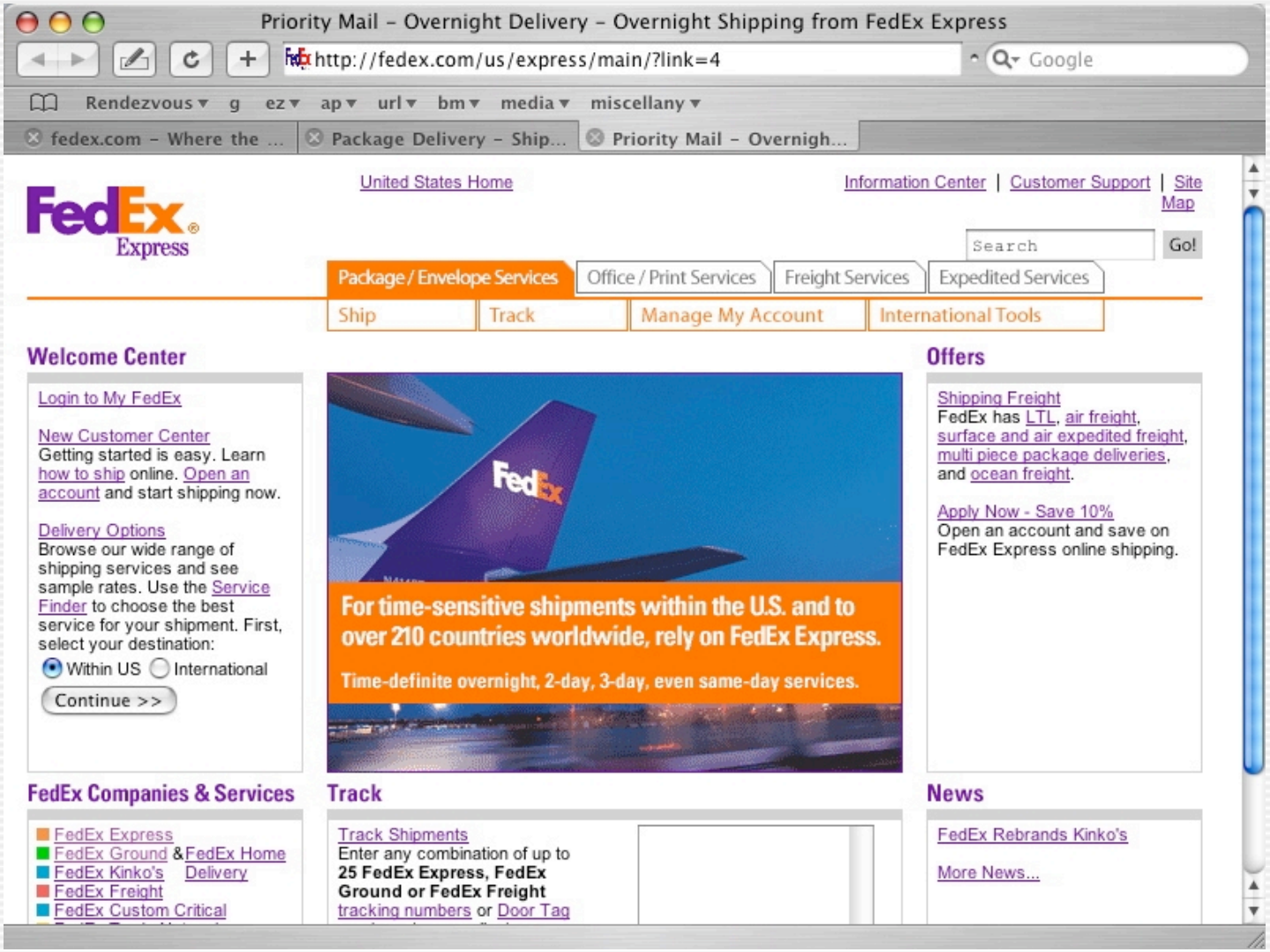
© 2003 Adaptive Path

Does the interface communicate where the user is?



© 2003 Adaptive Path

Does the interface communicate where the user is?

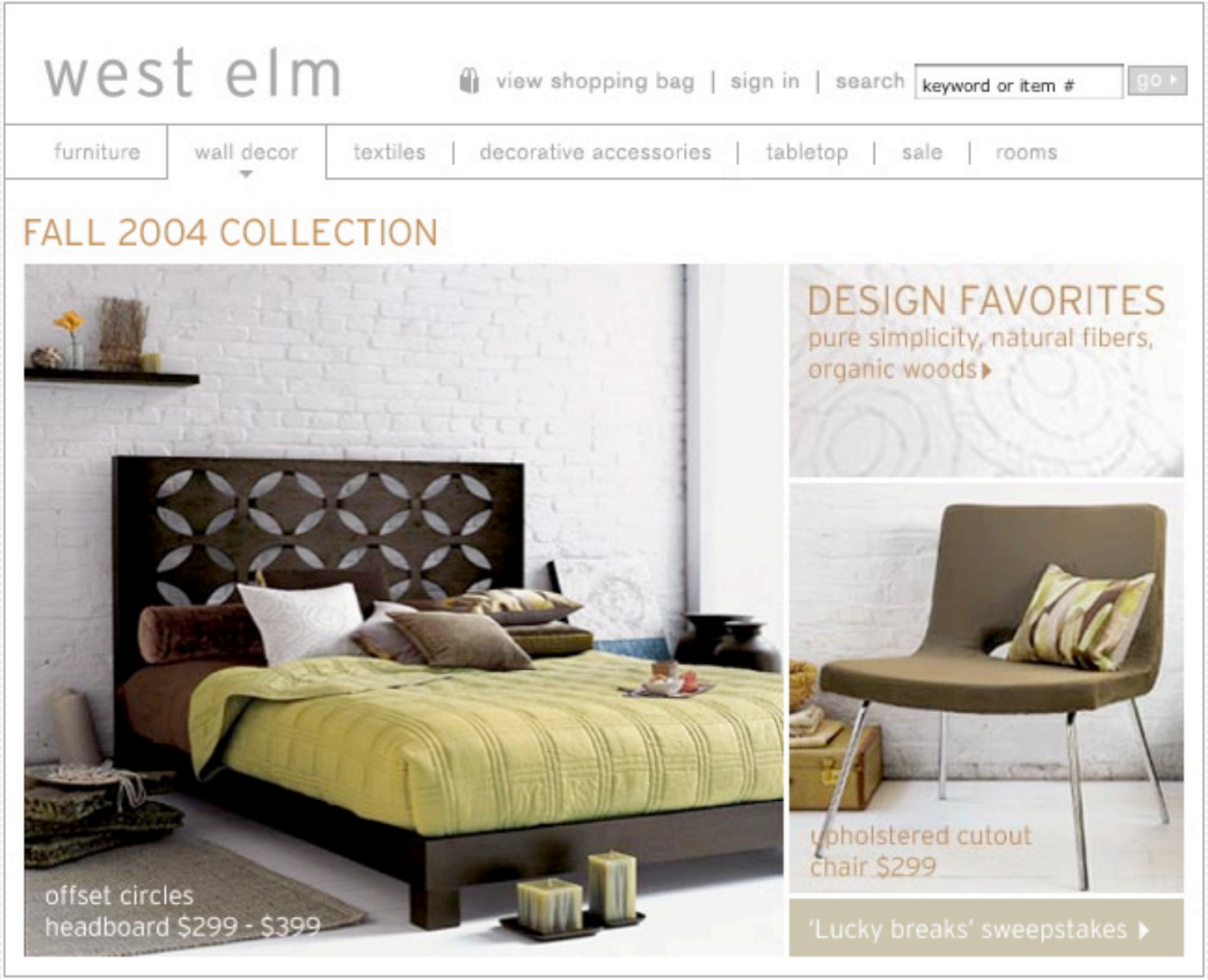


© 2003 Adaptive Path

Is the labeling appropriate and consistent?

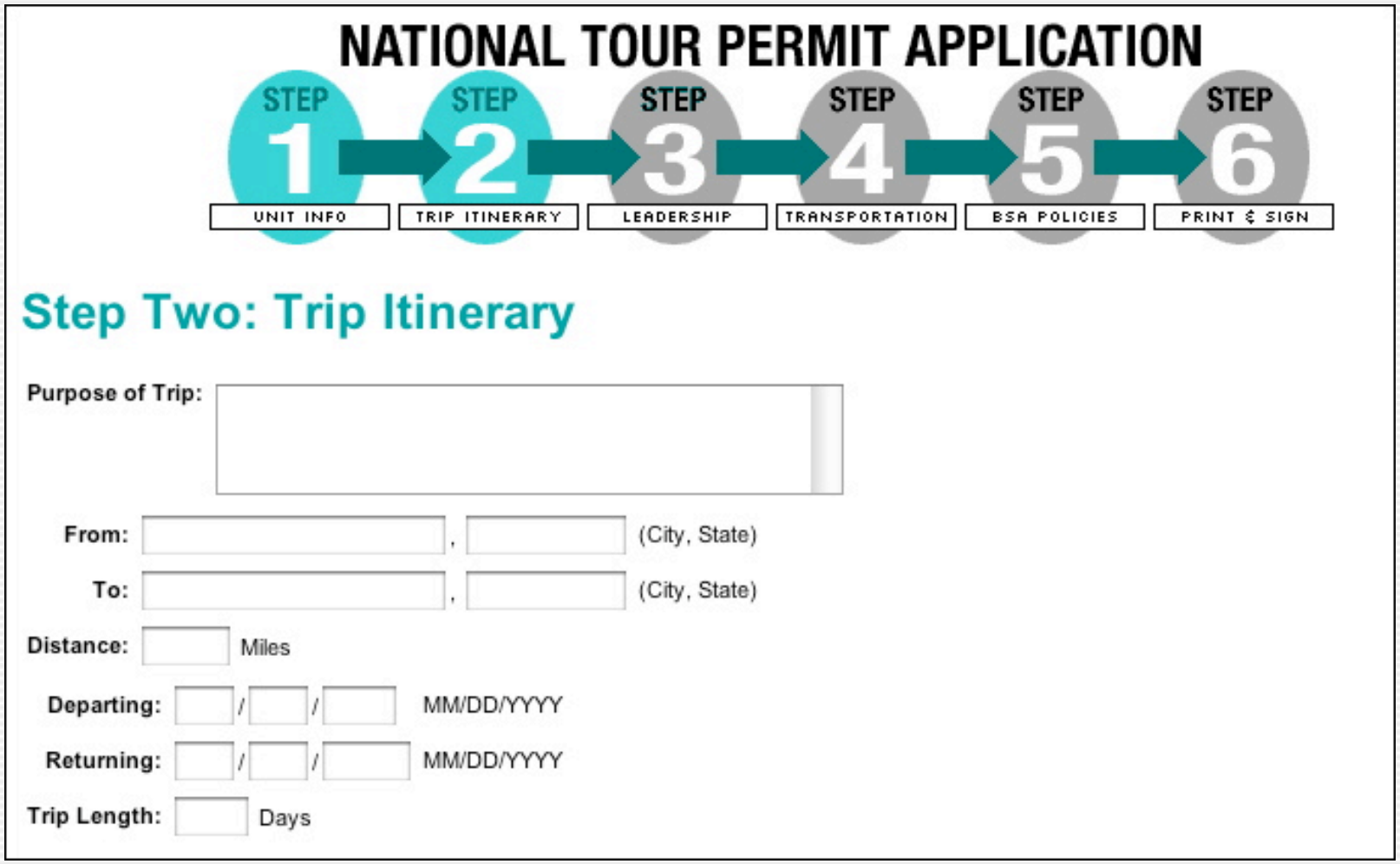
© 2003 Adaptive Path

Is the labeling appropriate and consistent?

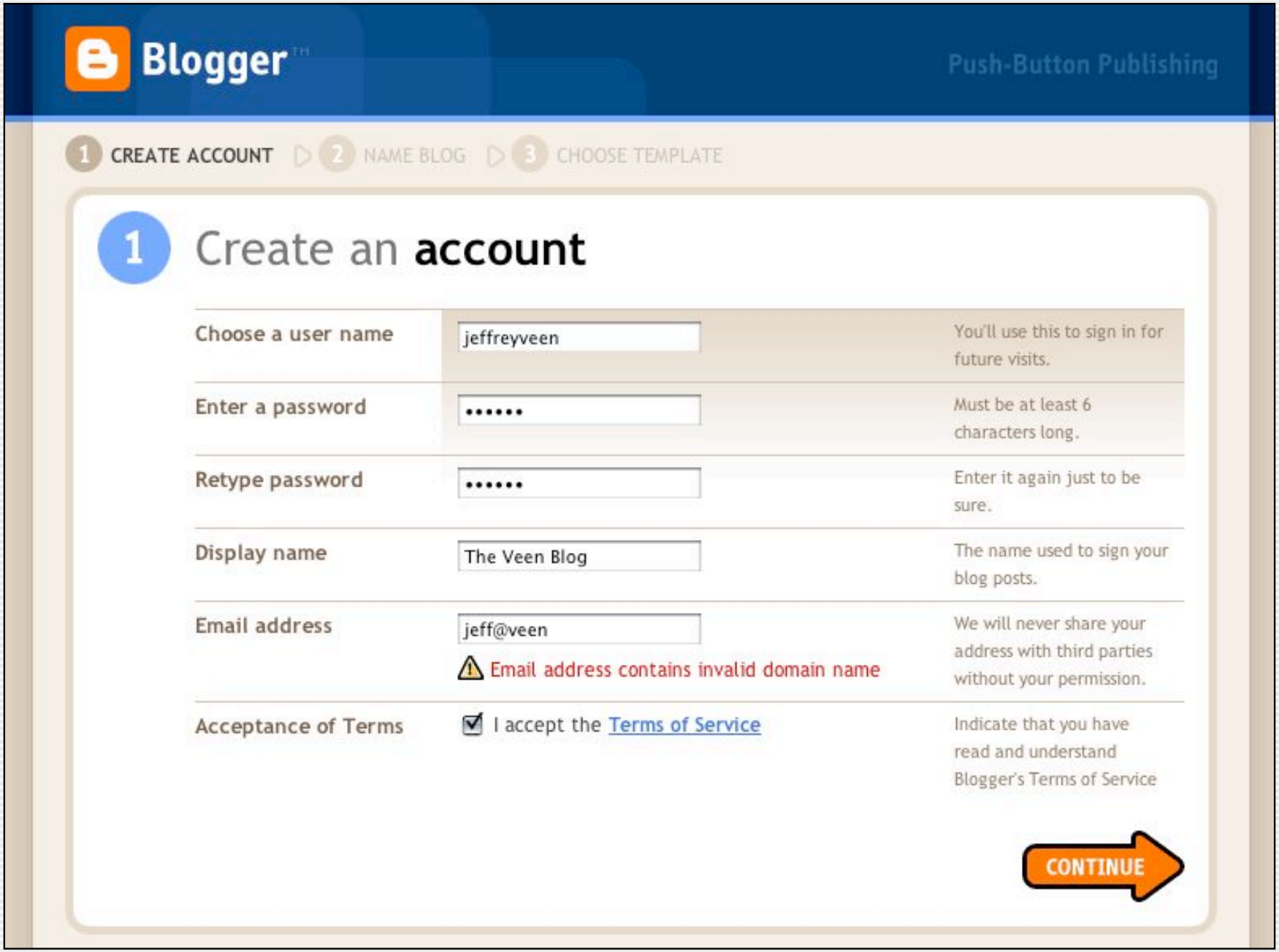


© 2003 Adaptive Path

Does every action give the user a sense of where they are in the process?



© 2003 Adaptive Path


Blogger™
Push-Button Publishing
1 CREATE ACCOUNT
2 NAME BLOG
3 CHOOSE TEMPLATE
1 Create an account
Choose a user name
jeffreyveen
You'll use this to sign in for future visits.
Enter a password
Must be at least 6 characters long.
Retype password
Enter it again just to be sure.
Display name
The Veen Blog
The name used to sign your blog posts.
Email address
jeff@veen
Email address contains invalid domain name
We will never share your address with third parties without your permission.
Acceptance of Terms
I accept the Terms of Service
Indicate that you have read and understand Blogger's Terms of Service
CONTINUE

Feedback

- Feedback is how the system responds to user actions.
- The effect of each action must be visible and easy to interpret.
- Feedback must be immediate and contextual.

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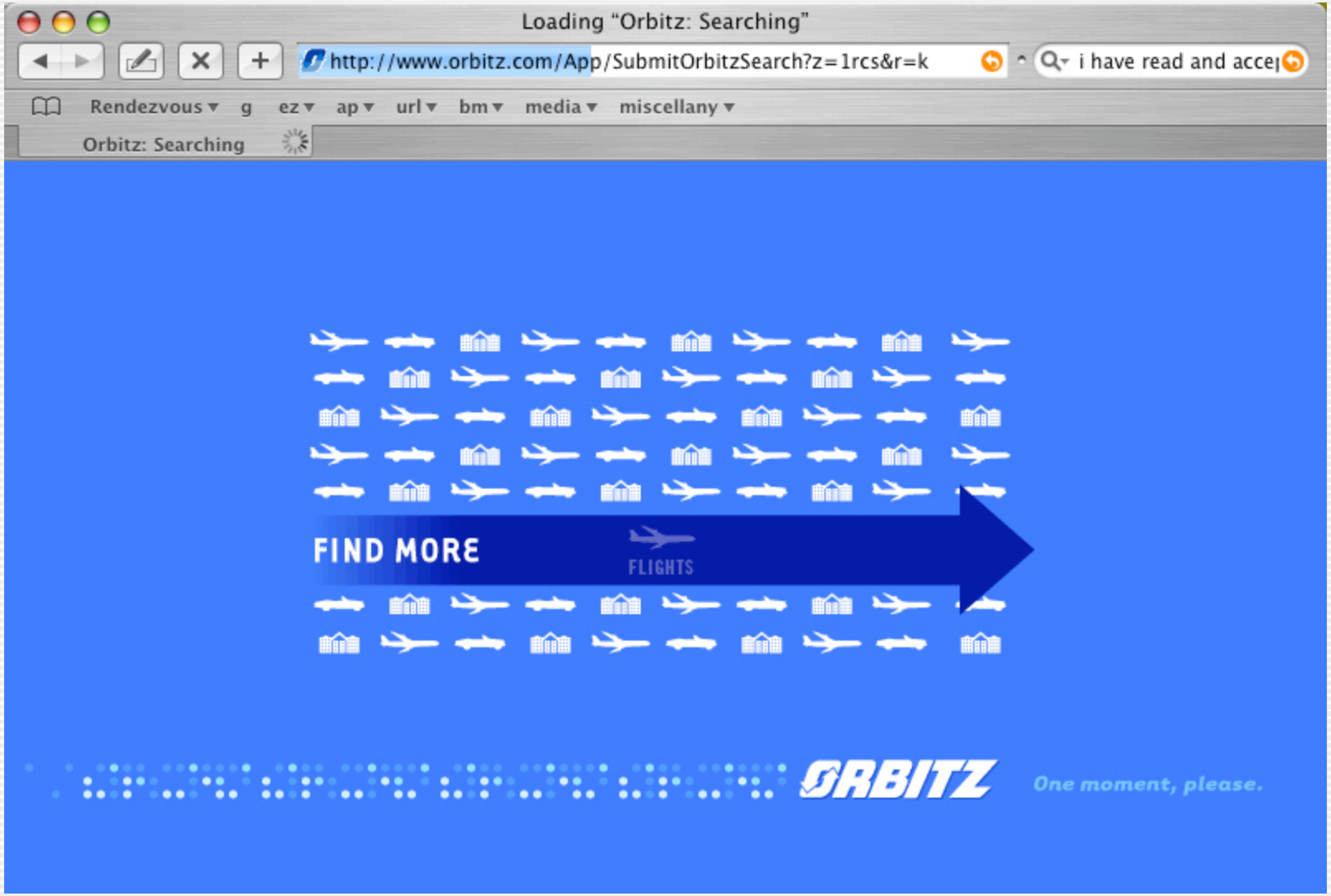
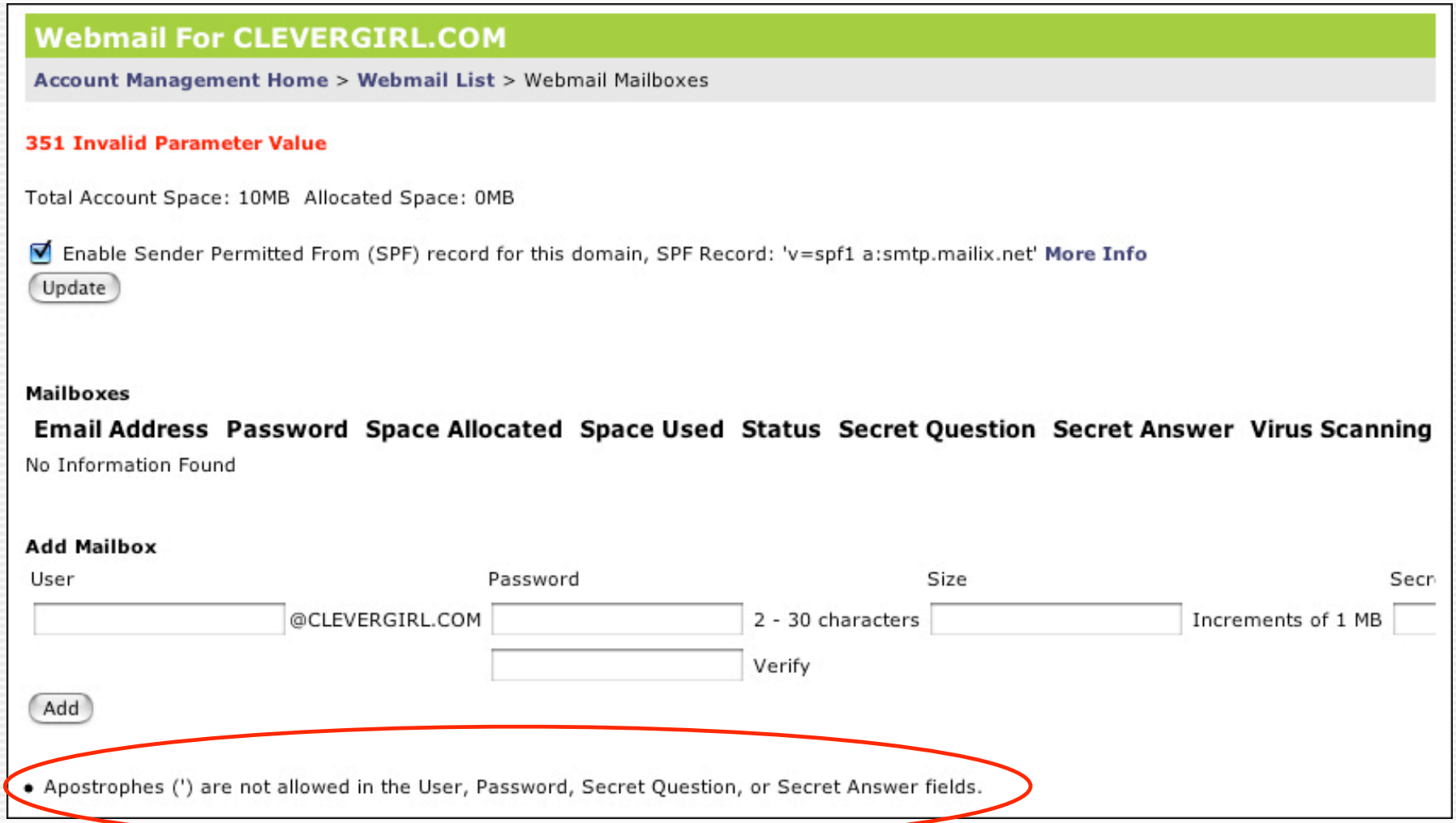
Are there status indicators?



Does the feedback address the user action, rather than system status?



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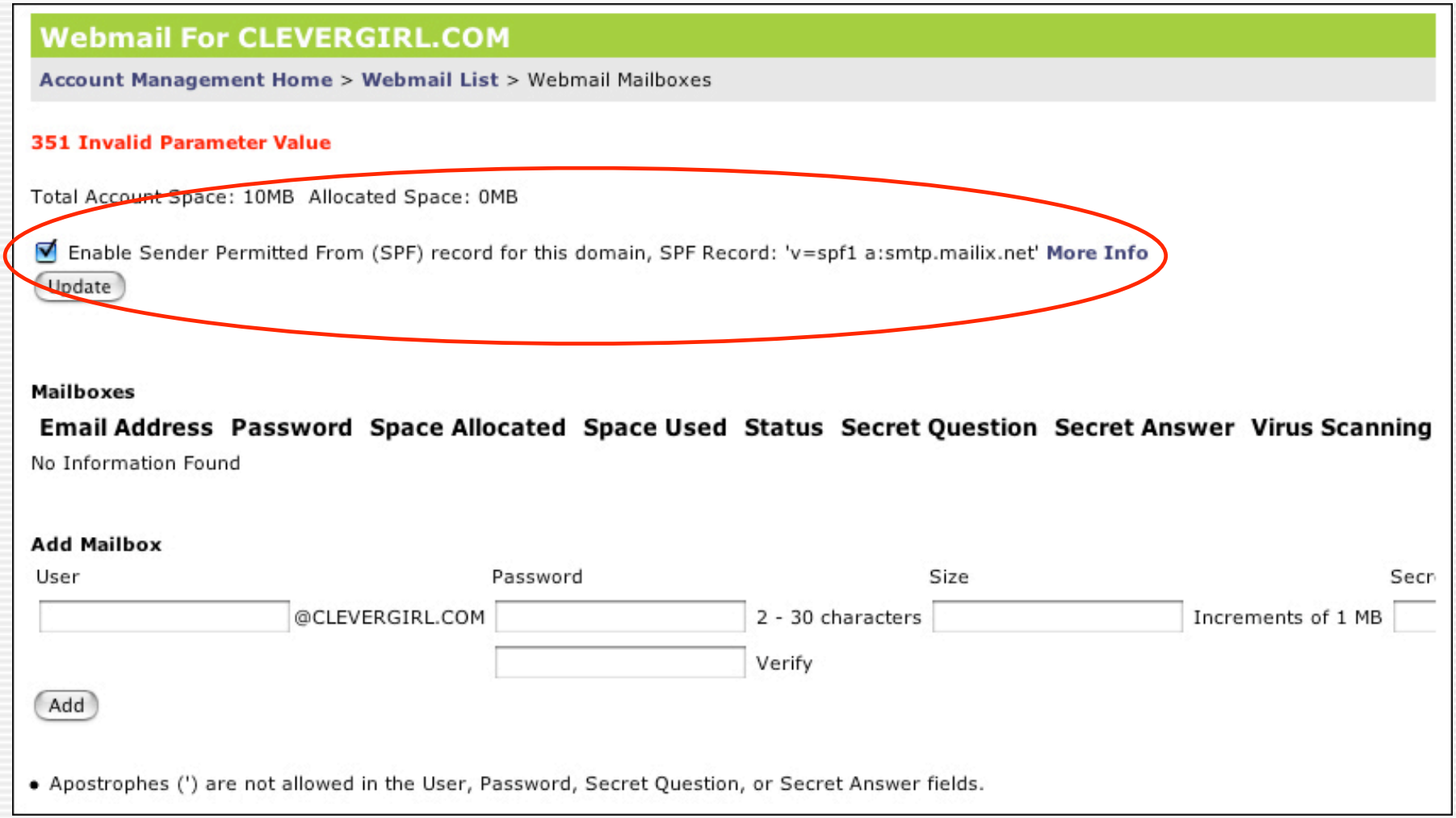
Are responses understandable to the primary target audience?



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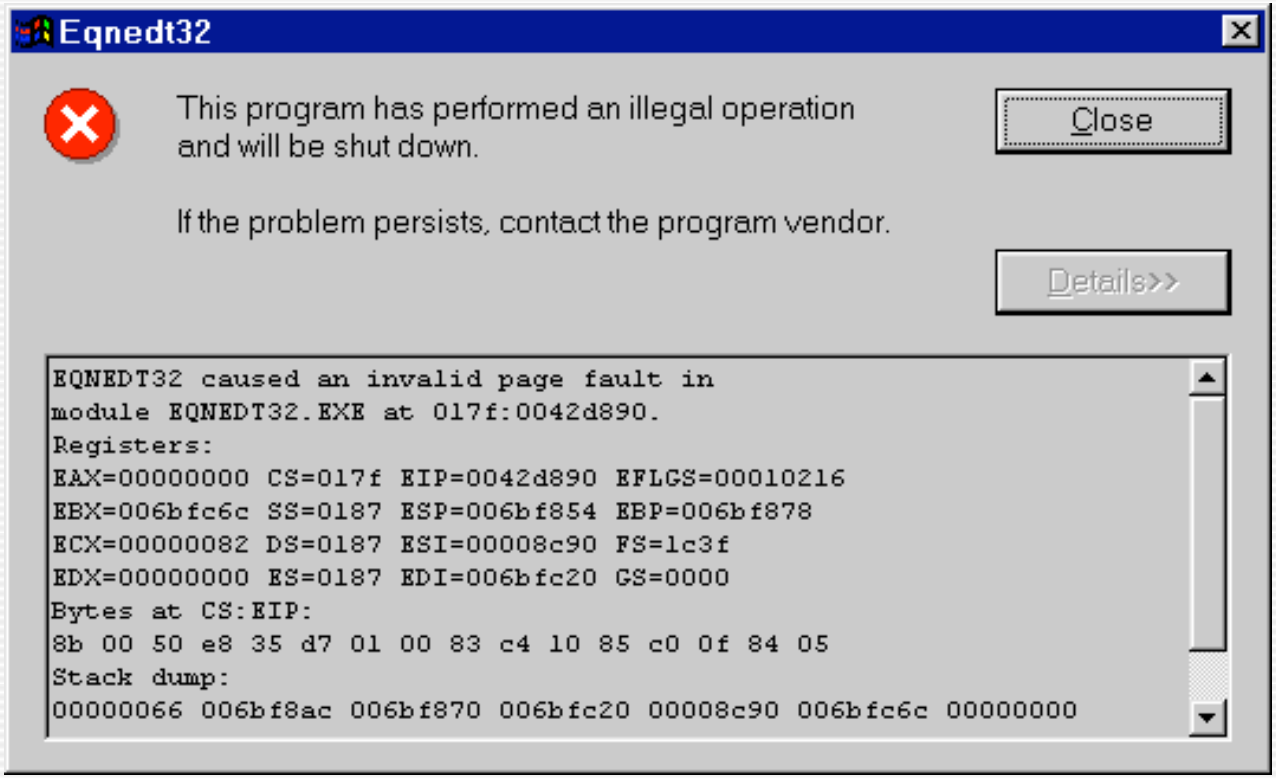
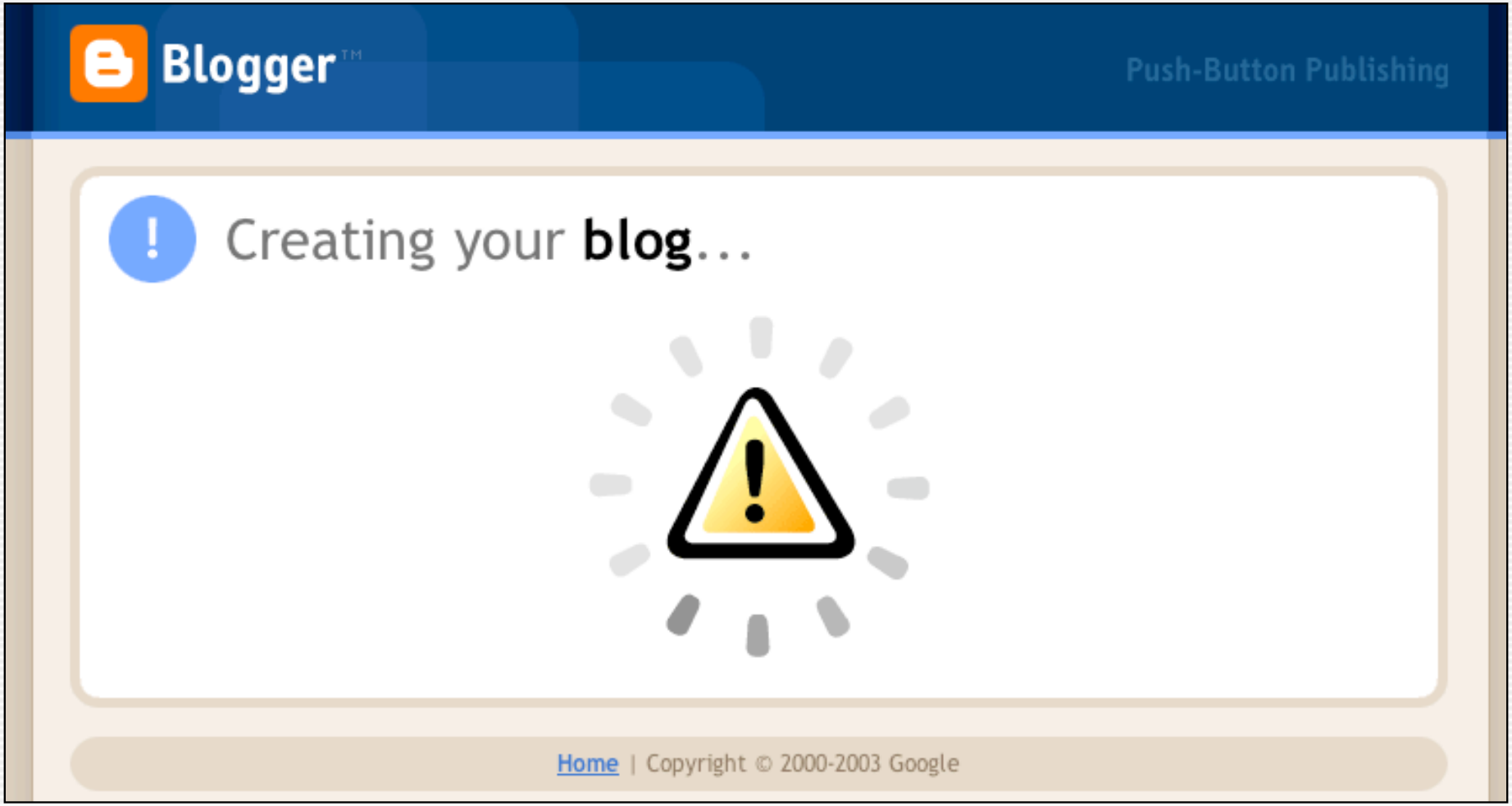
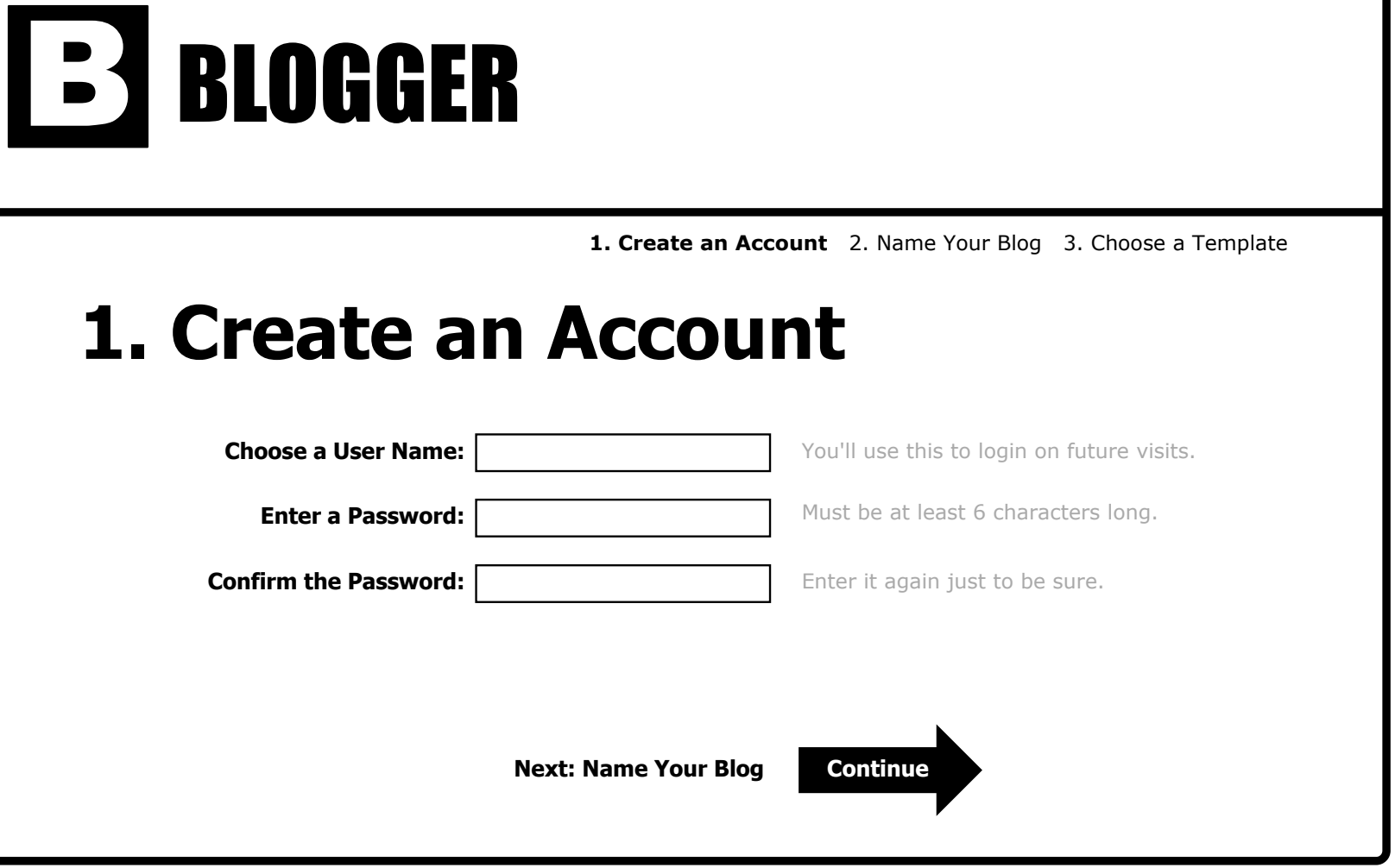
Is the amount of feedback appropriate to the primary target audience?



© 2003 Adaptive Path


Blogger™
Push-Button Publishing
Creating your blog...
Home | Copyright © 2000-2003 Google


BLOGGER
1. Create an Account 2. Name Your Blog 3. Choose a Template
1. Create an Account
Choose a User Name:
You'll use this to login on future visits.
Enter a Password:
Must be at least 6 characters long.
Confirm the Password:
Enter it again just to be sure.
Next: Name Your Blog
Continue

BLOGGER
1. Create an Account
2. Name Your Blog
3. Choose a Template
2. Name your Blog
Enter a Title for your Web site:
My Blog
This can be anything up to 20 characters long.
Blog address:
http://
username
.blogspot.com
You can give this address to people so they can find your blog. It's also how people will link to you
Want to host this somewhere else? Try Advanced Options...
Next: Choose a Template
Continue

BLOGGER

3. Choose a template

Don't worry, you can change this later.

graphic **Old Blue**

graphic **Big Red** Preview

graphic **JetSet** Preview

graphic **Horizon** Preview

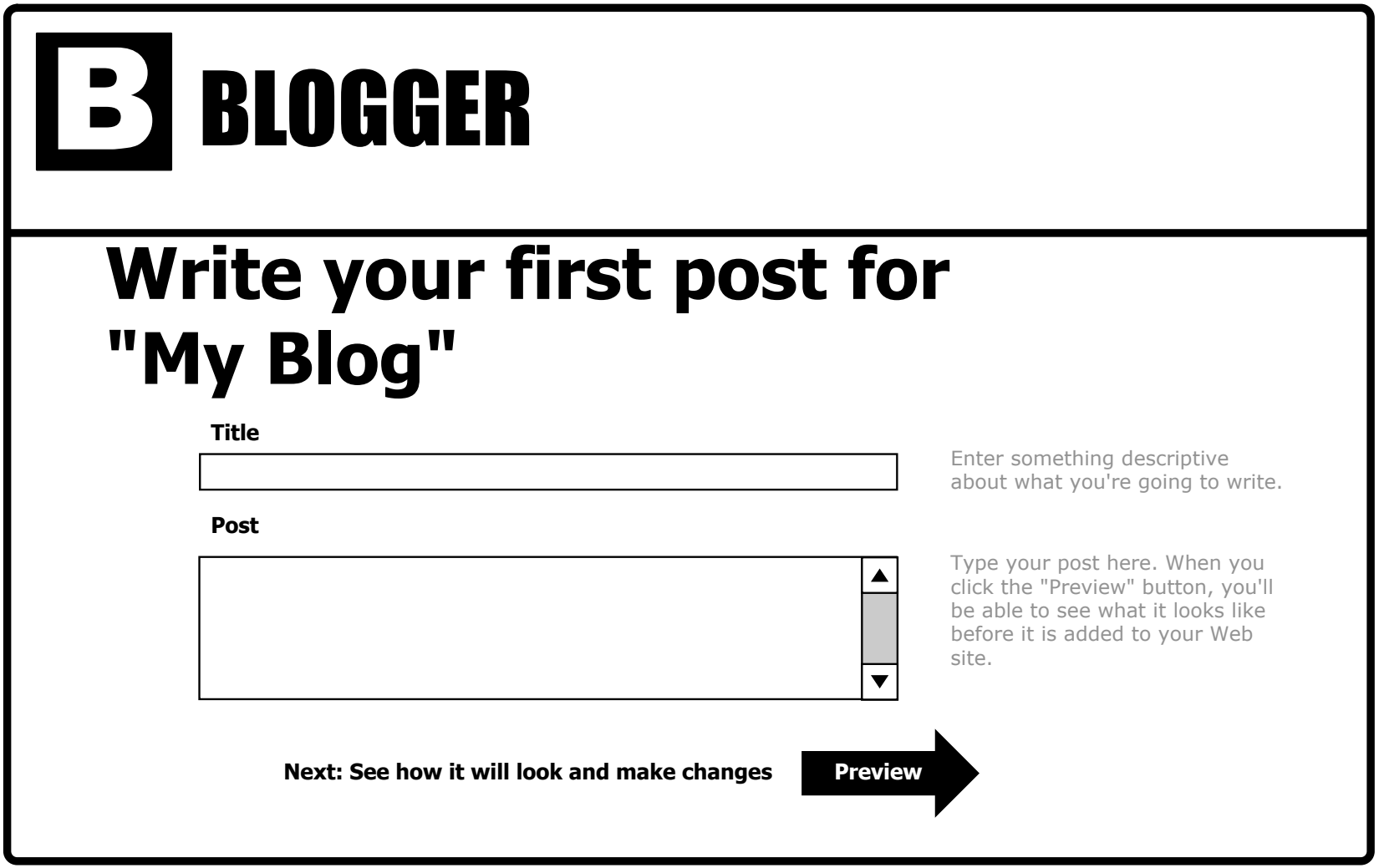
graphic **Old Blue** Preview

graphic **Big Red** Preview

graphic **JetSet** Preview

Decide what kind of Blog you want, and what it should look like.You can change this later, if you want.

Next: We'll make your blog! **Continue**


BLOGGER
Write your first post for "My Blog"
Title
Enter something descriptive about what you're going to write.
Post
Type your post here. When you click the "Preview" button, you'll be able to see what it looks like before it is added to your Web site.
Next: See how it will look and make changes
Preview

BLOGGER
"My Blog" Preview

Edit the first post

Try a different template

Burnt Sienna

Save For Later

Publish my Blog

The user's blog template
with the post on it goes here

Blogger

Welcome back John Doe
Edit Profile Sign Out

My Blogdentity

User name: johndoe
Name:
Gender:
Location:
Edit Profile...

BLOGGER NEWS

2 Dec 03: Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size.

1 Dec 03: The job requires extra pluck and zeal from every young wage earner. The five boxing wizards jump quickly. Six big juicy steaks sizzled in a pan as five workmen left.

Archives...

My Blogs | **Latest Posts** | **Recommended Blogs**

Last Update: 10/4/03 Total posts: 253 Total Comments: 1244 Create New Blog

SuperBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244
New Post Edit Templates Change Settings

PhotoBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244
New Post Edit Templates Change Settings

Intranet Last Update: 10/4/03 Total posts: 253 Total Comments: 1244
New Post Edit Templates Change Settings

ClientBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244
New Post Edit Templates Change Settings

Intranet Last Update: 10/4/03 Total posts: 253 Total Comments: 1244
New Post Edit Templates Change Settings

ClientBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244
New Post Edit Templates Change Settings

Blogger

Welcome back John Doe
Edit Profile Sign Out

My Blogdentity

Add Photo

User name: johndoe
Name:
Gender:
Location:
Edit Profile...

BLOGGER NEWS

2 Dec 03: Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size.

1 Dec 03: The job requires extra pluck and zeal from every young wage earner. The five boxing wizards jump quickly. Six big juicy steaks sizzled in a pan as five workmen left.

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New Post Edit Templates Change Settings

ClientBlog Last Update: 10/4/03 Total posts: 253 Total Comments: 1244
New Post Edit Templates Change Settings

More...

Recent Posts

Microsoft Bites	5 October 2003	10:32am	TechnoBlog	15
I'm Tired Yo	5 October 2003	10:32am	Super Blog	9
This guy's a mororn	5 October 2003	10:32am	Super Blog	12
Microsoft Bites	5 October 2003	10:32am	Intranet	16
Microsoft Bites	5 October 2003	10:32am	Intranet	0
Microsoft Bites	5 October 2003	10:32am	TechnoBlog	12
Microsoft Bites	5 October 2003	10:32am	TechnoBlog	4

Read recommended blogs

graphic

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. Visit...

graphic

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. Visit...

graphic

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. Visit...

Blogger

Welcome back John Doe

Edit Profile Sign Out

My Blogdentity

Add Photo

User name: johndoe

Name:

Gender:

Location:

Edit Profile...

BLOGGER NEWS

2 Dec 03: Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size.

1 Dec 03: The job requires extra pluck and zeal from every young wage earner. The five boxing wizards jump quickly. Six big juicy steaks sizzled in a pan as five workmen left.

Archives...

My Blogs

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More...

Read recommended blogs

graphic

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. Visit...

graphic

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. Visit...

graphic

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. Visit...

Advanced Blog Setup

Help text changes OnMouseOver. Make it *stick*, i.e. doesn't hide unless you mouseOver something else

Blog Details

Blog name

Template Choose...

Listing Public Private

Server Details

FTP server

ex: ftp.veen.com

Blog filename

ex: blogger.html

FTP path

ex: /home/www/blog/

Blog URL

ex: http://example.com/blog/

Protocol FTP SFTP

FTP server (Required) When you save your blog, it will be automatically FTP'd to your web server. Enter your FTP server information here. For example: "ftp.yoursite.com". If you do not have a web site with FTP access, go back and select the BlogSpot option on page 2.

More Help

Back to simple setup

Create Blog

BLOGGER

Visit Other Photoblogs...

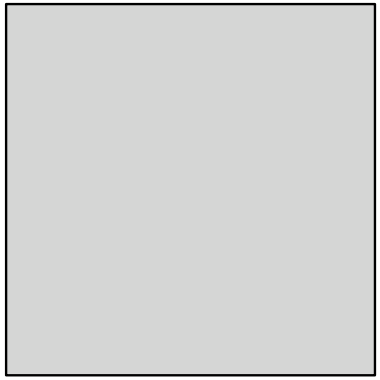
Back in June
Pack my box with five dozen liquor jugs. Back in June we.

Back in June
Pack my box with five dozen liquor jugs. Back in June we.

Back in June
Pack my box with five dozen liquor jugs. Back in June we.

What is a Photo Blog?

Pack my box with five dozen liquor jugs. Back in June we delivered oxygen equipment of the same size. The job requires extra pluck and zeal from every young wage earner. The five boxing wizards jump quickly. Six big juicy steaks sizzled in a pan as five workmen left the quarry. Five wine experts jokingly quizzed sample chablis. The jukebox music puzzled a gentle visitor from a quaint valley town.



Get One Now!

Continue Tour

Help

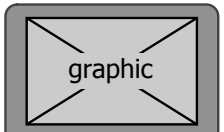
Creating a New Blog (advanced)

FTP server (Required) When you save your blog, it will be automatically FTP'd to your web server. Enter your FTP server information here. For example: "ftp.yoursite.com". If you do not have a web site with FTP access, go back and select the BlogSpot option on page 2.

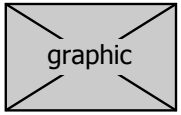
FTP path (Optional) This is the directory on your FTP server where you want to put your blog. For example: "weblog/". If you want to make your blog your home page or place it elsewhere in your root directory, you might leave this field blank. **Note:** Blogger will not create directories on your server, so this path must already exist. If it doesn't, be sure to create it with your FTP program before publishing with Blogger.

Blog Filename (Required) This is the filename for your main blog page on your site. For example: "blogger.html".**Note:** an ".html" extension is not required. If you use server-side scripting via ASP or Cold Fusion, this filename could end in ".asp" or ".cfm".

Choose Template

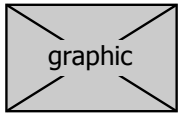


Old Blue



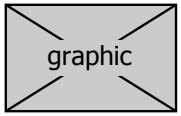
Big Red

Preview



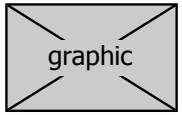
JetSet

Preview



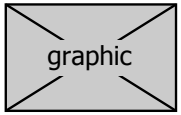
Horizon

Preview



Big Red

Preview



JetSet

Preview

Confirm

Going From Abstract to Real

Visual Design and CSS

© 2003 Adaptive Path

First: markup structure

- valid code
- logical order
- semantic

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Header

```
<div id="header">
  <img src="logo100.gif" width="346" height="100" alt="Blogger" />

  <form method="get" action="home_blogs.html">
    <h2>Already have an account? Sign in:</h2>
    <label for="signin-u">Username:</label>
    <input type="text" id="sign-u" size="10" class="text" />
    <label for="signin-p">Password:</label>
    <input type="text" id="sign-p" size="10" class="text" />
    <input type="image" src="btn_signin.gif" id="sign-b" alt="Sign in" />
    <input type="checkbox" id="signin-r" />
    <label for="signin-r">Remember me</label>
  </form>
</div>
```


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What's a blog?

```
<h1>What's a blog?</h1>
<ul>
  <li><a href="tour2.html">Publish your thoughts</a></li>
  <li><a href="tour3.html">Share your photos</a></li>
  <li><a href="tour4.html">Post anywhere</a></li>
  <li><a href="tour5.html">Connect with people</a></li>
</ul>

<p>Is the word <strong>blog</strong> new to you? Let us explain the blog
concept and the many ways you can use Blogger to do all of the things
above!</p>

<p><a href="tour1.html"><img src="img/btn_quicktour.gif" width="145"
height="28" alt="Take a quick tour" /></a></p>
```


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Create a blog...

```
<h1>Create a blog in <em>3 easy steps:</em></h1>
<ol>
  <li>Create an account</li>
  <li>Name your blog</li>
  <li>Choose a template</li>
</ol>
<p>(You'll be done in less than 5 minutes)</p>
<a href="reg1.html"><img src="img/btn_createblog.gif" width="184"
height="44" alt="Create your blog now" /></a>
```


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Blogger™

Already have an account? Sign in:

Username: Password: (?) SIGN IN Remember me (?)

What's a blog?

- Publish your thoughts
- Share your photos
- Post anywhere
- Connect with people

Is the word **blog** new to you? Let us explain the blog concept and the many ways you can use Blogger to do all of the things above!

TAKE A QUICK TOUR

Create a blog in *3 easy steps:*

1. Create an account
2. Name your blog
3. Choose a template

(You'll be done in less than 5 minutes)

CREATE YOUR BLOG NOW

Approach with CSS

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Liquid width debate

Liquid

Text-heavy
Content **IS** the text

Fixed

Combination of images, forms, tables, & text
Content is less adaptable

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T-design

© Copyright 2004 Stopdesign

Header

© Copyright 2004 Stopdesign

Border offsets

4px
border

on
#header

#header2
fits inside

© Copyright 2004 Stopdesign

Border offsets

```
#header {
  position: relative;
  top: -4px;
  border-bottom: 4px solid #47d;
  }
#header2 {
  position: relative;
  top: 4px;
  }
#header3 {border-bottom: 4px solid #69f;}
```


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Separate bg images

- Account for header resizing

sides_head.gif

bg_logo.gif

```
#header {
  background:#025 url("../img/sides_head.gif") repeat-y center top;
  }
#header3 {
  background:url("../img/bg_logo.gif") no-repeat left top;
  }
```


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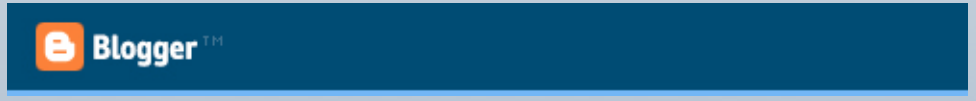
Different size headers

Home

Normal



Popup windows

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Rounded corner boxes

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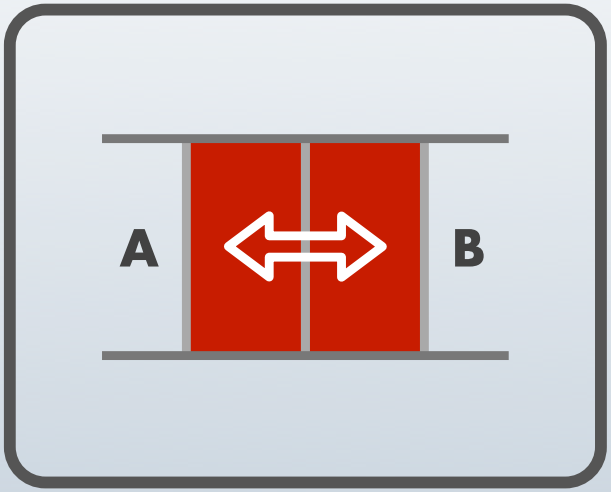
Sliding Doors



DESCRIPTION:

Navigation remains pure text on top of two background images which “slide” together or apart

Illusion of ONE image that expands and contracts with text size.

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Take two images

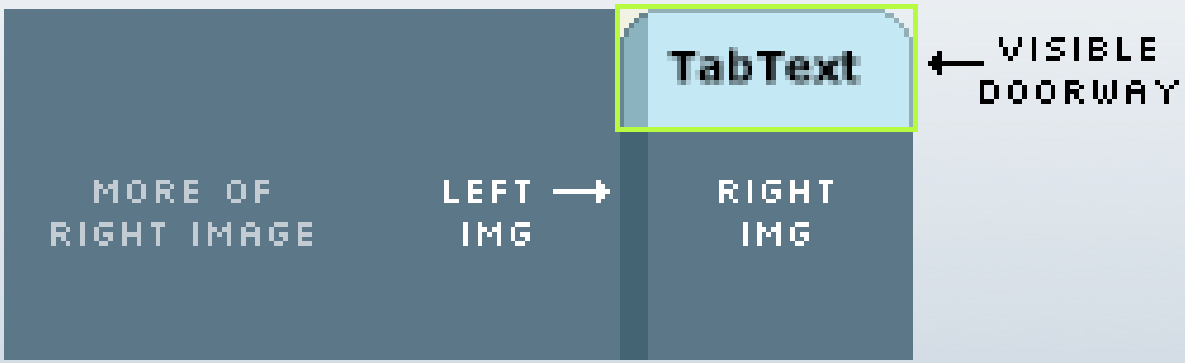
Sliding doors explained

© Copyright 2004 Stopdesign

Anchor wide image to one side of “doorway”

Sliding doors explained

© Copyright 2004 Stopdesign



Anchor narrow image to other side

Sliding doors explained

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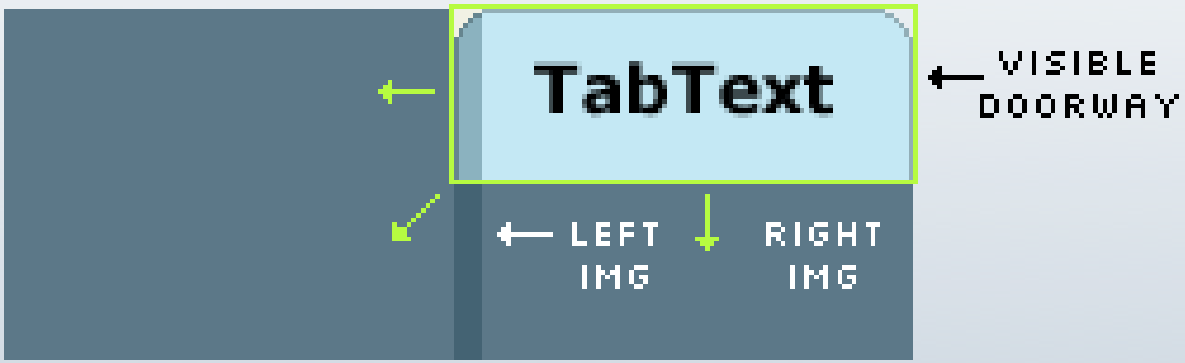

When text grows, doorway expands,
images slide apart, more of each image revealed

Sliding doors explained

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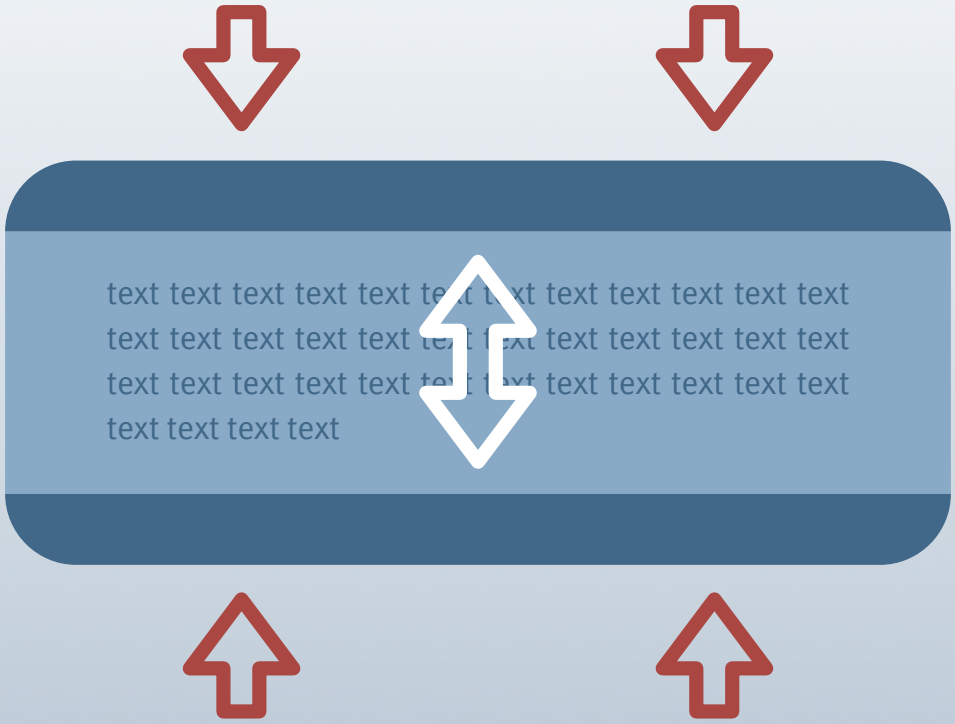
Sliding doors on their side



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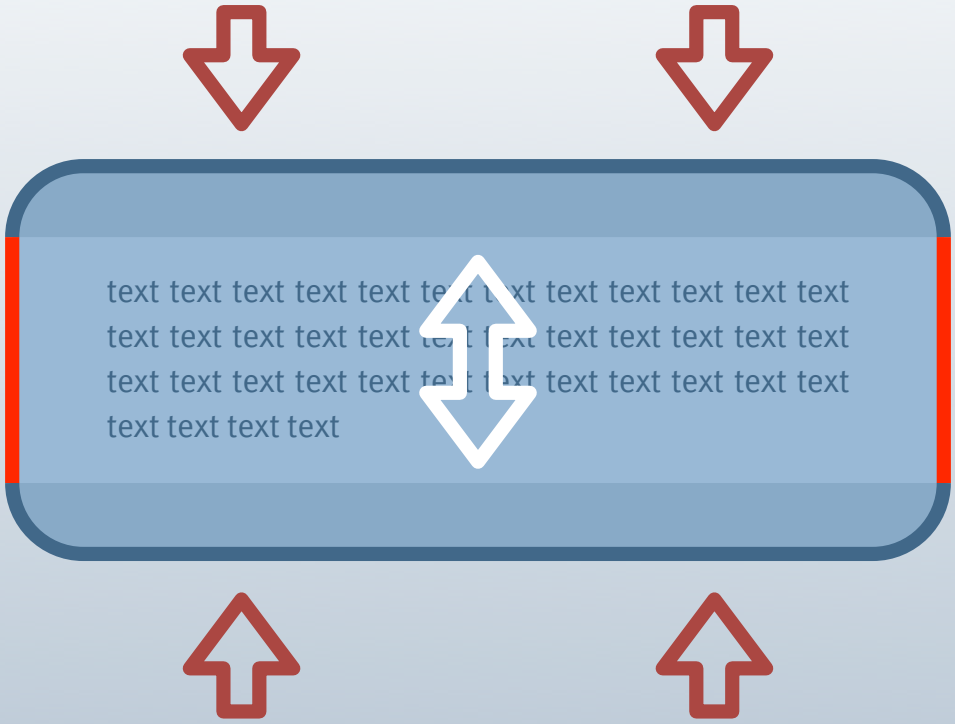
Bordered boxes



Connecting the doors

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Modules

Blogger News

17 Dec 2003 If "Yes" is selected, your blog may appear in the Blogger directory and recently updated list. If you'd rather keep your blog private, select "No." **Note:** Private does not mean the page will actually be protected on your server -- that's up to you.

12 Dec 2003 Each time you publish your blog, it will be automatically FTP'd to your web server. Enter your FTP server information here. For example: "ftp.yoursite.com". If you do not have a web site with FTP access, go.

News archives »

```
<div class="mod">
  <div class="mod2">
    <div class="mod3">
      <h2>Blogger <strong>News</strong></h2>
      [ content ]
    </div>
  </div>
</div>
```


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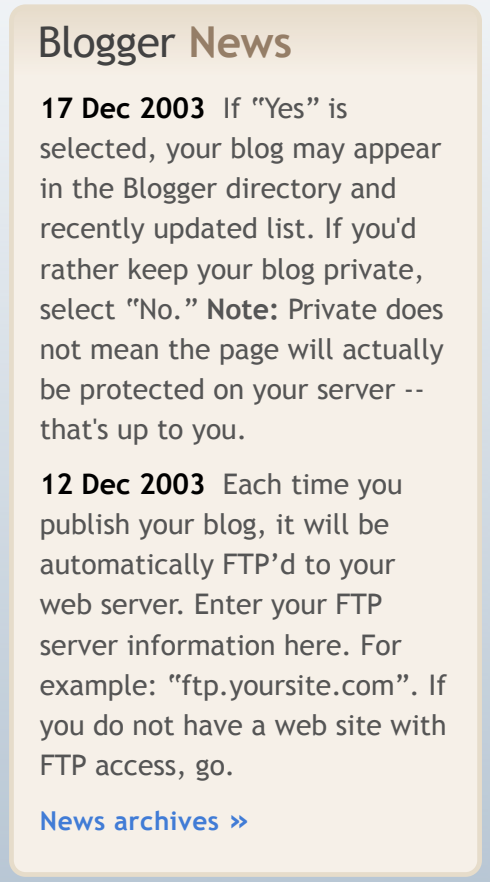
Module styling




```
.mod {
  background:url("../img/bg_mod_bot.gif")
    no-repeat left bottom;
  padding-bottom:6px;
  }
.mod2 {
  background:url("../img/bg_mod_top.gif")
    no-repeat left top;
  padding-top:6px;
  }
.mod3 {
  border:solid #E1D4C0;
  border-width:0 2px;
  padding:2px 10px;
  }
```

http://www.stopdesign.com/log/2004/01/30/ie_factor_example.html

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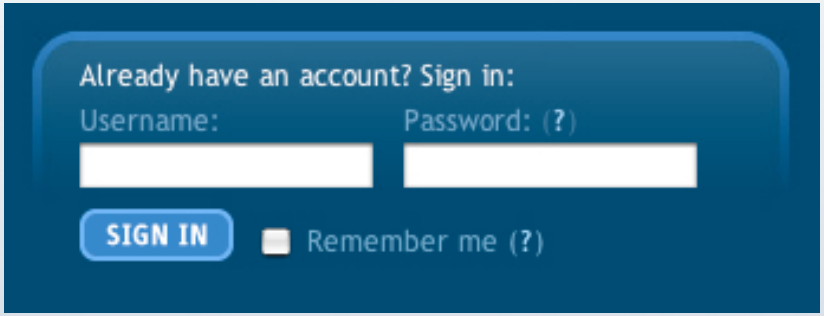
Implied boxes



- Use one background image
- No extra markup required
- Bottom won't need to align with anything

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Template Configs

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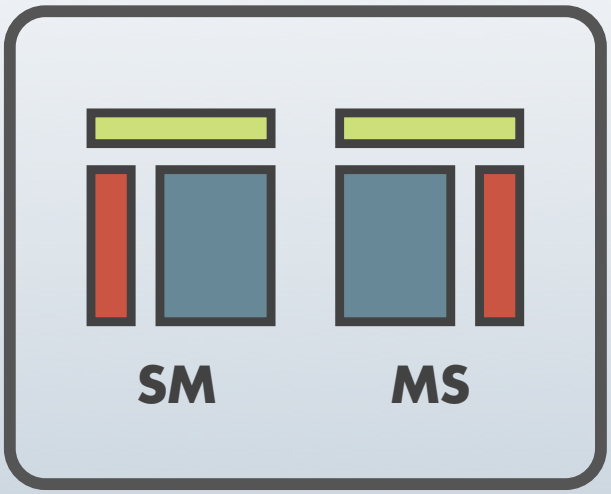
Dynamic column structure



DESCRIPTION:

Allow entire layout or structure of a page to change by switching a <body> class or ID

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AP Workshops page

uses `col-MS`

Key: `M` = Main `S` = Sidebar

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AP Essay page

uses `col-SM`

Key: `M` = Main `S` = Sidebar

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How the columns shift

```
.maincol {
  float: left;
  width: 510px;
  }
.subcol {
  float: right;
  width: 180px;
  }
```

Assumed default: `col-MS`

```
.col-SM .maincol {
  float: right;
  }

.col-SM .subcol {
  float: left;
  }
```

`col-SM` applied to `<body>`

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AP Events page

uses `col-SMX`

Key: M = Main S = Sidebar X = Xtra

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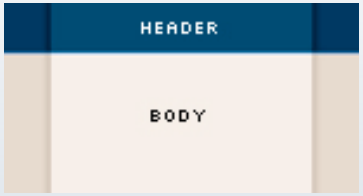
Header & body setup




```
<div id="header">
</div>

<div id="body">
</div>
```

```
html body {
  background:#E1D4C0
    url("../img/sides_body.gif")
    repeat-y center top;
  text-align:center;
  }
#header {
  background:#025
    url("../img/sides_head.gif")
    repeat-y center top;
  }
#body {
  width:710px;
  padding:10px 0 15px;
  margin:0 auto;
  text-align:left;
  }
```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Main box

```
#main {
  float:left;
  width:100%;
  }
#sidebar {display:none;}
.ms #sidebar, .sm #sidebar {
  width:200px;
  display:block;
  }
.sm #sidebar {float:left;}
.ms #sidebar {float:right;}
.ms #main, .sm #main {
  float:left;
  width:490px;
  }
```


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Further divisions

```
#primary {
  width:400px;
  float:left;
  margin-right:20px;
  }
#secondary {
  float:right;
  width:245px;
  }
.sp #primary {
  float:right;
  }
.sp #secondary {
  float:left;
  padding-right:20px;
  }
```


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Lists

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Numbered lists

1. Create an account
2. Name your blog
3. Choose a template

1 CREATE ACCOUNT ▷ 2 NAME BLOG ▷ 3 CHOOSE TEMPLATE

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Each list item ID'd

```
<ol>
  <li id="step1">Create an account</li>
  <li id="step2">Name your blog</li>
  <li id="step3">Choose a template</li>
</ol>
```

1. Create an account
2. Name your blog
3. Choose a template

```
#home #secondary ol li {
  margin: 0;
  padding: 5px 0 5px 38px;
  background-repeat: no-repeat;
  background-position: left center;
  }
#step1 {background-image: url("../img/icon_no1.gif");}
#step2 {background-image: url("../img/icon_no2.gif");}
#step3 {background-image: url("../img/icon_no3.gif");}
```


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Progress meter

```
<div id="progress">
  <ol>
    <li id="prog1"><strong>Create account</strong></li>
    <li id="prog2"><em>Name blog</em></li>
    <li id="prog3"><em>Choose template</em></li>
  </ol>
</div>
```

1. **Create account**
2. *Name blog*
3. *Choose template*

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Progress meter

```
#progress ol li {
  display: inline;
  padding: 0 20px 0 0;
  }
#progress strong, #progress em {
  background-repeat: no-repeat;
  background-position: left center;
  padding: 13px 0 11px 28px;
  }
#prog1 em {background-image: url("../img/icon_prog1a.gif");}
#prog1 strong {background-image: url("../img/icon_prog1b.gif");}
#prog2 em {background-image: url("../img/icon_prog2a.gif");}
#prog2 strong {background-image: url("../img/icon_prog2b.gif");}
...
```


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Progress meter

```
#progress ol li {
  display: inline;
  background: url("../img/icon_prog_arrow.gif") no-repeat right center;
  margin: 0 4px 0 0;
  padding: 0 20px 0 0;
  }
#progress #prog3 {
  background-image: none;
  }
```


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Forms

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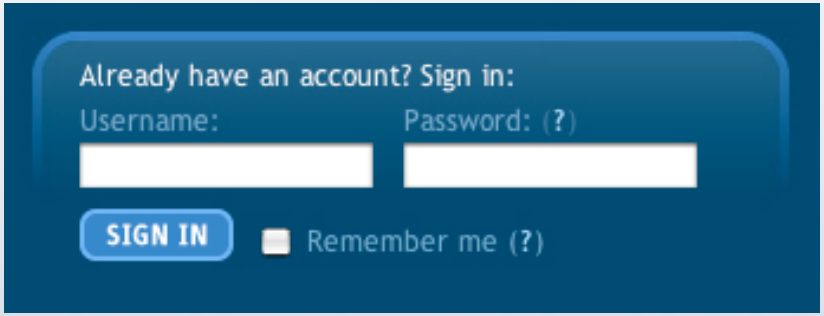
Login box




```
<form method="get" action="home_blogs.html">
  <h2>Already have an account? Sign in:</h2>
  <div>
    <label for="signin-u">Username:</label>
    <input type="text" id="signin-u" size="10" class="text" />
  </div>
  <div>
    <label for="signin-p">Password:</label> (<a href="help">?</a>)
    <input type="text" id="signin-p" size="10" class="text" />
  </div>
  ...
```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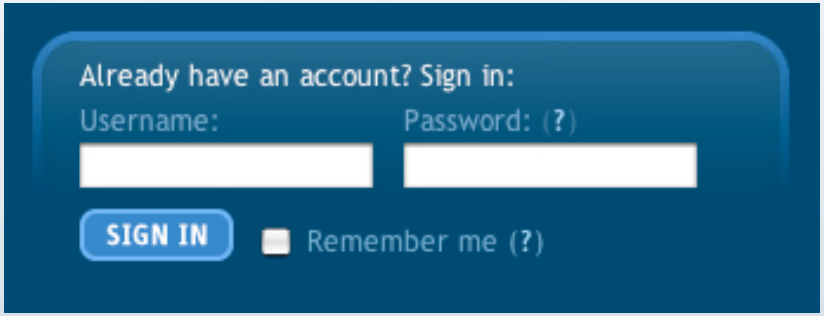
Side-by-side inputs




```
#header form div {
  float: left;
  width: 47%;
  margin: .4em .5em 0 0;
  white-space: nowrap;
  }
```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Registration forms

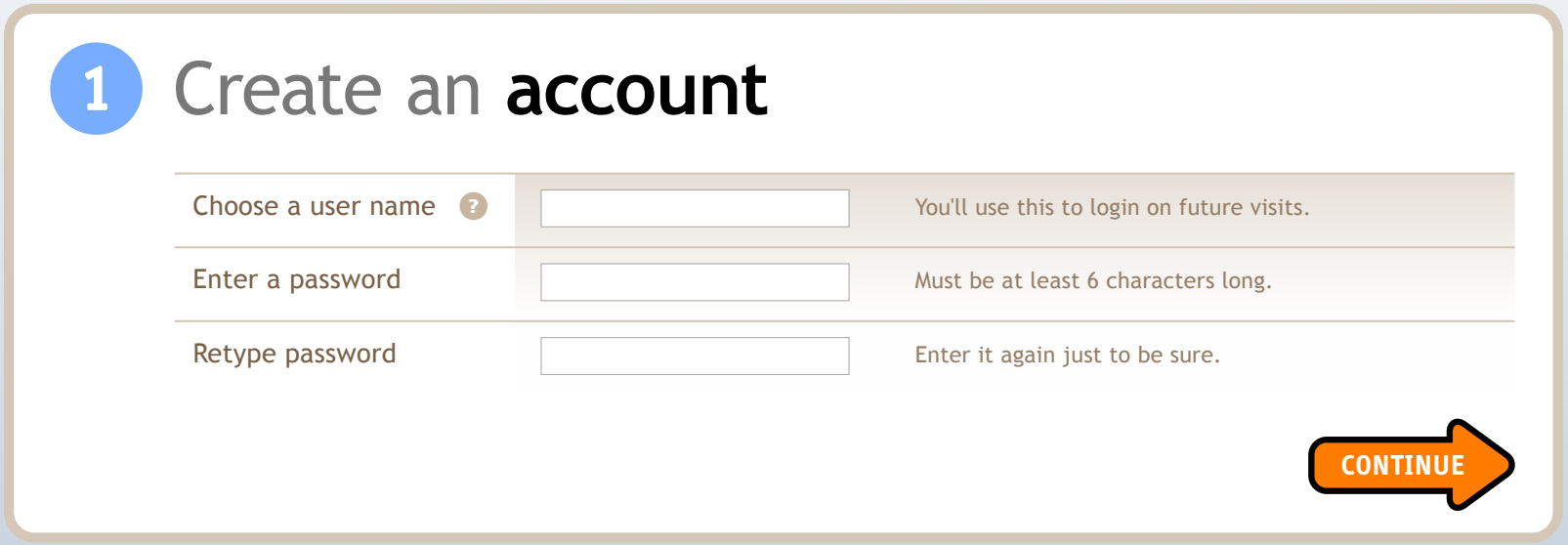

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Table-based forms

```
<form id="reg1" action="reg2.html">
  <h1>Create an <strong>account</strong></h1>
  <table cellspacing="0" cellpadding="5" border="1">
    <tr>
      <th>
        <a href="#help-username" class="help"><img
          src="img/icon_help.gif" width="13" height="13" alt="[More Help]" /></a>
        <label for="f-user">Choose a user name</label>
      </th>
      <td><input type="text" id="f-user" size="15" class="text" /></td>
      <td class="desc">You'll use this to sign in for future visits.</td>
    </tr>
    <tr>
      <th><label for="f-pass1">Enter a password</label></th>
      <td><input type="password" id="f-pass1" size="15" class="text" /></td>
      <td class="desc">Must be at least 6 characters long.</td>
    </tr>
    <tr>
      <th><label for="f-pass2">Retype password</label></th>
      <td><input type="password" id="f-pass2" size="15" class="text" /></td>
      <td class="desc">Enter it again just to be sure.</td>
    </tr>
  </table>
  <p class="next"><input type="image" src="img/btn_continue.gif" alt="Continue" /></p>
</form>
```


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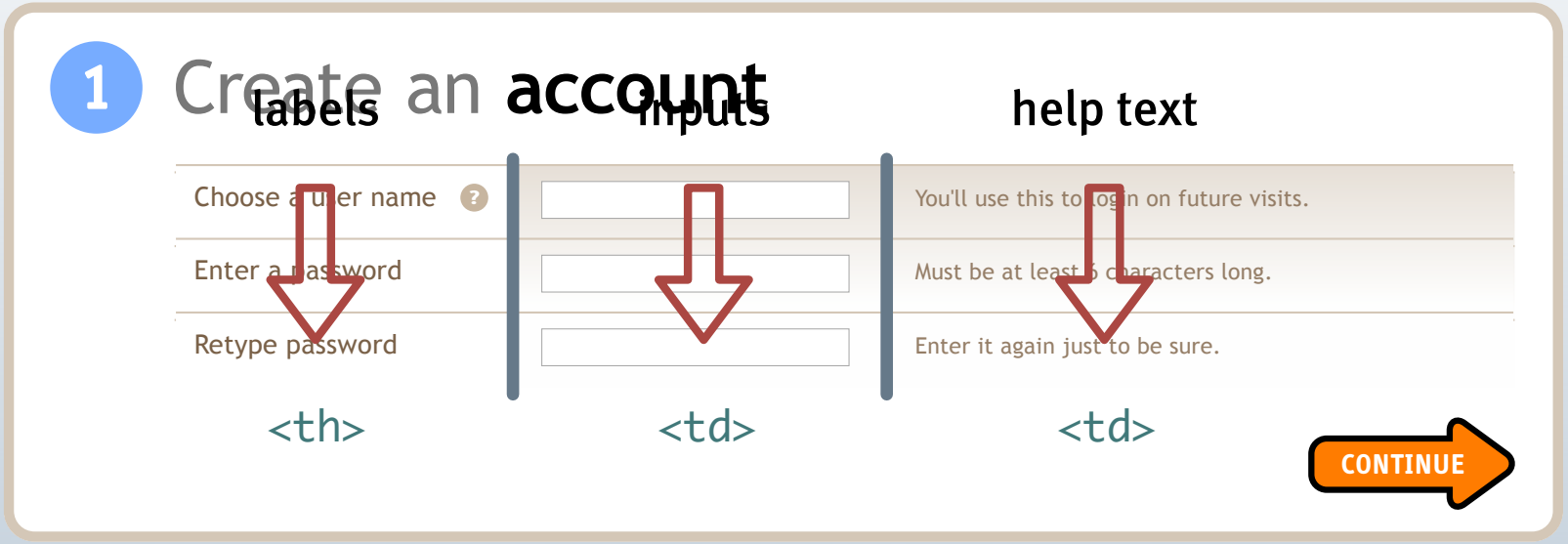
Table structure



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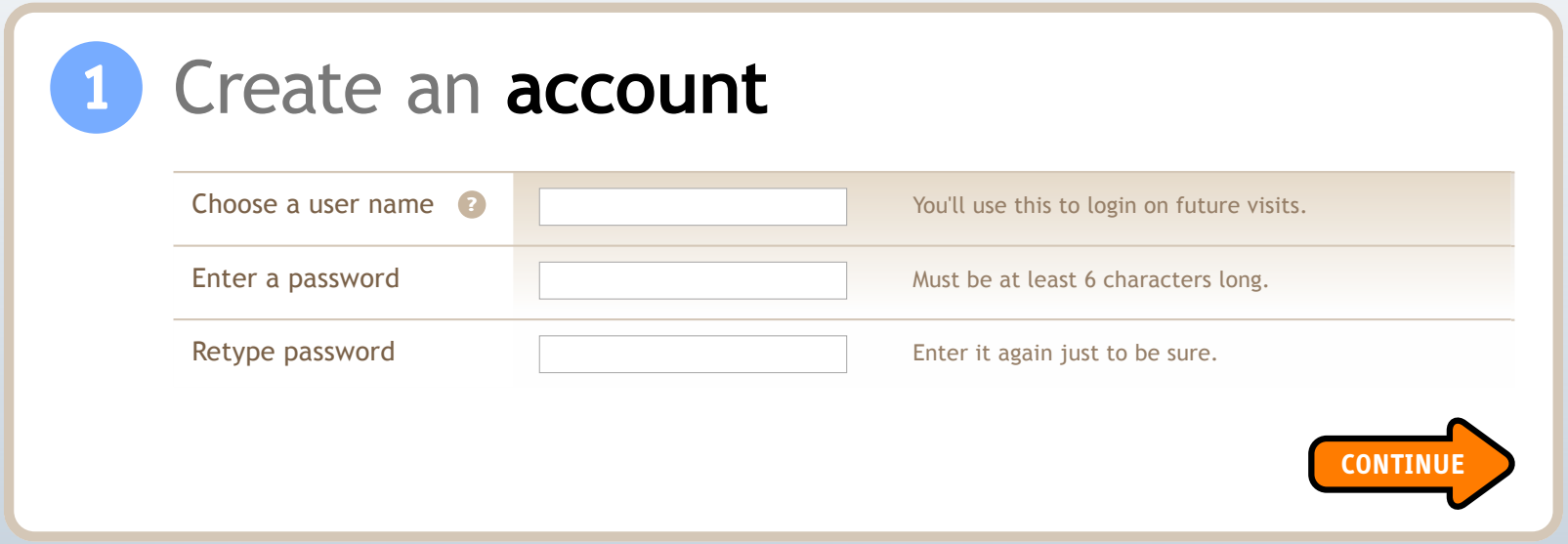
Background styles




```
table {
  background: #fff url("../img/bg_table.jpg") repeat-x left top;
  }
th {
  background: #fff;
  }
```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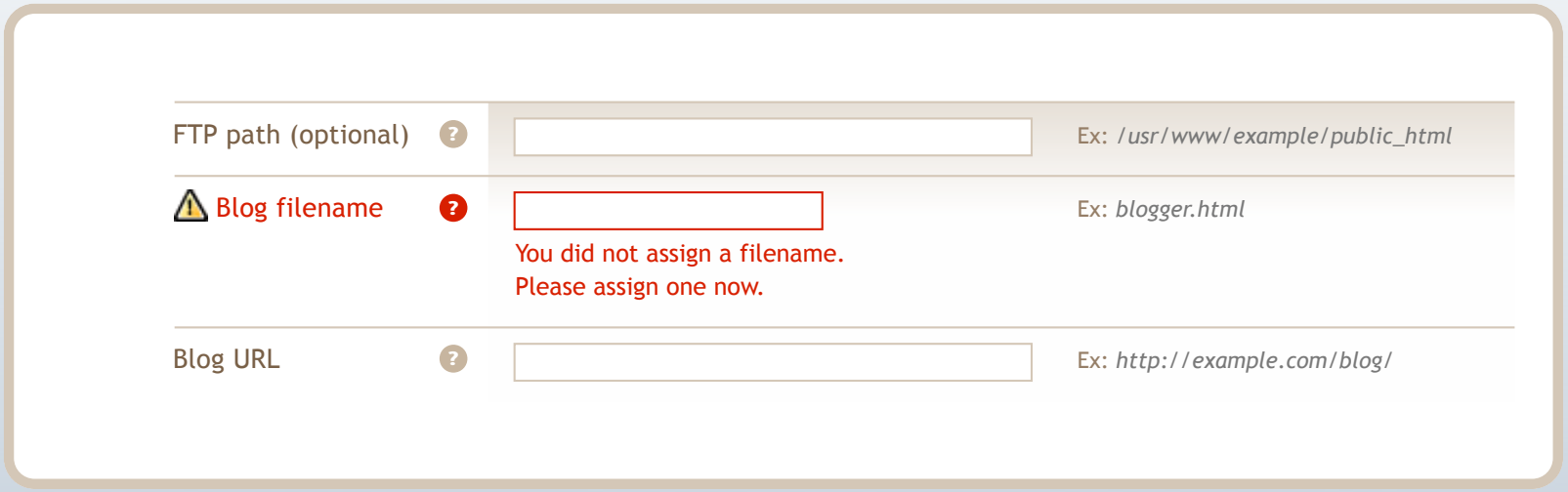
Submission errors




```
.error label {
  background: url("../img/icon_alert15.gif") no-repeat left top;
  padding-left: 20px;
  color: #c00;
  }
.error input.text {border-color: #900 #c00 #c00 #900;}
.error td .error {color: #c00;}
```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Headings

- `<h1>Create an <strong>account</strong></h1>`

  Create an **account**

  primary title of the page

- `<h2>`

  Blog Details Profile Summary

  main divisions and Sidebar module titles

- `<h3>`

  RECENT NEWS

  third-level heading in Main box

- `<h4>`

  Account Basics

  smallest heading for which styles exist

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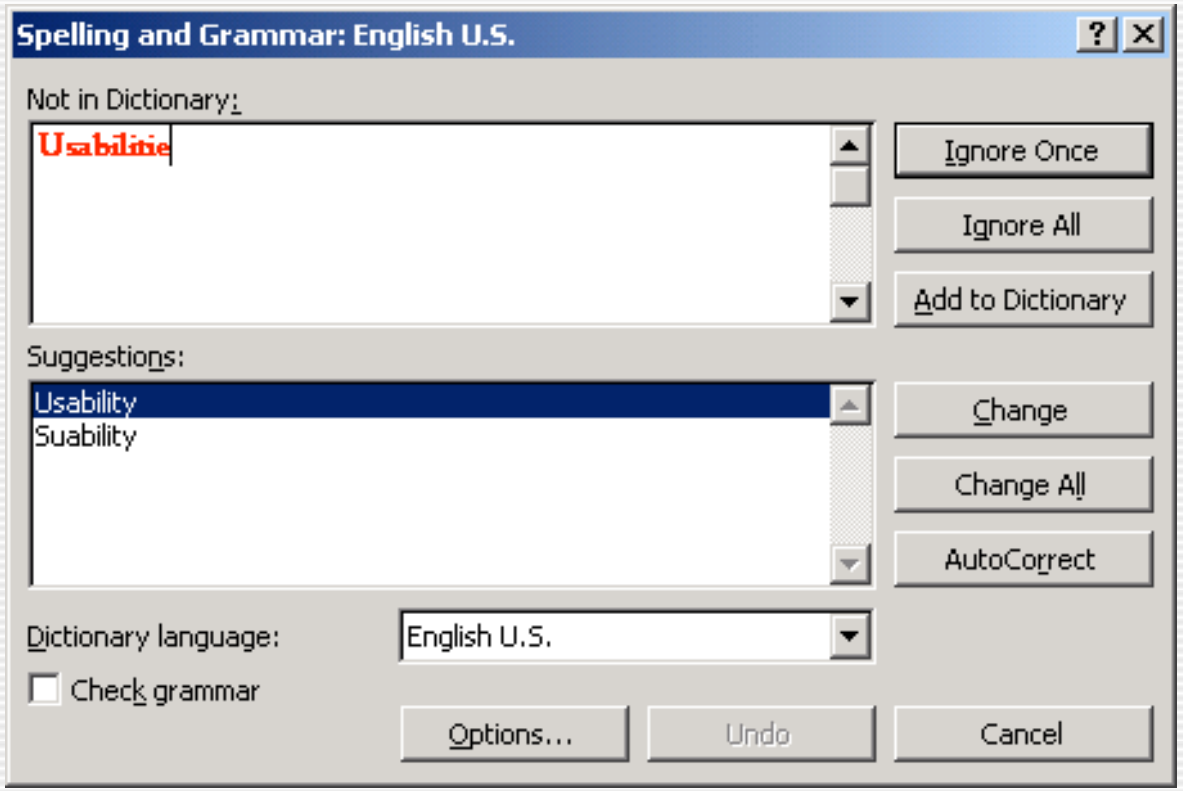
Checking Our Thinking

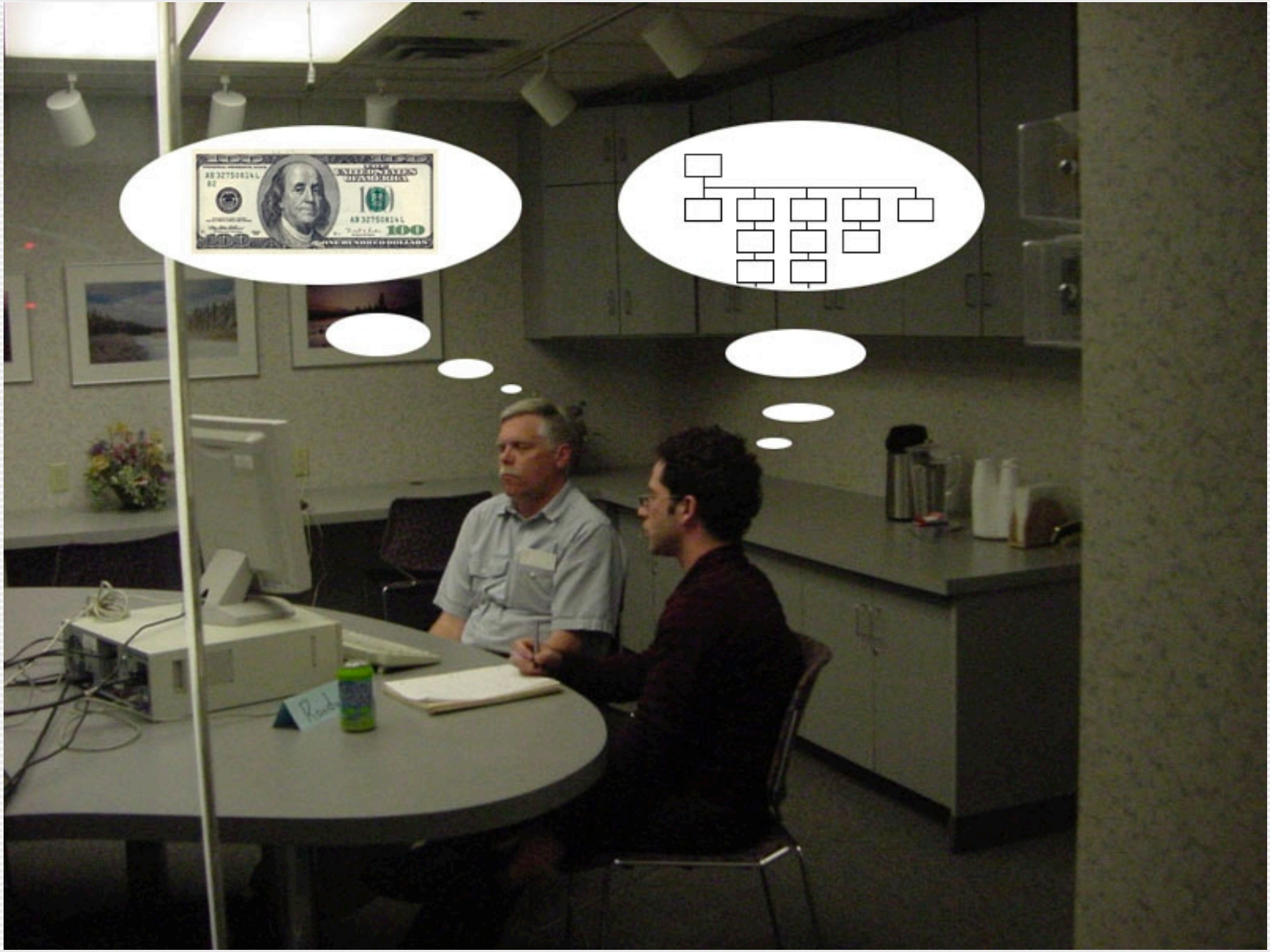
Usability Testing

© 2003 Adaptive Path

Usability is not a solution!



Usability is simply a check...



Usability Testing: An Overview

- What is usability testing?
  - Way of researching peoples' abilities
  - Uses structured interviews
  - Watch people as they use your product
- When can you use usability testing? Any time!
  - During initial design work
  - Between design iterations
  - To find out why your users complain so much
  - Before a redesign

1. Define your audience
2. Finding the right people
3. Develop a script
4. Bring people in
5. Look for trends

Step 1

Define your audience

Identifying Representative Users

- Choose stereotypes
  - Often a subset of the largest group of users (the middle of the bell curve)
  - People whose problems generalize to the largest number of other people – if you solve the problem for them, you solve it for many other groups, too
- Be specific about who you want
- Avoid people who could have strong opinions about your product
- Some people know too much
  - Market researchers, Designers, Software developers, etc.

Step 2

Finding people

Recruiting

- Pester friends and family
- Sift through existing users
  - Trade shows? Mailing lists? Support calls?
- Use a professional recruiter

Writing a Screener

- A simple script to weed out subjects
- Write 20 questions that narrow in on who you're after
- Order questions from generic to specific
- Be very clear and specific
- Avoid jargon

Step 3

Develop a script

Create Tasks

- Write down the five most important functions of your product
  - Not the features, the functions
  - What problem is being solved?
  - What are the five things that people should be able to do above all others?
- Create a one to two sentence scenario for each function
  - An example of someone using each function, framed as a question
  - Written from their perspective

Tasks should be:

- Reasonable
- Specific
- Doable
- Described as end goals
- Appropriately sequenced
- Not too long, not too short

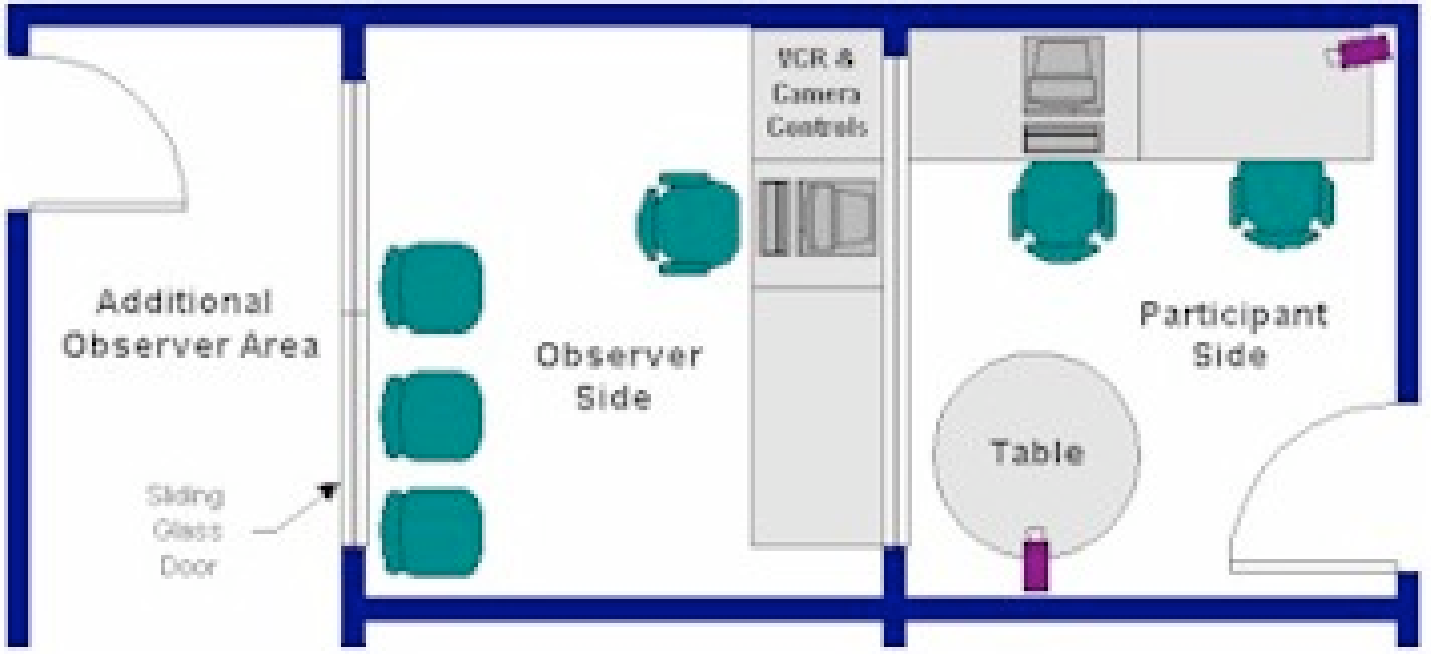
Step 3

Bring people in

How to set up a test

- Create a comfortable space
- Set up a "typical computer"
  - Nothing customized. No Google Toolbars, etc.
  - Ideally, like your persona's computer
  - Set bookmarks for start of tasks
  - Clear the cache/history!
  - Make sure any other necessary apps work (Real Audio, etc.)
- Record the session with a camcorder arranged to capture both the screen and user
- Have a partner take notes throughout session
- Convince decision makers of the value of watching the tests – from coders to marketing to the CEO

Usability Lab: Ideal



Usability Lab: Practical

Run the Test

- Prepare the participant
  - Explain what it's all about
  - Tell them that they're evaluating the product and that any problems are not their fault
  - Ask them to say all their thoughts aloud
  - Describe the product using your 30-second elevator pitch
- Give them the list of tasks
- Give them exactly as much detail as they need to get the job done, and no more - don't lead!

Ask good questions

- Focus on experience, not extrapolation
- Concentrate on immediate experience
- Be nonjudgmental
- Make questions open-ended
- Avoid closed questions

Be a Good Facilitator

- Don't help!
  - if a user gets stuck, help them only if a future tasks requires it
- Ask people to explain their actions/statements when appropriate
  - "Describe this."
  - "What do you expect?"
  - "Did that surprise you? Why?"
- Don't be afraid to follow the conversation in a direction other than the one that was originally intended

Step 5

Look for trends

Questions to Ask Yourself

- Did the users consistently misunderstand anything? If so, what?
- Were there any mistakes consistently made? If so, what?
- Did they do what you had expected? If not, what did they do?
- Did they do things in the order in which you had expected? If not, what order did they do them in?
- What did they find interesting
- What did you expect them to find interesting, which they did not?

More Questions to Consider

- How many of the tasks were they able to do? Which ones did they have the most trouble with?
- When did they look frustrated? What were they doing?
- Did the application meet their expectations? If not, where did it fail them?
- Were they ever confused? What were they doing?

Ending Strong

Deliverables

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Documentation

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Design docs content

- summary of what's already been reviewed
- structure and style
- how things work
- classes and IDs used & meanings
- buttons, icons, other images
- color and type
- CSS bugs/limitations
- links to all files in 1 location

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User Templates

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Template project details

- Independent from site redesign
- Two weeks to complete
- At least 10 new CSS-driven templates

?!?!

Spread the responsibility, credit, and fun to outside talent

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