Algonquin College

TWR2011 – Usability and UX

Assignment #3

Blogger Test Plan

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Blogger – Usability Test Plan

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Executive Summary

This Test Plan covers the upcoming scenario-based user testing of Google’s Blogger web interface. It is specific to the initial round of testing, and with revisions to reflect findings will form the basis of further rounds over the next two months.

Recent changes to a fuller web-based editor, have provided more leeway for users to choose themes and customize layouts. Testing will be broad, with initial emphasis on this area of the user interface.

Three of Blogger’s primary user personas have been selected as key for initial testing: Gwen Beckett, Henry Huxtable, and Martin Rutger. Participants will be identified to correlate with these personas, and each will be provided an appropriate scenario to conduct their tasks.

All participants will be given two core tasks, focusing on creating a Blogger account, and managing blog posts. Each will also be given an additional task with multiple steps, according to the persona they represent.

Testing will be conducted in-house, with a single moderator present; pretest and post-test questionnaires will be filled out. Initial tests will be restricted to Windows laptops running Chrome browsers, and expanded to Mac, tablets, iOS and Android phone apps moving forward. Several sets of asset folders, prewritten blog entries, and email accounts will be prepared ahead of time.

Evaluation in the initial round will primarily be in the form of observations made and summarized by the moderator, accompanied by data on time taken and rates of success and best path taken, and so on. Pre and post-test questionnaires will also inform the results and next round of testing.

Targeted User Profiles

Three user profiles have been chosen for initial testing, along with three representative volunteer test subjects who will be provided with the persona details for further perspective with the scenarios.

*Gwen Beckett*, age 68 (boomer)

Gwen is a retired designer and artist who lives above her garage, renting out the main house to a young family. She is an artist, with plans to self-publish a book, and is comfortable with technology. She is keen to share her ideas and experiences with others.

Quote: “Simple living is the key to being satisfied with what you have.”

*Henry Huxtable*, age 27 (millennial)

Henry is a gardening design specialist and is quite comfortable with technology. He competes and teaches sword fighting techniques as a side business

Quote: “Our main focus is Germanic longsword in the Lichtenauer style and Military sabre from Hutton.”

*Martin Rutger*, age 16 (gen Z)

Martin is a teenager, currently learning to drive. He regularly uses technology for school, though he doesn’t feel very experienced at it. He enjoys Dungeons and Dragons, his high school drama club, and scouting.

Quote: “I’m not on the internet, I’m watching *Critical Role*!”

User Tasks

Two core and three side tasks were chosen for initial testing to provide a baseline for further test activities. Each participant represents one of the targeted user profiles and will given three tasks to perform. The first two will be core tasks, followed by a third, unique task for each of them. Tasks will be performed in the context of an appropriate scenario and may contain more than one action.

The two core and three targeted tasks chosen, and the test goals they represent are summarized here. Each will be restated in its scenario context in the following section, Persona-specific Scenarios.

Core Task: Blogger Account Creation

Participants will be asked to create and setup a basic account, then post a short statement to the new blog. Their persona’s email and personal information will be available for them.

This task will evaluate how well new users will be able to navigate and tolerate the Blogger setup process.

Core Task: Blogger Editing

An assets folder will be provided with a couple pictures and a Word document containing a pre-written, medium length blog post. Participants will be asked to post the blog entry, including the picture files. After their entry is made, they will update their post with a number of simple corrections and edits from a written list, then any embellishments they may wish to add.

This task will evaluate the method and ease of importing text and images into a blog post. Observations will also be made on how intuitive the process is for updating a posted blog and using the Blogger web editor.

Task: Customization

An assets folder will contain custom graphics, including some favicon, header, background, and featured images. Participants will choose at least two of these options to implement and customize to the look of their blog.

This task will provide insight on preferred customizations and test the user interface and instructions. Observations will be made for the time spent, and shared thought processes. Any difficulties in interpreting or following the instructions will also be noted.

Task: Synchronization

Participants should check and correct the default time zone and invite another author to publish.

This task will inform developers whether the provided options are sufficient to guide new users with general and personalization settings. There will little focus on uploading the image, while the participants’ actions and thought processes will be noted.

Task: Privacy & Sharing

Participants will be asked to customize privacy settings for the blog, to restrict access to friends or people who have been invited.

This task will provide feedback on instruction and control clarity for Blogger privacy setups. While time will be a recorded factor, this is primarily a qualitative check on the user interface.

Persona-specific Scenarios

Each test participant will be given tasks with an appropriate scenario for the persona they have been selected to represent. The scenarios with tasks are laid out for each participant here, with two core tasks and one extra task.

Boomer Gwen and Representative Participants

Scenario Delivery

User Direction: Gwen would like to share her ideas, insights, art, and upcoming self-published novel with the world. After discussing social media options with her friends, she wants to create a blog where she can gather attention, show her personal style, and promote her upcoming book.

Task 1: Blogger Account Creation

User Direction: As Gwen, set up a new Blogger account and publishes a quick hello to the Blogger world.

Facilitator: Include reminder to share thought process verbally as they go.

Asset: email: [GwenB.BLGR@gmail.com](mailto:GwenB.BLGR@gmail.com) / password: novella99!

Task 2: Blogger Editing

User Direction: With the account up, publish a second, thought-out post, previously written in Word.

Asset: pre-written Word file with Gwen’s blog post

Facilitator: Once they have published the post, provide the list of edits.

User Direction: Realizing there were a few mistakes and left out ideas that, if added, would make your first post even better, apply these edits to your published post.

Asset: Word file listing corrections and changes for last blog post

Task 3: Customization

User Direction: Happy with the content successfully published, customize the Blogger account’s look to express style yourself. Choose and adjust themes and a couple graphics and incorporate them into the Blogger layout. Let me know when you’re satisfied.

Facilitator: Provide assets folder of graphics, but any other method (such as copying/pasting or saving/importing from the internet) they may want to use is fine (within time constraints). Note any expressed options that are not available for the test session (Photoshop, or any other source or process not practical for the session).

Asset: various graphics files in an assets folder

Millennial Henry and Representative Participants

Scenario Delivery

User Direction: Henry would like to promote his sword fighting school, as well as have a place he can share information on the topic. He knows he needs to get the word out and needs a place on the web where people can find him. He has decided to try Blogger as a platform he can put out information for people to find through Google, or word of mouth.

Task 1: Blogger Account Creation

User Direction: As Henry, set up a new Blogger account and publish a quick hello to the Blogger world.

Facilitator: Include reminder to share thought process verbally as they go.

Asset: email: [HenryH.BLGR@gmail.com](mailto:HenryH.BLGR@gmail.com) / password: longsword99!

Task 2: Blogger Editing

User Direction: With the account set up and the initial mini post out, publish a second, pre-written post, available as a Word file.

Facilitator: Once they have published the post, provide the list of edits.

User Direction: Realizing a few changes should be made, apply a list of updates to the last post.

Task 3: Synchronization

Your sword school partner has heard that sometimes sites set with a wrong time zone can cause communication issues with class times or online sessions. They would also like to contribute articles under their own name and ask you to provide them with the access they need to publish their own articles on the school blog. Check for any time zone issues and extend publishing access to include them as able to publish from the account.

Asset: partner email: GeneK.BLGR@gmail.com

Gen Z Martin and Representative Participants

Scenario Delivery

User Direction: Martin would like to have a place he can share with his high school and drama friends the stuff he finds cool, and his original ideas for Dungeons & Dragons campaigns.

Task 1: Blogger Account Creation

User Direction: As Martin, set up a new Blogger account and publish a quick hello to the Blogger world.

Facilitator: Include reminder to share thought process verbally as they go.

Facilitator: Note: Blogger may require users under the age 18 to have a parent in control of the account. If required, use the parent account to accomplish this. If comfortable, the tester may run both accounts or the facilitator can step in for the parent actions.

Asset: email: [MartinR.BLGR@gmail.com](mailto:MartinR.BLGR@gmail.com) / password: dramadragon99!

Asset: email: [Parent.BLGR@gmail.com](mailto:Parent.BLGR@gmail.com) / password: father18+

Task 2: Blogger Editing

User Direction: With the account set up and the initial mini post out, publish a second, pre-written post, available as a Word file.

Facilitator: Once they have published the post, provide the list of edits.

Task 3: Privacy & Sharing

User Direction: To keep the blog readers and interactions to people you know, customize Blogger to restrict views to those who have been invited or granted access, along with any other appropriate adjustments. Invite a few friends to check out the blog.

Asset: list of friends’ emails

Facilitator: If they are done, but have not adjusted search engine settings, suggest it and let them find it.

[User Direction: Check for and adjust if needed, anything that might affect search engines like Google picking up and showing search results for content from your blog.]

Evaluation Method

The laptop log of user actions and the facilitator’s timer log and notes will provide the basis of evaluation. The pretest and post-test questionnaires will add relevant notes and assessment data.

Any task requiring intervention or assistance to complete in time will be scored accordingly in the completion and success categories. In such cases, the facilitator will provide a brief summary to keep the participant in check with the work status and move them to the state needed for the next task.

After all tasks are complete, or time has run out, the facilitator will ask for any additional input and answer any questions. The participant will fill out a post-test questionnaire at reception, on the way out. This questionnaire will cover the procedure and experience overall, as well as provide satisfaction ratings for the experience within Blogger using the standard System Usability Scale (SUS).

Along with general observations, issues raised, time taken on tasks, and scoring by the facilitator and participant, a list of completions and failures, mistakes, assists, and optimal/alternative work paths taken will be generated. When all participants have finished, the combined results and subsequent analysis will be published within a week of the last test.

Since this testing concerns overall understanding and engagement, rather than workflow parameters, there is no single data point to determine success or failure of these tests. Instead, an informal set of pain points, weak or strong areas, and recommendations for user experience improvements will be highlighted.

A baseline and lessons learned from this initial test group will be set and used to determine the procedures and time expectations moving forward with more in-depth testing scenarios.

Test Environment and Equipment

Participants will arrive for individually scheduled test blocks of two hours each. Each will be given a pretest questionnaire and brought to an assessment or conference room which will be equipped with a networked Windows laptop running a Chrome Browser, and a thumb drive with the appropriate assets. The laptop will have user tracking software, activated before the participant arrives.

A facilitator will go over expectations and answer any questions. The facilitator will remain in the room as an observer, taking notes during the session. Participants will be encouraged to vocalize their thought process as they work. Any required personal data or emails needed to use Blogger will be provided to avoid using disclosure of their own information.

The facilitator will also have a networked laptop in case they need to function as a second user, such as co-author, parent, or friend. All required emails or non-participant accounts will be set up ahead of time (such as gmail accounts).

The thumb drive(s) will contain the files listed in the table below, with printouts available and provided as appropriate. Each Persona will have a dedicated thumb drive or directory with its own unique content for the files listed.

A post-test questionnaire will be provided after the participant has completed the session with the facilitator.

Table: Thumb drive Contents per Persona/User Group

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Task/File Name** | **Gwen** | **Henry** | **Martin** | **Type of information** | **File Format** |
| ***Account Creation*** | X | X | X | Persona emails & personal information | .docx |
| ***Account Creation a*** |  |  | X | Parent email & personal information | .docx |
| ***Editing part 1*** | X | X | X | Pre-written blog post #2 | .docx |
| ***Editing part 2*** | X | X | X | List of edits and errors for blog post #2 | .docx |
| ***Customization*** | X |  |  | Assets Folder with Various foreground, background, and favicon images | .jpg, .png, .ico |
| ***Synchronization*** |  | X |  | Partner email & personal information | .docx |
| ***Privacy & Sharing*** |  |  | X | Friend email list | .docx |
| ***Session Survey*** | X | X | X | End of session survey questions to be filled out | .pdf |

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